



Social Networking: Can You Digg It?



RSS (Really Simple Syndication)

By subscribing through RSS, you are notified only when new content is added to a website or page. To do this, use an RSS "Reader" (also called an aggregator, feed reader) which makes it much easier to review a lot of content by serving it to us in a way that we can quickly scan/review and act upon e.g., emailed to others, star it, tag it.



For more about RSS, visit Wikipedia at <http://en.wikipedia.org/wiki/RSS> or the Kansas Prevention Wiki at <http://beta.ctcdata.org/wiki/index.php/RSS>.

Blogs

Blogs or Web Logs began as online journals but have become personal and organizational spaces to publish current events sparking an ongoing conversation with readers through the "comments" feature.



Coalitions can tap into publishing with this powerful social media by writing about:

- current events
- conversations
- issue debates
- new programs
- best practices
- changing policies
- coalition actions
- celebrate accomplishments
- new grants/report/data

Used in concert with other common communications media like websites, email and newsgroups you can let others know about your coalition and community changes.

Don't want to host a blog? Join the conversation by reading and commenting.

Podcasts

A podcast is an audio or audio/video file distributed over the Internet. It can be played from your computer and/or downloaded to an iPod or MP3 player. You can also subscribe to them through most RSS readers.



Podcasts add a deeper dimension to the work of coalitions. How might you use podcasting?

- A informative monthly coalition podcast about issues
- Interviews with local adult/youth leaders, policymakers, researchers, authors, etc.
- Partner with youth to create a coalition radio show

Wiki

A Wiki is a website that you not only read but write and edit. By logging-in, anyone can contribute to the content of the pages. See an error, fix it. Missing information, add it. New resources, add a link. If you are sending email attachments around to several people to review and provide feedback, consider a wiki page instead. Most wikis are free as long as they are open to the public. Private wiki space is available for a small fee on most hosted sites.



Some popular uses include creating collaborative lists, meeting agendas, reports, surveys, interview questions ... just about anything you may need to work on *together*.

Netvibes

<http://www.netvibes.com>

Google Reader

<http://reader.google.com>

Internet Explorer 7

This feature is built into the browser.

Blogger

www.blogger.com (free)

TypePad

www.typepad.com (\$4.95 up)

WordPress

www.wordpress.com

itunes

www.itunes.com

Podcast Alley

www.podcastalley.com

OurMedia

www.ourmedia.org

Wikispaces

www.wikispaces.com

PBWiki

<http://pbwiki.com/>

WetPaint

<http://www.wetpaint.com/>



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DIGG

Digg is a community-based news article popularity website combining social bookmarking, blogging, and syndication. News stories and websites are submitted by users, and then promoted to the front page through a user-based ranking system. Users drive the popularity of news stories rather than an editorial board. (Wikipedia) The service is free.



Digg
www.digg.com

Del.icio.us

Del.icio.us (pronounced "delicious") is a social bookmarking web service for storing, tagging, sharing, and discovering web bookmarks. When you bookmark to Del.icio.us, you have access to your bookmarks from any computer, anywhere. More important, you can share your bookmarks with others and search the entire site for what other users are noticing and reading. Service is free.



Del.icio.us
<http://del.icio.us>

Flickr / Photobucket

Flickr and Photobucket are websites and online social networks organized around digital photos. Besides photo sharing, flickr is often used by bloggers and others as a place to store and tag photos for online publishing. Basic account is free.



flickr
www.flickr.com

Photobucket
www.photobucket.com

YouTube

Like Flickr, YouTube is an online community platform organized around videos rather than photos. You can search, mark as favorites, organize, create playlists and comment on videos. You can also flag inappropriate content. Keep in mind that you can produce your own video and upload it to YouTube, publish the link and embed the video on your website or blog -- all free.



YouTube
www.youtube.com

Social Networks

Social networks are groups of people, often online, that coalesce around a particular object e.g., photos, information links, videos or people. Popular examples are flickr, del.icio.us, YouTube, Facebook and MySpace. Recently Ning introduced the ability to create your own social network.



Facebook
www.facebook.com
MySpace
www.myspace.com
Ning
www.ning.com

More ... explanations in a nutshell --

For useful and easy-to-understand 3 minute videos on these and other technology tool topics including blogging, social networks, photo sharing, wikis, and RSS - visit Lee and Sasha Lefever at the Common Craft Show.



The Common Craft Show
www.commoncraft.com

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www.creativecommons.org