

Transcript from July 19, 2009 to July 19, 2009

July 19, 2009

- 8:47 am **mattceni:** @MackCollier you're on fire with all these links this morning. you must be getting warmed up for #blogchat It's like watching a champ train
- 9:24 am **ShannonRenee:** ok, time to get Sunday rolling...tonight its #blogchat, so question is what am I doing today, hmmm? anything related 2 housework...NOT
- 9:34 am **MackCollier:** In tonight's #blogchat, The Red Cross' @wharman will be joining us to discuss how non-profits can use social media! 8pm CST.
- 9:35 am **colleenpence:** RT @MackCollier In tonight's #blogchat, The Red Cross' @wharman will be joining us to discuss how non-profits can use social media! 8pm CST.
- 9:37 am **carissao:** RT @MackCollier: In 2nite's #blogchat, The Red Cross' @wharman will B joining us 2 discuss how non-profits cn use social media! 8pm CST.
- 9:47 am **jakrose:** @MackCollier Does #blogchat focus on blogging or has it evolved past to social media as well, kind of like blog world expo?
- 9:49 am **MackCollier:** @jakrose It depends on the topic. Like for tonight, I think it would help more people to focus on social media rather than blogging #blogchat
- 9:49 am **MackCollier:** @jakrose Next week's #blogchat will be more focused on strictly blogging, but I'll more on that tomorrow ;)
- 9:51 am **dave_lo:** Tonight's #blogchat: Red Cross' @wharman will be discussing how non-profits can use social media 8pm CST (via @MackCollier)
- 9:54 am **andinarvaez:** @MackCollier this is the first I hear of #blogchat and would love tune in. Does it happen on a regular basis?
- 9:55 am **MackCollier:** @andinarvaez Yes ma'am, #blogchat is every Sunday night at 8pm CST!
- 10:09 am **storgaardconley:** tonight's #blogchat sounds interesting...think I will check it out
- 10:32 am **colleenpence:** . @andinarvaez We'll have to leave Coco at a decent time to make it to #blogchat tonight, won't we? :)
- 10:41 am **JerriConrad:** RT @MackCollier: In tonight's #blogchat, The Red Cross' @wharman will be joining us to discuss how non-profits can use social media! 8pm CST
- 11:39 am **MarshaCollier:** @MackCollier it looks like I'm finally in tonight for #blogchat. Love the topic idea
- 11:41 am **MackCollier:** @MarshaCollier Sheesh about time! ;) #blogchat
- 12:00 pm **TransitionalTee:** Good chance I'm missing #blogchat tonight AGAIN! Me = one peeved cookie.
- 12:01 pm **terilig:** @TransitionalTee you know they archive #blogchat? You can at least see the discussion.
- 12:06 pm **MackCollier:** @TransitionalTee Arrrghhh!!!! #blogchat
- 12:36 pm **mdbarber:** In tonight's #blogchat, The Red Cross' @wharman will join us to discuss how nonprofits can use social media! 8pm CST. (via @mackcollier)
- 3:38 pm **ShannonRenee:** Scared 2 go home, fall asleep, miss #blogchat & wake up at midnight, thus being awake for next 4-5 hrs...I shoulda got more sleep last nite
- 5:16 pm **HeyPeterman:** Goin to try and participate in #blogchat tonight from my iPhone.
- 5:30 pm **ConversationAge:** @MackCollier thank you. I think at a minimum, we should have a #blogchat question dedicated to me - LOL!

5:58 pm **MackCollier:** @KellyOlexa #blogchat discussing how non-profits can use social media, with The Red Cross' @wharman ;)

6:02 pm **KellyOlexa:** @MackCollier Just started? #blogchat

6:03 pm **MackCollier:** @KellyOlexa #blogchat starts tonight at 8pm CST ;)

6:21 pm **shashib:** RT @MackCollier: @KellyOlexa #blogchat starts tonight at 8pm CST ;)

6:46 pm **JoshuaEPorter:** @mackcollier I can hardly wait to participate see you at 8! @BrianCitizen may be on the chat too! #blogchat

6:50 pm **kdpaine:** @wharman good luck on #blogchat tonight!

6:52 pm **kanter:** RT @kdpaine @wharman good luck on #blogchat tonight!

7:04 pm **sarahmarchetti:** Whoops. I'm an hour early to #blogchat. Didn't catch the CST part earlier this week. #blogchat

7:05 pm **wharman:** @kanter @kdpaine you guys should join #blogchat with me if you're around!

7:12 pm **MackCollier:** Hey y'all! Tonite's special #blogchat w @wharman starts in 50 mins!!!

7:15 pm **reneeAhamilton:** getting excited to get tips from the super amazing @wharman during #blogchat

7:21 pm **wharman:** @reneeAhamilton starting to feel the #blogchat pressure - better think of something magnificent to tweet in the next 40 minutes. Joining?

7:29 pm **kellymullaney:** RT @MackCollier: Hey y'all! Tonite's special #blogchat w @wharman starts in 30 mins!!! << Non-profits, effectively using social media

7:33 pm **Shanan_S:** RT @MackCollier: Hey y'all! Tonite's special #blogchat w @wharman starts in 50 mins!!!

7:34 pm **MackCollier:** Want to follow #blogchat on the web and get a transcript after it's over? Here you go - <http://is.gd/1EE94>

7:38 pm **cloudspark:** @MackCollier thanks for the link to #blogchat transcripts.

7:39 pm **kdpaine:** @wharman will try, after a day in the garden, it's tough.. #blogchat

7:42 pm **reneeAhamilton:** Checking out the #blogchat page at @wthashtag <http://wthashtag.com/blogchat>

7:42 pm **MNHeadhunter:** The stars are aligning that I can monitor and maybe participate this evening #blogchat

7:47 pm **almitrab:** Looking forward to following #BlogChat and @wharman of the American Red Cross in T minus 13 minutes!

7:54 pm **wharman:** Mysteriously wet dog sitting quietly? Check. Ample access to the internerds from the couch? Check. Ready for #blogchat liftoff? Check.

7:55 pm **kdpaine:** @wharman strongly recommend having glass of wine waiting for you when ur done :) #blogchat

7:56 pm **MackCollier:** #blogchat starts in 5 mins w @wharman discussing how non-profits can use Social Media track the tweets here - <http://is.gd/1EF0I>

7:57 pm **speli:** RT @MackCollier: #blogchat in 5 mins w @wharman discussing how non-profits can use Social Media track the tweets here - <http://is.gd/1EF0I>

7:58 pm **30lines:** RT @MackCollier: #blogchat starts in 5 mins w @wharman discussing how non-profits can use Social Media. Track it here - <http://is.gd/1EF0I>

7:58 pm **MackCollier:** RT @wharman: @kanter @kdpaine you guys should join #blogchat with me if you're around!

7:59 pm **Smoothape:** RT @MackCollier: #blogchat starts in 5 mins w @wharman discussing how non-profits can use Social Media. Track it here - <http://is.gd/1EF0I>

7:59 pm **WriterChanelle:** About to jump into #blogchat. Please excuse (probable) flood of updates/RT's from me for the next hour

8:01 pm **wharman:** My clock says 9pm EDT (it's just now getting dark here in DC). Ready to discuss nonprofits and socmed? #blogchat

8:01 pm **Smoothape:** I made it in time this week #blogchat

8:01 pm **jwindm:** Following the #blogchat conversation on social media.

8:01 pm **MackCollier:** Let's kick off #blogchat! Tonite @wharman is joining us to discuss how non-profits can use social media, if you are @ a NP, what are ur ?s

8:01 pm **wharman:** The #blogchat setup. <http://mypict.me/bRrY>

8:02 pm **vedo:** #blogchat starting w/ @wharman discussing how nonprofits can use Social Media track the tweets here - <http://is.gd/1EF0I> (via @MackCollier)

8:03 pm **WriterChanelle:** RT @MackCollier: Let's kick off #blogchat! Tonite @wharman is joining us to discuss how non-profits can use social media

8:03 pm **wharman:** @smoothape @vedo @writerchanelle hi there! Looking forward to tweeting with you. Big thanks to @mackcollier for having me here #blogchat

8:03 pm **ShannonRenee:** I'm on the board of 2 NPs, Calvary Women's Svcs and the In Series #blogchat

8:04 pm **LisaPetrilli:** @MackCollier Absolutely no budget and inability to convince value of content creation/content marketing #blogchat

8:04 pm **WriterChanelle:** @wharman Hello hello. Same here. #blogchat

8:04 pm **ShannonRenee:** at this point, both orgs are on FB and that's it...neither tweet, blog, flickr, utterli, etc. #blogchat

8:05 pm **dylanspencer:** currently not working with any non-profits but definitely interested in how np's are using social media #blogchat

8:06 pm **JoshuaEPorter:** I'm in the same boat as @dylanspencer #blogchat

8:06 pm **Teeg:** Looking forward to a good #blogchat tonight. How nonprofits can use social media. #FrozenPeaFund and @DrMani are my 2 fav sm-ing nonprofits.

8:06 pm **Smoothape:** @wharman same here, always ready to learn on #blogchat

8:07 pm **Shanan_S:** I'm in higher ed. Student recruitment is on FB and I'm hoping to start a sm-rich newsite 4 the Uni. #blogchat

8:07 pm **ShannonRenee:** @LisaPetrilli we're in the same boat...NO money for marketing and like w/ for-profs, trying to demonstrate value #blogchat

8:07 pm **PeaceMakerOrg:** Good evening folks. Small NP in Minnesota. Looking forward to convo. tonight. #blogchat

8:07 pm **WriterChanelle:** I don't work for a non-profit (yet...lol). It's beneficial for me, though, to know how NP's can utilize social media #blogchat

8:08 pm **jsandford:** Here in Birmingham, I help set up @flshelter w/ their Twitter acct & FB site. They have been using it for weekly needs requests. #blogchat

8:08 pm **wonderwebby:** RT @MackCollier: Let's kick off #blogchat! Tonite @wharman - how non-profits can use social media, if you are @ a NP, what are ur ?s

8:08 pm **wharman:** @dylanspencer I think nonprofits are well-suited to bringing their missions online since most are community-driven offline, too #blogchat

8:09 pm **PeaceMakerOrg:** @wharman What do you think are keys for small NP w/o significant awareness when implementing SM? #blogchat

8:09 pm **WriterChanelle:** I do know that @idealist uses Twitter well to promote their service #blogchat

8:09 pm **jon_dunn:** learning from @wharman never gets old! Always new stuff that is very helpful #blogchat

8:09 pm **Shanan_S:** @wharman What was the greatest hurdle for you/ your org when you started using SM? #blogchat

8:09 pm **jsandford:** @MackCollier We gave away two tickets to @flshelter 's premier fund raiser by requesting RT's of the event date/time for a week. #blogchat

8:09 pm **wharman:** Hi @jon_dunn (he's the social media dude for Best Friends) #blogchat

8:10 pm **kdaine:** @shonali are you following #blogchat if not you need to be.

8:11 pm **jon_dunn:** Hi @wharman - don't forget the plug too @BFAS :P #blogchat

8:11 pm **wharman:** @peacemakerorg i think the key is to listen and learn - find your niche. Look for people who care about issues you care about #blogchat

8:11 pm **speli:** #blogchat How do we overcome the objections of those who think Twitter in particular is simply an exercise in egotism?

8:11 pm **MackCollier:** #blogchat is w The Red Cross' @wharman discussing how non-profits can use social media. Have a question? Let @wharman have it ;)

8:12 pm **wharman:** @shannon_s biggest hurdle was and is fear of losing perceived control - it's a culture shift in doing business so takes a while. #blogchat

8:13 pm **wharman:** 2nd biggest hurdle is not giving in to the tendency to make your presence all about marketing instead of offering mission online. #blogchat

8:13 pm **PeaceMakerOrg:** @wharman Are you finding any resistance among older audience that may not understand SM? How to avoid alienating them? #blogchat

8:14 pm **MackCollier:** @speli Show your boss that the ppl you want to reach are HERE, how other orgs are using Twitter #blogchat

8:14 pm **rvabusiness:** #SMCRVA, chime in! RT @MackCollier: #blogchat is w Red Cross' @wharman discussing how non-profits can use SM. Send questions to @wharman

8:14 pm **wharman:** @speli well, in many ways, it is! Look for the unique value your org provides and share that value, help others. #blogchat

8:15 pm **Teeg:** @speli How about showing non-profs who've successfully used twitter? #blogchat

8:15 pm **Shanan_S:** @wharman So did you focus more on educating people about the benefits of SM or dispelling fears? First steps? #blogchat

8:15 pm **wharman:** @kdpaine ha - we get so many vampire related mentions every day it's amazing. #blogchat

8:15 pm **WriterChanelle:** @wharman Are there non-profit organizations that *shouldn't* use social media? #blogchat

8:15 pm **Shanan_S:** RT @MackCollier: @speli Show your boss that the ppl you want to reach are HERE, how other orgs are using Twitter #blogchat

8:16 pm **foxwebco:** RT @MackCollier: #blogchat is w The Red Cross' @wharman discussing how non-profits can use social media. Have a ?? Let @wharman have it ;)

8:16 pm **ready2spark:** #eventprofs There's a chat on #blogchat right now on how to use SM for NFPs #blogchat

8:16 pm **ShannonRenee:** @wharman have found NP execs to be very similar to FPs, general lack of knowledge & want to see ROI #blogchat

8:16 pm **kdpaine:** #blogchat trying to convince c-suite, u need to know that from a measurement standpoint, all my best case ROI case studies are nonprofits

8:16 pm **wharman:** @peacemakerorg it's a supplement/complement to other activities - haven't stopped other stuff so if ur not here won't bother you #blogchat

8:17 pm **foxwebco:** @wharman What scares non profits the most about using twitter & Social Media? I know of 1 with a protected account...#blogchat

8:17 pm **kdpaine:** @Teeg @starfocus at @nwf used Twitter to boost engagement bigtime #blogchat

8:17 pm **ShannonRenee:** @wharman the primary diff is the lack of resources to try SM, teeny staff, never enuff time for needs to be done for clients... #blogchat

8:18 pm **speli:** @wharman I currently don't work for non-profit but met the founder of one today - they are not on Twitter. Would like to convince. #blogchat

8:19 pm **wharman:** @Shanan_S First step was showing them the existing conversation, which both educates about benefits and dispels fears at same time #blogchat

8:19 pm **dylanspencer:** @wharman that makes sense. do you risk alienating the older audience that may not understand social media? #blogchat

8:19 pm **sarahmarchetti:** @Shanan_S 1 of the things that @wharman did several years ago to prove value was use daily monitoring to show higher ups the convo #blogchat

8:19 pm **ShannonRenee:** @wharman and NO idea how any of this will pay off, as board mbr, my hands are a bit tied...you know we have lots of ideas LOL #blogchat

8:19 pm **almitrab:** @wharman At ARC we do many diff things & have diff audiences. Do U recommend multiple twttr accts/FB pgs 2 reach them? #blogchat

8:20 pm **Teeg:** @kdpaine I can believe it. A couple years ago I watched the Frozen Pea Fund develop on twitter by @SusanReynolds and @ConnieReece. #blogchat

8:20 pm **30lines:** @kdpaine I've also seen that non-profits doing it well offer great case studies. @CFL_Homeless is one excellent example. #blogchat

8:21 pm **wharman:** @WriterChanelle Probably. There are definite pros and cons in socmed just like anywhere else #blogchat

8:22 pm **Teeg:** RT @wharman: @Shanan_S First step was showing them the existing conversation, which both educates about benefits and dispels fears #blogchat

8:23 pm **klandwehr:** @wharman has twitter been used in an emergency to keep people up to date, how did it work #blogchat

8:25 pm **wharman:** @foxwebco loss of control scares nonprofits most (and everyone). I think also the fear that there's no ROI #blogchat

8:25 pm **jon_dunn:** Seriously, @wharman is a smart cookie - come join in the #blogchat fun and watch her rapid fire answer complex questions in 140.

8:25 pm **WriterChanelle:** @wharman I know one reason for not using SM is target audience is not using it. Any other reason why an NP wouldn't use SM? #blogchat

8:26 pm **NBryant:** RT @jon_dunn: @wharman is a smart cookie - come join in the #blogchat fun & watch her rapid fire answer complex questions in 140. #blogchat

8:26 pm **foxwebco:** @WriterChanelle #blogchat -- Do tell, what target audience isn't on here? ;)

8:27 pm **MackCollier:** @wharman #blogchat Wendy what are some of the things TRC looks for from SM to know its working? How do you judge effectiveness?

8:27 pm **wharman:** @klandwehr most recent success story was @sbredcross during wildfires last month. #blogchat

8:27 pm **sarahmarchetti:** @wharman once NP have basics covered-listening/participating, what are some more advanced ways to use SM? fundraising? campaigns? #blogchat

8:28 pm **WriterChanelle:** @foxwebco Well I know blackberry isn't an NP but I was told that they are starting their own social networking site to reach 1/2 #blogchat

8:29 pm **wharman:** @MackCollier our goal is to help people prevent, prepare for, and respond to emergencies using socmed tools, so look for ... #blogchat

8:29 pm **Teeg:** @wharman What other social media sites does the Red Cross use? Is Second Life part of your social media plan? #blogchat

8:29 pm **WriterChanelle:** @foxwebco their customers that aren't utilizing SM. I suggested, though, that BB should be utilizing their own twitter acct #blogchat

8:30 pm **almitrab:** @Jfavreau Do they appear to be successful with that strategy? #blogchat

8:30 pm **wharman:** @MackCollier anecdotes, engagement, some more traditional number crunching (like evaluating FB insights) #blogchat

8:30 pm **WriterChanelle:** @foxwebco I've also seen reports that Twitter users are generally older, established professionals. Comp's with younger audience #blogchat

8:31 pm **Shanan_S:** @WriterChanelle Another reason not to use SM . . .If you can't sustain it. No convos, bare pgs, . etc. #blogchat

8:31 pm **kdpaine:** @Teeg that was my 1st case, then @shonali at ASPC, then @wharman +@starfocus at NWF + @cariegrsls at HSUS + warchild +immunizebc #blogchat

8:31 pm **wharman:** @sarahmarchetti I'm not personally huge on fundraising outright - I think an np should empower supporters to fundraise for it #blogchat

8:31 pm **WriterChanelle:** @foxwebco would have to use other forms of SM. #blogchat

8:32 pm **foxwebco:** @WriterChanelle agreed. BB and others aren't on top of thr game. #blogchat I think most demo r there, it's just starting the convo w/ them.

8:32 pm **wharman:** @sarahmarchetti as an np we should concentrate on executing our mission. If offering unique value, others will support. #blogchat

8:32 pm **jon_dunn:** @teeg definitely look at @daveiam does 2nd Life at ACS - don't know it's for every1, but they have done amazing stuff there. #blogchat

8:32 pm **almitrab:** @klandwehr At the KC Red Cross we used SM for the first time during a recent emergency response. It was very successful. #blogchat

8:32 pm **wharman:** of course, I'm not always right about these things and am something of a socmed purist. :) #blogchat

8:33 pm **WriterChanelle:** Question is...what is the target audience for a non-profit? In order to sustain their business, they'd have to get the message #blogchat

8:33 pm **sarahmarchetti:** @Shanan_S Are people talking about a topic related to your NP? perhaps you could make the case that u need to join that convo #blogchat

8:33 pm **Teeg:** @Shanan_S An example of blank twitter page that surprised me when I discovered it: Southwest Airlines <http://twitter.com/southwest> #blogchat

8:33 pm **LisaPetrilli:** @Shanan_S Very true. And I wonder if getting the ok to tweet only 5 min/day is worse than not being on at all... #blogchat

8:33 pm **kdpaine:** @wharman #blogchat give me enough data + I bet I could show "mission accomplished" fewer lives/homes/property lost :)

8:33 pm **MackCollier:** @wharman Can you link to the SM handbook you created for TRC? #blogchat

8:34 pm **WriterChanelle:** to people who can help them. Who would serve as word of mouth marketing and fundraising outlets. #blogchat

8:34 pm **ad_web:** Hello everyone! #blogchat

8:34 pm **almitrab:** @Jfavreau Thanks for sharing! #blogchat

8:34 pm **maggielmcg:** I was going to try to participate in #blogchat tonight but I just can't keep up with Twitter chats. Topic is nonprofits and SocMed #blogchat

8:34 pm **kdpaine:** @wharman isn't the role of comms to fulfill mission, \$\$ raised is development, no? #blogchat

8:34 pm **klandwehr:** @aimitrab @wharman Thank you, you confirmed what I thought #blogchat

8:34 pm **WriterChanelle:** @Shanan_S Exactly. Some non-profits just don't have the means to maintain something in the realm of SM. #blogchat

8:34 pm **Teeg:** @HeyPeterman But they have a good non-profit system set up that I've found fascinating. #blogchat

8:35 pm **wharman:** @Teeg a pretty good list is here: <http://bit.ly/nfdH> no Second Life for us - because of time and resource constraints #blogchat

8:35 pm **kdpaine:** RT @wharman: as an np we should concentrate on executing our mission. If offering unique value, others will support. #blogchat

8:35 pm **sarahmarchetti:** @wharman so do you engage your supporters around specific goals? #blogchat

8:35 pm **kanter:** RT @wharman I'm not personally huge on fundraising outright - I think an np should empower supporters to fundraise for it #blogchat (I agree)

8:35 pm **kdpaine:** @almitrab #blogchat how did you measure that success?

8:36 pm **kdpaine:** @WriterChanelle #blogchat most np have several -- existing donors, future donors, volunteers, customers who use the service

8:36 pm **almitrab:** RT @wharman: I'm not personally huge on fundraising outright - I think an np should empower supporters to fundraise for it #blogchat

8:36 pm **kanter:** RT @MackCollier Want to follow #blogchat on the web and get a transcript after it's over? Here you go - <http://is.gd/1EE94>

8:36 pm **Shanan_S:** VIDEO: Use Twitter to let family know you're ok in disaster: <http://bit.ly/ZaZ4C> #blogchat

8:36 pm **WriterChanelle:** @foxwebco They sure aren't. Lol. I can't imagine starting a social network when you don't keep up with a twitter page #blogchat

8:37 pm **wharman:** @MackCollier yes! Here's the social media handbook draft for our chapters <http://bit.ly/HGkno> #blogchat

8:37 pm **websuasion_ryan:** @wharman what are your strategies for finding & building your sm communities? Particularly given your message. #blogchat

8:37 pm **kanter:** RT @kdpaine RT @wharman: as an np we should concentrate on executing our mission. If offering unique value, others will support. #blogchat

8:37 pm **MackCollier:** RT @wharman: @MackCollier yes! Here's the social media handbook draft for our chapters <http://bit.ly/HGkno> #blogchat

8:37 pm **JoshuaEPorter:** @WriterChanelle I've heard that too regarding the seasoned professionals on Social media vs younger audiences #blogchat

8:37 pm **wharman:** Yes! RT @kdpaine isn't the role of comms to fulfill mission, \$\$ raised is development, no? #blogchat

8:38 pm **kdpaine:** @Teeg #blogchat that's not southwest airlines. they are @SouthwestAir

8:38 pm **sarahmarchetti:** @kdpaine slightly diff perspective since I was Development Comm, but I think that the whole org is responsible for FR in some way #blogchat

8:39 pm **WriterChanelle:** @kdpaine Exactly...but what age group does this fall under? #blogchat

8:39 pm **Sue_Anne:** @WriterChanelle I think any non-profit can use social media, you just have to choose which platforms wisely #blogchat

8:39 pm **wharman:** @websuasion_ryan I'm lucky in that we were mentioned hundreds of times a day without having to work at it, but... #blogchat

8:39 pm **WriterChanelle:** @JoshuaEPorter My fear is that far too many young people just don't get the professional benefit of SM quite yet. #blogchat

8:39 pm **Teeg:** @wharman Thanks for the list! I'm just getting back on SL, but the support for non-profits was one thing that impressed me there. #blogchat

8:40 pm **kellymullaney:** RT @Shanan_S VIDEO: Use Twitter to let family know you're ok in disaster: <http://bit.ly/ZaZ4C> #blogchat

8:40 pm **wharman:** You can use keywords to find people who care about issues you care about. Offer value, talk to them, and you'll build community. #blogchat

8:40 pm **WriterChanelle:** Agreed. RT @Sue_Anne: @WriterChanelle I think any non-profit can use social media, you just have to choose which platforms wisely #blogchat

8:40 pm **kdpaine:** @sarahmarchetti #blogchat I agree, but most non-profits have pretty firm silos keeping the two apart.

8:40 pm **kanter:** @wharman what has been ur greatest challenge/success with handbook? our chapters <http://bit.ly/HGkno> #blogchat

8:40 pm **Sue_Anne:** @foxwebco make a wish uses protected accounts and only verified folks can follow what they're doing - to protect children's safety #blogchat

8:40 pm **jonnew:** Giving presentation to a group of C-level NP folks. What advice should I give them on starting/sustaining blogs? #blogchat

8:41 pm **Shanan_S:** @Teeg Wow. Is it real? If it is I feel bad for what must be the 400 + employees who were asked to follow it. #blogchat

8:41 pm **_djh:** Sorry I missed most of #blogchat tonight. I'd like to learn more about how I can help #12for12k. Thank goodness for the transcript.

8:41 pm **klandwehr:** @wharman does your np also use Facebook or My Space or Friendfeed for day to day announcements? #blogchat

8:41 pm **WriterChanelle:** @Sue_Anne Takes an analysis of what type of people are most likely to help your organization. Are FB users really going to rally? #blogchat

8:41 pm **ADDcrafter:** @wharman - maybe not at national BOD, but chapter boards should be raising \$\$ imho. #blogchat

8:42 pm **kellymullaney:** RT @wharman @MackCollier yes! Here's the social media handbook draft for our chapters <http://bit.ly/HGkno> #blogchat <<Red Cross using SM

8:42 pm **wharman:** @kanter greatest success? it's pretty field-generated. They helped write it, they asked for it, so it reflects their needs #blogchat

8:42 pm **Teeg:** @kdpaine Thanks! Wonder if @SouthwestAir knows about @southwest (since the descriptor is SWA) #blogchat

8:42 pm **almitrab:** @kdpaine R chapt is just startng SM, so we dont have clear benchmarks yet. A gain in followrs, volntr respsns & retwts =success. #blogchat

8:42 pm **kanter:** @kdpaine yes, those silos create lots of problems esp w/ nonprofit sm strategy implementation #blogchat takes leadership 2 change

8:42 pm **Sue_Anne:** @klandwehr While not a non-profit, CDC has used Twitter well to provide updates during the H1N1/swine flu situation #blogchat

8:42 pm **jdojc:** @WriterChanelle from some of the tweetups I've been to, there's a lot of gen y's who use SM for professional and personal #blogchat

8:42 pm **wharman:** @kanter greatest challenge? Getting small outlier groups to hop on board. #blogchat

8:42 pm **keyinfluencer:** Totally missed #blogchat tonight. Sorry guys. Team conference call

8:43 pm **Shanan_S:** @LisaPettrilli I think it depends on your audience. If you have a lot of people asking Q. and not getting A. That's a prob.#blogchat

8:43 pm **kanter:** @almitrab are you linking to outcomes? #blogchat

8:43 pm **vedo:** IMO nonprofit comm/PR efforts quite often have a direct impact (+/-) on fund-raising - not just up two development #blogchat

8:43 pm **WriterChanelle:** There's Facebook, Twitter, FriendFeed...which is really the most effective at marketing a campaign? #blogchat

8:43 pm **foxwebco:** @WriterChanelle I think most missed is the Tweet-n-run mentality. Send a message, but not listening to what else is said. #blogchat

8:44 pm **30lines:** @WriterChanelle I think it depends on which sites are being used by your audience. #blogchat

8:44 pm **jdojc:** @jonnew it takes a lot of time to keep it going. Make sure they're prepared to spend the time. #blogchat

8:44 pm **susanreynolds:** @Teeg LOL, I was just slapping peas on my boob, it was @cathleenritt & @conniereece doing stuff like raising Amer,Cancer Soc \$ #blogchat

8:44 pm **starfocus:** Loving the #blogchat hashtag right now. Nonprofit greats like @wharman @kdpaine @kanter and many more. :)

8:45 pm **WriterChanelle:** @jdojc I'm one of them. Lol. But, I went to a national student conference and a journalism conference last week 1/2 #blogchat

8:45 pm **sarahmarchetti:** @vedo agreed! an orgs SM presence should be 90% about mission, but I think there is a place for fundraising on occasion. #blogchat

8:45 pm **Shanan_S:** @WriterChanelle Orgs don't need to participate on EVERY SM site. Maybe only having a blog is ideal. etc. #blogchat

8:45 pm **kanter:** RT @wharman use keywords to find people who care about issues ur org cares abt. Offer value, talk 2 them, you'll build community. #blogchat

8:45 pm **wharman:** @ADDcrafter we'd want the board to be raising money but we try to use our official socmed channels to provide mission related... #blogchat

8:46 pm **kanter:** @wharman are those outliers influencers? #blogchat

8:46 pm **WriterChanelle:** @jdojc and there were....maybe...10 people out of the 1500 using Twitter. Many asked me what it is and how to use it. #blogchat

8:46 pm **Teeg:** @susanreynolds LOL Glad to see you here! I remember thinking it was genius asking if people could donate price of frozen peas. :) #blogchat

8:46 pm **jonnew:** @jdojc Thanks. The time issue seems to be one of the biggest humps for them to get over. #blogchat

8:46 pm **kdpaine:** @vedo #blogchat totally agree, but when it comes to measurement, development tends to not count PR

8:46 pm **Shanan_S:** RT @wharman: @MackCollier yes! Here's the social media handbook draft for our chapters <http://bit.ly/HGkno> #blogchat

8:46 pm **kdpaine:** @WriterChanelle #blogchat depends on your audience, ask them, not us :)

8:46 pm **sarahmarchetti:** @jonnew A group blog is always easier to maintain. have a point person who makes the schedule for the group #blogchat

8:47 pm **kanter:** @MackCollier thanks for invite to #blogchat catching up now - great conversation - u have @kdpaine @wharman what could better?

8:47 pm **websuasion_ryan:** @wharman regarding that value, what % of resources to you apply to content dev vs direct engagement? #blogchat

8:47 pm **wharman:** content and to invite people in rather than yapping at em and asking for \$\$\$. Offering value keeps people around more than begging #blogchat

8:47 pm **kdpaine:** @susanreynolds #blogchat LOL. what a wonderful visual :)

8:47 pm **wharman:** show them impact and why you should be supported by doing your mission. #blogchat

8:47 pm **almitrab:** @kanter We will be. For this 1st respsns we focused on getting info to pub. in real time, sharing stories thru FB&Twtr, & listing #blogchat

8:47 pm **WriterChanelle:** @kdpaine I don't have an audience. Lol. Just tossing out questions... #blogchat

8:47 pm **ShannonRenee:** @wharman both NPs have FB pages, tho they're missing mark...treating their pages like billboards, not bldg or ENGAGING communities #blogchat

8:47 pm **LisaPetrilli:** @websuasion_ryan Excellent question #blogchat

8:48 pm **jonnew:** @sarahmarchetti Any worried there about going "off-message?" #blogchat

8:48 pm **kdpaine:** @sarahmarchetti #blogchat raising \$\$\$ is much easier to measure, it's the mission stuff that is harder to prove

8:48 pm **sarahmarchetti:** @jonnew group blogs can help jump the time hurdle by spreading responsibility around, but the point person is key #blogchat

8:49 pm **jdojc:** @jonnew if you get other stakeholders (volunteers, staff, donors) to write the content, then it takes less time. #blogchat

8:49 pm **vedo:** @kdpaine I suppose it's part of the unfortunate reality of organizational silos: sometimes we work against ourselves #blogchat

8:49 pm **wharman:** @websuasion_ryan I spend concentrated couple of hours in morning in engagement, bit of afternoon in content dev. and rest of day #blogchat

8:49 pm **Teeg:** @Shanan_S Will only having blog draw enough attention though? I'd think more than most brands, nfps need attention sm provides #blogchat

8:49 pm **Sue_Anne:** @WriterChanelle Yes, and what's appropriate given your mission. Blogging might not be right for all orgs, same with Twitter #blogchat

8:50 pm **wharman:** monitoring and jumping in where I can (and the rest in meetings!) #blogchat

8:50 pm **sarahmarchetti:** @jonnew its def a philosophy shift, need to empower/educate all employees to be ambassadors for the NP, but that is a big shift #blogchat

8:50 pm **WriterChanelle:** @foxwebco who does this? #blogchat

8:50 pm **ShannonRenee:** @wharman raising \$\$\$ is incredibly important; however, my grps also need to raise volunteers, ticket buyers & in-kind donations #blogchat

8:50 pm **wharman:** @kanter yes, those outliers are influencers. It's going to be an interesting week. :) #blogchat We announce the handbook on July 30.

8:51 pm **kanter:** RT @wharman invite people in rather than yapping at em and asking for \$\$\$. Offering value keeps people around more than begging #blogchat

8:51 pm **WriterChanelle:** True. Have to go to them. RT @30lines: @WriterChanelle I think it depends on which sites are being used by your audience. #blogchat

8:51 pm **kanter:** @wharman seems like you need a social change strategy there too :) #blogchat

8:51 pm **kdpaine:** @vedo #blogchat unfortunately I find that people are siloed more often than not :(

8:51 pm **ADDcrafter:** make tweets interesting and not just "follow" or "donate" - share a story on outcomes and you'll get RTs #blogchat

8:52 pm **sarahmarchetti:** @kdpaine very true. Mission is MUCH harder to measure #blogchat

8:52 pm **almitrab:** @WriterChanelle Most of R voluntrs R retirees. They R excited abt FB, but R uncomfortable using it, so we've started FB training #blogchat

8:52 pm **jonnew:** @sarahmarchetti That communications message obviously needs to come from top and be consistent. #blogchat

8:53 pm **WriterChanelle:** @Shanan_S That's one of the reasons I was asking if there are org's that shouldn't be using social networking. A blog may suffice. #blogchat

8:53 pm **MNHeadhunter:** Am a fan of the work done by Second Harvest Heartland in MN @2Harvest A mix of events, news, \$'s & volunteers #blogchat

8:53 pm **kdpaine:** @sarahmarchetti #blogchat ideally you would use ANOVA -- for ARC, compare damage costs of 2 disasters.

8:53 pm **almitrab:** RT @Shanan_S: VIDEO: Use Twitter to let family know you're ok in disaster: <http://bit.ly/ZaZ4C> #blogchat

8:53 pm **JoshuaEPorter:** RT @jonnew: @sarahmarchetti That communications message obviously needs to come from top and be consistent. DITTO #blogchat

8:53 pm **kanter:** @kdpaine silos are part of "towers" when social media needs folks to work like in clouds #blogchat .. how to make that shift?

8:53 pm **vedo:** @kdpaine maybe each silo should have its own blog ;) #blogchat

8:53 pm **4byoung:** Catching up on the great thoughts and comments for tonights blogchat #blogchat

8:54 pm **jdojc:** @kdpaine @sarahmarchetti, mission can be measured e.g. do a Google Insights on charity:water before and after twestival. #blogchat

8:54 pm **Shanan_S:** @foxwebco I like that phrase - "Tweet-n-run". It's like "Dine-n-dash". It's just as rude but less criminal. #blogchat

8:54 pm **Mishon8:** @nathalierose - FYI: tune into #blogchat right now for a discussion on blogging for NFPs

8:54 pm **MNHeadhunter:** They have a blog too <http://blog.2harvest.org/> #blogchat

8:54 pm **vedo:** RT @wharman invite people in rather than yapping at em and asking for \$\$\$. Offering value keeps people around more than begging #blogchat

8:54 pm **WriterChanelle:** @almitrab Are they using FB through a business fan page or their own personal name and profile? #blogchat

8:55 pm **kanter:** RT @Shanan_S Orgs don't need to participate on EVERY SM site. Maybe only having a blog is ideal. etc. #blogchat (depends on the audience)

8:55 pm **dylanspencer:** RT @Shanan_S: @foxwebco I like that phrase - "Tweet-n-run". It's like "Dine-n-dash". It's just as rude but less criminal. #blogchat

8:56 pm **jdojc:** @jonnew the org has to have some trust in its stakeholders too. If it's too rule-driven, no one will participate #blogchat

8:56 pm **_djh:** Makes sense RT @ADDcrafter: make tweets interesting and not just "follow" or "donate"-share a story on outcomes and you'll get RTs #blogchat

8:56 pm **4byoung:** RT @MNHeadhunter: Am a fan of the work done by Second Harvest Heartland in MN @2Harvest A mix of events, news, \$s & volunteers #blogchat

8:56 pm **Teeg:** @drmani does a tweetathon periodically to raise money for his Children Heart Foundation... #blogchat

8:56 pm **wharman:** RT @jdojc: @jonnew the org has to have some trust in its stakeholders too. If it's too rule-driven, no one will participate #blogchat

8:57 pm **wonderwebby:** @wharman #blogchat are nonprofits collaborating together using social media, or competing? How

can collaboration help them achieve goals?

8:57 pm **foxwebco:** @Shanan_S It's the same folks who haven't updated their blog in 6 months, but think they need to tweet about raising \$\$:) #blogchat

8:57 pm **MNHeadhunter:** @JeffSays Me too and I like what they do. Big fan. #Blogchat is talking social media and use by non profits

8:57 pm **Teeg:** He gets several guest posts then shares the links over a 24 hour period while tweeting about his foundation. #blogchat

8:57 pm **jonnew:** @jdojc Agreed. But core messaging communicated the right way to stakeholders is still important, isn't it? #blogchat

8:57 pm **almitrab:** @WriterChanelle KCRedCross has a FanPg. The volntrs are starting profiles. They just need a little help starting. #blogchat

8:57 pm **jon_dunn:** How long do we go on #blogchat? Until @wharman passes out? :P

8:58 pm **kdpaine:** @wharman #blogchat as the PR guy for the Air Force said: If I can't trust my Airmen, who can I trust?

8:58 pm **Sue_Anne:** @MNHeadhunter 2nd Harvest in Silicon Valley has also been doing a great job. Esp. in combination with other traditional marketing #blogchat

8:58 pm **wharman:** @wonderwebby great question - I think a bit of both but there's so much room to grow. #blogchat

8:58 pm **sarahmarchetti:** @jonnew sure. top can communicate best messages down and empower stakeholders to be ambassadors #blogchat

8:58 pm **jdojc:** @4byoung, I'm on on the comm committee at Second Harvest Toronto, would love to know what @2harvest has done with SM #blogchat

8:58 pm **Shanan_S:** @Teeg When you lack time and \$ U can start to build a case for more resources by doing a great job with one SM site. #blogchat

8:58 pm **foxwebco:** @Sue_Anne That I can understand. But a state wide main street organization - that's NUTS! #blogchat

8:59 pm **sarahmarchetti:** @jonnew stakeholders are best ambassadors a NP has #blogchat

8:59 pm **kdpaine:** @wharman #blogchat if mgmt says "i don't trust you to tweet" what is that saying to your employees?

8:59 pm **ShannonRenee:** @wharman neither org has SM strategy, they barely have traditional mktg/PR strategies, 2 busy serving 2 focus on marketing #blogchat

8:59 pm **wharman:** I love collaborating with @starfocus @daveiam @cariegrls in other orgs but room to expand to enterprise collaboration #blogchat

8:59 pm **givealittle:** Non-profits, great #blogchat running about blogging. Go take a gander

8:59 pm **Teeg:** @Shanan_S I totally agree...not sure blog is often the best place to start though. :) #blogchat

8:59 pm **kanter:** RT @jonnew the org has to trust its stakeholders too. If it's too rule-driven, no one will participate #blogchat (trust is secret sauce?)

8:59 pm **tracytran:** @Shanan_S Agreed, but it must be executed and planned very well. #blogchat

8:59 pm **jdojc:** RT @kdpaine: @wharman #blogchat if mgmt says "i dont trust you to tweet" what is that saying to your employees? #blogchat

9:00 pm **foxwebco:** RT @Shanan_S: @Teeg When you lack time and \$ U can start to build a case for more resources by doing a great job with one SM site #blogchat

9:00 pm **4byoung:** @jdojc That was a RT from @mnheadhunter abt the work of 2nd Harvest in Minn - sounds like they have a good mix of SM #blogchat

9:00 pm **wharman:** ha! @jon_dunn and you. it's a start to have individuals working together. #blogchat

9:00 pm **kanter:** RT @givealittle Non-profits, great #blogchat running about blogging. Go take a gander

9:00 pm **sarahmarchetti:** RT @jdojc: RT @kdpaine: @wharman #blogchat if mgmt says "i dont trust you to tweet" what is that saying to your employees? #blogchat

9:00 pm **Teeg:** Agree! RT @kdpaine: @wharman #blogchat if mgmt says "i dont trust you to tweet" what is that

saying to your employees? #blogchat

- 9:00 pm **ShannonRenee:** @wharman has UR board responded 2 or participated in your SM efforts? are they fans/friends/connections? are they SM evangelists? #blogchat
- 9:00 pm **wharman:** exactly. RT @kdpaine #blogchat if mgmt says "i don't trust you to tweet" what is that saying to your employees?
- 9:00 pm **Sue_Anne:** @jdojc Do you know @PoppyPembroke?? She's at the Silicon Valley 2nd Harvest. #blogchat
- 9:00 pm **Shanan_S:** @kanter Agreed. For some the best place to have a presence may be Twitter , FB, Ning, etc. #blogchat
- 9:01 pm **kanter:** @ShannonRenee do you think that sm can be leveraged if org they barely have a traditional mktg/PR strategy? #blogchat
- 9:01 pm **jbagby25:** Catching up on #blogchat
- 9:02 pm **kanter:** RT @kdpaine #blogchat as the PR guy for the Air Force said: If I can't trust my Airmen, who can I trust? (Love that quote!)
- 9:02 pm **wharman:** @ShannonRenee don't honestly have much interaction with board w-e're a big org. I know several of them use SM but not integrated #blogchat
- 9:02 pm **4byoung:** @kdpaine It could also be saying something abt mgmt's comfort level w- soc media. If not comfortable themselves then not 4 others #blogchat
- 9:02 pm **wharman:** @ShannonRenee so much room still to improve! #blogchat
- 9:02 pm **jdojc:** @kanter good line "trust is the secret sauce of SM" very true. Something every org should take to heart #blogchat
- 9:02 pm **kanter:** @jon_dunn that's pretty funny ... and I'm glad that I'm on PST now .. #blogchat
- 9:02 pm **Sue_Anne:** RT @kdpaine #blogchat as the PR guy for the Air Force said: If I can't trust my Airmen, who can I trust? (Love that quote!)
- 9:02 pm **kdpaine:** @foxwebco #blogchat depends on the state, no. Some are more connected than others
- 9:02 pm **Shanan_S:** RT @Teeg: @drmani does a tweetathon periodically to raise money for his Children Heart Foundation... #blogchat
- 9:03 pm **sarahmarchetti:** RT @jdojc: @kanter good line "trust is the secret sauce of SM" very true. Something every org should take to heart #blogchat
- 9:03 pm **tracytran:** RT @kanter: RT @kdpaine #blogchat as the PR guy for the Air Force said: If I can't trust my Airmen, who can I trust? (Love that quote!)
- 9:03 pm **jdojc:** @Sue_Anne I know of her now. Thanks for the Twintroduction :) #blogchat
- 9:04 pm **ADDcrafter:** @wonderwebby Collaboration is good if orgs are ready. Works well for blogs, and can tweet about blog. Again not begging #blogchat
- 9:04 pm **BarCampNPdallas:** Via @kanter RT @givealittle Non-profits, great #blogchat running about blogging. Go take a gander
- 9:04 pm **4byoung:** @kanter Would be difficult but ppl could still get benefit from experience & skills gained in using soc media #blogchat
- 9:05 pm **almitrab:** @Shanan_S @kanter We thought long about which SM to use & decided FB & Twitter fit best to begin with. #blogchat
- 9:06 pm **kanter:** @wharman can u imagine a day in the future when board does use SM as part of governance? #blogchat
- 9:06 pm **ADDcrafter:** If you are interested in learning more about SM, check out Inbound Marketing U @hubspot or #imu #blogchat. It was awesome!
- 9:06 pm **LeeHales:** Allow many to talk vols, staff, management, clients etc. Good content comes from many not just PR/Comms team! #blogchat
- 9:07 pm **tracytran:** @kanter Those Sprint walkie-talkie commercials give us a hint #blogchat
- 9:07 pm **txglennross:** RT @kanter: RT @Shanan_S Orgs dont need 2 participate on EVERY SM site. #blogchat (depends on the audience)| & on org resources Go 4 Quality

9:07 pm **almitrab:** RT @jdojc: @kanter good line "trust is the secret sauce of SM" very true. Something every org should take to heart #blogchat

9:07 pm **markwschaefer:** RT @kdpaine #blogchat if mgmt says "i don't trust you to tweet" what is that saying to your employees? < we want to control our own message

9:07 pm **sarahmarchetti:** RT @LeeHales: Allow many to talk vols, staff, management, clients. Good content comes from many not just PR/Comms team! (true!) #blogchat

9:07 pm **capitalcause:** RT: @givealittle: Non-profits, great #blogchat running about blogging. Go take a gander

9:07 pm **kdpaine:** @4byoung #blogchat good point. some mgmt types really don' t like to listen to anyone

9:08 pm **Sue_Anne:** @kanter Private networks, like Ning, might work. I think it's Thompson Financial that has a product for corporate boards. #blogchat

9:08 pm **reneeAhamilton:** RT: @givealittle: Non-profits, great #blogchat running about blogging. Go take a gander

9:08 pm **ShannonRenee:** @kanter I hope so, this is one of the things they want the board to lead...not sure that's going to happen #blogchat

9:08 pm **4byoung:** @LeeHales Good point. And benefits flow to each of those groups. #blogchat

9:08 pm **keyinfluencer:** RT @kanter: @wharman can u imagine a day in the future when board does use SM as part of governance? #blogchat> Wow what a thought

9:08 pm **wharman:** @kanter yes, I think I can imagine that. I've got to convince a lot of people in between me and them to make that happen. #blogchat

9:08 pm **kanter:** RT @LeeHales: Allow many to talk vols, staff, management, clients. Good content comes from many not just PR/Comms team! (yes!) #blogchat

9:08 pm **Sue_Anne:** @kanter It's very social-media-like but built on a "secure" platform. #blogchat

9:08 pm **wharman:** but we're on our way. #blogchat now these tools aren't so new and scary can really start to use them more effectively.

9:08 pm **kdpaine:** @kanter #blogchat absolutely. it's an ongoing focus group. if they care to listen to it :)

9:08 pm **Shanan_S:** RT @jdojc: @kanter good line "trust is the secret sauce of SM" very true. Something every org should take to heart #blogchat

9:09 pm **vedo:** Have to leave #blogchat early. I'm a school comm/PR guy with heart for nonprofits. I hope to connect with you if we haven't already. Cheers.

9:09 pm **4byoung:** @Sue_Anne Yes. Ning is a great place for NPs to start. #blogchat

9:09 pm **ADDcrafter:** SM is really not effective unless you get others talking about your org with RT, inbound links #blogchat

9:09 pm **Sue_Anne:** RT @kanter: RT @LeeHales: Allow many to talk vols, staff, management, clients. Good content comes from many not just PR/Comms team #blogchat

9:10 pm **tracytran:** @Sue_Anne So true, everything will be encrypted like Obama's Blackberry. That might be tricky. #blogchat

9:10 pm **wharman:** RT @LeeHales: Allow many to talk vols, staff, management, clients. Good content comes from many not just PR/Comms team! #blogchat

9:10 pm **kdpaine:** @markwschaefer #blogchat what it says to me is that we think you're too dumb or careless to stay on message

9:10 pm **30lines:** Surprised that I haven't seen more about monitoring on tonight's chat. Lots of opportunities for orgs that are listening. #blogchat

9:10 pm **ADDcrafter:** # of followers is not as important as quality followers who are potential consitutents. engage them once u have them. #blogchat

9:11 pm **wharman:** @30lines we did some listening talk a little earlier. I think it's THE MOST IMPORTANT #blogchat

9:11 pm **LeeHales:** @4byoung Absolutely! Getting over the fear is worth it for the "straight from the horses mouth" quality #blogchat

9:11 pm **tracytran:** RT @ADDcrafter: # of followers is not as important as quality who are potential constituents. engage them once u have them. #blogchat

9:12 pm **4byoung:** RT @ADDcrafter: # of followers is not as important as quality followers who R potential constituents. engage them once u have them. #blogchat

9:12 pm **kdpaine:** @mackcollier @wharman love you both, but I have to get up in 5 hours. bye bye #blogchat

9:12 pm **keyinfluencer:** RT @4byoung: @Sue_Anne Yes. Ning is a great place for NPs to start. #blogchat >Agreed. Go @ginab for a great product

9:12 pm **reneeAhamilton:** @wharman re:to many voices-i get our people in the field 2 email updates in real time + then tweet from@operationsmile account #blogchat

9:12 pm **Sue_Anne:** @4byoung The only thing I worry about with Ning is that it can offer a false sense of security. Ppl really don't know who's there #blogchat

9:13 pm **Teeg:** @kdpaine Good night :) #blogchat

9:13 pm **jdojc:** @30lines, listening is the first thing u do. U need to know where ur potential donors and volunteers are and what's on their minds #blogchat

9:13 pm **4byoung:** @LeeHales That touches on another issue --authenticity-- Volunteers providing insights & exp in working w- the NP #blogchat

9:13 pm **MackCollier:** @kdpaine Thanks for joining us! #blogchat

9:13 pm **kanter:** RT @wharman 3 cheers for @kdpaine! and @mackcollier! #blogchat (make that four cheers!)

9:14 pm **agardina:** Catching up with some great conversation about nonprofits and blogging at #blogchat - thanks @kanter!

9:14 pm **4byoung:** @Sue_Anne True abt the false sense of security sometimes on Ning but that's where good commty mgmt comes in #blogchat

9:15 pm **kanter:** @MackCollier @wharman #blogchat - so glad to discover this wonderful conversation -- thanks for this! (Where is transcript?)

9:16 pm **WriterChanelle:** @almitrab Oh ok. It can be a little much to get used to. #blogchat

9:16 pm **jdojc:** RT @LeeHales: "Good content comes from many not just PR/Comms team", the best stories usually come from the people in the field #blogchat

9:16 pm **Mishon8:** RT @agardina: Catching up with some great conversation about nonprofits and blogging at #blogchat - thanks @kanter!

9:17 pm **ADDcrafter:** @4byoung: @LeeHales those who are most engaged should be your voice vols, constituents. Share results and engage more! #blogchat

9:17 pm **keyinfluencer:** @sue_anne @4byoung I find that Ning is a great tool 4 clients how 2 become mayor of their own town and how ppl function in SN's #blogchat

9:17 pm **wharman:** Follow the #blogchat conversation here <http://wthashtag.com/Blogchat>

9:17 pm **markwschaefer:** @kdpaine Depending on the size of the company, that may be true. If you are GE do you want 350,000 people being company tweeters? #blogchat

9:18 pm **tracytran:** RT @LeeHales: "Good content comes from many not just PR/Comms team", the best stories usually come from the people in the field #blogchat

9:18 pm **almitrab:** Is anyone engaging their volunteers to Tweet or blog for the organization? #blogchat

9:18 pm **Shanan_S:** @ADDcrafter What are you saying? "Foxyxy146" or "Makemoneyfast" wouldn't donate to your cause? :P #blogchat

9:19 pm **sarahlynnpablo:** check out #blogchat about non-profits and blogging!

9:19 pm **ADDcrafter:** NFPs - use your sm to inform more than sell. Listen a lot too! #blogchat

9:20 pm **keyinfluencer:** <http://tweetchat.com/room/blogchat> #blogchat

9:20 pm **jdojc:** @almitrab most of our volunteers <http://bit.ly/2ITzmZ> to post on our FB page, working on moving the convo to twitter #blogchat

9:20 pm **ADDcrafter:** RT @LeeHales: "Good content comes from many not just PR/Comms team", SO TRUE! Look at your program staff! #blogchat

9:20 pm **jon_dunn:** @almitrab we have hundreds of our vols write on our Best Friends Network (network.bestfriends.org) #blogchat

9:20 pm **sarahmarchetti:** @markwschaefer You don't want that many "official" tweeters, but your employees will tweet so your org should have SM guidelines #blogchat

9:20 pm **ShapingYouth:** RT @kanter, @wharman 3 cheers for @kdpaine! and @mackcollier! #blogchat (AJ: Anyone good enough for Beth and Mack are good enough for me!)

9:20 pm **Teeg:** @kanter Transcript is here: <http://wthashtag.com/Blogchat> #blogchat

9:20 pm **agardina:** @ADDcrafter Agreed to an extent. But number of followers will lead you to those interesting conversations. Need balance. #blogchat

9:21 pm **ADDcrafter:** @Shanan_S Yeah those are such high quality followers! #blogchat

9:21 pm **4byoung:** @markwschaefer Good question. But reality is that all 350k will not be tweeting. Set some guidelines for those who wish to #blogchat

9:21 pm **ADDcrafter:** One local NFP did a follow push, but since hasn't done anything robust with their large following. Wasted opp, but not too late! #blogchat

9:22 pm **Sue_Anne:** @markwschaefer Why not? @scottmonty at Ford's goal was to get 1% of the comp involved in social media - cross-departmental #blogchat

9:22 pm **jon_dunn:** Hardest for me now, as SM spreads internally more want to use just as megaphone for their issue. LOTS of education these days #blogchat

9:22 pm **kellymullaney:** RT 4byoung: @LeeHales That touches on another issue --authenticity-- Volunteers providing insights & exp in working with NonProfit #blogchat

9:22 pm **almitrab:** @jdojc @jon_dunn I would love to learn more about how you're engaging your volunteers. We're still at the beginning. #blogchat

9:22 pm **agardina:** @markwschaefer agreed with @4byoung - all employees should have the option, but training and guidelines are needed #blogchat

9:23 pm **wharman:** RT @sarahmarchetti You don't want that many "official" tweeters, but ur employees will tweet so ur org should have SM guidelines #blogchat

9:23 pm **Teeg:** @markwschaefer Your employees are going to be using SM to discuss your co anyway, so better to do where you have some say in it. #blogchat

9:23 pm **MackCollier:** @kanter Beth you can get the #blogchat transcript here ;) - <http://wthashtag.com/Blogchat>

9:23 pm **agardina:** @jon_dunn Training is the first obstacle. Finding time and making sure people stick with it is the second. #blogchat

9:23 pm **wharman:** jon_dunn: that's when it starts to get really tricky! Need to stress importance of incoming channel rather than outgoing #blogchat

9:24 pm **johncharlesWI:** RT @Teeg @markwschaefer Your employees are using SM to discuss your co anyway, so better to do where you have some say in it. #blogchat

9:24 pm **tracytran:** sarahmarchetti: @markwschaefer Agreed, here are some guidelines on creating a SM Policy <http://bit.ly/Mtxtn> #blogchat

9:24 pm **dylanspencer:** alright #blogchat, that's it for me tonight.

9:24 pm **Shanan_S:** RT @agardina: @jon_dunn Training is the first obstacle. Finding time and making sure people stick with it is the second. #blogchat

9:25 pm **tmas68:** ??? " #blogchat - What the Hashtag?!" (<http://bit.ly/2nhTui>)

9:25 pm **lettergirl:** #blogchat is having an interesting discussion on non-profits and social media. Transcript here: <http://bit.ly/11X5tH>

9:25 pm **almitrab:** RT @MackCollier: @kanter Beth you can get the #blogchat transcript here ;) - <http://wthashtag.com/Blogchat>

9:26 pm **almitrab:** Thanks everyone! #blogchat

9:27 pm **MarshaCollier:** #blogchat I see what you're all saying, but how is NP social media different than corporate?

9:27 pm **sarahmarchetti:** @john_dunn @wharman That is the easiest thing to lose sight of. It is about your supporters not you. Broadcasting is for MMM #blogchat

9:28 pm **BeverlyMacy:** beverlymacy here #blogchat

9:28 pm **keyinfluencer:** @MackCollier Good stuff Mack.... #blogchat

9:28 pm **agardina:** @Jfavreau Training AND support - lots of staff @thewomensmuseum signed on to blog & Tweet, few followed through. #blogchat

9:28 pm **jdojc:** @marshacollier, in one way it's actually easier. The NP story is usually very compelling and the opposite of self-serving. #blogchat

9:29 pm **BeverlyMacy:** Hey @wharman - great info being shared here #blogchat

9:29 pm **agardina:** @MarshaCollier Limited resources, a built-in amount of goodwill (different expectations from followers/readers), diff missions #blogchat

9:29 pm **LeeHales:** Really great insights on NP blogging #blogchat. Plenty to follow up on. Thanks to all involved

9:30 pm **4byoung:** @MarshaCollier Issues w- volunteers vs employees, less control, prob less money / resources than at large companies #blogchat

9:30 pm **agardina:** @jdojc @MarshaCollier Right - the goodwill inherent in a lot of NPOs will have people more passionate & involved from the get go #blogchat

9:30 pm **wharman:** @BeverlyMacy Hi there - yes! These #blogchat chatters are on fire tonight.

9:30 pm **ADDcrafter:** RT: sarahmarchetti: That is the easiest thing to lose sight of. It is about your supporters not you. Broadcasting is for MMM #blogchat

9:31 pm **BeverlyMacy:** @wharman cool - I've participated in #journchat on Mondays, this is my first time w this group #blogchat

9:31 pm **wharman:** @sarahmarchetti right on. It's about your supporters. #blogchat

9:31 pm **agardina:** @jon_dunn I've found the easiest way to get other employees involved in SM is to have them blog. Good introduction. #blogchat

9:32 pm **BeverlyMacy:** @agardina - I teach SMM at UCLA Ext and that's my first assignment - start a blog and post at least every week #blogchat

9:33 pm **wharman:** As we wrap up for tonight I look forward to continuing to talk to you all in days, weeks, years (?) to come. #blogchat I love this stuff.

9:33 pm **MarshaCollier:** @agardina Agreed about passionate, involved followers #blogchat

9:33 pm **ADDcrafter:** @agardina build inbound links and followers with that good blog content! #blogchat

9:34 pm **MarshaCollier:** @BeverlyMacy Excellent basics to start with #blogchat

9:34 pm **BeverlyMacy:** @MarshaCollier amazing how hard it is for some.... #blogchat

9:34 pm **agardina:** @Jfavreau It's been an adventure, but everyone's been very impressed w/ what SM has done for the org #blogchat

9:34 pm **ADDcrafter:** @BeverlyMacy good luck with your blog - I have all of the best intentions, I just don't have the content in my life! Ha! #blogchat

9:35 pm **Teeg:** Thanks @wharman and @MackCollier for a great blog chat tonight! Really enjoyed it! :) #blogchat

9:35 pm **colleenpence:** RT @lettergirl #blogchat is having an interesting discussion on non-profits and social media. Transcript here: <http://bit.ly/11X5tH>

9:35 pm **agardina:** @ADDcrafter True! Our blog has been great for SEO. Plus we can use it to expand on our current web content. #blogchat

9:36 pm **jdojc:** @MarshaCollier, true except the non-profit by definition isn't profiting from the supporters. A cause is being served. #blogchat

9:36 pm **Shanan_S:** @wharman Oh no. Did no one tell you. You participate once in #blogchat you become an automatic lifer. True story. :)

9:36 pm **agardina:** RT (still catching up!)@Teeg: Thanks @wharman and @MackCollier for a great blog chat tonight! Really enjoyed it! :) #blogchat

9:36 pm **keyinfluencer:** RT @lettergirl #blogchat is having an interesting discussion on non-profits and social media. Transcript here: <http://bit.ly/11X5tH>

9:36 pm **lettergirl:** @colleenpence I love the wthashtag.com site they're using on #blogchat. New to me.

9:37 pm **ADDcrafter:** @jdojc and the results are what your followers, volunteers, donors, etc care about - not the org itself. Really! #blogchat

9:37 pm **Shanan_S:** @wharman Thanks for all the great info! #blogchat

9:37 pm **_djh:** >> RT @wharman: As we wrap up for tonight I look forward to continuing to talk to you all in days, weeks, years #blogchat I love this stuff.

9:38 pm **MarshaCollier:** @jdojc Agreed. There is nothing more important, but I still think there are similar guidelines to follow #blogchat

9:40 pm **sarahmarchetti:** Must head to bed, but thanks to @wharman. Your insight is always awesome! Thanks to @MackCollier for hosting. #blogchat

9:40 pm **wharman:** @jdojc You are very insightful. Thanks for being here. #blogchat

9:40 pm **jon_dunn:** a pleasant hello to my new real life followers from #blogchat - and a dirty look to the new ten spammer followers

9:41 pm **jon_dunn:** Thanks @wharman - the world benefits when you share your brain. #blogchat

9:41 pm **kellymullaney:** @MarshaCollier @jdojc NP like businesses, have to 'sell' their cause. Even if compelling, it doesn't guarantee supporters/donors #blogchat

9:41 pm **Sue_Anne:** @lettergirl wthashtag.com is totally addicting. I just wish there were more functionality (retweet, reply) from the transcript pg #blogchat

9:42 pm **wharman:** @jon_dunn wow! Thank you and ditto! Now if I can only learn to reply and spell properly. #blogchat

9:42 pm **agardina:** @Jfavreau Wow! What do you think is the most valuable SM tool for non profits? #blogchat

9:43 pm **ADDcrafter:** @kellymullaney NPs which run like buisness, and act as a PHILANTHROPY and not a charity, do better at sales = org readiness #blogchat

9:44 pm **lettergirl:** @Sue_Anne It's really great. Ning is new to me from reading the transcript of #blogchat, too. Is it a regular Sunday night thing?

9:46 pm **Sue_Anne:** @lettergirl I know #blogchat is a regular thing. I don't know what the weekly topics are ... I think they switch up.

9:47 pm **MackCollier:** Everyone that participated in #blogchat would please make sure you follow @wharman and THANK her for an amazing chat? Thank you Wendy!!!

9:49 pm **jon_dunn:** @sarahmarchetti Same - and yeah it's annoying. You would think the spammers would know a #blogchat crowd is a smarter bunch :-)

9:49 pm **almitrab:** My first #blogchat has been a whirlwind experience! Very informative and fun! Thanks @wharman! Way to represent the Red Cross!

9:49 pm **markwschaefer:** Agree -> @sarahmarchetti You don't want that many "official" tweeters, but your employees will tweet so org should have guidelines #blogchat

9:50 pm **MackCollier:** @Sue_Anne @lettergirl Yes the topics rotate for #blogchat between personal and professional blogging & suggestions from participants!

9:51 pm **kellymullaney:** @ADDcrafter My thoughts exactly. Some NP feel if they act as biz it lessens their social message. It just helps them b efficient #blogchat

9:51 pm **wharman:** @almitrab You did great! #blogchat Now to bed for me - have to get up so soon!

9:52 pm **KSuzJ:** @wharman is the coolest. Great #blogchat conversation about non-profits blogging and using social media: <http://wthashtag.com/Blogchat>

9:54 pm **WriterChanelle:** @MackCollier Can next week's topic be about trackbacks, pings, incoming links, etc...? How to find who's talking about you. #blogchat

9:56 pm **kellymullaney:** @wharman Thanks for sharing your experience. Your insights and the comments from participants made this a great conversation #blogchat

9:56 pm **keyinfluencer:** @writerchanelle @mackcollier Yes I was going to ask how you choose topics for #blogchat, where you communicate upcoming topic, etc

9:57 pm **_djh:** @wharman Gotta love those Red Cross social media ladies. Wendy, I missed #blogchat but it seems you were a huge hit. =)

9:57 pm **MackCollier:** @WriterChanelle @keyinfluencer #blogchat Next week's topic is set w special guest, but we might get into incoming links, etc

9:59 pm **lettergirl:** @MackCollier Very cool, will be joining from now on. Does #blogchat itself have a blog with archived previous discussion?

10:00 pm **WriterChanelle:** @MackCollier I guess it's slightly selfish for me lol. Have seen links to my blog on other pages but not being reported to my blog #blogchat

10:01 pm **MackCollier:** @lettergirl #blogchat You can get tonite's transcript & I think still last Sun's as well here - <http://is.gd/1EM39>

10:02 pm **WriterChanelle:** @keyinfluencer It's usually announced the night of. I've seen people make suggestions and then it becomes that topic, though. #blogchat

10:02 pm **Teeg:** @WriterChanelle I usually see that on mine if someone's stealing the post (or most of the post). Does it happen other times 4u? #blogchat

10:05 pm **WriterChanelle:** @Teeg I had this guy write a smart aleck comment about one of my posts, but I only saw it as a referral and not incoming link. #blogchat

10:06 pm **WriterChanelle:** @Teeg He didn't write the comment on my blog, of course. Lol. #blogchat

10:08 pm **kellymullaney:** @Jfavreau @bestofchat Thx for RTs. Tonight's conversation was very interesting, got great suggestions to use in my organizations #blogchat

10:16 pm **TransitionalTee:** #blogchat next week. Swear on my life. Okay, maybe that's going a little too far.

10:19 pm **starfocus:** Rockin' #blogchat @wharman - you're pretty much my hero :) Can't wait to see you this week!

10:37 pm **philanthrophile:** @MackCollier Too late to #blogchat party but transcript interesting. What is next week's topic? Do I "tune in" to wthashtag.com next Sun?

10:38 pm **StuartJMaclean:** RT @wonderwebby: Let's kick off #blogchat! Tonite @wharman - how non-profits can use social media, if you are @ a NP, what are ur ?s

10:39 pm **MackCollier:** @philanthrophile Hi Betsy ;) You can follow #blogchat at wthashtag or if you use TweetDeck create a column just for those tweets ;)

10:45 pm **MNHeadhunter:** @MackCollier thank you for the transcript. Much appreciated #blogchat

10:45 pm **MackCollier:** @philanthrophile Hi Betsy can't DM you cause you aren't following me, but thanks! #blogchat

10:46 pm **cariegrls:** @wharman i feel like the worst colleague ever... your @reply just reminded me about #blogchat and I missed it, I'm sorry!!

11:09 pm **philanthrophile:** @MackCollier Whoops - fixed that little oversight, am now following you. Just read the #blogchat transcript... man, thanks a mill 4 all!

11:11 pm **MackCollier:** Thanks to @wharman & everyone else for a GREAT #blogchat tonight, get your transcript here - <http://wthashtag.com/Blogchat>

11:15 pm **sourcepov:** @MackCollier sorry I missed #blogchat tonight, sounds like was a good one; hoping to catch it next time (but I'll check out the chat stream)

11:44 pm **socialcitizen:** Was flying x-county 2nite and missed a great #blogchat @wharman & @mackcollier rocked it - transcript here: <http://wthashtag.com/Blogchat>

12:36 am **philanthrophile:** #blogchat Wow - that was like drinking out of a firehose! I excerpted highlights from transcript if you missed it <http://bit.ly/4iMRio>

3:05 am **kdpaine:** RT @jon_dunn: Thanks @wharman - the world benefits when you share your brain. #blogchat

3:12 am **kdpaine:** @MackCollier #blogchat you're welcome, I'm obviously now addicted :)