

# SOCIAL MEDIA FOR SOCIAL GOOD



Speakers:

Emily Riley, Senior Analyst, JupiterResearch  
Beth Kanter, Nonprofit Blogger, Beth's Blog



# Web 2.0

**MySpaceTV Videos: Ticker Video Channel - Windows Internet Explorer**


http://www.myspace.com/index.cfm?fuseaction=vids.channel&ChannelID=34968790

myspacetv.com MySpace.com | Video Charts | Channels | My Videos | Upload

## Whose Lips Are They?

a. Jennifer Lopez b. Angelina Jolie c. ...

**Ticker**




View My: [Pics](#) | [Profile](#)

39 years old  
TOLEDO  
US  
Total Plays 199  
Subscribers 0

**Subscribe**

[Send Message](#)  
[Add to Friends](#)

**Ticker - Demolition**



Rating: **0%**

[Booyah!](#) [No Way!](#)

[Bulletin Board](#) [Add to Profile](#)  
[Blog This](#) [Save to favorites](#)  
[Email This](#) [Add Comment](#)

**YouTube - Broadcast Yourself. - Windows Internet Explorer**

http://www.youtube.com/results?search\_query=international+paper

YouTube Broadcast Yourself



Videos Categories Channels Community Upload

international paper Search

powered by Google

### Search Results for "international paper"

1 - 20 of about 297

Sort by: Relevance | [Date Added](#) | [View Count](#) | [Rating](#) Display:  

**Terre Haute Fire Department News Clip - Intl. Paper**

From: [THEO](#)  
Views: 132  
Added: 8 months ago

Terre Haute Fire Department News Clip - International Paper... Terre Haute Fire Department News Clip International Paper WTHI firefighters firefighter thfd iaaff 758

Tags: [Terre Haute Fire Depart](#) [Intl. Paper](#) [WTHI](#) [firefighter](#) [thfd](#) [iaaff](#) [758](#)

Time: 01:02

**DIY - How to Make a Zine**

?? ima click it, then ima tick it added international orders This is a DIY make a one sheet (more)

Tags: [DIY](#) [Zine](#) [making](#) [how to](#) [samproof](#)

Time: 06:20

**International Rock, Paper, Scissors tournament goes...**

**CHASE**

Chase Free Checking™ with Direct Deposit

**Facebook | Hewlett Packard - Graduates 2007 - Windows Internet Explorer**

http://www.facebook.com/group.php?gid=2534265099

facebook Profile edit Friends Networks Inbox (1) home account privacy logout

### Hewlett Packard - Graduates 2007

Global

**Information**

**Group Info**

Name: Hewlett Packard - Graduates 2007  
Type: Business - General  
Description: Group for all those graduating this summer and are starting the HP graduate scheme this autumn. Meet, chat, banter before the fun begins!

**Contact Info**

City: Bracknell/ Bristol, England

**Photos**

Displaying 2 photos. See All

**Videos**

No one has uploaded any videos.

**Posted Items**

No one has posted any items.

**Discussion Board**

Displaying 3 discussion topics See All

**LOOKIN FOR 2 PEEPS TO FILL OUR HOUSE!!**

**Group Type**

This is an open group. Anyone can join and invite others to join.

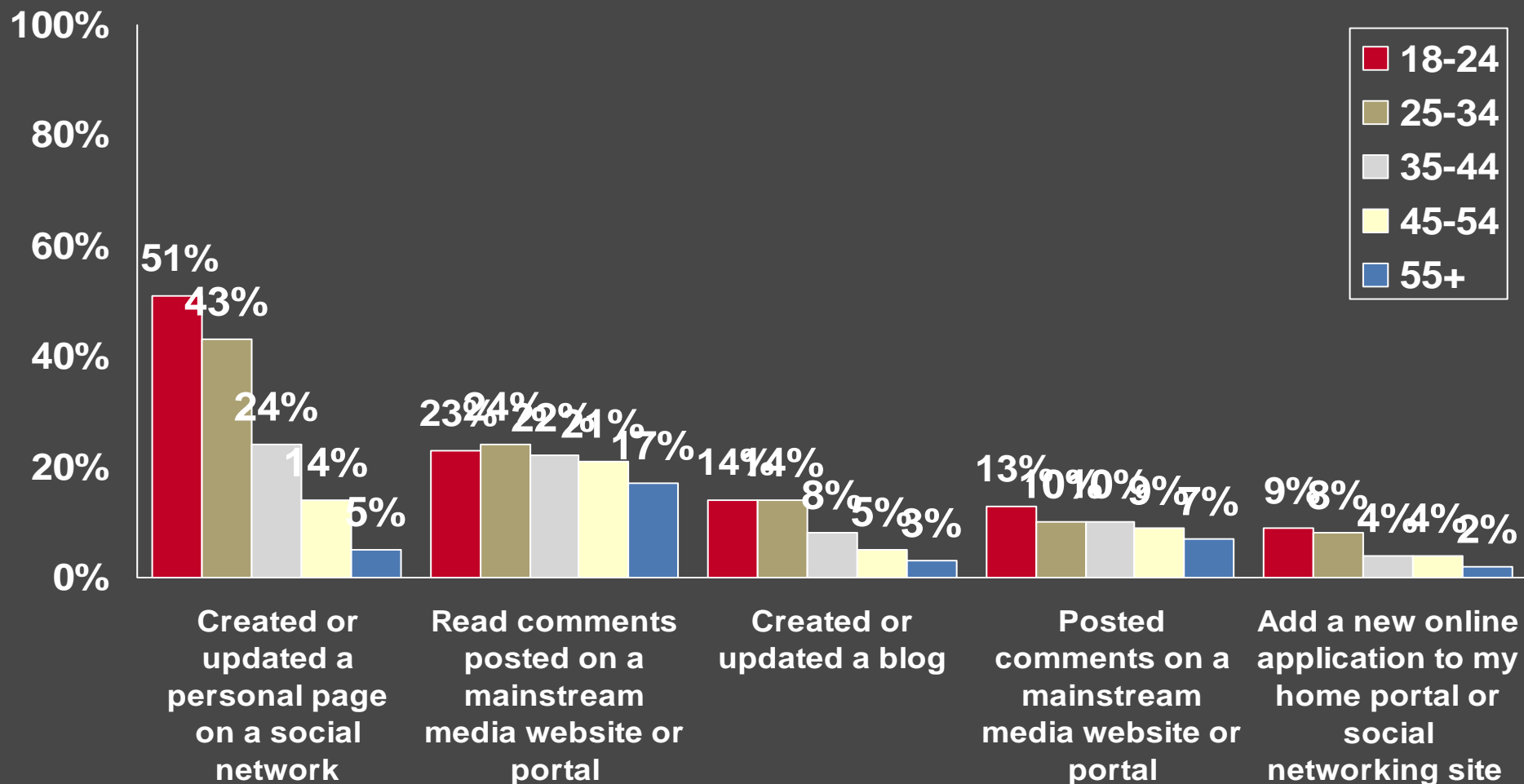
**Admins**

- Rob Humphries (Hewlett-Packard) (creator)

# The Shift of Online Behavior due to Web 2.0

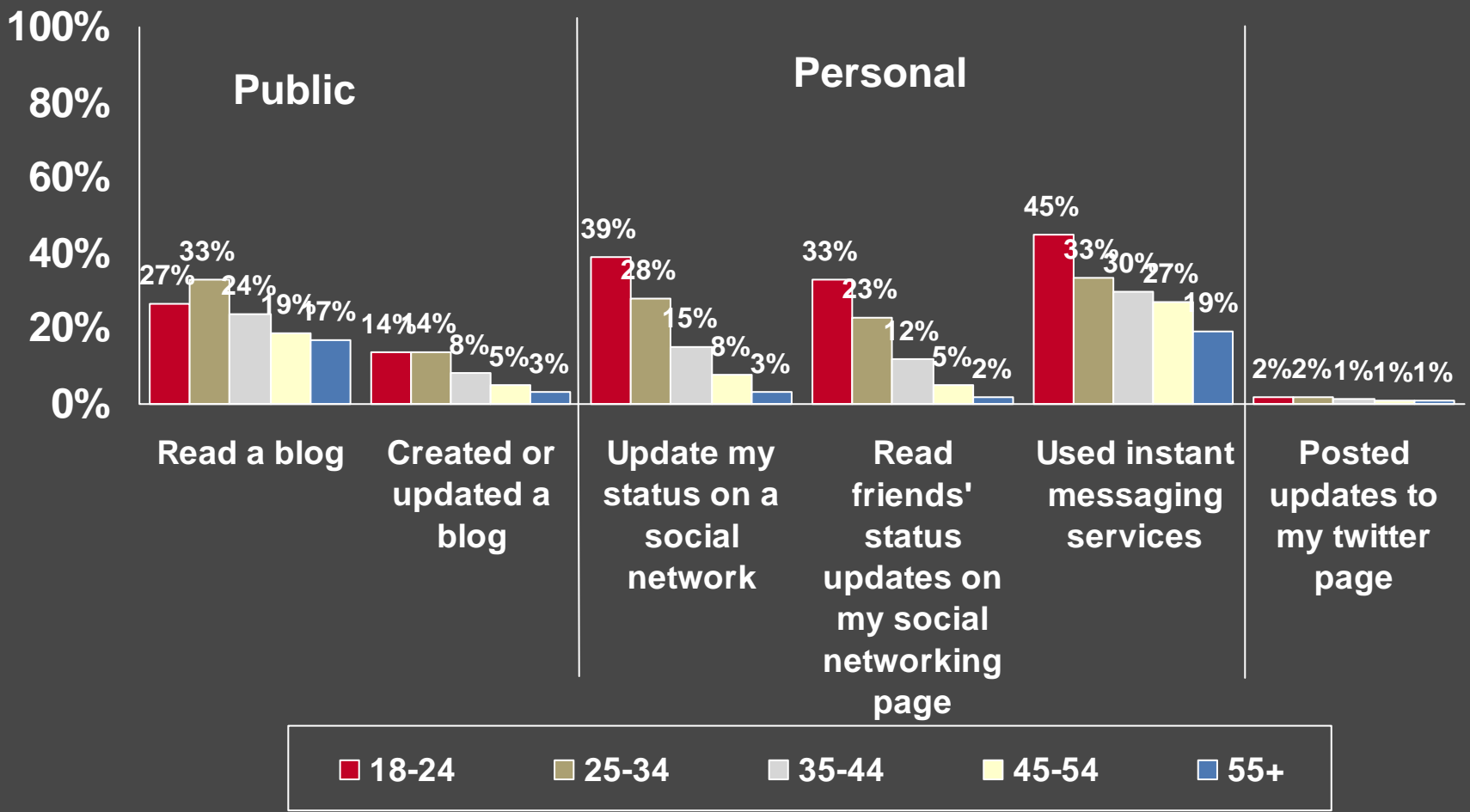
- **Users are now creators**
- **Information spreads virally online**
- **Brand messages are competing with consumer opinion**
- **Online marketing is becoming a dialogue instead of a loud speaker**

# Gen Y Dominates 2.0 Behavior, but Other Groups are Large and Growing



Thinking about your use of the Internet over the last year, which of the following activities did you conduct online monthly or more frequently? (Select all that apply)

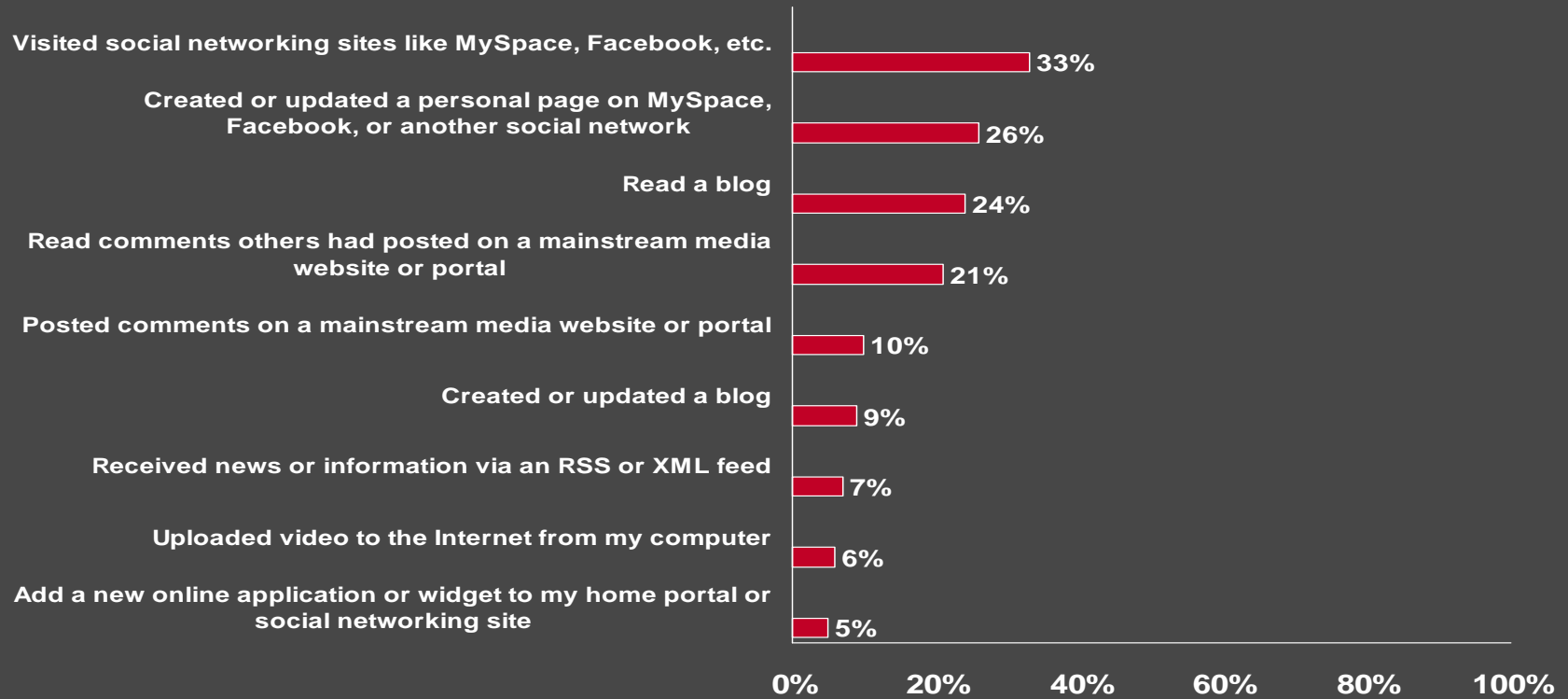
# Public and Personal UGC will mature with Gen Y



Thinking about your use of the Internet over the last year, which of the following activities did you conduct online monthly or more frequently? (Select all that apply)



# Online Social Media Use – Passive trumps Active



# Influentials vs. Social Initiators

- **Most popular form of social marketing two years running is to target a select group of influentials**
- **A wide range of the online user base is influential over friends decisions for different subjects. When all subjects are listed, nearly everyone is influential for something.**
- **Influentials are not the same as “social initiators” i.e. people who forward information to friends or try to influence others using social media or blogs.**
- **Influentials are only slightly more likely to be active with social media, whereas initiators are very heavy users.**

# Social Marketing Done Right

- **Tactics**
- **Case Studies**
- **Best Practices**



# Social Marketing Definition

- **JupiterResearch defines social marketing as the practice of marketing to encourage user engagement or viral communication, particularly by leveraging social media such as social networks, blogs, and other communities.**

# Viral Marketing Definition

- **Jupiter Research defines viral marketing as marketing for the specific purpose of encouraging consumers who receive the original marketing message to pass the message along, in this case online through email, video, social networking sites and widgets.**

# User Generated Content Definition

- **User Generated Content (UGC) includes all text, image, video and audio content that is created by individual online users and subsequently available for public consumption in the form of blogs, social networking profiles, message-boards, and media sites like YouTube.**

# Engagement

- **A new set of consumer behaviors have arisen online as a result of the increase in popularity of social media which are being loosely defined as “engagement.” Engagement within social media can occur when online users interact with games, social networking sites, blogs, video, and other rich online platforms.**
- **For marketers, such high levels of interactivity and communication present new opportunities to create ongoing dialogues with users that create more personal brand experiences.**

# McDonald's Fake Blog – It takes little time for online users to uncover the truth

Strategic Public Relations: McDonald's Fake Lincoln Fry Blog - Windows Internet Explorer

http://prblog.typepad.com/strategic\_public\_relati.../mcdonalds\_fake\_.html

Strategic Public Relations  
 Focused on public relations strategy within integrated marketing communications. Hosted by Kevin Dugan since July 2002.

« New Communications Forum | Main | Blogs Usurped Super Bowl Ads »

Sunday, February 06, 2005

## McDonald's Fake Lincoln Fry Blog



I'm not lovin' it.

McDonald's sent up the whole "Virgin Mary on a grilled cheese sandwich was sold on e-Bay" saga in their Super Bowl ad called Lincoln Fry. It is about a French fry that looked like Abe Lincoln.

They did a series of two ads. You are introduced to the concept in the first ad and someone buys the fry on e-Bay in the second ad.

I was impressed enough at the time. They push you to a custom [Web site](#) a la subversive chicken. They tapped into a popular, humorous phenomenon. The ad series was poorly done however. If you don't see the first ad, the second ad makes little sense.

Anyway, I dutifully visited the site and was intrigued initially to see it also had a blog. Then I realized it is a [fake blog](#). Even the post comments are bogus.

Boo. Hiss. What's the point? No one in their right mind would believe the blog is real. So while it is not deceptive, it still stinks. The site is so very camp to begin with; the fake blog is simply trying too hard.

I suspect that McDonald's is probably already gearing up for next year's Super Bowl. Super Bowl XL? Are you kidding me? It will be a Super Size Super Bowl to be sure.

Sunday, February 06, 2005 in [Advertising](#), [Best of SPR](#), [Blog](#), [Brand](#), [Marketing](#), [Public Relations](#), [Super Bowl](#), [TOP 25 \(2002-07\)](#), [Television](#) | [Dermalink](#)

Disclaimer: The views expressed on this site are my own and do not reflect those of my employer or its clients. ©

AdAge  
**POWER150**  
 THIS BLOG IS RANKED #76

M20  
 TOP MARKETING BLOG

ABOUT

Email Me

3014 readers  
 BY FEEDBURNER

Subscribe to this blog's feed

Enter your Email

Subscribe me!

start | Inbox - Micr... | RE: Slides - ... | 8 Microsof... | Calculator | Brown Form... | Document1 ... | Strategic Pu... | 2:09 PM

# “If You Build It, They Will Come” Does Not Apply To Social Marketing

The screenshot shows a Windows Internet Explorer browser window displaying a Wired magazine article. The browser's address bar shows the URL: [http://www.wired.com/techbiz/media/magazine/15-08/ff\\_sheep?currentPage=all](http://www.wired.com/techbiz/media/magazine/15-08/ff_sheep?currentPage=all). The Wired logo is prominently displayed at the top left of the page. Below the logo is a navigation menu with links for HOME, SUBSCRIBE, SECTIONS, BLOGS, and READ MAGAZINE. The article title is "WIRED MAGAZINE: ISSUE 15.08" followed by "TECH BIZ : MEDIA" and "RSS". The main article title is "How Madison Avenue Is Wasting Millions on a Deserted Second Life" by Frank Rose, dated 07.24.07 | 2:00 AM. The article features an illustration of a female avatar with purple hair and sunglasses in a virtual environment. The text of the article begins with "For months, Michael Donnelly had been hearing all about the fantastic opportunities in Second Life." and continues to describe his experience as the head of interactive marketing at Coca-Cola. To the right of the article, there are options to "Email Article", "Print", "Full Page", and "Comments", along with a "Sponsored by: Kodak SAVE NOW" banner. At the bottom of the article, there are tabs for "Most Popular" and "Most Commented". The browser's taskbar at the bottom shows several open applications, including an inbox, a presentation, Microsoft Office, a calculator, and a browser window titled "How Madiso...". The system clock shows 2:12 PM.

# Social Network

## Facebook Example – NBA for Utility and Entertainment



Widgets and downloads

Links to important fantasy tools

Video

# Li'l Green Patch on Facebook

Facebook | (Lil) Green Patch | Plant more green trees! - Microsoft Internet Explorer

Address: http://apps.facebook.com/greentrees/send-plants.php

facebook Home Profile Friends Inbox 10 Emily Riley Settings Logout Search

"70,249,527 Sq ft Saved - September 2008 donation made!" Arcade | Chat | Updates | FAQ | Discuss

Personal Rainforest Saved: 0 Sq ft GreenBucks: 220 Grabs Left: 2

+ More Sq ft? + More GreenBucks? Settings (Lil) Green Patch (Lil) Blue Cove

I pledge to give myself more "me time" by ... going out to eat relaxing showers shopping going to the spa

Sponsored by OLAY

Send Me E-mail

Send Plants Green Patch Marketplace Store Top Greenies Top Grabbers Lifestyle

Select a plant for your friends to grow in their Green Patch. For every 10 friends receiving a plant you save 1 square foot of rain forest from deforestation!

Now on MySpace

Proceed to Send >>

Limited Time

Nate Pine

Applications Bookmark (Lil) Green Patch

Done Start Inboxes - Micro... RE: - Message 2 Windows ... 2 Internet ... Away 2 Microsoft ... Document5 - ... 2 Microsoft ... 10:49 AM

Advertise

Rachael Ray's Diet Tip

Read how everyday people are losing weight with Rachael Ray and her new diet program.

OVAL Vodka Recipes

VODKA'S NATURAL EVOLUTION.

OVAL's patented process structures the vodka so that it reaches a unique level of smoothness at 84 proof. Check out great recipes here.

120 Million Active Users

Facebook Ads

With Facebook's highly targeted ad custom... how will



# HEAL Viral Video on YouTube

YouTube - Cycle India Charity Bike Ride 2008 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.youtube.com/watch?v=YQxaI3UxjTY>

**YouTube** Broadcast Yourself™ Worldwide | English [Sign Up](#) | [QuickList \(0\)](#) | [Help](#) | [Sign In](#)

[Home](#) [Videos](#) [Channels](#) [Community](#)  [Search](#) [Upload](#)

## Cycle India Charity Bike Ride 2008

0:11 / 3:40

Rate: ★★★★★ 8 ratings [Share](#) [Favorite](#) [Playlists](#) [Flag](#) **Views:** 842

[MySpace](#) [Facebook](#) [Digg](#) [more share options](#)

**Commentary** **Statistics & Data**

Video Responses: 0 Text Comments: 5

▶ **Video Responses (0)** [Sign in to post a Video Response](#)

▼ **Text Comments (5)** [Sign in to post a Comment](#)

**HealCharity** [Subscribe](#)

June 01, 2007 [\(more info\)](#)

This bike ride has now been completed and we raised ...

URL: <http://www.youtube.com/watch?v=YQxaI3UxjTY>

Embed: `<object width="425" height="344"><param`

▶ **More From: HealCharity**

▼ **Related Videos**

- Antique Indian Motorcycle 1919 Power Plus**  
1 year ago 12,592 views mrwizard33
- Yamaha YZF R15 Model - 2008 on TV**  
6 months ago 47,648 views deepaul2ya
- abraham caballos**  
1 year ago 259,906 views honda600r
- Commonwealth Games Delhi 2010**  
11 months ago 3,557 views AnitaSundar
- Indian Bike heros**

**Promoted Videos**

# Nike Desktop Widget

- **Pros:**
  - Customized for a niche group of customers
  - Encourages long term engagement
  - Promotes brand loyalty
- **Cons**
  - Not nearly as social as it could be
  - Does not enable maps technologies to make it more custom
  - Doesn't incorporate anything about shoes or purchasing



# Takeaways

- **Accept shift in consumer control and work with the tide**
- **Integrate traditional channels like search to create a seamless experience**
- **Identify niche groups and create opportunities to engage with special audiences**
- **Use free tools and harness people power**
- **Measurement can only be done when goals are aligned with tactics**

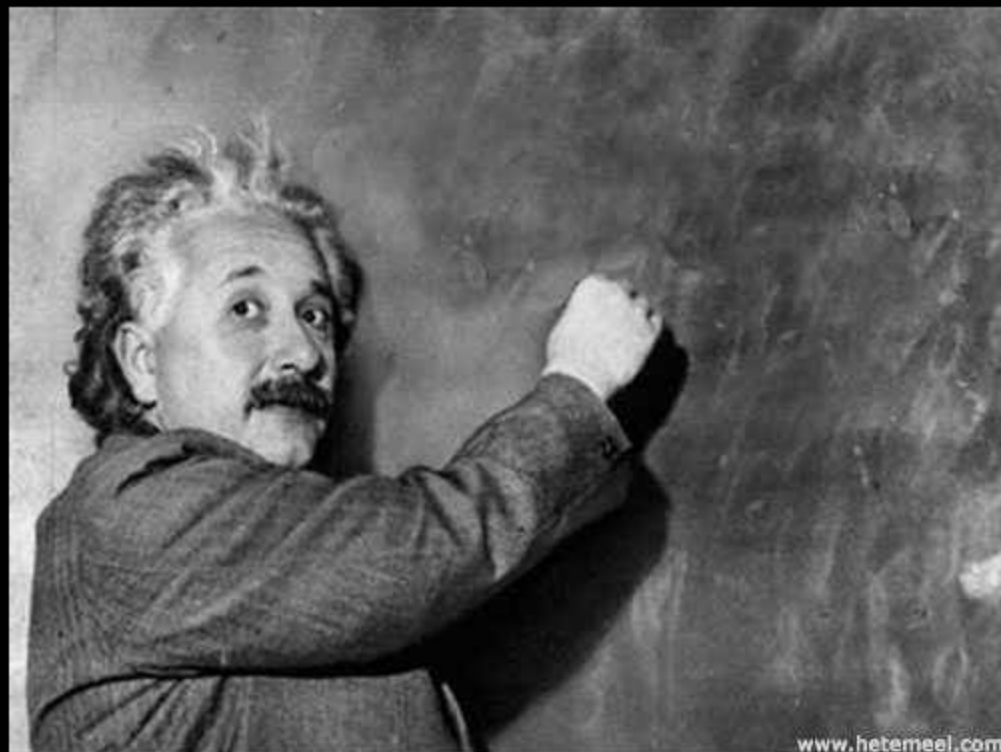


**Thank You**

**Emily Riley**

**Senior Analyst – Jupiter Research**

**[eriley@jupiterresearch.com](mailto:eriley@jupiterresearch.com)**



# **How To Think Like A Nonprofit Social Media Marketing Genius**

Beth Kanter, Beth's Blog  
<http://beth.typepad.com>

"Not everything that counts can be counted, and not everything that can be counted counts." Einstein #quotes

10:35 AM Dec 1st from twhirl



**timoreilly**  
Tim O'Reilly



**Alheri** @kanter Einstein was a prolific letter writer, responding to all correspondents, writing regularly to newspapers, speaking at town halls *about 1 hour ago from web in reply to kanter*



**Jfavreau** @kanter that sounds interesting. What is Einstein going to think about it? LOL! *about 1 hour ago from web in reply to kanter*



**meshugavi** @kanter einstein got to the essence of things, elemental questions, understanding organizations and ideas in context- relativity, *about 1 hour ago from TweetDeck in reply to kanter*



**Jordanv** @kanter sounds genius, Beth : ) *about 1 hour ago from twhirl in reply to kanter*



**aspott** @kanter I'm looking forward to seeing the connection you draw *about 1 hour ago from twhirl in reply to kanter*



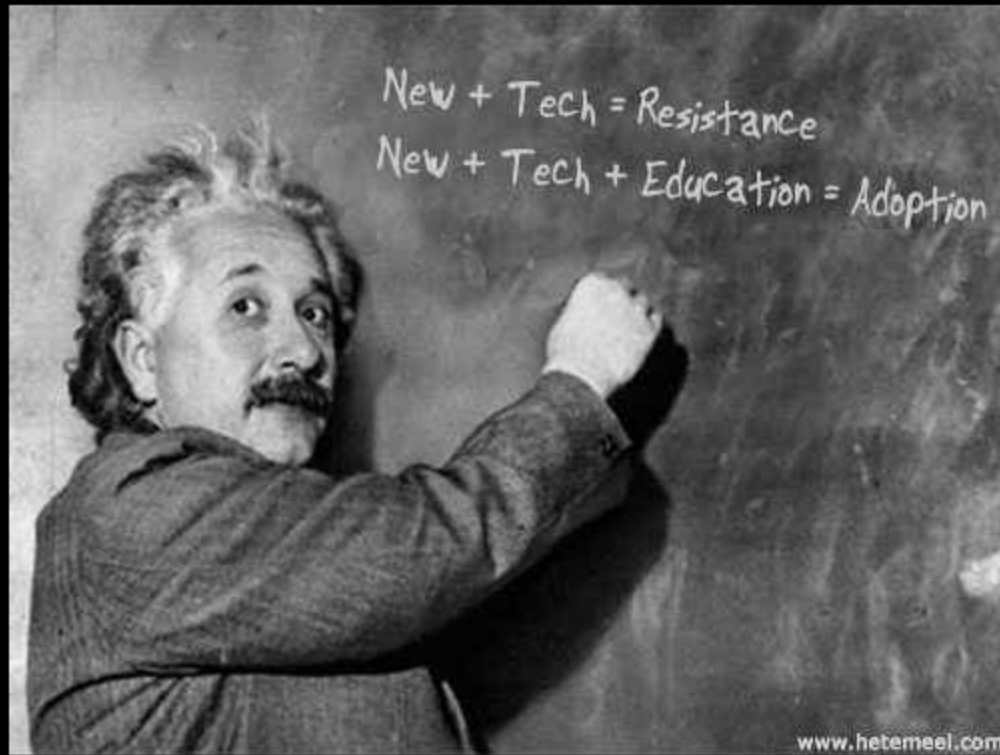
**greggfraley** @kanter - This article about Einstein and EMIs might be of interest to U: <http://www.greggfraley.com/>... *about 1 hour ago from web in reply to kanter*



**ayeletb** @kanter can't wait to see it, Beth! *about 1 hour ago from web in reply to kanter*

The Inspiration ...

**Beth Kanter, Beth's Blog**  
<http://beth.typepad.com>



# #1: Understand Organizational Change Theory

Beth Kanter, Beth's Blog  
<http://beth.typepad.com>

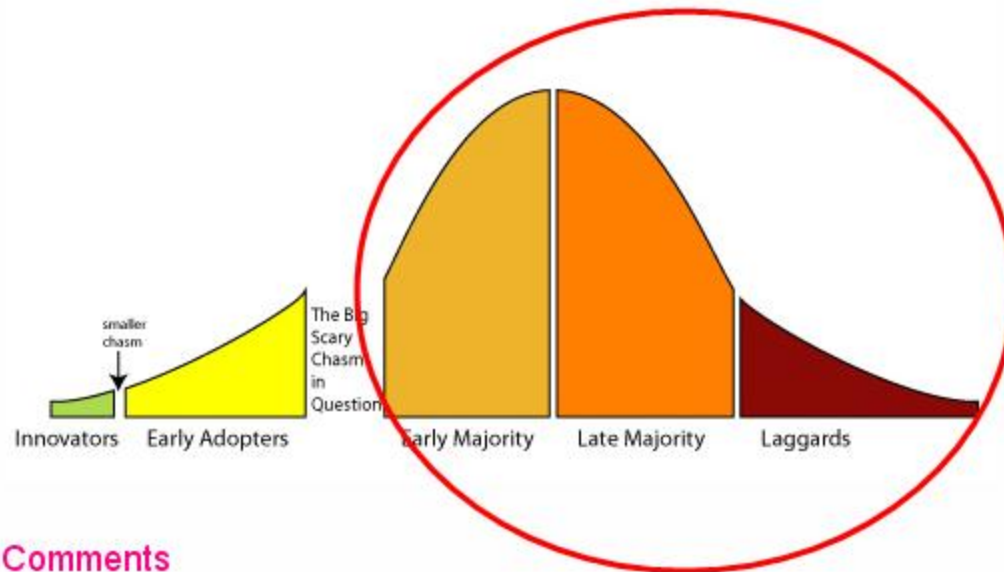


# Geoffrey Moore's Version

Share This

- ADD TO FAVES
- ADD NOTE
- BLOG THIS
- ALL SIZES
- PRINTS & MORE

Geoffrey Moore's 'Crossing the Chasm' diagram circa 1991



## Comments



[jeremiah owyang](#) pro says:

Education is needed and Awareness.

Fear and Doubt separate that Scary Chasm.

I find trying a "trial/pilot" are the best things to overcome. Factor in failure as part of the exercise to learn to do it better, that helps bridge the gap.



Uploaded on November 26, 2006  
by [miss\\_rogue](#)

**miss\_rogue's photostream**

browse

### Tags

- [crossingthechasm](#)
- [argh](#)

[Add a tag](#)

### Additional Information

- [Some rights reserved](#)
- Anyone can see this photo

- Taken on [November 26, 2006](#)
- [5 people](#) call this photo a **favorite**
- Viewed **516** times

[Flag this photo](#)



## Social Media Workshop at Board Retreat: Demoing Flickr and Twitter

ADD NOTE
 SEND TO GROUP
 ADD TO SET
 BLOG THIS
 ALL SIZES
 ORDER PRINTS
 ROTATE
 EDIT PHOTO
 DELETE



Photo taken with phone to demonstrate flickr and posting by cell phone. then posted URL to twitter to demonstrate how quickly information spreads.

[beth.typepad.com/beths\\_blog/2008/02/the-nonprofit-t.html](http://beth.typepad.com/beths_blog/2008/02/the-nonprofit-t.html)

This photo has notes. Move your mouse over the photo to see them.

Share This

Uploaded on February 8, 2008  
 by [cambodia4kidsorg](#)



### Comments

< Prev 1 2 Next >

(121 comments)



[elemenus](#) pro says:

Hello from Chicago IL! I teach at the University of Chicago Charter Schools!  
 Posted 10 months ago. ([permalink](#) | [delete](#))



[EmilyMcKhann](#) says:

For you Beth, anything!!  
 Posted 10 months ago. ([permalink](#) | [delete](#))



[Miguel Rodriguez](#) says:

Hey Beth! obviously Twitter rocks  
 Posted 10 months ago. ([permalink](#) | [delete](#))



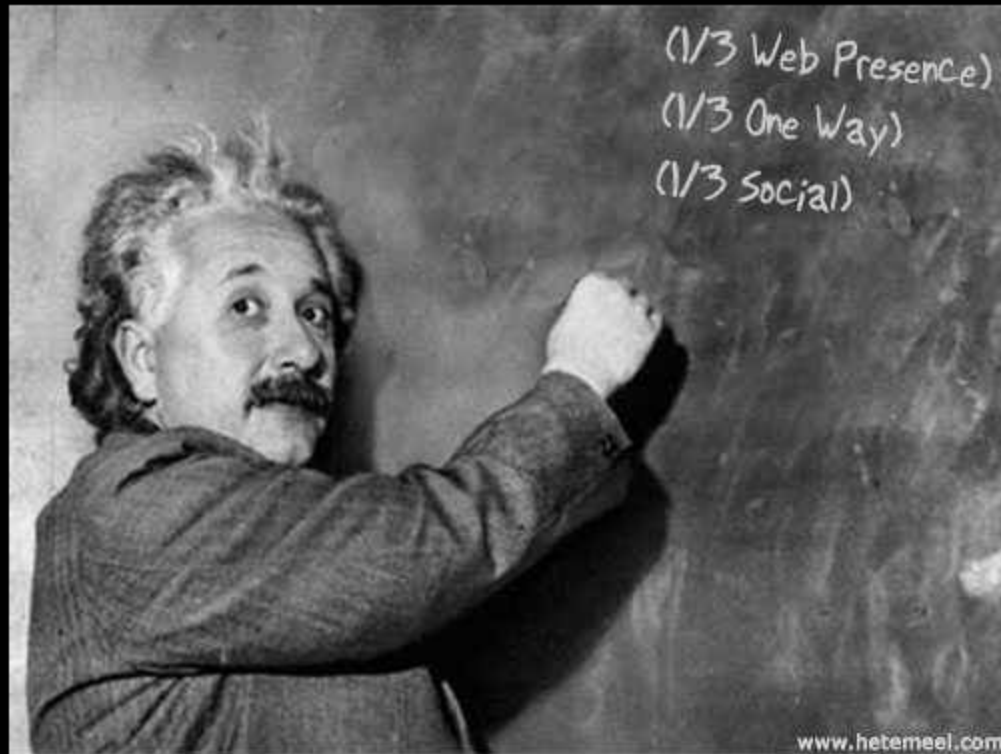
[ntentRoss](#) says:

Hello from Portland, OR  
 Posted 10 months ago. ([permalink](#) | [delete](#))



[mousewords](#) pro says:

Howdy form Coastal California! Writer, artist, & web designer pounding away at a novel as we speak...  
 Posted 10 months ago. ([permalink](#) | [delete](#))

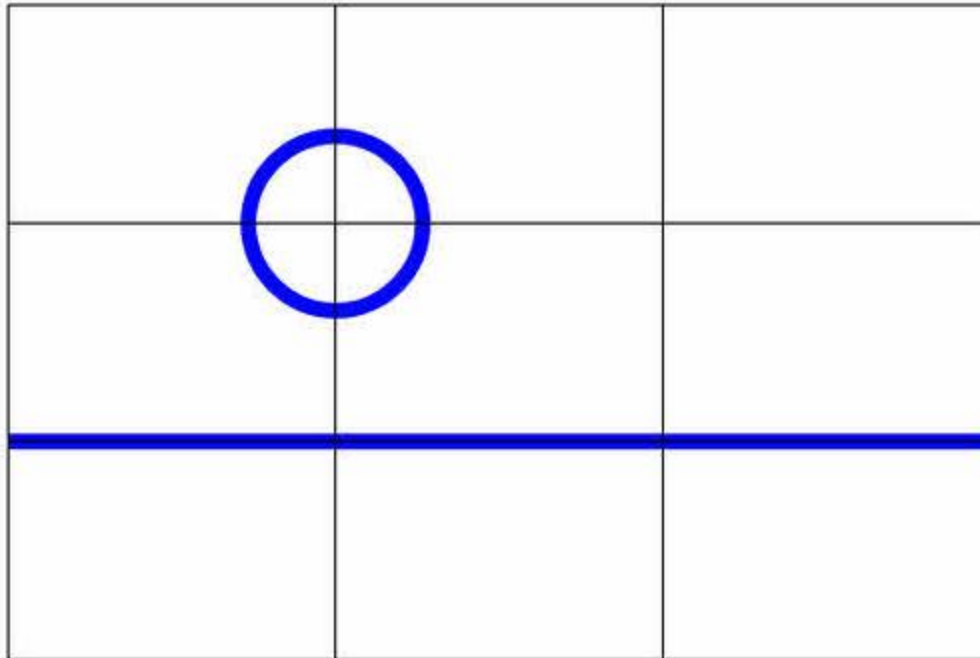


## #2: Use the Rule of Thirds

**Beth Kanter, Beth's Blog**  
<http://beth.typepad.com>

# Rule of Thirds

 ADD TO FAVES  BLOG THIS  ALL SIZES



See [photo.bart-the-gaul.com/2007/07/rule-of-thirds.html](http://photo.bart-the-gaul.com/2007/07/rule-of-thirds.html) for more about this picture - it's used to illustrate the module on composition.

Share This 

**BtG** Uploaded on June 29, 2007  
by [Bart the Gaul](#)

## Bart the Gaul's photostream



This photo also belongs to:

 [BtG - Bart the Gaul - Learning Photography Together \(Pool\)](#)

### Tags

-  [http://photo.barthegaul.com](#)
-  [rule-of-thirds](#)
-  [rule](#)
-  [thirds](#)
-  [photography](#)

# Rule of Thirds in Photographic Composition



**JOIN**

Become a Member  
Why Join?  
Member Services

**CONNECT**

Our Conference (NTC)  
Networking with NTEN  
Join an Online Group  
Attend an Event  
Member Directory  
Speaker Directory

**LEARN**

NTEN Original Research  
Read the Blog  
Take a Webinar  
Get the Newsletter  
Office Hours

**CHANGE**

Issues We Care About  
Benchmarks & Reports  
Find/Post a Job

**ABOUT**

Your Nonprofit Technology Community

**People Who Change the World Need the Tools to Do It.**

NTEN is the membership organization of nonprofit professionals who put technology to use for their causes. NTEN is a community of peers who share technology solutions across the sector and support each other's work.

We enable our members to embrace advances in technology through knowledge sharing, trainings, research and industry analysis. NTEN helps you do your job better, so you can make the world a better place.

Become a member of NTEN today.

News From the NTEN Connect Blog

How Much Are You Paying Your IT Staff?

Submitted by Holly on Tue, 10/26/2009 - 11:22am.  
Staffing: NPTech, rptimes, NTEN, salaries, staffing  
How much should you offer a new Help Desk Support Specialist? How many IT staff do organizations your size have, anyway? What are other nonprofits outsourcing when it comes to IT?

**Flickr Photo:**  
**esizer**  
NTEN and The Nonprofit Times are making it easy for you to fill the gap between expensive benchmarking services costing thousands of dollars and going it alone. We're surveying thousands of staff at nonprofits big and small to find out what it takes to make technology work for them and what qualified staff they



- For NTEN Members
- Networking opportunities
  - Latest research
  - Monthly newsletter
  - Full access to NTEN's

Your Nonprofit Technology Community (NTEN: The Nonprofit...)  
NTEN is the membership organization of nonprofit professionals who put technology to use for their causes. NTEN is a community of peers who share technology ...  
www.nten.org - 22k - Cached - Similar pages - More info

2009 Nonprofit Technology Conference (NTEN: The Nonprofit...)  
More than 1000 people came together at the Sheraton New Orleans for the Nonprofit Technology Conference to connect with colleagues, learn about the issues, ...  
www.nten.org - 22k - Cached - Similar pages - More info  
More results from www.nten.org

TechSoup - The Technology Place for Nonprofits  
Technology resource aimed at nonprofit organizations featuring NPO accounts, discussions, articles, and recommendations.  
www.techsoup.org - 40k - Cached - Similar pages - More info

Nonprofit technology - Wikipedia, the free encyclopedia  
Nonprofit technology comprises information and communication technologies that support the goals of nonprofit, nongovernmental, third sector, grassroots, ...  
en.wikipedia.org/wiki/Nonprofit\_technology - 13k - Cached - Similar pages - More info

Nonprofit Technology Resources - Computer Donation in Philadelphia  
Helping companies and concerned individuals span the Digital Divide with training, donation, and recycling of used computers for nonprofit groups. ...  
www.nten.org - 21k - Cached - Similar pages - More info

Zen and the Art of Nonprofit Technology  
His name is Matt McCabe, and he is very familiar with the nonprofit fundraising space, having spent time as a consultant at Comcast. ...  
www.zenoftech.org - 61k - Cached - Similar pages - More info

Sponsored Links

**Non-Profit Technology**  
Customized technology solutions for non-profit organizations at CDW.  
www.cdw.com/NonProfit

**Nonprofit Software**  
Track Donations, Pledges, Campaigns Send Thank You Letters & Receipts  
www.MissionResearch.com/GetWorks

**Nonprofit Software**  
Affordable fundraising software specifically for nonprofits.  
TELOSA.COM

**Help Build the Commons**  
Creative Commons needs your help to raise \$50k by December 31st  
support.creativecommons.org

**Technology Charities**  
Get info on How You Can Help Technology Organizations  
www.youthoftechnology.org

**Technology Charities**  
Providing Computers & Training To Schools, Non Profits & Communities  
www.UnitedWayTriangle.org/IT

Sign Up

Get our monthly newsletter

Email: \*

Alerts:

Get NTEN email alerts!

Submit

**1/3 Web Presence**

**1/3 One Way**

2008-12-05 12:56:51 -0800

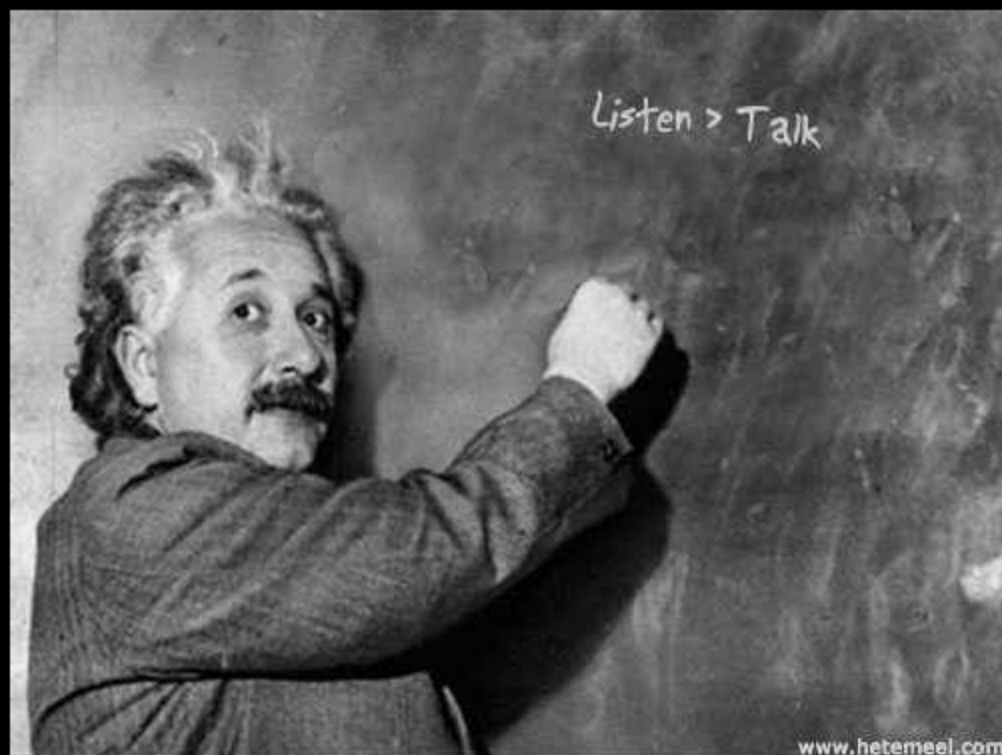


**1/3 Social**



**ntenhross**  
**facebook**






## #3: Listen First

# Social Media Strategy


Hrs/per week



Listen



Participate



Share Content



Generate Buzz



Community Building & Social Networking



Begin here

Beth Kanter Beth's Blog  
<http://beth.typepad.com>

# of weeks



# Listening to supporters in their natural environment



**Beth Kanter, Beth's Blog**  
**<http://beth.typepad.com>**



518 blog posts about **homeless washington, DC restaurants**[Quick View](#)[Posts](#)[Blogs](#)[Videos](#)[Photos](#) [Subscribe](#)[A Taste of Georgetown](#)

Over the last decade, **Washington** has truly blossomed as a food city in its own right with a diverse array of tantalizing offerings reaching into almost every neighborhood. While the Taste of DC (a city-wide food sampling festival ... will provide ample opportunity to sample what some of **DC's** culinary best have to offer. The festival

4 days ago in [Rhonda](#) ·  No authority yet

[links for 2007 10 05](#)

Boom times for online ad sales reps - Oct. 2, 2007 A shortage of online advertising sales reps has led to bidding wars, lavish perks, ... in **Homeless** Dave's back yard. (tags: a2b3 purevisibility teetertotter teetertalk homelessdave

7 days ago in [Vacuum](#) - [Edward Vielmetti in Ann Arbor, Michigan 48104](#) ·  Authority: 67

[40 Minutes with David](#)

Homeless1 Last week, I met a **homeless** man named David. He was very genuine, kind and trustworthy ... from **Washington** Times shuttle stop. There was a **homeless** man sitting on the steps. I tried to sit away ... Unlike most **homeless** people I've met, he didn't ask for money nor did he attempt to con

10 days ago in [InkTank](#) ·  Authority: 6



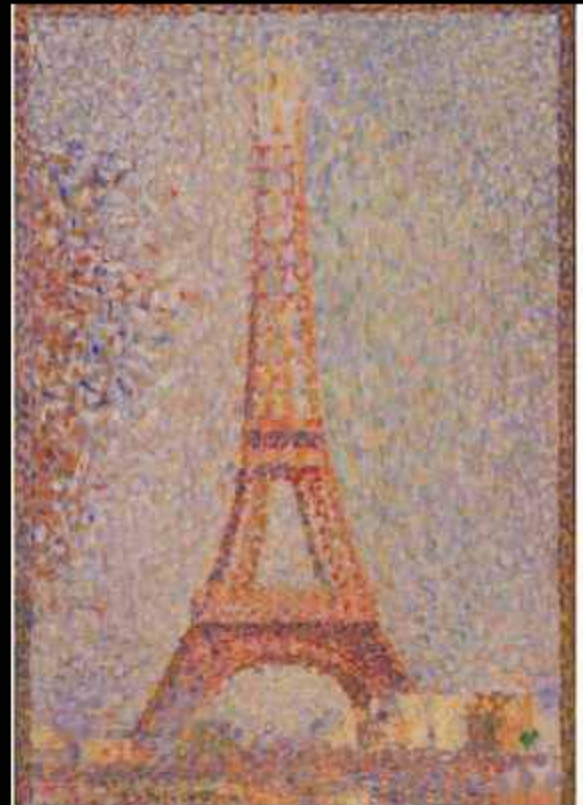
# Key Words Are King!





**A homeless person isn't someone you pass on your way into a fancy restaurant**

# Do you think Twitter is Pointless?



**Beth Kanter, Beth's Blog**  
<http://beth.typepad.com>



## Realtime results for **stroke**

0.04 seconds



[jordan\\_news](#): Family waits for answers on why **stroke victim** left on bus for 2 hours: The family of a woman who had .. <http://tinyurl.com/52t68v> (expand)

13 days ago · [Reply](#) · [View Tweet](#)



[luckyb52](#): Your friend had a **stroke**? Ask him/her to read 80 year old millionaire **stroke victim's** inspiring story at <http://tinyurl.com/5n7zjp> (expand)

16 days ago · [Reply](#) · [View Tweet](#)



[elseash](#): Retweet [@foundersheart](#): Wanna know the Top 10 research advances in heart disease and **stroke** in 2007? <http://tinyurl.com/5jdps2> (expand)

about 1 month ago · [Reply](#) · [View Tweet](#)



[PerthNorg](#): Stage star Rob Guest dies after **stroke**: Record-breaking performer Rob Guest, who played the Wizard in t.. <http://tinyurl.com/4jp69g> (expand)

about 3 hours ago · [Reply](#) · [View Tweet](#)



[LynJ](#): American **stroke** patient travels to China for TCM: <http://tinyurl.com/4o7vov> (expand)

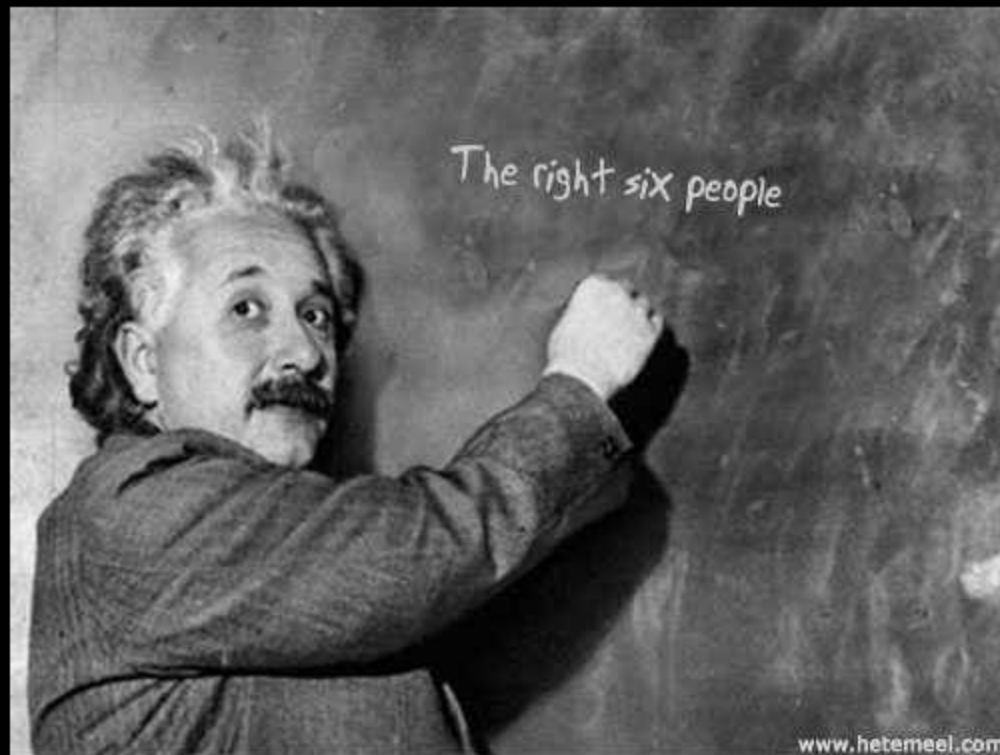
about 1 hour ago · [Reply](#) · [View Tweet](#)



[OmegaStauf](#): Did you have a **stroke** or have you always talked like that?

about 2 hours ago · [Reply](#) · [View Tweet](#)



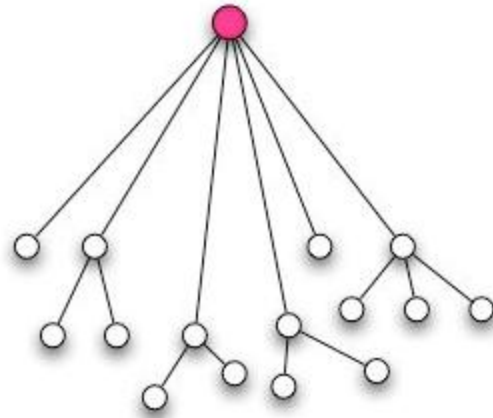


## **#4: Build Relationships with Influencers**

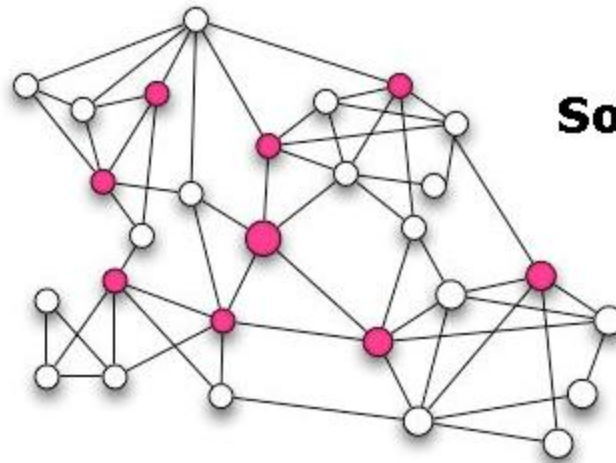
**Beth Kanter, Beth's Blog**  
**<http://beth.typepad.com>**

# Think Differently

**Email Marketing**



**Social Media**



Source: David Wilcox, The Social Reporter



## TAKE ACTION

- ▶ donate money ▶ get help
- ▶ donate food ▶ volunteer



CAFB Community  
Sign Up Log In

- [About Us](#)
- [News Center](#)
- [How To Help](#)
- [Get Help](#)
- [Take Action](#)
- [Hunger in Central Texas](#)
- [Community Events](#)
- [Programs](#)
- [Partner Agencies](#)
- [e-newsletter sign up](#)

## HAM-up

[Home](#) | [HAM-up](#)

[Printer Friendly](#) [Send to friend](#)

# HUNGER ACTION MONTH

RAISE OUR VOICES AGAINST HUNGER

## Join the HAM-up Tweet-up

In recognition of Hunger Action Month, help end hunger by participating in these HAM-up events with your friends from Twitter.

## What's a HAM-up Tweet-up?

A Tweet-up is when people following each other on [Twitter](#) meet in real life. In recognition of Hunger Action Month, we're calling this special Tweet-up the "HAM-up". Clever, huh.

## Event Schedule

**HAM-up Grill-up Happy Hour Kickoff**

Thursday, September 11

5:30 – 8 p.m.

Whole Foods Market, 525 N. Lamar Blvd., Austin, TX 78701 [map](#)



Help kick-off the HAM-up. Listen to the sounds of [Gina Chavez](#) and her band while enjoying

## Hunger Facts: did you know?

The annual income needed for a Travis County family of four to "afford" to live in the Austin area is \$44,000. That's 233% above the Federal poverty level.



## Hunger in Austin--Something you can do to help

MONDAY, AUGUST 25 AT 09:33 AM

*Here's something you can do today: For every comment this post receives indicating it has been read, Tyson Foods will donate 100 pounds (or a 35K pound truckload) to the **HAM-up (Tweetup)**, sponsored by the **Capital Area Food Bank**, **Social Media Club Austin** and **501 Tech Club Austin**. Help us raise awareness by commenting here (even one-word comments acceptable--BTW, since comments are moderated, it might take a bit to get them up, but we'll get them up).*

**UPDATE--The response from the online community has been awesome! In response to your response, we were able to fill the truck in less than six hours. Thank you!!!**

• **Tags:** America's Second Harvest, Capital Area Food Bank of Texas, Food Bank, food budgets, Hunger Relief

• **Comments:** (658)

Share





Realtime results for hunger tyson

Newer < Page 2 > Older

**caroldeckert** Reading: "Hunger Awareness and Tyson Foods" [5rbo29](#) (expand)  
about 1 month ago Reply View Tweet

**Name** caroldeckert  
**Location** Lancaster PA  
**Web** <http://www.runlan...>  
**Bio** Netweaving/Networking Coach What can I do to help you?

1,894 following | 1,406 followers | 1,003 updates

**GraceKellee** Help fight hunger... <http://tinyurl.com/68m7ag>  
Tyson donates 100 pounds of food.  
about 1 month ago Reply View Tweet

**Name** FoodChannel  
**Location** Everywhere a food lover lives  
**Web** <http://www.foodch...>  
**Bio** All Things Food

421 following | 401 followers | 494 updates

ger: <http://tinyurl.com> out Tyson (seriously)!

**tweetmeme: @michellegr**  
Hunger Relief  
about 1 month ago Reply

**Name** tweetmeme  
**Web** <http://www.tweetm...>  
**Bio** Tracking the Twitter Meme's

24 following | 612 followers | 9,000 updates

**MaryroseWagoner** Retwe every comment, Tyson Fi (expand)  
about 1 month ago Reply



**SherryBaker** RT @TysonFoods: Read about hunger in Austin. For every comment, Tyson Foods will make a donation. <http://tinyurl.com/5byrao> (expand)  
about 1 mon

**Name** adamsherk  
**Location** New York  
**Web** <http://www.define...>  
**Bio** SEO / PR strategist, working primarily w/ major publishers. Social media fan, likes helping companies understand how to effectively & appropriately participate

319 following | 207 followers | 216 updates

**kkoyrn** RT: comment on t 100 pounds of protein to deal with hunger in Austin donate  
about 1 month ago Reply View Tweet



**FoodChan** TX. For eve (expand)  
about 1 mon

onFoods: Read about hunger in ation. <http://tinyurl.com/5byrao>

**DR4WARD**: Thank you @karlong Just posted comment at Tyson blog to help with hunger relief. Great idea. Social Networking+Social Responsibility  
about 1 month ago Reply View Tweet



**TysonFood** make a dor about 1 mon  
for every comment, Tyson Foods will (ed)

**adamsherk**: For every comment this blog p 100 lbs food to Austin Hunger Action Mon (expand)  
about 1 month ago Reply View Tweet

**Name** Kevin Koym  
**Location** Austin, TX  
**Web** <http://www.kevink...>  
**Bio** viva la revolucion!

386 following | 389 followers | 1,491 updates



**macomber72**: ya'll had that 2 months ago

**Name** Beth Kanter  
**Web** <http://tinyurl.co...>  
**Bio** Social Media for Nonprofits for Social Change

1,744 following | 4,238 followers | 6,324 updates

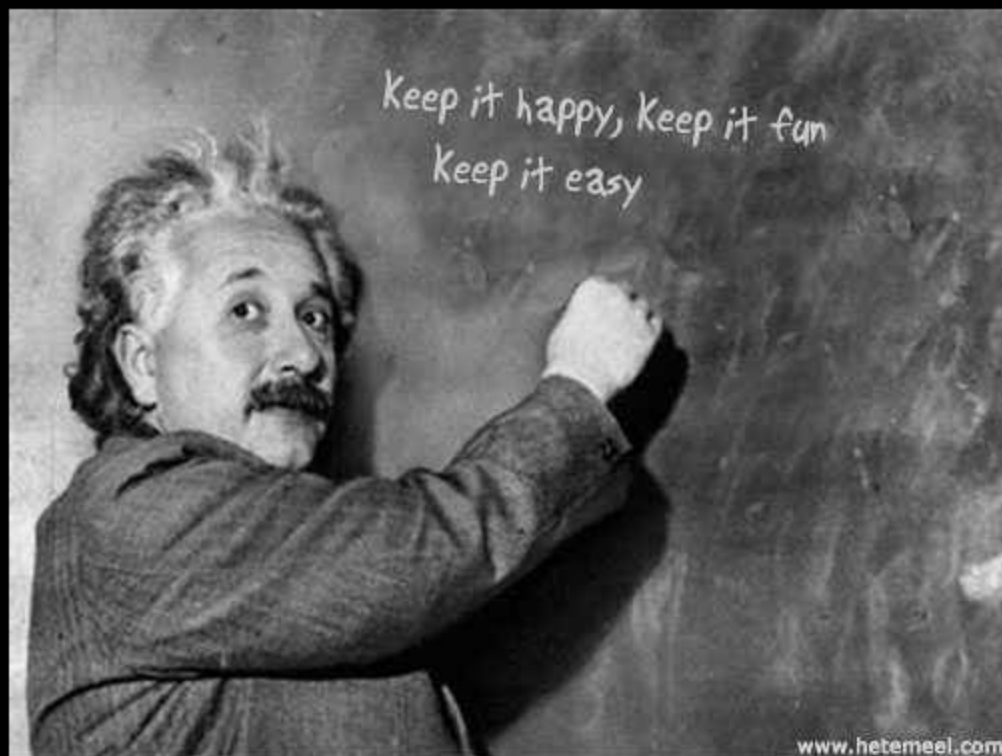
**prhings**: EveryDot: Hunger Awareness an promised to update on the company th... [ht](#)  
about 1 month ago Reply View Tweet

**agunn**: Blogging the nifty Tyson Foods Hunger Relief post-a-palooza: <http://bit.ly/3yGN3G> (expand)  
about 1 month ago Reply View Tweet

It's about engaging the right 6 people

about 1 month ago Reply View Tweet





## **#5: Make It Easy To Remix Your Content**

**Beth Kanter, Beth's Blog**  
**<http://beth.typepad.com>**



# Hunger is Unacceptable

[Thumbnails](#) | [Detail](#) | [Comments](#)



129 photos | 5,640 views | [Add a comment?](#)

items are from between 01 Jan 2006 & 27 Aug 2008.



## To make your LOLseal:

### Step 1: Choose your favorite photo

Click on the link below the photo you'd like to caption. Once you're done, save it to your computer and follow the rest of the steps below.



Write a caption for this photo



Write a caption for this photo



### Step 2: Submit your entry.

Fill out the form below to submit your photo.

*Have your own Flickr account? Log in, upload your photo, and use the tag "lolseals08".*

First Name

Last Name

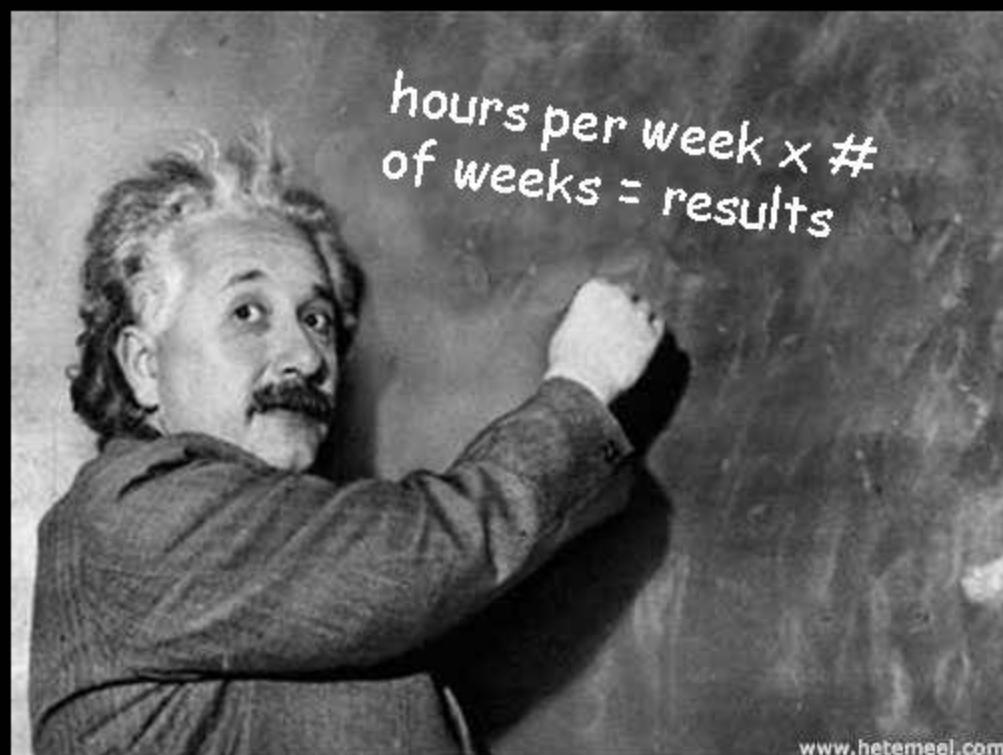
Your E-mail

City and State

Your Image

Browse...

Upload Photo >



## **#6 No Instant Gratification**

**Beth Kanter, Beth's Blog**  
**<http://beth.typepad.com>**

$$D = \frac{1}{c} \frac{1}{L} \frac{dL}{dt} = \frac{1}{c} \frac{1}{P} \frac{dP}{dt}$$

$$\tau^2 \frac{1}{P} - P \quad 1 \quad 1$$

**Results require effort over time**

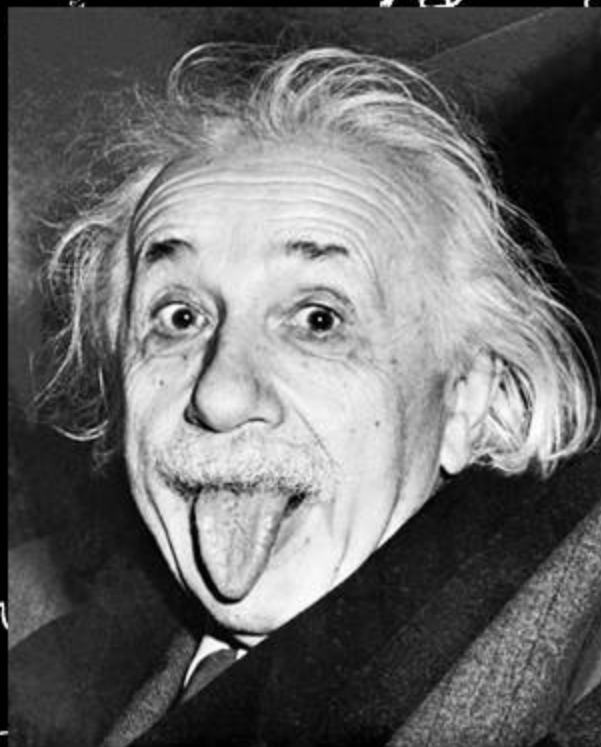
$$D^2 = \frac{K_0}{3} \frac{P_0' - P}{P_0} \sim$$

$$D^2 \sim 10^{-53}$$

$$\rho \sim 10^{-26}$$

$$P \sim 10^8 \text{ g. J}$$

$$\tau \sim 10^{10} (10^{11})$$







## Using Social Media Strategically to Drive Web Traffic

By Danielle Brigida  
danielle.brigida@gmail.com



share

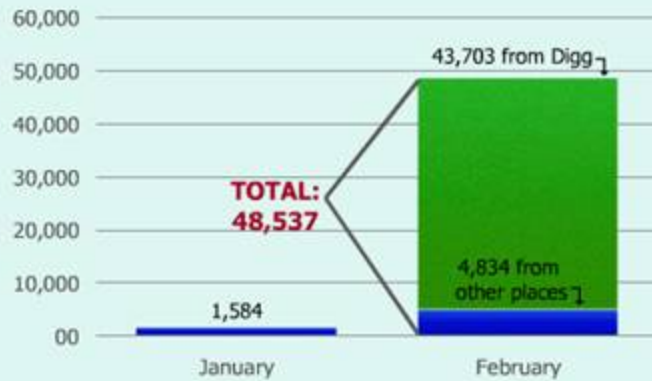


1 / 24

full

### Endangered Cat Stats

■ Other Traffic ■ Digg

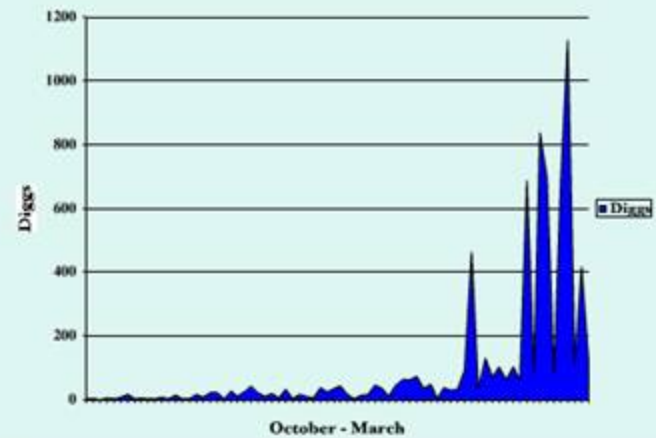


share



8 / 24

full

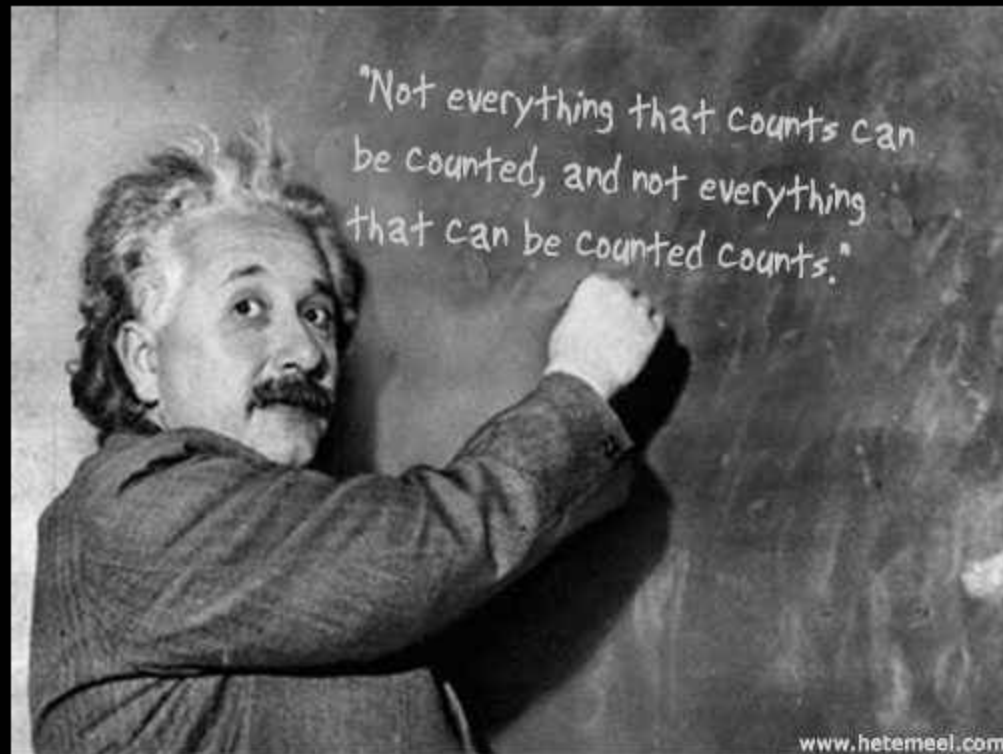


share



12 / 24

full



## **#7 Use metrics to discover what works and what doesn't**

**Beth Kanter, Beth's Blog**  
**<http://beth.typepad.com>**

**Raw Author  
Contribution**

**Unique Blog Readers**

**Conversation Index**

**Authority**

**Cost**

**Return on Investment**



Avinash

**The Secret Sauce**





# Unique Daily Visitors

## Beth's Blog - A place to capture and share ideas, experiment with and publish links about nptech, educational technology, information design, visual thinking, creativity, ICT in the developing world, and much more.

72 posts per month • 557 posts since Jul 05, 07 • Last update: 30 minutes ago

ALL POSTS

GOOD POSTS (53%)

GREAT POSTS (45%)

BEST POSTS (29%)

TOP 20

PostRank	Date ▾	Headline	Top conversations
10.0	Oct 02, 08	How Much Time Does It Take To Do Social Media? ←	more 25 24 0
9.7	Sep 29, 08	Hunger Is A Global and Local Issue: Some Ways To Tak...	more 13 4 0
10.0	Sep 27, 08	What, Why, and How of Facebook Pages: An Expertise R... ←	more 11 5 4
8.4	Sep 27, 08	Should there be A Nonprofit and Social Change Catego...	more 6 5 0
8.6	Sep 19, 08	What color is your nonprofit's blog?	more 5 3 0
8.4	Sep 16, 08	Social Media Trainings: How do you use pre-workshop...	more 3 3 0
10.0	Sep 14, 08	22 Years Ago Today and Some Advice About How Not to ... ←	more 13 4 0
7.9	Sep 05, 08	RIP: Treo	more 12 0 0
10.0	Aug 23, 08	How Long Does It Take for 250 Super Connected Gnomed...	more 75 38 13
9.0	Aug 21, 08	Help Me Send Leng Sopharath Back To College in Good ...	more 11 7 0
8.8	Aug 07, 08	Working Wikily: The Power of the Newbie, Balance Qua...	more 9 9 1
8.2	Aug 05, 08	Measuring the Value of Your Blog: Reflections Over t...	more 8 2 0
10.0	Aug 03, 08	Where are the twenty-something or GEN-Y Bloggers Wh...	more 25 7 0
10.0	Aug 01, 08	What are your tips for using your social networking ...	more 15 1 0
7.8	Jul 22, 08	WeAreMedia Module 4: The Art of Storytelling	more 15 1 0

Beth Kanter Beth's Blog  
<http://beth.typepad.com>

# Work Flow: Time = Costs

Reading

Writing

Commenting



Maintenance

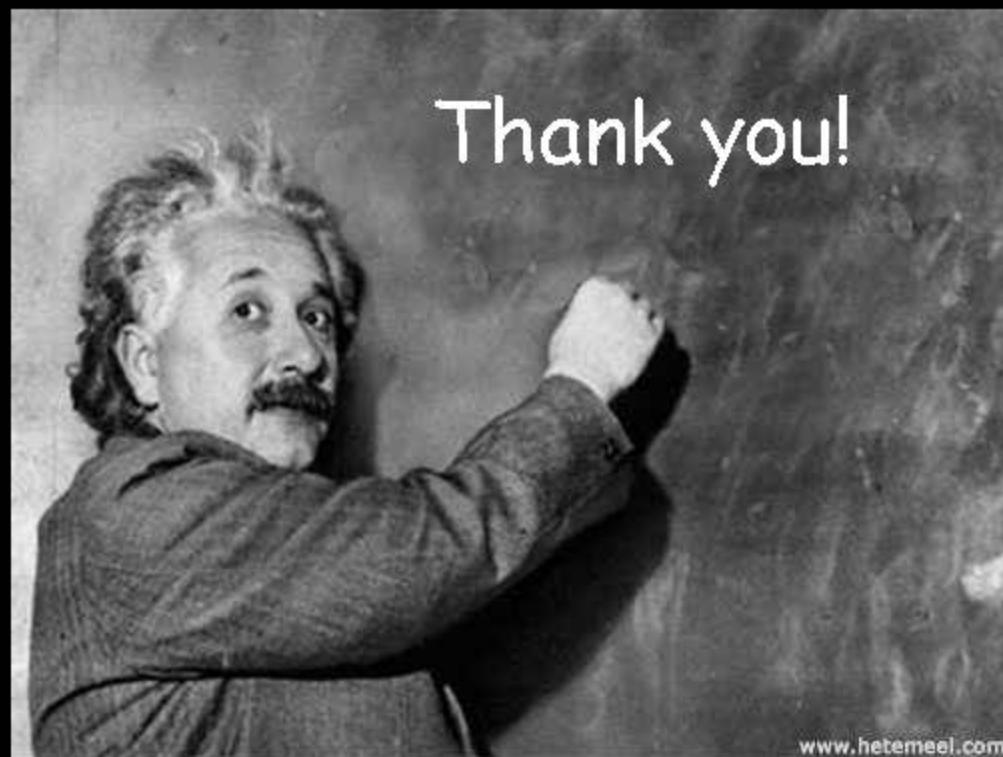
Outreach

# Benefits and Value



Beth Kanter Beth's Blog  
<http://beth.typepad.com>





**How do YOU think like a social marketing genius?**

**Beth Kanter, Beth's Blog  
<http://beth.typepad.com>**

# What are Convio clients doing?

## ■ General Social Networking

The screenshot displays the ASPCA Facebook page. At the top, navigation tabs include 'facebook', 'James Young', 'Friends', 'Applications', 'Inbox', and 'Home'. The main header features the ASPCA logo and the text 'ASPCA' with options to 'Invite Friends' and 'Personal Page'. Below this are buttons for 'Adopt an ASPCA Pet', 'Sign the Pledge', and 'Donate'. A central section titled 'Adopt an ASPCA Pet' includes images of a dog and a cat, a text prompt to help promote animals, and a prominent orange button that says 'Adopt or Gift an ASPCA Pet'. To the left, an 'Information' section lists the website (http://www.aspc.org), company overview, and mission. Below that is a 'Mini-Feed' showing a post from August 31 about a hurricane shelter. On the right, an 'About the ASPCA' section contains the organization's logo, mission statement, and a call to 'Take the Pledge Against Animal Cruelty!'. Further down is a 'How You Are Helping' section with 1 action and 0 friends in support, and a 'Members (14881)' list with profile pictures and names.








# ■ General Social Networking

aspcas Search Profile Search | Friend Finder


All Results Groups

Show results from All Networks Show More Filters

Displaying 1 - 10 out of 157 group results for: aspcas 1 2 3 Next

	Group: <b>Support the ASPCA</b> Size: 6,735 members Type: Common Interest - Pets & Animals New: <a href="#">35 More Members</a> , <a href="#">1 Wall Post</a>	<a href="#">Join Group</a>
	Group: <b>ASPCA - The American Society for the Prevention of Cruelty to Animals</b> Size: 6,946 members Type: Common Interest - Pets & Animals New: <a href="#">106 More Members</a> , <a href="#">1 Board Topic</a> , <a href="#">7 Wall Posts</a>	<a href="#">Join Group</a>
	Group: <b>ASPCA</b> Size: 2,140 members Type: Organizations - Non-Profit Organizations New: <a href="#">4 More Members</a> , <a href="#">1 Wall Post</a>	<a href="#">Join Group</a>
	Group: <b>ASPCA</b> Size: 663 members Type: Common Interest - Pets & Animals New: <a href="#">1 More Member</a>	<a href="#">Join Group</a>
	Group: <b>ASPCA (The American Society for the Prevention of Cruelty to Animals)</b> Size: 615 members Type: Organizations - Advocacy Organizations New: <a href="#">2 More Members</a>	<a href="#">Join Group</a>

# ■ General Social Networking




[Causes Account](#) [About](#) [Help](#)

[Causes Home](#)
[Your Profile](#)
[Your Friends](#)
[Your Causes](#) ▾
[Browse Causes](#)
[Start a Cause](#)

**ASPCA \*This is the OFFICIAL ASPCA Cause!\***

Provide effective means for the prevention of cruelty to animals throughout the United States.

**Beneficiary:** Donations to the cause benefit:

 **American Society for the Prevention of Cruelty to Animals dba ASPCA**  
A 501(c)(3) nonprofit

**Positions:**

1. Prevent animal cruelty.
2. Make pet adoption your first option.

**Category:** [Animals - Animal Protection Welfare and Services](#)

**Description:**

The ASPCA cares for animals on national and local levels. At our "no-kill" facility in New York City, we rescue, rehabilitate and provide new homes to more than 2,000 dogs and cats each year. We also provide low-cost spay/neuter and wellness via our mobile clinic, and run a full-service animal hospital. Our Humane Law Enforcement agents uphold and enforce New York's animal cruelty laws, while also providing training to other agencies around the country.

On the national level, the ASPCA supports the human/animal bond while fighting cruelty in a variety of ways:

- providing training and resources to shelters across the country;
- writing and lobbying for the passage of animal-friendly legislation;
- promoting humane education through materials, programs and educational forums;
- offering assistance to pet owners and veterinarians nationwide via the ASPCA Animal Poison Control Center;
- providing a national help service to assist pet guardians with their pets' common behavior problems;
- counseling individuals who are faced with the death of a pet, and
- providing support to shelters and vets on shelter medicine, veterinary forensics, animal abuse and reporting, and spay/neuter programs.

How you can connect with the ASPCA on Facebook:


- Join our official group  
Link: <http://www.aspc.org/group>
- Befriend Elyse Orecchio, our official rep, to ask questions, get advice, and stay up to date on ASPCA news!

**10,900**  
MEMBERS

[Join](#)

**\$1,507**  
DONATED


[Donate](#)




[Join](#)
[Donate](#)
[View Members](#)

[Share](#) ▾


**Your Friends in the Cause** [see all](#)




**Ayumi Stubbs**  
Rank: **#246**  
4 recruits



**Katie Millea**  
Rank: **#246**  
4 recruits



**Mary Lazzeri**  
Rank: **#1,076**  
1 recruit




**Annette Winther**  
Rank: **#1,076**  
1 recruit



**Corey Pudhorodsky**

© 2008 Convio, Inc.



# ■ General Social Networking

**myspace.com**  
a place for friends

Web Search

Home Browse People Find People Forums Music Videos More Login

Group URL: <http://groups.myspace.com/aspcasupport> Back to Groups Directory

## ASPCA Supporters



» View Group Photos

Category: Pets & Animals

Type: Public Membership

[help][Report Abuse]

Founded: Jul 12, 2007

Location: ASPCA,

California - US

Members: 269

Join Group

Post Topic



Group Leader:  
Sam [is fierce]

## ASPCA SUPPORTERS

Click below to visit our myspace profile!



**ASPCA** THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS®

JOIN THE ASPCA TODAY  
WE ARE THEIR VOICE.™



The ASPCA was founded in 1866 as the first humane organization in the Western Hemisphere. The Society was formed to alleviate the injustices animals faced then, and we continue to battle cruelty today. Whether it's saving a pet who has been accidentally poisoned, fighting to pass humane laws, rescuing animals from abuse or sharing resources with shelters across the country, we work toward the day in which no animal will live in pain or fear. Come and join us in the fight to end animal cruelty—become an ASPCA Member today!



# ■ General Social Networking


**Change.org**

+ Start a Change

Home | Friends | Changes | Nonprofits | Politicians | Actions
My Profile | Invite Friends

## The American Society for the Prevention of Cruelty to Animals

**About**

Location: 424 E 92nd St  
New York, NY 10128

Website: [www.asPCA.org](http://www.asPCA.org)

Category: Animals

The vision of one man led to the formation of the nation's first humane organization, The American Society for the Prevention of Cruelty to Animals, in 1866. Founder and diplomat, Henry Bergh, sought to prevent cruelty to all animals by encouraging reverence for life and respect for animals and sentient creatures. Today, The ASPCA continues to be at the forefront of developments designed to protect and promote the welfare of animals. We are able to help thousands of animals every year. We strive to make America a humane community in which all animals are treated with respect and kindness..

**824 supporters**

Join

**1 testimonial**

Add Testimonial

**\$395 raised**

Donate

**Testimonials**

Displaying 1 of 1 testimonial [Write a Testimonial](#) | [See All](#)



**We Are Their Voice** by [Jeremy Klein](#) · Dec 06, 2006

As the ASPCA cleverly puts it, "we are their voice" - that is, we are the voice of those animals not able to speak for themselves. If we as animal lovers are their voice, then the ASPCA is ours. The organizatio...

**Fundraising**

Displaying 1 of 1 project [See All](#)

**General Fund**

\$0

\$50k

**\$49,605 still needed!**

Donations to the General Fund support the programs most in need of funding.

11 donors:          ...



THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS

Join

[Write a Testimonial](#)

[Donate](#)

Share +

**Most Impact** [See All](#)

**Recruiters**



[Rachel Kenney](#)  
**14** Recruits



[Pamela Brannon](#)  
**13** Recruits

**Fundraisers**



[Kristin B.](#)  
**\$230** Raised



[Wendy H.](#)  
**\$100** Raised

**Supporters** [See All](#)

824 supporters



[Ben Rattray](#)



[Danielle Brigida](#)

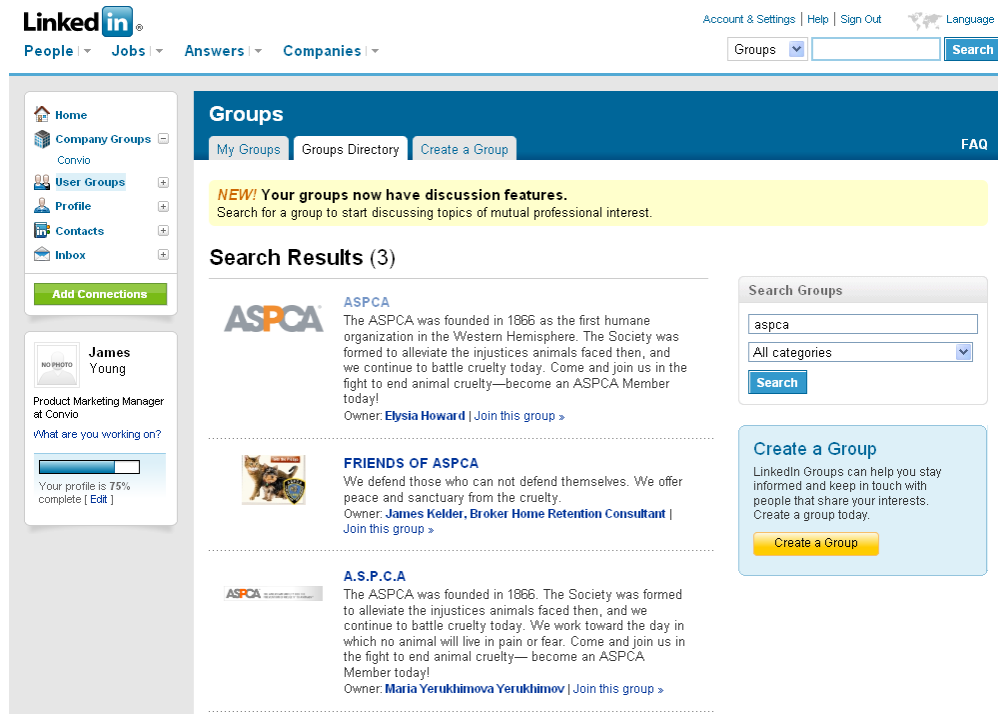




© 2008 Convio, Inc.



# ■ General Social Networking



The screenshot shows the LinkedIn Groups interface. At the top, there's a navigation bar with 'Account & Settings | Help | Sign Out' and a language selector. Below that, a search bar is set to 'Groups' with a search button. The main content area is titled 'Groups' and includes tabs for 'My Groups', 'Groups Directory', and 'Create a Group', along with an 'FAQ' link. A yellow banner announces 'NEW! Your groups now have discussion features.' Below this, the search results for 'aspcas' are displayed, showing three results: ASPCA, FRIENDS OF ASPCA, and A.S.P.C.A. Each result includes a profile picture, the group name, a brief description, and the owner's name with a 'Join this group' link. On the right side, there's a 'Search Groups' box with a search input field containing 'aspcas', a category dropdown set to 'All categories', and a search button. Below the search box is a 'Create a Group' section with a brief description and a 'Create a Group' button. On the left side, there's a sidebar with navigation links: Home, Company Groups (Convio), User Groups, Profile, Contacts, and Inbox. Below these is an 'Add Connections' button and a profile card for James Young, Product Marketing Manager at Convio, with a progress bar showing 'Your profile is 75% complete [ Edit ]'.

# ■ General Social Networking

**ASPCA** ONLINE COMMUNITY



[Main](#)
[My Page](#)
[Members](#)
[Photos](#)
[Videos](#)
[Forum](#)
[Events](#)
[Groups](#)

### Members

[View All](#)

### Photos

**952242-R1-24-25A**  
by [Joani Buskirk](#)

### Groups

 <a href="#">~Stop Breed Discriminati</a> 669 members	 <a href="#">Pet Memorial Group</a> 573 members	 <a href="#">Bird House</a> 197 members	 <a href="#">Happy Endings</a> 626 members	 <a href="#">Reptile Room</a> 151 members
 <a href="#">That's Fishy</a> 126 members	 <a href="#">Pit Bulls</a> 1082 members	 <a href="#">Horsing Around</a> 433 members	 <a href="#">Helping Animals</a> 1780 members	 <a href="#">Catsville</a> 1187 members

[View All](#)

Welcome to ASPCA Online Community

[Sign Up](#)  
or [Sign In](#)

### Latest Activity

+ [CHRISTOPHER](#) and [Keisha](#) are now friends 1 minute ago

+ [CHRISTOPHER](#) and [~Andeelyn~](#) are now friends 1 minute ago

[BabyBear](#) started a discussion called

# What are Convio clients doing?

## ■ Specialty Social Networks

The screenshot shows the Change.org profile for the National Wildlife Federation (NWF). The page header includes the Change.org logo and navigation links for Home, Changes, People, Nonprofits, News, and Actions. The NWF logo and tagline "Inspiring Americans to protect wildlife for our children's future" are prominently displayed at the top, accompanied by images of various wildlife species. The profile information includes the location (Reston, VA), category (Environment), and mission statement. Key statistics show 756 supporters and \$435 raised, with "JOIN" and "DONATE" buttons. A "Fundraising Projects" section highlights the "General Fund" with a progress bar showing \$0 raised out of a \$50k goal, indicating that \$49,565 is still needed. Below this, there are 13 donor avatars and a link to start a fundraising page. A "Testimonials" section features a testimonial from Keri M. dated May 10, praising the NWF's BackYard Habitat Program. A sidebar on the left provides navigation for Home, About, Supporters, Fundraising Projects, Testimonials, Actions, Blog, Changes, Videos, and Photos. A "Supporters" section displays a grid of donor avatars with names like Lynn M., halimeh b., Sonya F., Amy S., Charlotte C., and Lindsay W.

# ■ Specialty Social Networks

The screenshot displays the care2 website interface. At the top, the care2 logo is accompanied by the tagline "make a difference". Navigation tabs include "causes & news", "healthy & green living", "take action", and "community". A secondary navigation bar lists "PEOPLE", "GROUPS", "PHOTOS", "POLLS", "SINGLES", "INVITE FRIENDS", and "SHARES". The main content area features a green background with water droplets and the title "NWF - National Wildlife Federation". Below the title are tabs for "Home", "Discussions", and "Members". A central text box contains the following information:

**This is a closed group and is accessible to members only.**  
If you are a member, please [log in](#).

**Group Name:** NWF - National Wildlife Federation  
**Description:** Join those of us who support NWF's mission to educate and empower people from all walks of life to protect wildlife and habitat for future generations. This is not an official NWF - we all just support their mission and wish to meet others who do too.  
You can still join! [Join Now!](#)

To the right, there is a video player with a play button and a YouTube logo. Below the video player is a "Green Girl" video thumbnail with the text: "A college freshman battles toxic dorms, heaps of homework & fatty snack foods."



# Specialty Social Networks

The screenshot shows the Razoo website interface. At the top, there is a search bar labeled "search Razoo" and two input fields for "email" and "password". Below the search bar are links for "Browse Razoo" and "Browse Tags". The main navigation includes "Learn", "Connect" (highlighted in red), and "Take Action". The breadcrumb trail reads "Home > Connect > National Wildlife Federation".

**Razoo Groups: National Wildlife Federation**

National Wildlife Federation inspires Americans to protect wildlife for our children's future.

On March 1, 1934, President Franklin Roosevelt appointed political cartoonist Jay Norwood "Ding" Darling to be chief of the U.S. Biological Survey. Darling urged the president to convene a conference in Washington D.C. to bring together individuals, organizations and agencies interested in the restoration and conservation of wildlife resources. Even then, America's land, water and wildlife were threatened. Recognizing the link between the people's health, the environment and our quality of life, conference participants set out to protect them all. They understood that it would take millions of informed, motivated people to do the job.

The conference took place from February 3-7, 1936 and was called the North American Wildlife Conference. Darling resigned his position with the Biological Survey just before the conference.

At this conference an organization was created and was called the General Wildlife Federation. Darling was elected president. The first annual meeting was held March 3, 1937 in St. Louis, Missouri. The General Wildlife Federation became the National Wildlife Federation in 1938.

Today, the National Wildlife Federation is America's conservation organization protecting wildlife for our children's future.

**Website:** <http://www.nwf.org/>  
**Tags:** alternative, Animals, change, climate, conservation, conserve, eco, eco-friendly, ecology, endangered, energy, Environment, environmental, Federation, global, green, habitat, hugger, lands, national, places, protect, Public, research, science, species, tree, warming, wild, wilderness, wildlife

**Group Discussions**

3 Active Discussions [See All](#)

	Discussion Topic	Posts	Last Post
	<b>Take Action with NWF</b> Started by: <a href="#">Danielle Brigida</a> on 10/26/07	1	10/26/07 By: <a href="#">Danielle Brigida</a>

**Who We Are**

A row of profile pictures for group members, including one labeled "LEADER".

# What are Convio clients doing?

## ■ Portable Content Widgets

facebook James Young Friends Applications Inbox Home

Plant a Billion Trees

My Content Invite

Plant a Billion Trees Widget

By: The Nature Conservancy

**Plant a Billion Trees**  
One dollar. One tree. One planet.

The Nature Conservancy  
Protecting nature Preserving life™

**What Do You Stand For?**

**I stand for:**  
Cougar

The Cougar has the greatest range of any wild terrestrial mammal in the Western Hemisphere, extending from [ ]

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Wildlife Grab It

One Dollar Plants One Tree. Donate Now

**376,673**  
Trees Planted

delete

# ■ Portable Content Widgets

The screenshot shows a user profile page for 'The city boy'. The page is divided into several sections:

- Profile Header:** Includes a profile picture, the name 'The city boy', and an 'Edit' button.
- Text Post:** A paragraph of text: 'As the Whiskey River participant who still refuses to own a pair of boots, I am grateful to be included. Of course, I did start this little site, so...'
- Music Widget:** Titled 'My Music' with an 'Edit' button. It features a 'Whiskey River' playlist with a list of 7 songs: 1. Fort Worth Blues, 2. Boy From Oklah, 3. Gotta Get Drunk, 4. New Year's Day, 5. No Kinda Dance, 6. Long Ride Home, 7. Train — Matt the. Below the list are controls for adding music and editing the playlist.
- Group Widget:** Titled 'My Groups' with an 'Edit' button. It shows a group named 'Whiskey River' with a logo of a bull's head.
- Plant a Billion Trees Widget:** A large green widget for 'The Nature Conservancy' campaign. It features a progress bar showing 0% completion towards a goal of \$1,000.00. The text includes 'Plant a Billion Trees', 'One dollar. One tree. One planet.', 'Take a stand with me.', and 'plantabillion.org'.
- Facebook Profile Widget:** Titled 'My Facebook Profile' with a 'facebook' logo. It displays the name 'James Young' and lists networks: 'Austin, TX', 'Rice Alum '93', and 'Texas Alum '01'.

**Thank You**

