



Social Media Monday

virtual workshops - real social change



Google: Building Capacity through Technology

In this webshop, we partner with the Pittsburgh HandsOn Tech VISTAs to learn and discuss the various ways nonprofits are using Google. We'll show you how to:

- Find and manage products specifically designed to help nonprofits
- Determine which Google apps will work best for you
- Use these tools in your day-to-day VISTA service

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WELCOME

Google: Building Capacity through Technology



Suzanne Knizner
Project & Corporate
Coordinator
Campaign
Consultation, Inc.

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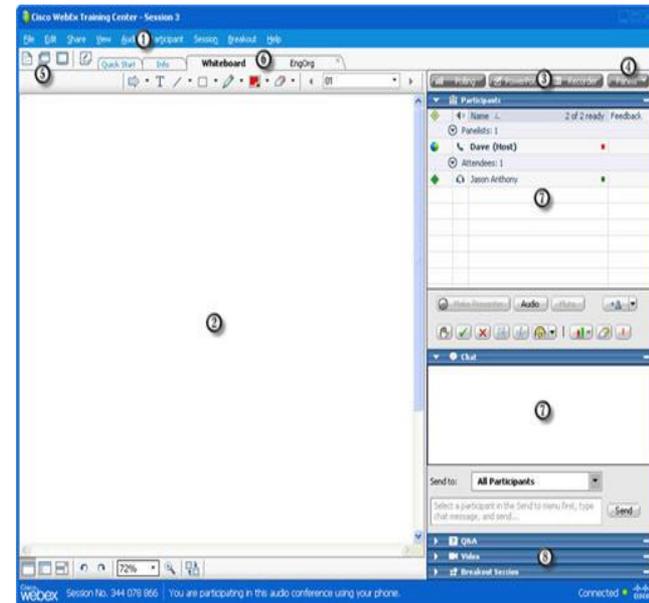


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Tips for using WebEx (this virtual workshop tool)

1. If you lose your internet connection, reconnect using the link that was emailed to you
2. If you lose your phone connection, re-dial the phone number and re-join
3. WebEx Support: 1-866-229-3239 (U.S. and Canada Toll-Free)



Social Media Monday:

Google: Building Capacity through Technology

Conference Call: 1-877-297-9359

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ALSO PLEASE KNOW...

- This webshop is being recorded and will be available on the VISTA Campus Social Media Monday (SMM) landing page along with the archives of previous webshops at <http://vistacampus.org/mod/resource/view.php?id=1957>
- All Links used during this webshop will be made available at the end of the presentation

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TODAY'S PRESENTERS...



Michelle Bond
Project
Manager
Campaign
Consultation,
Inc.



Elizabeth L. Matthews
VISTA Alumni Outreach
and Support Specialist
Corporation for
National &
Community Service



Danielle Ricks
Social Media
Specialist
Campaign
Consultation,
Inc.

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WELCOME

Elizabeth L. Matthews
VISTA Alumni Outreach and
Support Specialist
Corporation for National and
Community Service



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WELCOME OUR GUESTS



Julie Yorkshire
HandsOn Tech VISTA
Pittsburgh Cares Office
Pittsburgh, PA



Benjamin Weaver
HandsOn Tech VISTA
Pittsburgh Cares Office
Pittsburgh, PA



Blake Anneberg
HandsOn Tech VISTA
Pittsburgh Cares Office
Pittsburgh, PA

<http://tech.pittsburghcares.org/>

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PURPOSE...

Social Media Monday (SMM) webshops:
virtual workshops – real social change



We will provide you - **members, sponsors, community leaders, alumni,** and others - with:

- **Hands-on access** to social media applications such as social networking blogging, video/photo sharing, bookmarking, etc.
- An opportunity to learn how to **strategically use** these tools to create social change

In addition, SMM webshops are:

- Hosted by **technology experts** along with a variety of VISTAs and guests with on-the-ground experience
- Aimed to give you a **specific set of skills** each month to assist you in your VISTA role and social change efforts

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TODAY'S SMM AGENDA...

- Overview of Google Suite of Products
- Overview of Google for Nonprofits
- Overview of Google Products for Nonprofits
- Case Study
- Q & A



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Poll

Are you currently using Google products? If so, how many?

- a. None
- b. 1-2
- c. 2-3
- d. 3 or more

In what capacity are you working with a nonprofit?

- a. VISTA member
- b. Staff member
- c. Volunteer
- d. Not affiliated

Do you manage a website, blog or social networking site that needs analytics?

- a. Yes
- b. No

Do you work as a team or have a need for content sharing?

- a. Yes
- b. No

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Overview of Google Products



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Google for Nonprofits

Google for nonprofits

Home Reach donors Improve operations Raise awareness Resources All products

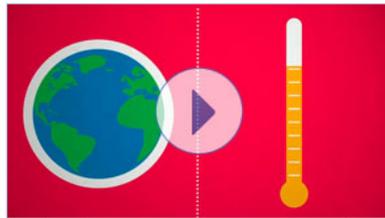
Watch our introductory videos on how Google products can help you raise money, lower IT costs and promote your cause.

Apply Now

[Eligibility guidelines »](#)

[Check your status or enroll in offerings here »](#)

Reach more donors



Learn more about reaching more donors with Google tools

Improve operations



Learn more about improving operations using Google tools

Raise awareness



Learn more about raising awareness using Google tools

http://www.youtube.com/watch?v=SikNqEnZjTg&feature=player_embedded#!

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Google Products for Nonprofits

Google for nonprofits

Home Reach donors Improve operations Raise awareness Resources All products

See all Google products that may help your nonprofit

Apply today to receive our exclusive products for nonprofits or start using any of the free products below.

[Apply Now](#)
[Eligibility guidelines >](#)
[Check your status or enroll in offerings here >](#)

Exclusive products for nonprofits

- Google Grants >**
Reach and engage your supporters through free online advertising with AdWords.
- YouTube for Nonprofits >**
Broadcast your cause and raise funds by creating videos with an embedded "Donate" button.
- Google Earth Outreach >**
Visualize your cause and tell your story through Google's mapping technologies.
- Google Apps for Nonprofits >**
Reduce your IT costs and help staff and volunteers collaborate more effectively.

Reach more donors	Improve operations	Raise awareness	Tools for your webmaster
<ul style="list-style-type: none"> Google Analytics Understand how people find and interact with information on your website. Checkout Collect online donations quickly and easily, while attracting more donors and increasing online giving. Blogger Publish instantly and keep your supporters informed and engaged. 	<ul style="list-style-type: none"> Sites Create websites and secure group wikis. Gmail Fast, searchable email with less spam. Docs Create and share your online documents, presentations and spreadsheets. 	<ul style="list-style-type: none"> Fusion Tables Show your impact or add a custom map to your website. Map Maker Create your own maps and help map the world. Picasa Find, edit and share your photos of your work. SketchUp Promote and communicate your cause in 3D. 	<ul style="list-style-type: none"> Code Find developer tools, APIs and resources. Website Optimizer Figure out the best landing pages to turn site visitors into donors. Webmaster tools See how Google sees your site, troubleshoot errors, and increase traffic to your site.

- Calendar**
Organize your schedule and share events with co-workers, volunteers and board members.
- Forms**
Collect information and easily create web-based surveys.
- Custom search**
Create a customized search experience for your organization or cause is in the news.
- Groups**
Communicate easily to staff or volunteers and encourage discussions among supporters.
- Moderator**
Let your supporters decide which questions, suggestions or ideas interest them most.
- Translate**
View web pages in other languages.
- Open Data Kit**
Collect, aggregate and visualize your data.
- SketchUp**
Promote and communicate your cause in 3D.
- Google Places**
Help people find you on the map.
- Subscribed links**
Create custom search results that users can add to their Google search pages.
- Google Earth**
Bring your cause to life with Google Earth.
- Google Maps**
Visualize your cause with Google Maps.
- App Engine**
Cut down on IT costs by running your Apps on Google infrastructure.
- Public Data Explorer**
Make large datasets easy to explore, visualize and communicate.

<http://www.google.com/nonprofits/allproducts.html>

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How Nonprofits can use Google

Google for nonprofits

Home Reach donors Improve operations Raise awareness Resources All products

You're changing the world. We want to help.

Apply for the Google for Nonprofits program and get access to exclusive products and resources to help your organization expand its impact.

- Free or discounted version of Google Apps for your organization
- Free Adwords advertising
- Premium branding and increased uploads on YouTube
- Free licensing for Google Earth, SketchUp, and Maps API

[Learn more](#) about whether your organization is eligible and apply today.

Apply Now

[Eligibility guidelines >](#)

[Check your status or enroll in offerings here >](#)

Google+ is now available for all nonprofits!

[Get your organization started >](#)



<http://www.google.com/nonprofits/>

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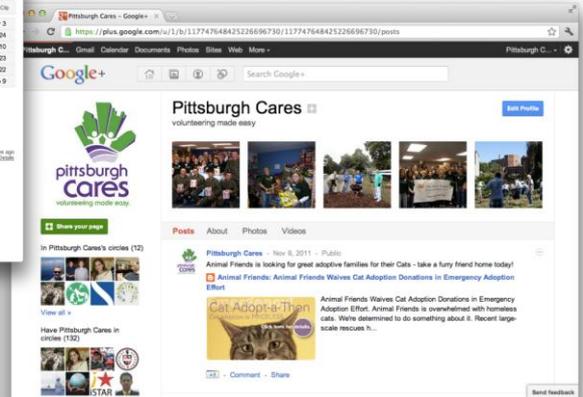
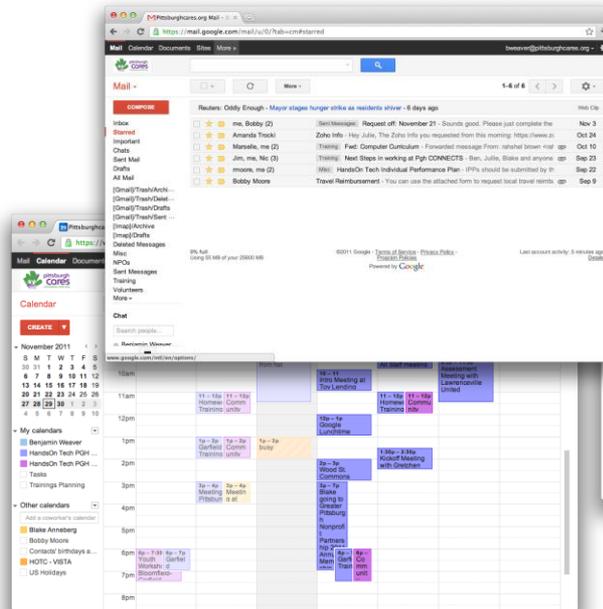


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How Nonprofits Can Use Google Products

- YouTube
- Google Apps
- Google Analytics



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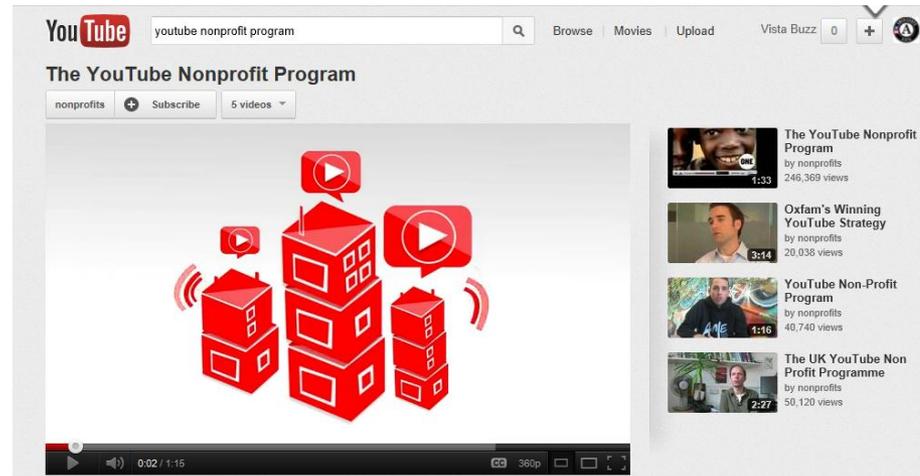


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YouTube

- Free for nonprofits
- Branded Channels
- Custom overlays
- Additional features



<http://www.youtube.com/watch?v=YpKAtk5C0IM>

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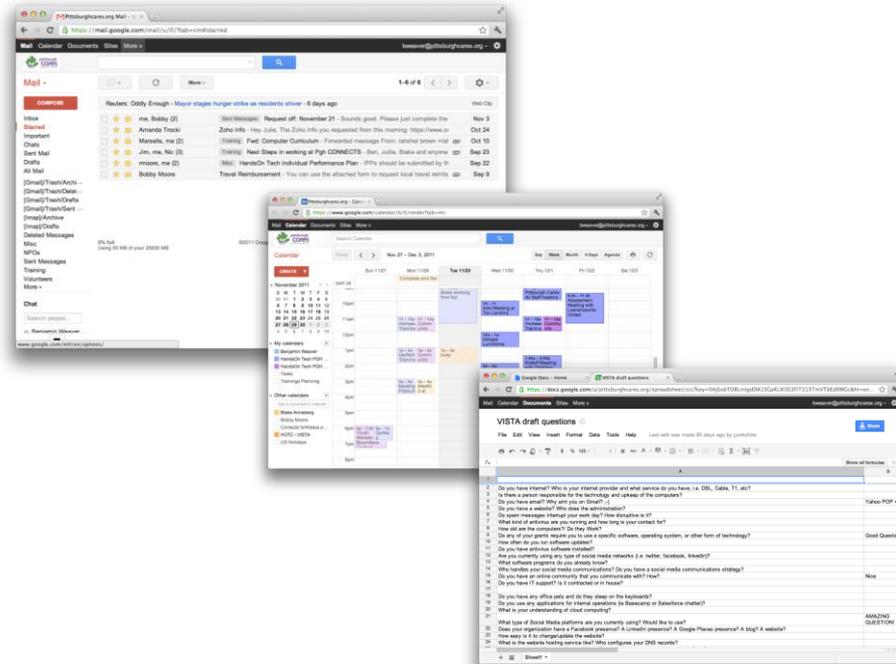


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Google Apps

- Cloud Storage
- Gmail, Calendar, Contacts, Search
- Docs
- Google Sites



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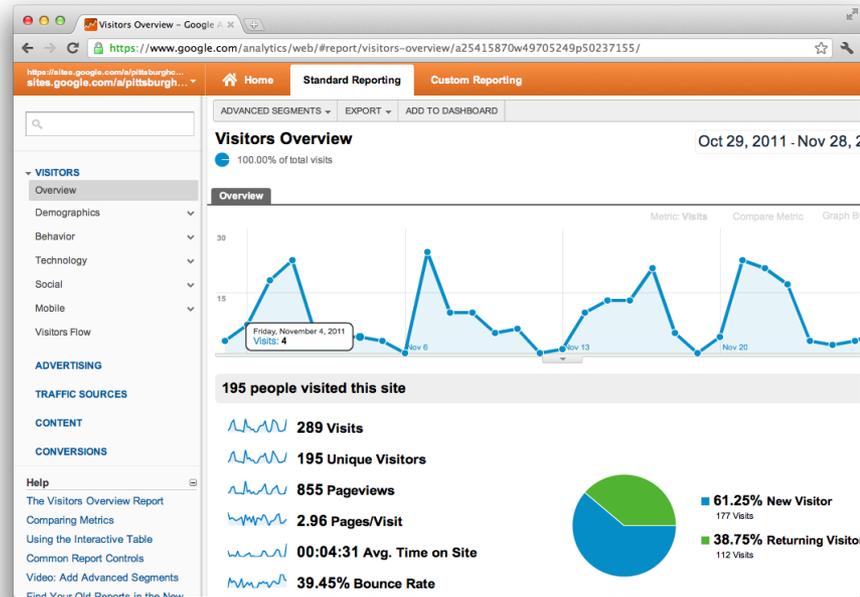


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Google Analytics

- Traffic Sources
- Audience
- Reporting



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Google Sites

Google Sites makes creating and sharing a group website easy

Introduction to Google Sites



Get Started

- ✓ Single-click page creation
- ✓ Customizable look and feel
- ✓ Dozens of pre-built templates
- ✓ Settings for accessing and sharing information
- ✓ And it's free!

[Http://www.google.com/sites/help/intl/en/overview.html](http://www.google.com/sites/help/intl/en/overview.html)

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Case Study... a day in the life



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Google
Sites

Welcome to Google Sites

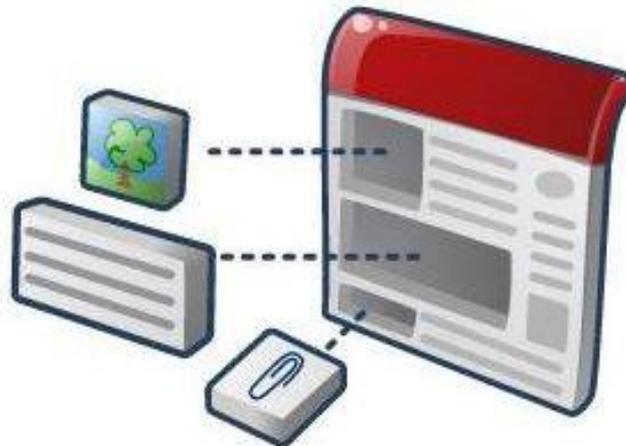
Simple, secure group websites

Share information with a few people, a whole organization, or the entire world.

Create
rich web pages easily

Collect
all your information in one place

Control
who can view and edit



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A screenshot of a social media chat application. On the left, a "Chat" sidebar lists contacts: Dave Taylor (status: Set status here), Andy Edmonds, Andy Wibbels, Bill Petro, Dori Smith, @Lynda.com in..., Rick Bruner (status: Bruner Blog is b...), RJ Catchings, Tris Hussey (status: Hmm, reloading...), Denise Wakeman, Vincent Wright, and Andy Jenkins. Below the list are "Options" and "Add Contact" links. The main chat area shows a list of messages. A chat window is open over the "Blake" contact, displaying a message: "Ok, that's fine, thanks for asking". The chat window has tabs for "Email", "Chat", and "More". A profile picture of a man is visible in the chat window.

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Google docs

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Google Hangouts

Check your hair and make sure your mic works!



Who do you want to hang out with?

Your circles + Add more people

Hang out



Your circles will see this Hangout in their stream.

[Learn More](#)



Mute Video



Mute Mic



Settings



Exit

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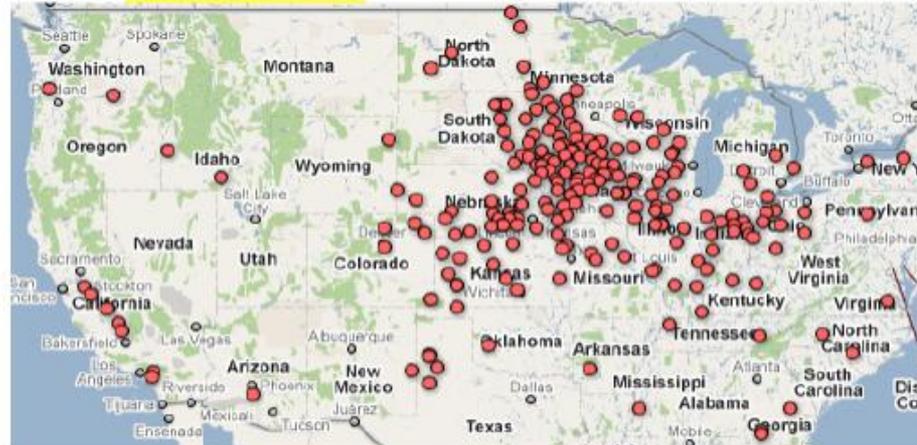
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Google fusion tables United States Ethanol Facilities California Biomass Collaborative [Discussions \(1\)](#) [Saved links](#)

File View Edit Visualize Merge

Current view: All - [Show options](#)

Longitude	Latitude	Company	Address
-103.334403992	34.1061516588	Abengoa Bioenergy Corp.	
-87.72813	37.906285	Abengoa Bioenergy Corp.	10610 Darnell School Road
-89.982501	38.689581	Abengoa Bioenergy Corp.	395 Bissell Street
-97.531478	37.706564	Abengoa Bioenergy Corp.	523 East Union Avenue
-97.639602	49.872305	Abengoa Bioenergy Corp.	1414 Road O
-98.874751	41.017139	Abengoa Bioenergy Corp.	35955 Navaho Road
-92.949783	43.499801	Absolute Energy - LLC*	1372 State Line Road
-90.960375	44.958779	ACE Ethanol - LLC	815 West Maple Street
-89.891433	42.357788	Adkins Energy - LLC*	4350 W. Galens Road
-97.595856	40.611234	Advanced Bioenergy - LLC	1214 Road G
-88.938396	38.005956	Ag Energy Resources - Inc.	10163 Sugar Creek Road



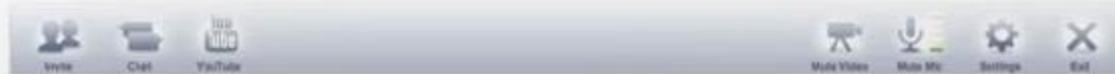
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Google Voice for mobile

Make calls from your Google Voice number, read voicemail like email, and more.



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Google Voice 

Inbox (2)

- ★ Starred
- History
- Spam
- Trash

Contacts

- Voicemail (2)**
- SMS
- Recorded
- Placed
- Received
- Missed

Balance
\$10.00
Add Credit

 **Craig** (650) 262- [redacted] - mobile
10/20/08 5:36 PM 4 months ago

I can still make it

 **Brian** (650) 253- [redacted] - mobile
10/20/08 5:21 PM 4 months ago

vincent: I can still make it also but I'll need a ride

 **Irene** (650) 262- [redacted] - mobile
10/20/08 5:13 PM 4 months ago

Irene: I'm totally snowed in so I can't come

Me: OK 1:03 PM

[Reply](#)

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Google



pittsburgh
cares
volunteering made easy.



Hands On
CORPS

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YOUR QUESTIONS...



✓EVALUATION COMING UP

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THINGS TO KEEP IN MIND...

1. **Hatch Act** – *restrictions on political activity by federal government employees and by employees of certain state and local government agencies*
2. **Being Tasteful and Appropriate** – remember you're representing VISTA
3. **Staying Safe online** – protecting yourself, and your organization while online:
 - Keep your passwords in a secure place
 - Do not share your password with anyone
 - Be selective in choosing your username and email address
 - Don't give out information simply because it is requested
 - Block or ignore unwanted users
 - Don't allow others to draw you into conflict
 - Watch what you "say" online
 - Never use a work account for personal use

Hatch Act Information

<http://www.americorps.gov/help/vistahandbook/chapter14.html>

Staying Safe On Line

<http://www.staysafeonline.info/>

✓ **LOAD EVALUATION**

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Take a Campus Tour...

LIFE AS A VISTA

THE WORK

CONNECT WITH VISTAS

 **Starting VISTA**
What to know before you begin.

VISTA Events

June 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



1 2 3 4 5

Life as a VISTA

The Work

Connect with VISTAs

<http://vistacampus.org/mod/forum/discuss.php?d=1083>

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Useful Links

Google for Nonprofits

google.com/nonprofits

http://www.youtube.com/watch?v=SikNgEnZjTg&feature=player_embedded#!

YouTube for Nonprofits

youtube.com/nonprofits

Google Websites

[Http://www.google.com/sites/help/intl/en/overview.html](http://www.google.com/sites/help/intl/en/overview.html)

Google Grants

<http://www.google.com/grants/new/index.html>

HandOn Tech Pittsburgh

<http://tech.pittsburghcares.org/>

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VISTA Social Media Links

VISTA Campus SMM Course Page

<http://vistacampus.org/mod/resource/view.php?id=1597>

VISTA on Twitter

<http://twitter.com/VISTAbuzz>

VISTA Facebook Member Page

<http://www.facebook.com/AmeriCorpsVISTA>

VISTA Facebook Alumni Page

<http://www.facebook.com/AmeriCorpsVISTAAlumni>

VISTA on YouTube

<http://www.youtube.com/user/VISTAOutreach>

Flickr

<http://www.flickr.com/groups/visfor>

Foursquare

<https://foursquare.com/vistabuzz>

Gowalla

<https://gowalla.com/users/VISTAbuzz/>

MeetUp

<http://www.meetup.com/VISTA-MeetUp/>

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THANK YOU FOR JOINING US FOR Social Media Monday

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“See” you... next time:

April 2, 2012 3:00 PM ET

**Planning Events: Using online sites to
create face-to-face meetings**

Upcoming SMM Schedule <http://vistacampus.org/mod/forum/discuss.php?d=1090#p4428>

Keep the conversation going <http://vistacampus.org/mod/forum/discuss.php?d=483#p2435>

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