

Forward

There is a great deal of discussion in the independent sector about the social media. Should we use, how we use, will it raise money? What is its value?

It is my humble opinion that the Facebooks, Twitters and YouTubes are here to stay and if not in the format we see today, in a new format tomorrow. I believe those using the social media (whatever age they may be) will continue to use it as they age. They will get more adept at it and we need to stay with them. If we believe (wrongly) that only those under 30 are the power or only users of this media, then we need to understand that as they age, they will continue to use and seek out this method of communication. Therefore, to build a relationship and dialogue, like we would with any prospect, we have to meet them where they are. I believe to ignore them or the medium is a mistake.

RANK	Site	Feb 08	Feb 09	% growth
1	Twitter.com	475,000	7,038,000	1382%
2	Zimbio	809,000	2,752,000	240%
3	Facebook	20,043,000	65,704,000	228%
4	Multiply	821,000	2,394,000	192%
5	Wikia	1,381,000	3,758,000	172%

source: Nielsen NetView, 2/09, U.S., Home and Work

I have been working with non-profits for more than 20 years. During my work, I have seen slow and swift changes in how we use the Internet. It seemed to take the non-profit sector a little time to get on line internally and when we did, the speed was very slow and using email to communicate even internally was not effective. Most organizations started with

1 Growth of Social Networks

some form of website and it was static, not interactive (Web 1.0).

Slowly vendors came into the market place offering secured on-line donation options, then events management and web-accessible donor bases. From there the change has been at a faster pace. I would contend we don't need to buy into every web-based solution or opportunity presented, but the sector needs to be more nimble as the fast pace will leave us behind. **And if our donors, volunteers and other constituencies are using Internet tools while we are still investigating, we will certainly lose ground to competitors within our market who are willing and able to make and adapt to change.**

The "use before" date on this Tool Box reflects the fast pace of information, tools and techniques in this space. There are new opportunities every day or month. I wrote this Tool Box in June, 2009. It reflects my knowledge of the social media and networking as of that time. The social media/network is the fastest growing space on the Internet and only more time will tell where it will go. This Tool Box does assume you have some knowledge of the social media and is a companion to the webcast on

Social Networking for Good! available by podcast at www.3talisman.com/resources-u-can-use.

As the name reflects, this is a tool box presenting tools, applications and information I have learned that make our work in social media easier more efficient and effective. I hear from friends and colleagues that they “Don’t have time to keep up with “it”.” This Tool Box will help you do that within the human and financial

Top 25 Social Networks Re-Rank

(Ranked by Monthly Visits, Jan '09)



Rank	Site	UV	Monthly Visits	Previous Rank	
1	facebook.com	68,557,534	1,191,373,339	2	
2	myspace.com	58,555,800	810,153,536	1	
3	twitter.com	5,979,052	54,218,731	22	
4	fixster.com	7,645,423	53,389,974	16	
5	linkedin.com	11,274,160	42,744,438	9	
6	tagged.com	4,448,915	39,630,927	10	
7	classmates.com	17,296,524	35,219,210	3	
8	myyearbook.com	3,312,898	33,121,821	4	
9	livejournal.com	4,720,720	25,221,354	6	
10	imeem.com	9,047,491	22,993,608	13	
11	reunion.com	13,704,990	20,278,100	11	
12	ning.com	5,673,549	19,511,682	23	
13	blackplanet.com	1,530,329	10,173,342	7	
14	bebo.com	2,997,929	9,849,137	5	
15	hi5.com	2,398,323	9,416,265	8	
16	yuku.com	1,317,551	9,358,966	21	
17	cafemom.com	1,647,336	8,586,261	19	
18	friendster.com	1,568,439	7,279,050	14	
19	xanga.com	1,831,376	7,009,577	20	
20	360.yahoo.com	1,499,057	5,199,702	12	
21	orkut.com	494,464	5,081,235	15	
22	urbanchat.com	329,041	2,961,250	24	
23	2 Social Network Rankings (Compete 2009)				17
24	asiantown.net	81,245	1,118,245	25	
25	tickle.com	96,155	109,492	18	

resources you have, ie you don’t have to hire someone under 30 or an intern (I share two tool to make it more efficient.) or contract with a social media agency.

I hope you find this Talisman Tool Box useful. These are the best practices of the moment within the social media space. I realize that change in this environment moves quickly, I will add your name to my email updates list and share with you when I learn the latest and greatest which I have used and tested. And if that isn’t quick enough for you, I strongly suggest you follow [Mashable](#) @mashable and [Jeremiah Owyang](#) @jowyang on [Twitter!](#)

Best practices are all about honing, changing and adapting theory into a practice that works for you and possibly others. As long as we keep working on it, we are moving forward.

Here’s to you and growth of your social network!

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