

# Social Work + Social Web

Friday, April 15, 2011

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SLU Alum from 06

I want to thank you for letting me take up your time. I don't get to geek out in front of an audience as much as I'd like to admit.

I want to touch on a lot, dip into a few things, but the goal is to be broad and when I'm done your brains will be buzzing with a few new ideas.

Please interrupt, it's the only way I know you're all awake

# Topics of the Hour

Message  
Connections  
Money  
Numbers

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Message – What you have to say

Connections – Who can help you spread it

Money – How to get it

Numbers – Find out how it's working

# Message

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What you have to say and a few ways to get it out there.  
So you're trying to bring awareness to something.  
How to share you passion with the world and in turn make them passionate

# Website

Google Sites

Blogger

Wordpress.com

Drupal

Joomla

Wordpress.org

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Who here has made a website before?

Look at all this stuff.

It's not that hard. I actually am going to create a site, enter some text, embed a video

# Photos

The best camera is the one you have with you

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one of the two thing i'll talk about today that costs money

picasa

flickr

meta data is important

we are a very visual culture, showing something works much better than telling

# Video



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one of the two thing i'll talk about today might cost money  
unless you know someone  
talk about the zi8 and pocket camcorders  
webcam

# Editors

iMovie



Windows Movie Maker



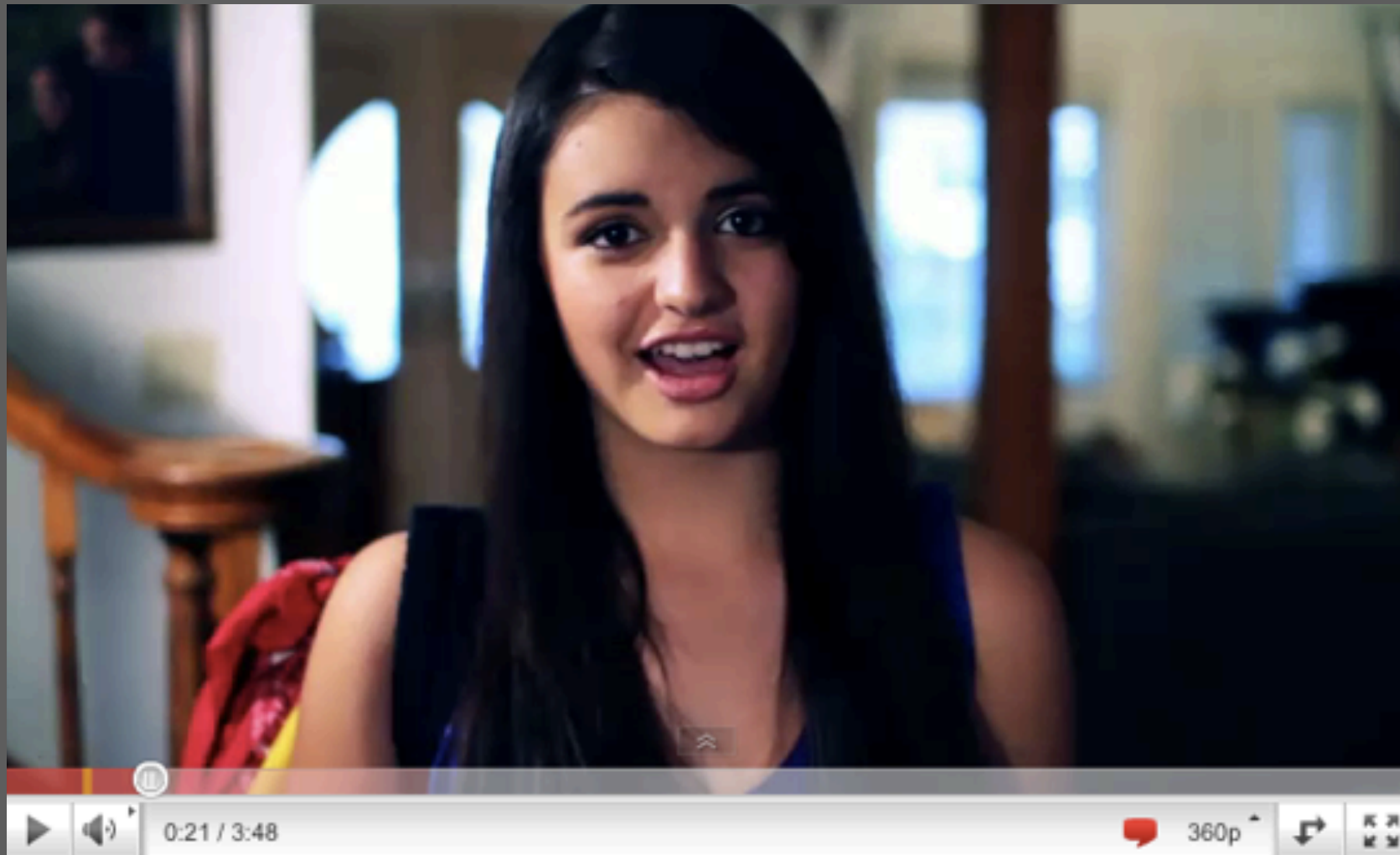
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cheap software – Comes with most PCs these days.

Check out the IMC over in Xavier Annex. They have computers with professional level editing software that you can use. Even when you're an Alumni. Adobe Premiere Pro

SLU-TV has cameras you can check out and a studio you can use as well.

# Youtube



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so now what? how do we distribute it?  
we use it here at the university for a lot  
share one of my recent favorites  
viral and analytics, hosting, formatting and embedding  
Let me show you how.  
analytics!



# Connections

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Hopefully your message will get noticed on it's own. Some popular blogger, activist, rich dude with a heart of gold will stumble upon your site.

Or maybe not. So how do you get people to see your project? By making connections

INDEPENDENT NATIONAL USER GROUP  
FOR THE BBC MICROCOMPUTER

# BEEBUG NEWSLETTER

VOLUME 1

NUMBER 7

NOV 1982

## CONTENTS

### GENERAL CONTENTS

|                                   |    |
|-----------------------------------|----|
| Cassette Block-Zero-Bug Retrieve  | 3  |
| Sound & Envelope Design (Part 1)  | 5  |
| New Character Set for Modes 2 & 5 | 9  |
| Joystick Review                   | 10 |
| BBC Basics                        | 14 |
| Procedure Library - Sort Routines | 17 |
| Debugging (Part 3)                | 19 |
| Music with Memory (16/32k)        | 22 |
| Transparent Loader                | 23 |
| Serial Printer Port (RS423) and   | 25 |
| RGB Upgrade                       | 30 |
| TV/Monitor Review Update          | 34 |
| Points Arising                    | 34 |
| Starfire Joysticks                |    |

### PROGRAM FEATURES

|                                  |    |
|----------------------------------|----|
| Envelope Editor (16k)            | 7  |
| Harmonograph (16k)               | 12 |
| Racer (16k)                      | 28 |
| Mini Text Editor Update (16/32k) | 31 |

### HINTS and TIPS

|                                |    |
|--------------------------------|----|
| ReNUMBER with Calculated GOTOs | 4  |
| Self Validating 'GET' Routine  | 8  |
| Jumping out of FOR Loops       | 9  |
| ON ERROR CRASH                 | 16 |
| User Definable Characters -    | 22 |
| Bug in User Guide              | 27 |
| "ELSE" Warning                 | 27 |
| PAGE Change for Disc Systems   | 29 |
| SOUND Equivalence              | 33 |
| Analogue Converter Upgrade     |    |

MEMBERSHIP NOW EXCEEDS 10,000

BRITAIN'S LARGEST SINGLE-MICRO USER GROUP

So you have a site, some great content, weither it be great stories told by text, or photos or video. How do you get people to keep coming back?

One way is with a newsletter. People can subscribe at your site, at public events, as part of being a volunteer (capture email address how you can. Legally and with consent!)

# MailChimp



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Mass Emailing, subscribe to newsletters – ckoerner  
clean professional  
free for a basic account

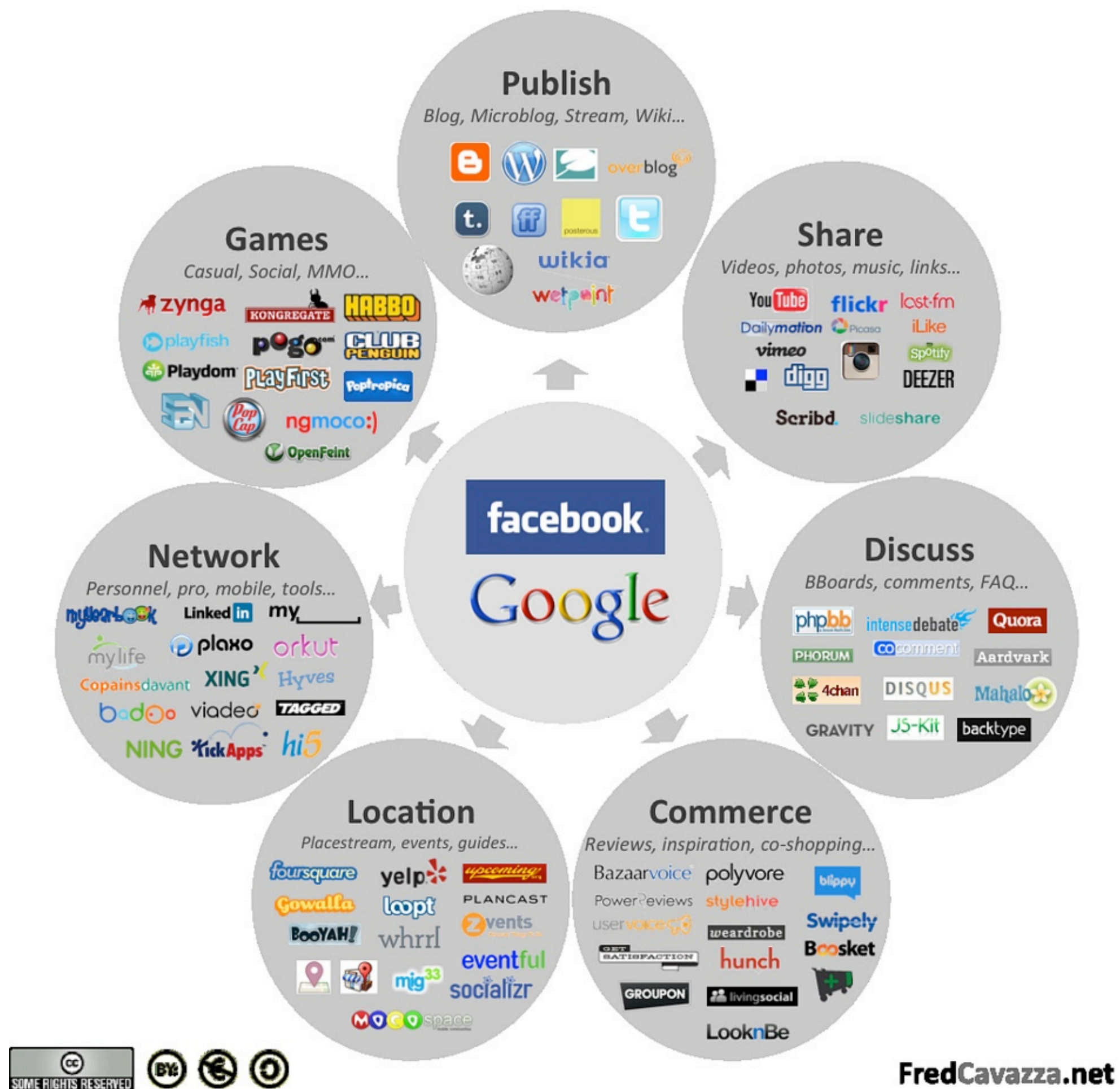
Store up to 2,000 subscribers. Send up to 12,000 emails per month. Free no credit card  
But that's not the best part  
quickly design  
look awesome, easy to put a form on your site and track people!

# Social Media

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think globally act locally





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This is crazy.

Professor Clay Shirky from NYU says that the problem with the internet is that It's Not Information Overload. It's Filter Failure.

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®). It is centered within a dark blue rectangular area.

Use it

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great for events and updates  
great place to have a conversation  
just don't let it take over your site, if you have one.

Let's go to facebook and poke around. We'll create a page for our Organization



Use it

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Some ideas on how to use it

Shaqness – ICE T – Ashton Kutcher (DNA Foundation – awareness to the cruelty the sex trade) Guess where most of his links point back to. FACEBOOK!

Live updates  
exclusive info  
conversation

Important thing about social media is keeping up with it. updating frequently, participate in conversations and drive folks back to your site.

# craigconnects



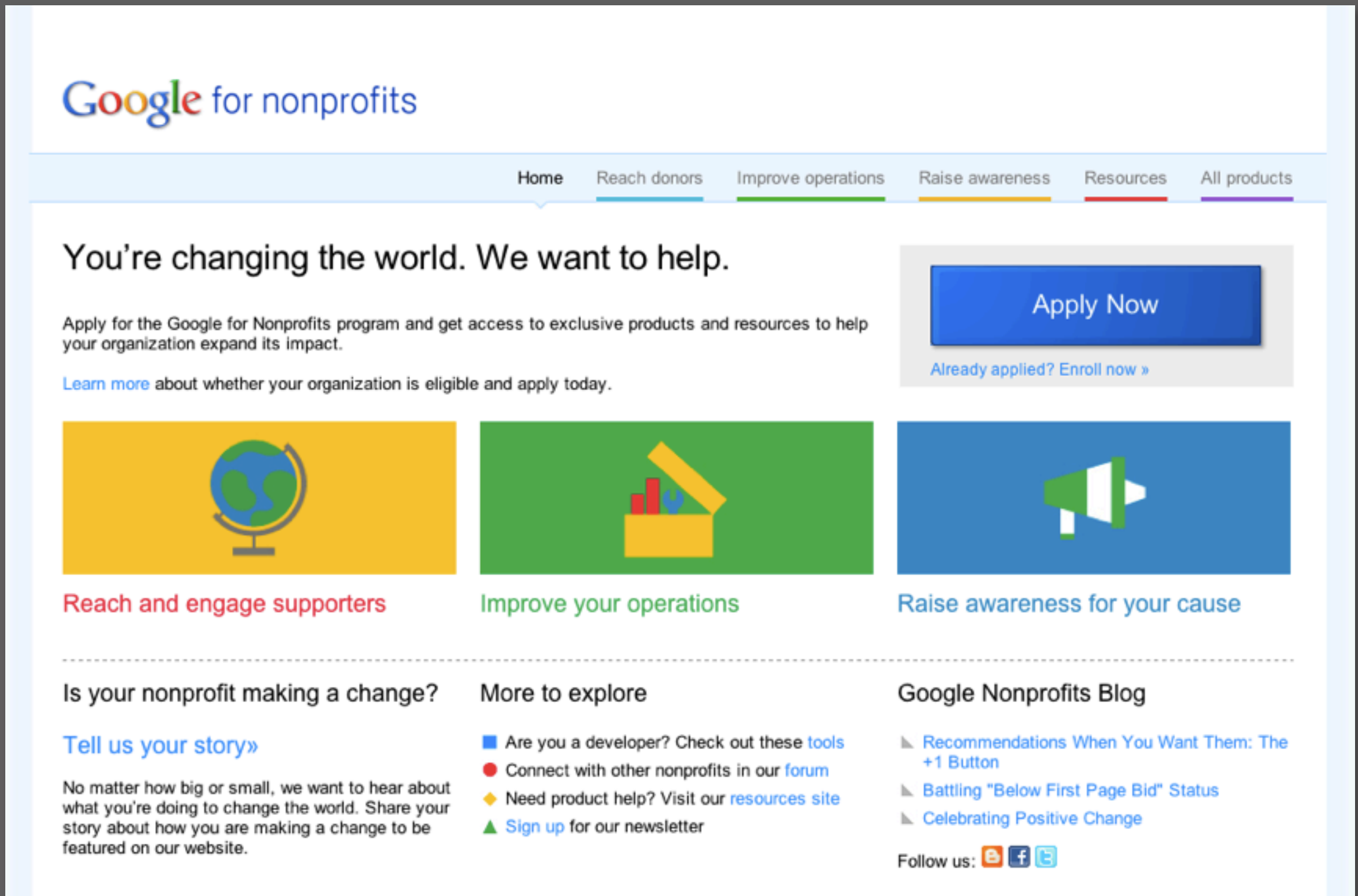
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listings of tools, groups and other support mechanisms in areas such as community building, service and volunteering and technology for social good.

craigconnects.org



# Google for Non-Profits



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Services Google offers and ways you can improve your organization. Messaging, operations, awareness, you name it.

google.com/nonprofits

One of the most interesting 'hidden gems' that Google offers is Google Grants...

# Money

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Who here has enough of it to further your cause?

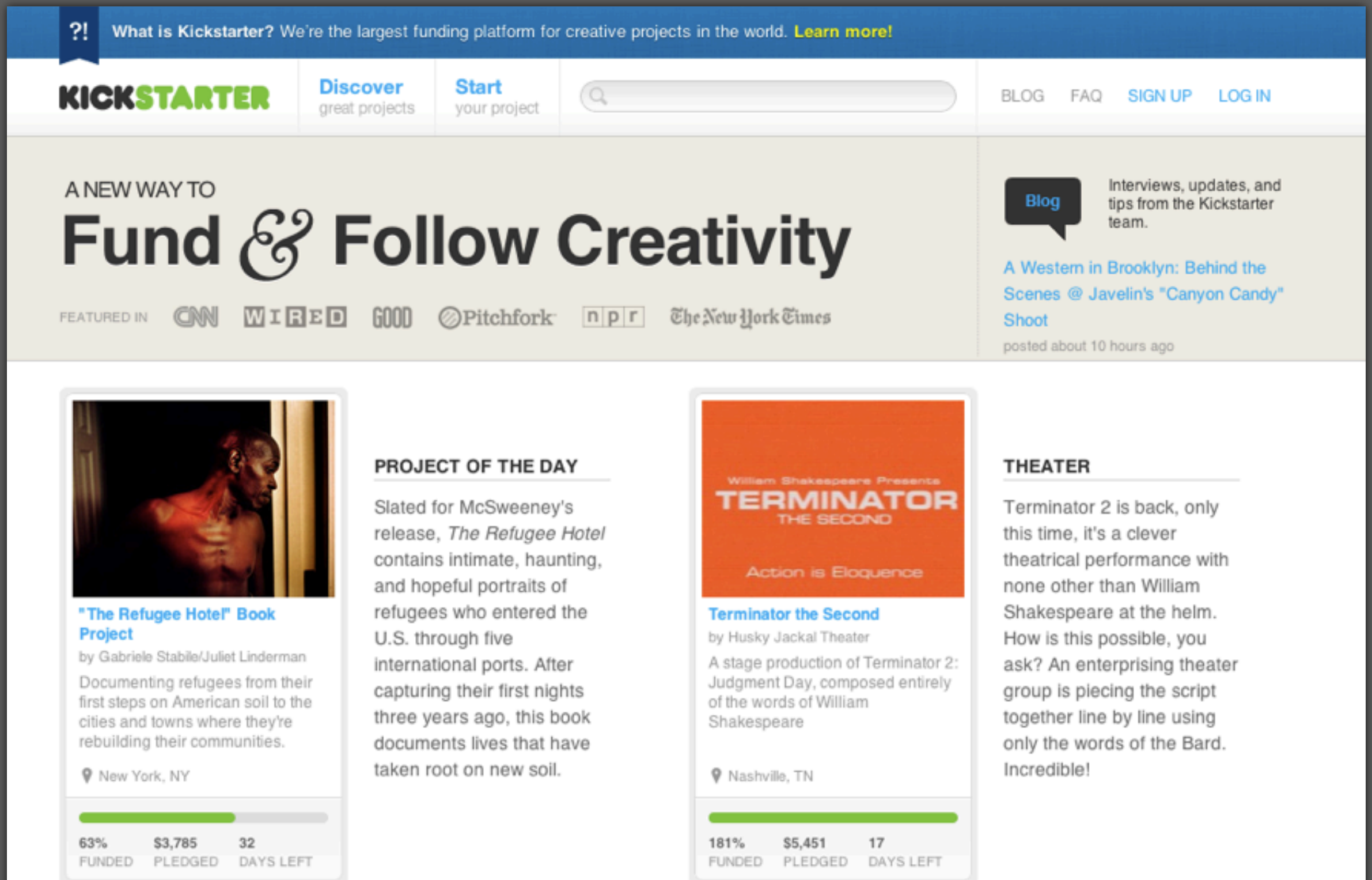
# Online Fundraising



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A few ways to get people to donate  
chipin  
Firstgiving.com

# Kickstarter



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started to raise money for artistic works grown to encompass pretty much anything

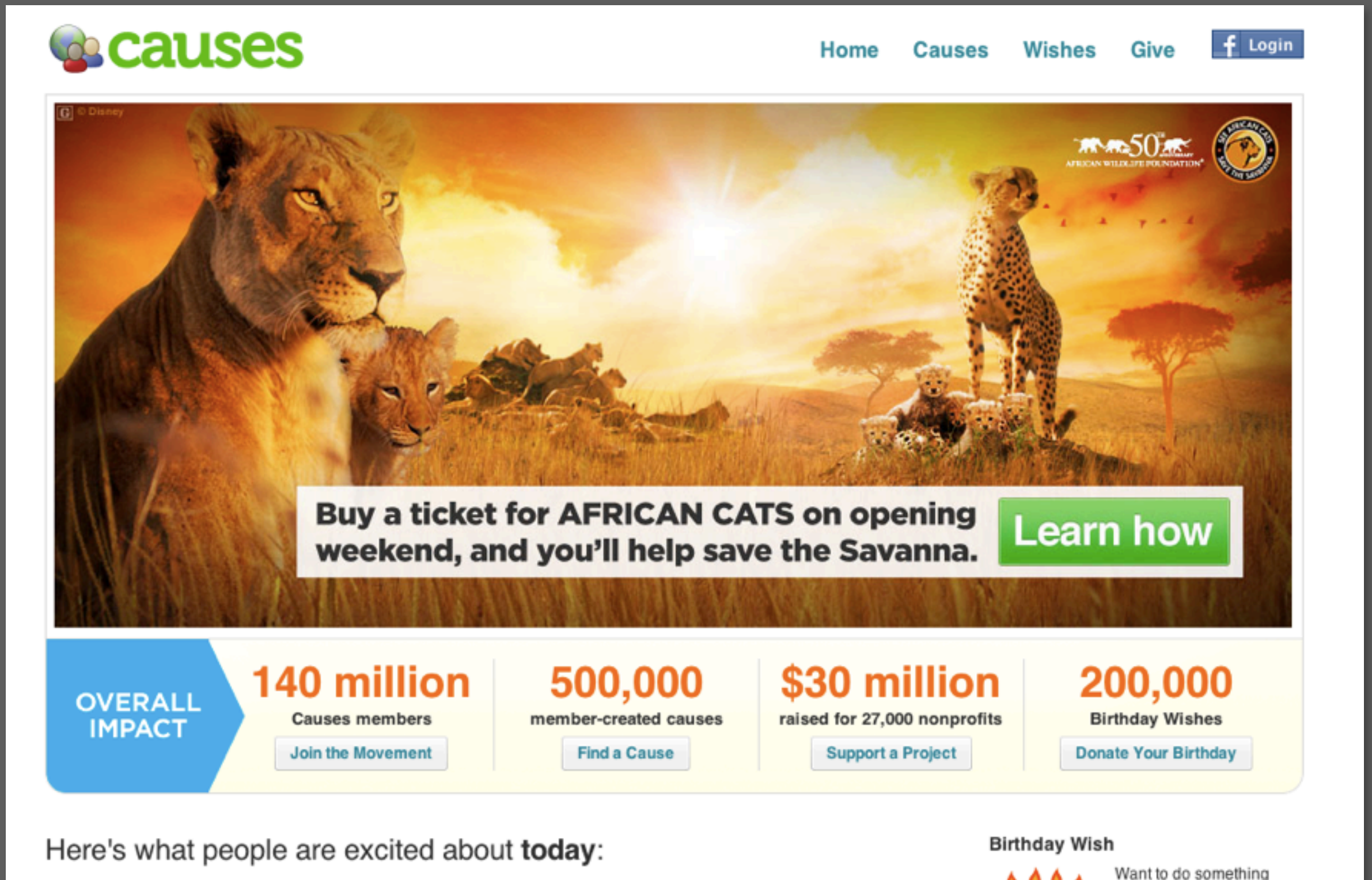
books, albums, even physical items (nano watch and glif)

It's also used to fund documentaries or anything else you can imagine.

You come up with an idea, teirs of donations with rewards and people pledge. If you meet your goal credit cards are charged and you start filling the requests.



# Causes



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Co-founded by Sean Parker and initially a Facebook app it's grown quite a bit.

Use your social network to drive a cause

The creator of a cause can champion any issue, from the global, like "End Poverty," to the local, like "Support the STL Y.M.C.A."

The cause creator conveys the primary goal of the cause in the title they choose and the various fields they can fill out to describe the cause.



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The easiest way to pay for something – a credit card – is the most difficult for a small org.

Traditionally you have to get a merchant account with a bank to accept donations or payment with credit cards. Then you'd have to buy some hardware, like a register or swipe system. Square changes all that.

2.75% per transaction. That's it, the rest gets deposited into your regular organization checking account.

# Numbers

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two kinds of numbers, what might be called statistics and raw data

results and proof of your hard work paying off



# Data Data Data



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helps build strong arguments

one of the greatest strengths of the Internet. Everything can be measured, no guessing.

And there are tons of free data sources



# Muckrock

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### 2010 Boston Housing Authority Contracts: A Closer Look

The BHA's BFFs making big bucks on heaters, fire alarms and more



by Michael Morisy on March 8, 2011, 3:47 p.m.

The Boston Housing Authority is, by the government organization's own admission, [Boston's largest landlord](#) with thousands of contracts totaling hundreds of millions of dollars for services ranging from elevator maintenance to fire alarm replacements to the building of all-new affordable housing.

Now, exclusively on MuckRock and thanks to a request from reporter Bradley Campbell and your Spot.us contributions, that information is fully public. Read below for excerpts and the complete data set.

[Read more](#)

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#### Stats & Figures

- 432 requests filed
- 72 requests successfully

#### Most Viewed Documents

1. Ashley Turton (FBI)
2. National Cancer Institute's Cannabis and Cannabinoids PDQ
3. DESE investigations of MCAS testing at Worcester schools
4. 5 oldest FOIA requests (Navy)
5. Kathleen Sebelius email search

[Browse all documents »](#)

#### News & Opinion

[2010 Boston Housing Authority Contracts: A Closer Look](#)

[Meet the 17 proposed Massachusetts charter schools](#)

[Portraits of Would-Be American Assassins](#)

[2009 Somerville Mayor Curtatone Campaign Contributions, Dissected](#)

[Exclusive: Parole Board's decision to parole Dominic Cinelli](#)

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Freedom of information act

MuckRock makes it easy for you to quickly file Freedom of Information requests. Just type what you're interested in, click submit and then receive your documents scanned, searchable and sharable. We'll even help you analyze them.

Show Mass example food stamps

# data.gov



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Lots of datasets and apps

Raw data from Department of commerce, agriculture, EPA, VA, even census data

<http://www.data.gov/raw/1294>



# Analytics

Bosses like numbers

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so how do you know you're reaching people on your site?  
How are they getting there?  
what are they looking at?  
Where are they coming from?

What Metric?  
What other influences are there?

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A couple of things to keep in mind when looking at numbers  
metric– who are we comparing ourselves to?  
What other influences are there? Seasonal?

# Demo Time

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# Almost done...



# Content is King



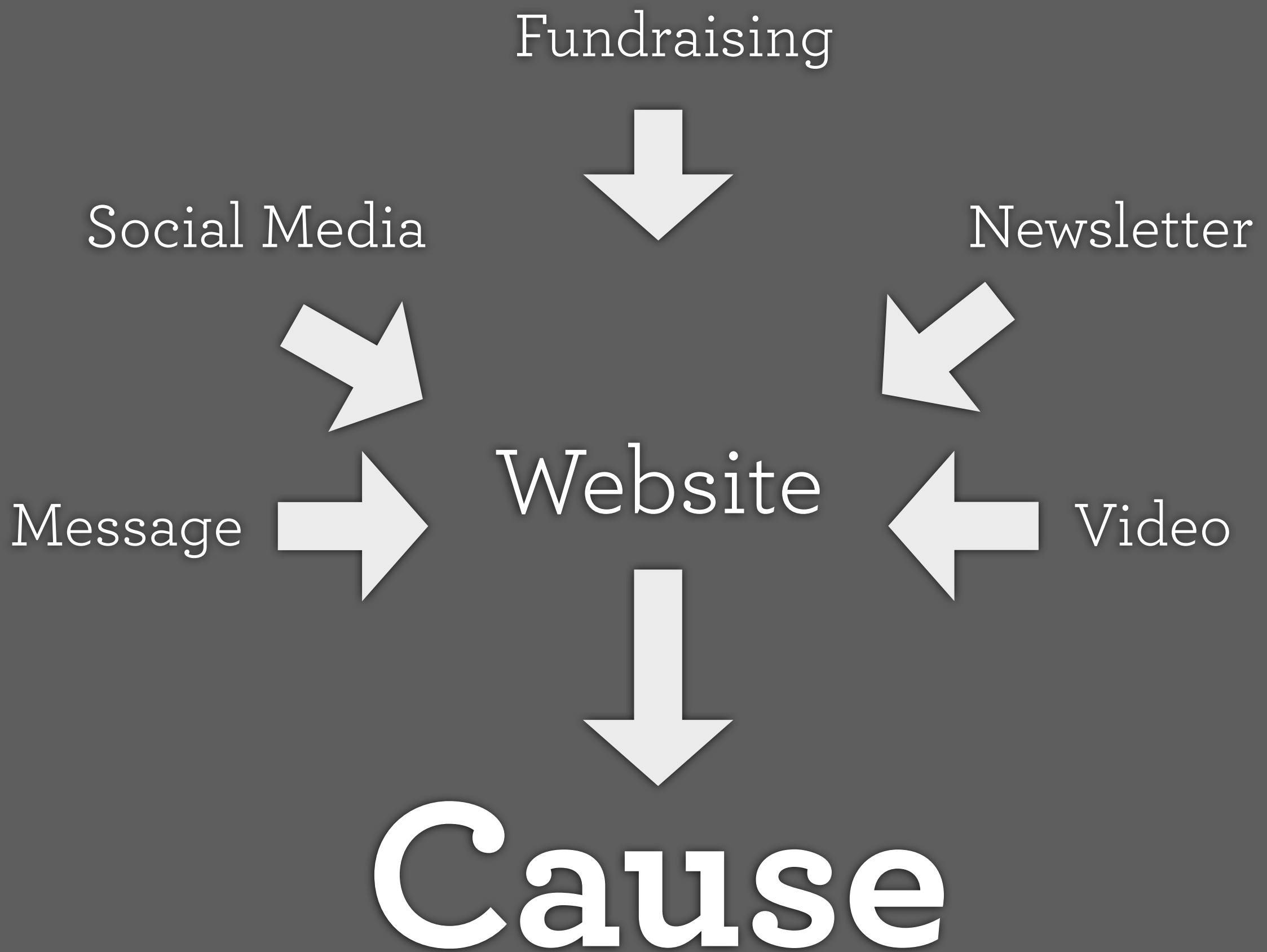
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take a step back

talking about communication, information people want or need.

content is text, pictures, video, twitter updates and facebook profiles.

you are creating this content. You are now a publisher and can reach millions.



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healthy diet of where to focus efforts to create content

If you want to be successful on the web, it's about getting your message out there, making connections, bring in the involvement the volunteers the donors and produce results.



Make something great.  
Tell people about it.  
Do it again.

-Derek Powazek

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Which brings us, finally, to the One True Way to get a lot of traffic on the web. It's pretty simple, and I'm going to give it to you here, for free:

**Make something great. Tell people about it. Do it again.**

That's it. Make something you believe in. Make it beautiful, confident, and real. Sweat every detail. If it's not getting traffic, maybe it wasn't good enough. Try again.

Then tell people about it. Start with your friends. Send them a personal note – not an automated blast from a spam cannon. Post it to your Twitter feed, email list, personal blog. (Don't have those things? Start them.) Tell people who give a shit – not strangers. Tell them why it matters to you. Find the places where your community congregates online and participate. Connect with them like a person, not a corporation. Engage. Be real.

Start small, keep producing great content, keep reaching new people and don't give up.

# Thank You

[http://commons.wikimedia.org/wiki/File:Internet\\_map\\_1024.jpg](http://commons.wikimedia.org/wiki/File:Internet_map_1024.jpg)

<http://www.flickr.com/photos/xjy/51519638/>

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<http://commons.wikimedia.org/wiki/File:ClayShirkyJI1.jpg>

<http://www.flickr.com/photos/psd/1876612620/>

<http://www.fredcavazza.net/2010/12/14/social-media-landscape-2011/>