

Boost Grant

Resources for trainings, recommendations, and support.

City of Seattle Communities Online: <http://seattle.gov/seattlecommunitiesonline>

FAQs, tutorials, and a listing of online tools being used by neighborhood groups in Seattle.

Neighborhoods on the Net: <http://seattle.gov/seattlecommunitiesonline/neighborhoods.htm>

The City's directory of all neighborhood website, blogs, wiki's, Facebook sites etc. You can also use the district map at seattle.gov/seattlecommunitiesonline/districts.htm

City social media sites: <http://www.seattle.gov/html/citizen/socialmedia.htm>

Directory of Mayor, Council and department social media sites as well as city policies.

Nonprofit technology links: <http://del.icio.us/tag/nptech>

Technology, Online Tool and Social Media Resources

Idealware: <http://www.idealware.org/topics/social-media>

Great webinars and reports.

NPower Northwest: <http://npowernorthwest.org/>

Technology training & consulting. Blog & resources on social media tips and worksheets.

NTEN (National Technology Network): <http://nten.org>

Social media use reports, webinars, and annual national conference.

Techsoup: <http://techsoup.org>

Resource for software and hardware discounts, wide range of forums.

Groundwire: <http://groundwire.org/resources>

A local organization with focus on technology capacity for environmental groups. Great tips on effective engagement and communications.

Mashable: <http://mashable.com>

Covers the latest in social media and the intersection of tech gadgets, applications and social media. See their social good section. Their site includes how to articles as well (such as how to facebook: mashable.com/2011/05/22/how-to-facebook-page/)

Beth Kanter's Blog: <http://www.bethkanter.org>

Beth's How Nonprofits Can Use Social Media, is one of the longest running blogs on social media use and has great practical tips, like using Facebook smartly.

HootSuite: <http://hootsuite.com/>

Social media “dashboard” allowing you to post to Facebook and Twitter at the same time. Basic version is free.

MIT Center for Civic Media: <http://civic.mit.edu/>

Creates and deploys technical and social tools to fill the information needs of communities.

Facebook Insights. <http://www.facebook.com/help/search/?q=insights>

If you have a Page, this is a huge resource for demographic info. Also use to get info on what gets the most traction.

Facebook Page Analytics. fangager.com, Pagelever.com, Allfacebookstats.com.

Red Cross Social Media Strategy/Policy Handbook: An Excellent Model:

http://beth.typepad.com/beths_blog/2009/07/red-cross-social-media-strategypolicy-handbook-an-excellent-model.html

Social Media for nonprofits overview: <http://www.slideshare.net/guestf1e806/social-media-for-nonprofits-overview-presentation>

Social Media for Non-Profits: <http://www.slideshare.net/Foghound/social-mediafor-non-profits>

How To Think Like A Nonprofit Social Media Genius: <http://www.slideshare.net/kanter/how-to-think-like-a-nonprofit-social-media-genius-presentation>

Guest Post by Rebecca Leaman: Social Media for Non-Profits: 26 Great Slideshare Presentations You Can Use:

http://beth.typepad.com/beths_blog/2009/07/guest-post-by-rebecca-leaman-social-media-for-nonprofits-26-great-slideshare-presentations-you-can-u.html

Social Media for Non Profits: <http://www.slideshare.net/pjbergqu/social-media-for-non-profits>

NetSquared: <http://www.netsquared.org/>

Common Craft: <http://commoncraft.com/>

Full Circle Associates: <http://www.fullcirc.com/>

General Use Statistics

Neilsen: <http://blog.nielsen.com/nielsenwire/>

Pew Internet and America Life: <http://pewinternet.org/>

Internet World Stats: <http://www.internetworldstats.com/am/us.htm>

Hitwise: <http://www.hitwise.com/us/resources/data-center>

ComScore digital marketing: <http://blog.comscore.com/>

Alexa.com: www.Alexa.com

Compete.com: www.compete.com

Quantcast: quantcast.com

- generally these might be too macro for you BUT you can use broader national orgs related to your mission to serve as a proxy to get insight on your audience
- insights can be: preferences, influences, or behavior.

Mapping audience needs: <http://experiencematters.wordpress.com/2010/03/04/its-all-about-your-customers-journey/>, <http://designforservice.wordpress.com/2010/10/09/customer-journey-canvas/>.

Both of these speak to aspects of what influences your audience. Some of it is in your control, some of it isn't.

Web Development: HTML and CSS Resources

Learning HTML: <http://w3schools.com/html/>

Learning HTML5: <http://w3schools.com/html5/>

Learning CSS: <http://w3schools.com/css>

Open Source HTML/CSS Editors

BlueFish: <http://bluefish.openoffice.nl/index.html>

KompoZer (formerly NVU): <http://www.kompozer.net>

JavaScript Resources

Learning JavaScript: <http://w3schools.com/js/>

Learning jQuery: <http://w3schools.com/jquery/>

JavaScript Guide: <https://developer.mozilla.org/en/JavaScript/Guide>

JavaScript Libraries

jQuery: <http://jquery.com>

jQuery Plugins: <http://plugins.jquery.com>

jQuery UI: <http://jqueryui.com>

DOJO: <http://dojotoolkit.org>

YUI (Yahoo! Interface Library): <http://developer.yahoo.com/yui/3/>

Web User Interface Design and Web Usability Resources

Yahoo! Design Pattern Library: <http://developer.yahoo.com/ypatterns/>

Advanced Common Sense[™]: <http://www.sensible.com/>

Sample Usability Test Script: <http://www.sensible.com/downloads/test-script.pdf>

useit.com: Jakob Nielsen's Website: <http://www.useit.com>