

# Seattle Communities Online

Using Social Media for Neighborhood  
Community Building  
Getting Started



# Why is it important for your organization to **be online**?

- How do people find their neighborhood or community groups?
  - Word-of-mouth
  - Contacting the City's Department of Neighborhoods or checking [seattle.gov](http://seattle.gov)
  - Using an online search engine

# Being online helps people **get involved**

Using a social networking tool to create a **web presence** helps your organization:

- Exchange important information with your audience.
- Gain legitimacy.
- Learn more about the people in your group.
- Create an online community.
- **Be searchable online!** People can find and contact you to get more information or join.

# What is Web 2.0?

- **Web 2.0 = Social Media**
  - Social media usually refers to the use of online, low-cost or free social networking tools.
  - User-generated content is a common feature of online social networking tools.
  - Someone using social media is *interacting* with other people online.

# What **Tools** are Being Used?

- Twitter
- Facebook
- Blogs
- Podcasts
- Wikis
- Email Lists
- Group project management tools
- YouTube

# What do we mean when we talk about **Neighborhood Web 2.0**?

- Neighborhood Web 2.0, or “Communities Online,” harnesses the power of social networking for neighborhood groups.
- The **Seattle Communities Online Project** helps neighborhood and community groups use online tools more effectively. The online communities mirror the geographic communities.

# Examples of neighborhood groups online

**Website:** A web page or collection of pages sharing a domain name.

Here is an example of a neighborhood group using a **traditional website** to post information about events and related activities.

**Longfellow Creek Community Website**

HOME ABOUT EVENTS LEGACY TRAIL HOW TO HELP CREATURES EDUCATIONAL CONTACT

**Quick Links**  
[Legacy Trail Maps](#)  
[Educational Resources](#)  
[Cooper Elementary Poetry Project](#)

**Related Web Sites**  
[Green Seattle Partnership](#)  
(Creating a sustainable network of healthy forested parklands throughout Seattle, supported by an aware, engaged community.)  
[Seattle Public Utilities - Urban Creeks Legacy Site](#)  
(Longfellow, Pipers, Thornton & Taylor Creeks Information)  
[King County Stream & River Monitoring](#)  
(Detailed LFC water quality data)  
[Roxhill Park Wetland Restoration](#)  
[Fauntleroy Creek](#)  
[Thornton Creek Alliance](#)  
[Ravenna Creek](#)  
[Longfellow Creek Garden](#)  
(Teaching people the basics of agriculture and gardening.)  
[Delridge History](#) Web site

**Creek Related News**  
[Fixed creeks are still foul](#)  
(Seattle Times, 10/27/08)

*"Documenting the on-going efforts to save and restore an urban creek..."*

**Upcoming Events**  
[Monthly 2nd, 3rd and 4th Saturday Work Parties](#)  
**December 12th** - [Delridge Natural Area](#) & [Roxhill Park](#)  
**December 19th** - [Brandon Greenspace](#)  
**December 26th** - [Thistle Greenspace](#)  
All events are 10 a.m. to 2 p.m.  
[Longfellow Creek Watershed Council/Stewardship Committee](#)  
Next meeting Dec. 14th, 6-8:30 p.m.

**Items of Interest & Event Reports**

- [July 26, 2008 Thistle Site Work Party](#) (Added 8/16/2008)
- [Brandon Natural Area February 16th, 2008 Work Party](#) (Added 3/10/2008)
- [Winter Events: December 22, January 26, & February 23](#) (Added 2/25/2008)
- [November 22, 2007 Thistle Site Work Party](#) (Added 12/05/07)
- [September 22, 2007 Thistle St. Site Work Party](#) (Added 11/01/07)
- [October 20, 2007 Brandon St. Site Work Party](#) (Added 10/24/07)

# Examples of neighborhood groups online

**Blog:** A blog could be an online journal written by one person, a news website with frequently updated posts, or an organizational blog where timely information is posted.

*Commenting* is a way for readers to interact with the blogger and each other.

New posts are always at the top of the page!

The screenshot shows the homepage of the Rainier Valley Post. At the top, there is a navigation bar with links: HOME, ABOUT, ADVERTISE, BIG DATES, CLASSIFIEDS, COMMUNITY, EAT, BEST OF SEATTLE, and SUBSCRIBE. The main headline is "Rainier Valley Post" with the tagline "All SE Seattle all the time... Who cares what's north of I-90?". Below this is a featured article titled "It's On: Seward Park Clay Studio's Holiday Sale Started This Weekend" dated December 13, 2009, in the ARTS/LIVING, NEWS section. The article text describes the annual Seward Park Clay Studio Party and Sale, which runs from Monday through Friday (noon to 7 pm) and Saturday and Sunday (10 am to 6 pm). A photo shows a house nestled among trees on the shore of Lake Washington. A "ShareThis" button and a "Comments" section are visible below the article. To the right of the article is a large advertisement for "Save the Planet AND Your RVP" featuring tote bags and the website www.cafepress.com/rvpost. Below the advertisement is a "SEARCH YOUR RVP" section with a Google Search box and a checkbox for "only search your RVP". A "NEWS BY NEIGHBORHOOD" list includes Beacon Hill, Brighton, Columbia City, Dunlap, Hillman City, Lakewood, Mt. Baker, Othello, Rainier Beach, and Seward Park. At the bottom right, there is an advertisement for "Bethany UCC on Beacon and Graham" with the text "Music - Worship - Hospitality" and "10:30 AM EVERY SUNDAY".

# Examples of neighborhood groups online

**Wiki:** A wiki is a site where all the content is provided by the wiki community. Members can edit and upload content relevant to the theme or purpose of the wiki. Wikis are also often used as collaborative websites for people working on a project or issue together.



The screenshot shows the homepage of the 'Columbia Citizens' neighborhood wiki. The header includes the site title 'Columbia Citizens' with the subtitle 'a neighborhood wiki', a search bar, and navigation links for 'contents', 'discuss', 'about', and 'Wiki'. The main content area features a 'Welcome Columbia Citizens' message, a 'This is a community website' introduction, and a 'Zucchini Races' photo gallery. The left sidebar contains various utility links such as 'edit', 'source', 'share', 'welcome', 'calendar', 'directions', 'gallery', 'news', 'search the site', 'show all pages', 'participate', 'discuss', 'join this site', 'organize', 'add a new page', 'what's new', 'Citizens feeds', 'latest Wiki', 'recent edits', 'recent posts', 'updates', and 'posted comment'.

**Columbia Citizens**  
a neighborhood wiki

Search this site Search

contents discuss about Wiki

edit source

SHARE

welcome

welcome page  
what's this?  
how do I edit?

contents

calendar  
directions  
gallery  
news  
search the site  
show all pages

participate

discuss  
join this site  
organize

add a new page

new page

what's new

Citizens feeds  
latest Wiki  
recent edits  
recent posts  
updates

posted comment  
Sat, December 12  
Re: a new front  
page for Columbia  
Citizens

## Welcome Columbia Citizens

This is a community website

start site map page tags

It's freely accessible and ready to help you engage with your neighborhood — meet people, start discussions, share what you know, organize events, and get involved in Columbia City, Seattle. See [what you can do](#) here.

To take part, you're welcome to create a free Wikidot account, but you don't have to.

To edit a page, just click the **edit** button at the top of the sidebar. You can change everything in the main area of the page. It's pretty intuitive, and [simple edits](#) are straightforward. You can dress it up with [bells & whistles](#), but simple is also good.

Every page has a history of edits, and we can undo anything. So don't worry about messing anything up.

[Got an idea?](#) Let's put this site to work.



Zucchini Races  
photo by [bunnybum](#).

The [Citizens' gallery](#) has more — share yours!

# Examples of neighborhood groups online

**Facebook Page:** A group or fan page allows Facebook users to join your group. Then you can communicate with them by Facebook messaging or inviting them to events.

Eastlake Community Council  
➔

The screenshot shows the Facebook page for the Eastlake Community Council. At the top, there's a blue navigation bar with the Facebook logo and login options. Below that, a green 'Sign Up' button is visible next to the text 'Eastlake Community Council is on Facebook'. The main header area includes the group name 'Eastlake Community Council' and a 'Join' button. The page is divided into sections: 'Wall', 'Info', 'Photos', and 'Discussions'. The 'Info' section is expanded, showing details about the group's category, description, contact information, and privacy settings. The 'Wall' section displays several posts from members, including announcements about alcohol treatment, Halloween events, and community meetings.

**facebook**  Keep me logged in  Forgot your password?

**Eastlake Community Council is on Facebook**  
Sign up for Facebook to connect with Eastlake Community Council.

**Eastlake Community Council**

**Wall** **Info** **Photos** **Discussions**

**Julia Andrews** If you have any one who is suffering with alcohol in your community and would like a solution please contact me thank you for your time.  
**Aluston Health five day treatment for alcohol addiction.**  
www.alustonhealth.com  
Aluston Health five day treatment for alcohol addiction. Call 0800 917 833  
November 6 at 12:54pm

**Sean Lynch** Thanks for a peaceful Halloween!  
November 2 at 3:40am · Report

**Kate Dulemba** Attention all Eastlakers- come one, come all to the fall festival at Louisa's! This Thurs October 22 7-10PM, \$5 for wine tasters and appetizers- see the great blog below for more information!  
<http://eastlakeave.neighborlogs.com/>  
October 19 at 7:25pm · Report

**Paige Stockley** Looking for a garage to rent in the neighborhood! Any tips anyone?  
Thanks!  
Paige Stockley  
October 14 at 9:35pm · Report

**Kate Dulemba** Post it in our newsletter! Send me an email with your email address and I'll get you in touch with our ad person...when do you need to rent by?  
October 19 at 7:25pm

**Canek** <http://www.eastlakeseatle.org/announcements>  
June 21 at 1:55pm · Report

**Sean Lynch** Does anyone know if Lakefest is happening this year?  
March 31 at 3:30pm · Report

**Information**  
Category: Organizations - Community Organizations  
Description: The Eastlake Community Council is a neighborhood organization founded in 1971 to foster and "encourage a sense of community among people who live and work in the neighborhood and to promote programs and distribute information benefiting the neighborhood."  
Mail: 117 East Louisa Street, PMB #1, Seattle, WA 98102  
Public Meetings: The ECC generally holds its public meetings at the library at TOPS @Seward School: 2500 Franklin Street, Seattle WA 98102  
Email Us: [Info@eastlakeseatle.org](mailto:Info@eastlakeseatle.org)  
Privacy Type: Open: All content is public.

**Admins**  
■ Melissa  
■ Tim  
■ Kate  
■ Matthew

# Examples of neighborhood groups online

**Twitter:** Twitter is a way to send short messages (140 characters or less), called “tweets” to followers. Most neighborhood twitter accounts are linked to a neighborhood blog.

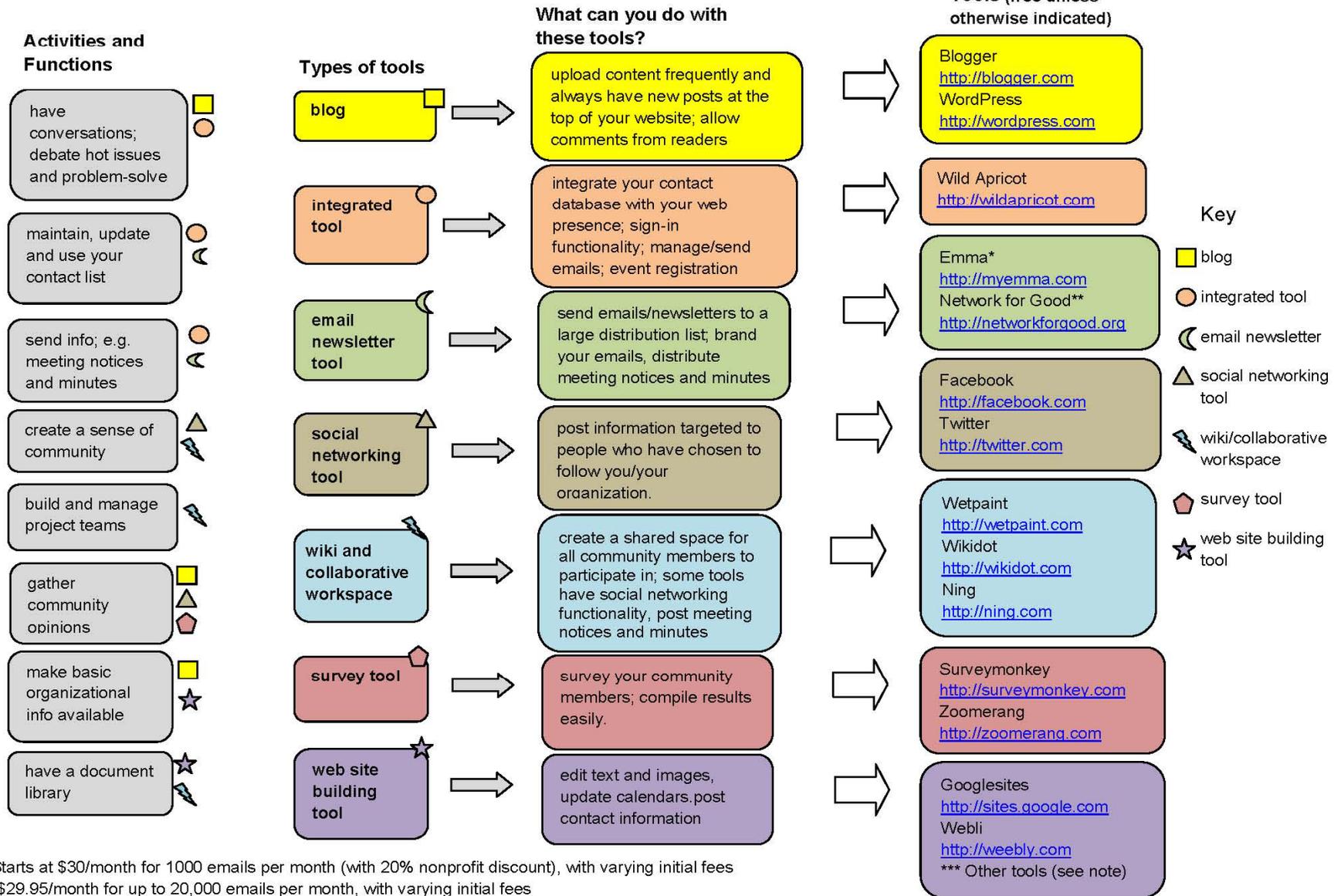


The screenshot shows the Twitter profile page for 'wallingford'. At the top, there is a yellow banner with the text 'Hey there! wallingford is using Twitter.' and a 'Join today!' button. Below the banner, the profile information for 'wallingford' is displayed, including a profile picture with the letters 'NGF', the name 'wallingford', and the location 'Seattle, WA'. The profile has 2,232 following, 2,282 followers, and 77 listed. The main content area shows several tweets, including a retweet from @fbaum about Wallingford Inn assault, a retweet from @rosekimknits about holiday calendars, a retweet from @trophycupcakes about a holiday open house, a tweet about a lawsuit ruling, and a tweet about Caspar Babypants. On the right side, there are sections for 'Tweets' (250), 'Favorites', 'Following' (a grid of profile pictures), and an 'RSS feed of wallingford's tweets' link.

# Choosing an online tool

- Consider what you want to accomplish by using a new web tool. Here are a few examples of goals for your organization:
  1. Build community
  2. Host online conversations
  3. Gather neighborhood opinions
  4. Promote an event

# Seattle Communities Online – Recommended Web Tools



- Key**
- blog
  - integrated tool
  - email newsletter
  - social networking tool
  - wiki/collaborative workspace
  - survey tool
  - web site building tool

\*Starts at \$30/month for 1000 emails per month (with 20% nonprofit discount), with varying initial fees  
 \*\*\$29.95/month for up to 20,000 emails per month, with varying initial fees  
 \*\*\*Wordpress, Wild Apricot, Wetpaint and the other Wiki tools offer web templates as well.

# Ready to get started?

- In the next workshop, you'll learn how to:
  1. Decide which tool to use,
  2. Set up a simple website or blog using a free online tool,
  3. Post photos and text on your new site, and
  4. Share information with established sites via email or commenting.