

Joining the Online Marketplace of Ideas



Eric Eckl, Senior Consultant



Discussion Outline

Community and Connection

Poised for Dominance

Community = Loyalty

Examples

Challenges

Community and Connection



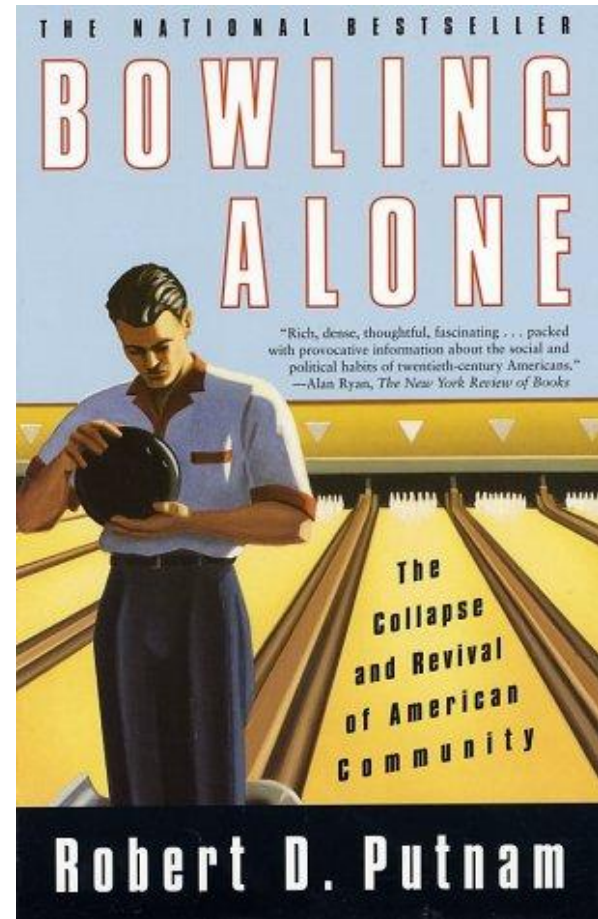
Good Templars, 1900

Contemporary nonprofit organizations have their roots in associations of local volunteers who gathered around a shared interest.

Community and Connection

“Our growing social-capital deficit threatens educational performance, safe neighborhoods, equitable tax collection, democratic responsiveness, everyday honesty, and even our health and happiness.”

-- *Robert Putnam, 2001*



Community and Connection



Putnam fingered mass media as *the* leading cause for the decline of social capital, noting that TV viewing, in particular, displaces social and civic behavior and increases feelings of isolation and disempowerment.

Community and Contribution

So what? #1

On one hand, social media is bringing people together and restoring social capital

Community and Connection



Socializing for Justice Meetup Group, 2007

Community and Connection



The Strength of Internet Ties

**The internet and email aid users in
maintaining their social networks and
provide pathways to help when people face
big decisions**

January 25, 2006

Jeffrey Boase, University of Toronto

John B. Horrigan, Associate Director, Pew Internet Project

Barry Wellman, University of Toronto

Lee Rainie, Director, Pew Internet Project

Pew Internet & American Life Project 1615 L St., NW - Suite 700 Washington, D.C. 20036

202-419-4500 <http://www.pewinternet.org/>

“The Internet helps build social capital”

-- *Pew Internet and American Life Project, 2006*

Community and Connection

So what? #2

On the other hand, social media is tearing down the mass media

Poised for Dominance



YAHOO!



Google™



myspace.com®
a place for friends



msn.



You Tube
Broadcast Yourself™



eBay®



facebook



Windows Live™



craigslist



WIKIPEDIA

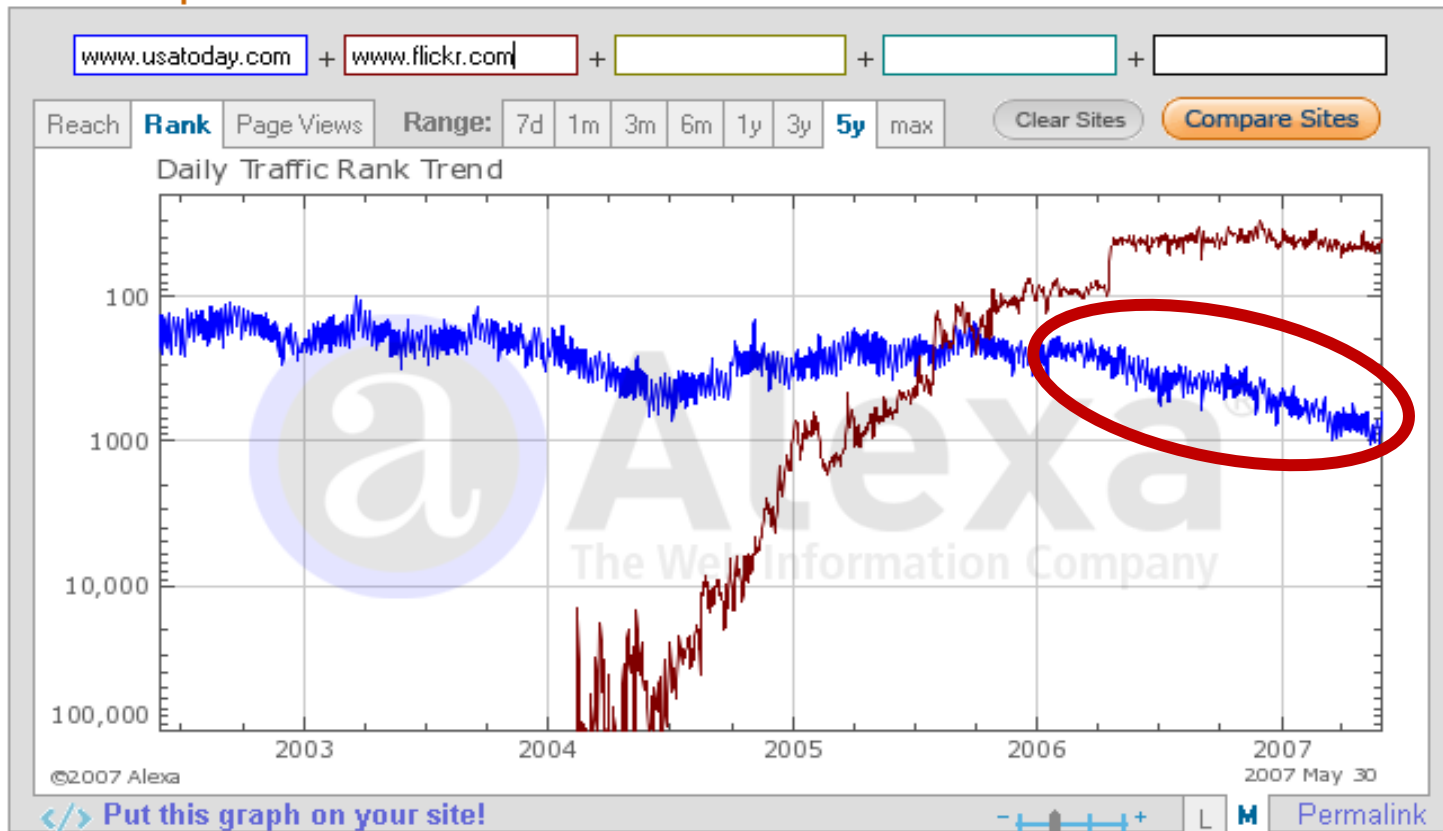
Poised for Dominance



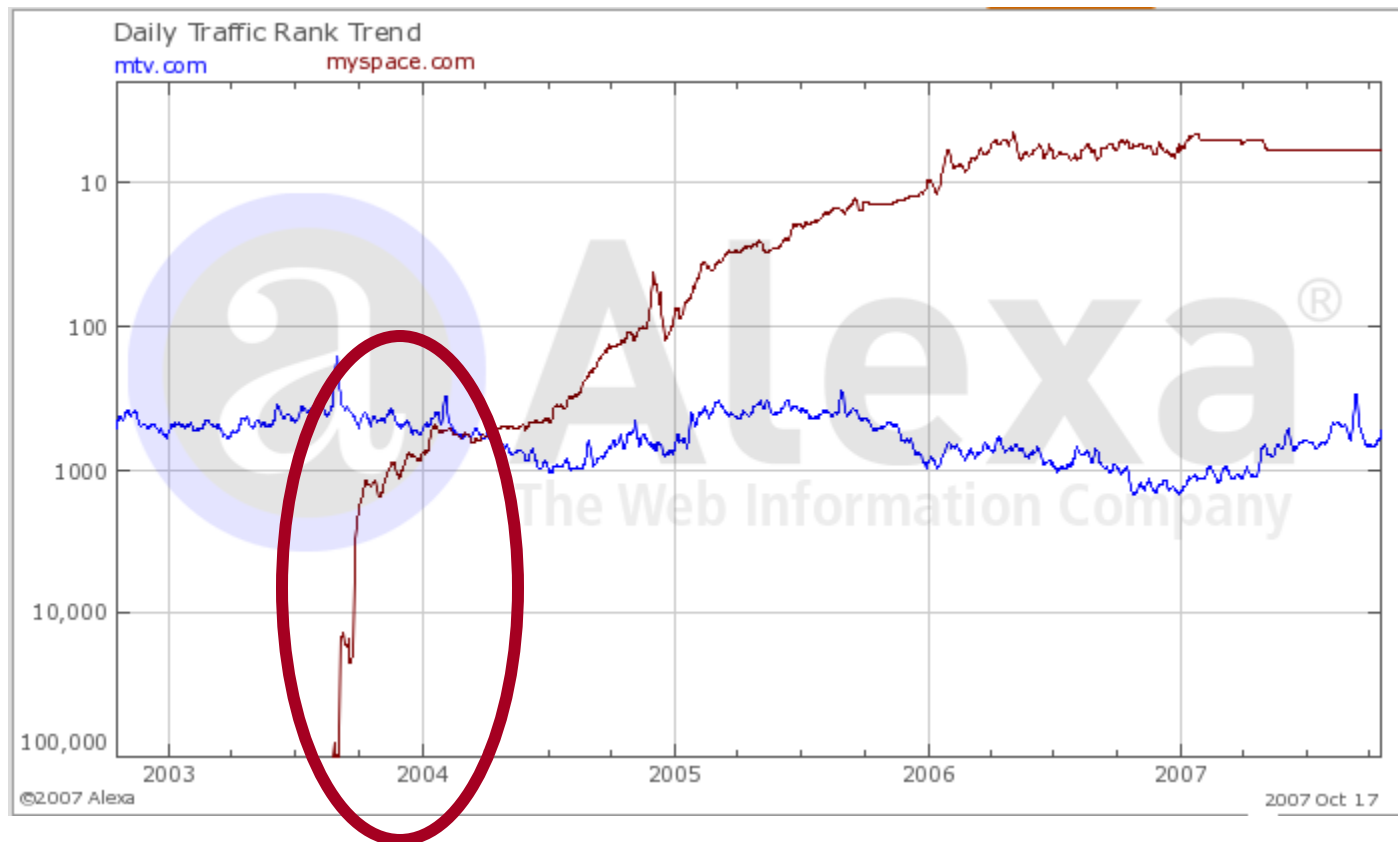
CNN.com

You Tube
Broadcast Yourself™


Poised for Dominance



Poised for Dominance



Community = Loyalty

Share of Visits	<i>The New York Times</i>	
Regulars	50%	23%
Passers-By	22%	1%
Addicts	28%	76%

Examples

- Savvy non-profits are experimenting with social media campaigns...
- ...experimenting...
- ...experimenting...
- Did I mention, experimenting?

YouTube Campaigning

The screenshot shows a YouTube video player for 'Dan Zanes - Holiday Time In Brooklyn'. The video has 45,967 views, 11 comments, and 94 favorites. The video player shows a progress bar at 00:00 / 02:55. Below the video player, there are several related video thumbnails, including 'Dan Zanes - Malti - Disney MGM Studios', 'Signing & Singing w/ Rachel & Leah and Dan Zanes', and 'Dan Zanes interview'. The page also features a 'Comments & Responses' section with options to 'Post a video response' and 'Post a text comment'.

The screenshot shows the 'Alpha Mummy' blog page. The header includes the title 'Alpha Mummy' and the tagline 'Mother's little helper'. Below the header, there is a navigation menu with links for 'Do women really work more than men?', 'All Posts', 'Best colouring-in books ever', and 'April 20, 2007'. The main content area features a video player with the title 'Have I made my children TOO SCARED TO ROCK?'. The video player shows a scene with a woman and children in a field. Below the video player, there is a paragraph of text discussing guilt and motherhood. To the right of the video player, there is a sidebar with various links and information, including 'ABOUT ALPHA MUMMY', 'THE ALPHA MUMMY TEAM', and 'WOMEN ON TIMES ONLINE'.

Successful fundraiser

New subscribers

Brand builder

YouTube Campaigning

The screenshot shows a YouTube video player for the video "Chained to My PC". The video title is "Chained to My PC" and the video content shows a black screen with the text "Treated Like a Dog". The video has 11,071 views, 31 comments, and 25 favorites. The video is from the channel "CWAUnion". The video description is "An animated, humorous parody of work...". The video is categorized under "News & Politics".

Video Title: Chained to My PC

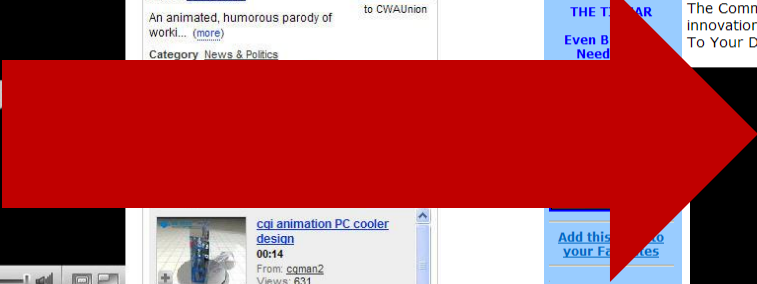
Video Content: Treated Like a Dog

Video Statistics: Views: 11,071 | Comments: 31 | Favorited: 25 times

Channel: CWAUnion

Description: An animated, humorous parody of work... (more)

Category: News & Politics



The screenshot shows the homepage of the Confined Space website. The website title is "Confined Space" and the subtitle is "News and Commentary on Workplace Health & Safety, Labor and Politics". The website is dated Wednesday, August 02, 2006. The main article is titled "Chained To Your Desk? Hungry for Dignity? Union" and is posted by Jordan. The article content is "The Communications Workers of America is riding the wave of digital innovation with the amusing YouTube organizing video called 'Chained To Your Desk.'". The website also features a search bar, a navigation menu, and a sidebar with a "Greatest Hits" section.

Website Title: Confined Space

Website Subtitle: News and Commentary on Workplace Health & Safety, Labor and Politics

Date: Wednesday, August 02, 2006

Author: Jordan

Article Title: Chained To Your Desk? Hungry for Dignity? Union

Article Content: The Communications Workers of America is riding the wave of digital innovation with the amusing YouTube organizing video called "Chained To Your Desk."

Search Bar: Search

Navigation: Home, Who Am I? Why Am I Here?, E-Mail Me, THE T... AR, Even B... Need...

Quote of the Month: What will they think of next? Comments

Greatest Hits: BP Texas City Explosion Stories, 2006 Mine Disaster Stories

YouTube Campaigning

Comments & Responses [Post a video response](#)
Show: [average \(5 or better\)](#) [Help](#) [Post a text comment](#)

Pages: [1](#) [2](#) ... [Oldest](#) [Next](#)

[imuni](#) (2 months ago) [-2](#) [Reply](#) [Spam](#)
way to go ahol... nice posting!!

[just2w4tch](#) (2 months ago) [0](#) [Reply](#) [Spam](#)
Dan, you rock.

[mismindies](#) (4 months ago) [+1](#) [Reply](#) [Spam](#)
I love Dan's music! (is this his/our actual Youtube page?) I got the impression from the video description that maybe it is. I just think Dan's music is so exciting! its so nice to see him also using his talent to help fight hunger. It doesn't surprise me- he seems like one of the nicest & happiest men alive. My 11 yr. old & I love, love love him on Disney!

[bravocompany86](#) (5 months ago) [0](#) [Reply](#) [Spam](#)
kinda wired but nice melody and good tune, dont know much about the singer and nice way to promote hunger. gg ty

[dinalaw](#) (10 months ago) [0](#) [Reply](#) [Spam](#)
Fun video, great message. Love the llama...and Heifer!

[circeansongs](#) (10 months ago) [0](#) [Reply](#) [Spam](#)
Dan,
That's just awesome! I am using your video on my music page to ask for donations this holiday season and year round. Very, very cool!
Much Love,
Amber Rose and friends

[marisc2222](#) (10 months ago) [0](#) [Reply](#) [Spam](#)
Dan rocks...what a cool song and great cause...merry, merry

[kjherron1](#) (10 months ago) [0](#) [Reply](#) [Spam](#)
perfect. I love dan zanes and heifer!

[froabeeknot](#) (10 months ago) [0](#) [Reply](#) [Spam](#)
Thanks for the reminder to give Heifer gifts to honor our friends and relatives this holiday season.

[ruferocker](#) (11 months ago) [0](#) [Reply](#) [Spam](#)
go dan go!

Pages: [1](#) [2](#) ... [Oldest](#) [Next](#)
[View all 11 comments](#)

Comment on this video [Post a video response](#)

Both videos were successful in prompting comments and discussion.

[TheChronek](#) (1 month ago) [0](#) [Reply](#) [Spam](#)
A useless video from a useless union. All they're good at is rewarding mediocrity, protecting their own hides and ensuring that they still have jobs. They're in bed with management, spreading their legs wider and wider and it's the employees who are getting screwed. I hope to God I never get a job represented by such a worthless sack-of-crap union as the CWA ever again.

[Natdaprat](#) (6 months ago) [0](#) [Reply](#) [Spam](#)
HAHA

[MissRubyJane](#) (7 months ago) [0](#) [Reply](#) [Spam](#)
All I can say is my bf works in a Call Centre, he's 20, nobody makes you work there, granted the conditions may be bad, but what does anyone expect when working for call centres and such like? the job is answering phones for customers, if you work in a factory you can't just leave the conveyor belt and go to the toilet. I've had some bad jobs, whilst in university, but I just think no job is perfect, and nobody forces you to work there.

[seiberseibow](#) (11 months ago) [0](#) [Reply](#) [Spam](#)
Getting the word out to potential workers to represent such as through this video, or as you charge "waste my money," happens to part of "union organizing." This is the only way that unions have the ability to be able to continue to represent members. Without growing and growing, a union will soon lose its ability to provide adequate representation. Get involved in your union. You might learn a thing.

[jamieandlaurab](#) (1 year ago) [0](#) [Reply](#) [Spam](#)
nice to know my union has time to make this video and waste my money when good jobs are already being cut

[mandrewwhiteman](#) (1 year ago) [0](#) [Reply](#) [Spam](#)
This makes a good point because this company treats employees worse than dogs. Dogs receive much better treatment and don't ask permission to use the bathroom!

[mandrewwhiteman](#) (1 year ago) [0](#) [Reply](#) [Spam](#)
It sure makes a good point. Dogs receive much better treatment than the way this company treats its employees. Employees need to be treated decently, not worse than dogs.

[equallyfedup](#) (1 year ago) [0](#) [Reply](#) [Spam](#)

Flickr: Faces of ONE

ONE THE CAMPAIGN TO MAKE POVERTY HISTORY

POWERED BY: YOU

HOME TAKE ACTION ABOUT ONE ISSUES STORE PARTNERS NEWS BLOG PHOTOS

What is ONE Who is ONE Where is ONE

ONE CAMPUS CHALLENGE U
POWERED BY:

Campuses across the country are competing to prove that their students are the most effective poverty fighters in the country.

TAKE THE CHALLENGE

HOME CAMPUS OVO8 EDUN STAND UP

02,421,838
people are standing as ONE.

We Believe
We Recognize
We Commit

ACT NOW. ADD your name to ONE

First Name:
Last Name:
E-mail:

NEXT

Why Add your Name? [Privacy policy](#)

Take Action

• [Sign the Declaration](#)

The ONE Campaign T-Shirt by EDUN

The 2007 ONE Campaign T-Shirts by the socially-responsible clothing company [EDUN](#) have arrived and

[state's vote counting?](#)

[More News](#)

Photos



[More Flickr Photos](#)

[HUGE?](#)

*s cruel and
in men ate*

Reach

- 4,352 people in the Flickr “Faces of ONE group”
- Thousands of pictures and tagged pictures

MySpace: Another Permanent Space

Sponsored Links

[Yahoo! Personals](#)
Browse Pics and Profiles Free at Yahoo! Personals
personals.yahoo.com

[Sea Turtle Book](#)
Looking for Sea Turtle Book? Find exactly what you want today.
www.eBay.com

[Turtle Conservation](#)
Volunteer for Turtle Conservation with the Endangered Wildlife Trust
www.turtleprotection.org

[Whitetail Season on VS](#)
Hunting Season Opens a Little Earlier on VERSUS. Fridays at 8PM.
Versus.com

Shortcuts: MySpace Search powered by Google

[Home](#) | [Browse](#) | [Search](#) | [Invite](#) | [Film](#) | [Mail](#) | [Blogs](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Videos](#) | [Music](#) | [Comedy](#) | [Classifieds](#)

Mr. Leatherback

"I Am Mr. Leatherback"

Male
60 years old
WASHINGTON, WASHINGTON DC
United States

Last Login:
10/17/2007

View My: [Pics](#) | [Videos](#)

Contacting Mr. Leatherback

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- Instant Message
- Block User
- Add to Group
- Rank User

Mr. Leatherback is in your extended network

Mr. Leatherback's Latest Blog Entry [[Subscribe to this Blog](#)]

I'm famous - Mr. Leatherback on BBC News! ([view more](#))

Win a Trip to the Galapagos - Great Turtle Race finish line ([view more](#))

Hello from Tibet !! New photos. ([view more](#))

Stone Gossard donating to Conservation International ([view more](#))

Take the plastic bag pledge! ([view more](#))

[[View All Blog Entries](#)]

Mr. Leatherback's Blurbs

About me:
New photo from July 2007!! Mr. Tibetan pilgrimage...

Mr. Leatherback's Friends Comments


Displaying 50 of 760 comments ([View All](#) | [Add Comment](#))

Robespierre Oct 12 2007




hi there, thanks our music.
best of luck, gre
=BuGa=

Aquaman ~ Ocean Defender Oct 7 2007 6:51 AM



The same water ~ a different wave.
What matters is that it is a wave.
What matters is that the wave will return.
What matters i
What matters m
the returning wa
wa

Aphrodite Oct 5 2007 12:47 PM



Thanks for adding me Mr. Leatherback!! Me and my son enjo ur page!!! Keep up the good work!!
From a fellow Aquarian,
Danielle

Challenges to Nonprofits

- Fragmentation and competition

New Competitors



Socializing for Justice Meetup Group, 2007

Challenges to Nonprofits

- **Fragmentation and competition**
- **Emotional moments and messages**

Challenges to Nonprofits

● oxfam



Challenges to Nonprofits

FUH2.com

FUCK YOU AND YOUR H2

SUBMISSIONS

INSPIRED WORKS

Introducing the official H2 salute.

LINKS

MERCHANDISE

HAVE YOU SUBMITTED A PHOTO TO FUH2? SEE IF YOU MADE IT ONTO OUR FIRST [POSTER!](#)

Welcome to FUH2.com, home of the official Hummer H2 salute. So...why all the fuss? Well, it breaks down like this:

- The H2 is the ultimate poseur vehicle. It has the chassis of a Chevy Tahoe and a body that *looks* like the original Hummer; i.e. it's a Chevy Tahoe in disguise.
- The H2 is a gas guzzler. Because it has a gross vehicle weight rating over 8500 lbs, the US government does not require it to meet federal fuel efficiency regulations. Hummer isn't even required to publish its fuel economy (owners indicate that they get around 10 mpg for normal use). So while our brothers and sisters are off in the Middle East risking their lives to secure America's fossil fuel future, H2 drivers are pissing away our "spoils of victory" during each trip to the grocery store.



Challenges to Nonprofits



Challenges to Nonprofits

- Narrow definition of interest
- Emotional Moments and Messages
- Responsiveness

Challenges to Nonprofits

The One Campaign's Friends...(108,085) [View All Friends](#)

Jon *NoVember.. "Miss Kate" Crystal brea[K] Mario serge. a.. nDJ n Jen Mas



Online Now!

-108,000 friends

-Tens of thousands of personalized messages

Danny

"All Of Me"



Male
25 years old
Escondido,
California
United States

Last Login:
6/7/2007

Contacting Danny

- | | |
|--|--|
|  Send Message |  Forward to Friend |
|  Add to Friends |  Add to Favorites |
|  Instant Message |  Block User |
|  Add to Group |  Rank User |

Conclusion

- Web 2.0 (a.k.a social media or online community) is contributing to a revival of social capital and the emergence of new organizations.
- But Web 2.0 also presents a different paradigm that established organizations must adapt to remain competitive in the market place of ideas.

Download this presentation at:
<http://www.beaconfire.com/blog>

I'm looking forward
to your questions