

Here to Help

If you have any questions on social media, please feel free to contact Christopher Whitlatch at 412-394-2620 or whitlatchc@pghfdn.org.

The Pittsburgh Foundation Digital Media Resources for Nonprofits

Webinars, social media handbook and additional Pittsburgh gives materials available at http://www.pittsburghfoundation.org/media_pghgives

The Foundation Facebook Fan page is available at <http://www.facebook.com/PittsburghFdn>. We also host social media discussions on our Facebook discussion page and invite you to add your topic or comments at http://www.facebook.com/PittsburghFdn?sk=app_2373072738

We have an individual Facebook account called Pittsburgh Gives. We use this account to publish nonprofit news and events. We invite you to write on the wall or send us info that you would like posted. You can find us at <http://www.facebook.com/PittsburghFoundation>.

We invite you to share your videos with the community via Pittsburgh on Video (POV). You can submit a video simply by pasting the link of the video from YouTube, Vimeo or BlipTV. If you produce regular video content, let us know and we will set up an automatic feed to the site for you. Visit it at <http://www.pittsburghonvideo.org>. Not producing video yet? POV has regular video contributors, let us know what your story is and we can assign a contributor to cover it.

We have launched *Unsung*, a nonprofit news magazine show on Pittsburgh on Video. Got a story, let me know.

Follow us on Twitter @PittsburghFdn. Let us know your news and events and we will retweet it for you. You can also follow Pittsburgh on Video @PghonVideo.

The Foundation will be launching a Community News Network from our website at <http://www.pittsburghfoundation.org>. Send us your news and events and we will publish it in this area when it becomes available. We currently have a Community Event Calendar available at <http://www.pittsburghfoundation.org/calendar>. To submit news and events, please email Christopher Whitlatch at whitlatchc@pghfdn.org.

The Foundation has launched Tell Me Pittsburgh, storytelling to create change in 2011. We will host live events and smaller community events. We invite you to share stories with the community and generate ideas for change. http://www.pittsburghfoundation.org/tell_me_pittsburgh.

We will also announce a Blogging for Good project soon. We hope you will participate in this event.

We recommend the following local resources:

<http://podcamp.pittsburgh.squarespace.com/> - Local digital media conference.

<http://pghbloggers.org/> - Blog directory.

<http://pghtweetup.com/> - Local event organizing on Twitter.

Additional Resources

20 Social Media Resources for Nonprofits

“How To” Guides for Using Social Media

- [Twitter Jumpstart – The Complete Guide for Small Non-Profits](http://www.johnhaydon.com/social-strategy-tips/twitter-jump-start-the-complete-guide-for-small-non-profits/) – Everything you need to know about using Twitter for your nonprofit, by John Haydon (<http://www.johnhaydon.com/social-strategy-tips/twitter-jump-start-the-complete-guide-for-small-non-profits/>)
- [Case Foundation Social Media Tutorials](http://www.casefoundation.org/social-media-tutorials) – The Case Foundation and its talented staff live and breathe social media, and their website is a wealth of resources. These tutorials include the basics, effective blogging, and using Twitter, Facebook and YouTube (<http://www.casefoundation.org/social-media-tutorials>)
- [The Nonprofit Social Media Decision Guide](http://www.idealware.org/reports/nonprofit-social-media-decision-guide) – This guide walks you through a step-by-step process to decide what social media channels make sense for your organization, and it includes a consultant directory if you want to hire someone to help you implement your strategy. (<http://www.idealware.org/reports/nonprofit-social-media-decision-guide>)
- [Social Media Strategy 101](http://www.slideshare.net/cctvcambridge/introduction-to-developing-a-social-media-strategy-for-cambridge-nonprofit-organizations) – A very detailed slide show about developing and implementing your social media strategy (<http://www.slideshare.net/cctvcambridge/introduction-to-developing-a-social-media-strategy-for-cambridge-nonprofit-organizations>)
- [Nonprofits on Facebook](http://www.facebook.com/nonprofits?v=wall) – This is a Facebook page designed to help nonprofits “harness the power of Facebook and bring positive change to the world” (<http://www.facebook.com/nonprofits?v=wall>)
- [YouTube: A Step by Step Guide for Nonprofits](http://www.charityhowto.com/video_info.php?vid=16) - This is a 26 minute video tutorial by Marc Osten (http://www.charityhowto.com/video_info.php?vid=16)
- [The Networked Nonprofit](http://www.bethkanter.org/the-networked-nonprofit/) – A new book by Alison Fine and Beth Kanter that “shows nonprofits a new way of operating in our increasingly connected world: a networked approach enabled by social technologies”. (<http://www.bethkanter.org/the-networked-nonprofit/>)

Blogs to Follow to Learn More About Social Media and Nonprofits

- [Beth's Blog](http://www.bethkanter.org/welcome/) – Beth Kanter delivers great blog posts every day, and is one of the leading experts on nonprofit use of social media (<http://www.bethkanter.org/welcome/>)
- [John Haydon](http://www.johnhaydon.com/) – Lots of useful and fun tips, strategies and ideas about using social media for your nonprofit. (<http://www.johnhaydon.com/>)
- [Mashable](http://mashable.com/) – “The top source for news in social and digital media, technology and web culture,” there is a ton to learn about social media from this site alone. (<http://mashable.com/>)
- [Case Foundation](http://www.casefoundation.org/blog) – As described above, the Case Foundation is an innovator in social media, including sponsoring and then [evaluating the America's Giving Challenge](#). (<http://www.casefoundation.org/blog>)
- [Open Road Advisors/Larry Blumenthal](#) – Larry previously worked at the Robert Wood Johnson Foundation, helping them to implement their social media strategy, and his blog is designed to

help foundations and nonprofits effectively use social media. One of my favorite posts is "[Tips on Connecting With Foundations Via Social Media](http://larryblumenthal.wordpress.com/)" (<http://larryblumenthal.wordpress.com/>)

- [Nonprofit Tech 2.0: A Social Media Guide for Nonprofits](http://nonprofitorgs.wordpress.com/) - Includes some practical posts, such as "[10 Blog Content Ideas for Nonprofits](http://nonprofitorgs.wordpress.com/)" (<http://nonprofitorgs.wordpress.com/>)

Finding Nonprofits and Foundations That Use Social Media

- [GlassPockets](http://maps.foundationcenter.org/glasspockets/transparency.php#) – The Foundation Center has created a website that lists social media channels used by foundations, including Twitter, Facebook, Blogs, YouTube. It is continuously updated by foundations that want to be transparent about their grantmaking. (<http://maps.foundationcenter.org/glasspockets/transparency.php#>)
- [130 Foundations That Tweet](http://philanthropy411.wordpress.com/2009/10/15/130-foundations-that-tweet/) There are many more foundations on Twitter now besides this original group of 130, but this is a good list to get you started. (<http://philanthropy411.wordpress.com/2009/10/15/130-foundations-that-tweet/>)
- Case Foundation's [List of Funders That Tweet](http://twitter.com/CaseFoundation/funders-that-tweet) – You can follow this list for more foundations on Twitter (<http://twitter.com/CaseFoundation/funders-that-tweet>)
- [50 Young Nonprofit Influencers You Should Be Following On Twitter](http://www.rosettathurman.com/2010/07/50-young-nonprofit-influencers-you-should-be-following-on-twitter/) - From Rosetta Thurman (<http://www.rosettathurman.com/2010/07/50-young-nonprofit-influencers-you-should-be-following-on-twitter/>)

Social Media Policy

- [10 Must Haves For Your Social Media Policy](http://mashable.com/2009/06/02/social-media-policy-musts/) – Useful tips from Mashable (<http://mashable.com/2009/06/02/social-media-policy-musts/>)
- [Creating A Social Media Policy For Your Nonprofit](http://www.wildapricot.com/blogs/newsblog/archive/2009/01/08/creating-a-social-media-policy-for-your-nonprofit.aspx) - From Wild Apricot, this post includes many links for other social media policy resources (<http://www.wildapricot.com/blogs/newsblog/archive/2009/01/08/creating-a-social-media-policy-for-your-nonprofit.aspx>)
- [Air Force Blog Response](http://www.flickr.com/photos/cambodia4kidsorg/3226367547/sizes/o/) A clear, simple approach to responding to blog posts that empowers the individual to make smart choices. (<http://www.flickr.com/photos/cambodia4kidsorg/3226367547/sizes/o/>)

Research on Nonprofit Use of Social Media

- [Nonprofit Social Network Benchmark Report](http://www.nonprofitsocialnetworksurvey.com/) – The Nonprofit Technology Network published this in 2010, and it includes interesting findings about how nonprofits are using social media. (<http://www.nonprofitsocialnetworksurvey.com/>)