

**PittsburghGives**  
**Social Media Handbook 2.0**

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A great advantage to helping your organizations cause is in telling your story to others. This handbook will guide you through utilizing web-based media as a way to gather potential donors, advocates and interested individuals together to hear your stories. As we at The Pittsburgh Foundation strive to place our communities at the center of everything we do, we are proud and pleased to offer you this resource as a way to strengthen your community outreach.

As part of our PittsburghGives services to nonprofits, The Pittsburgh Foundation hosts workshops on the basics of social media to assist nonprofit organizations. For those that were unable to attend, we created a series of webinars. In promoting the spirit of giving, we now give to you this guide to social media as a starting point and reference.

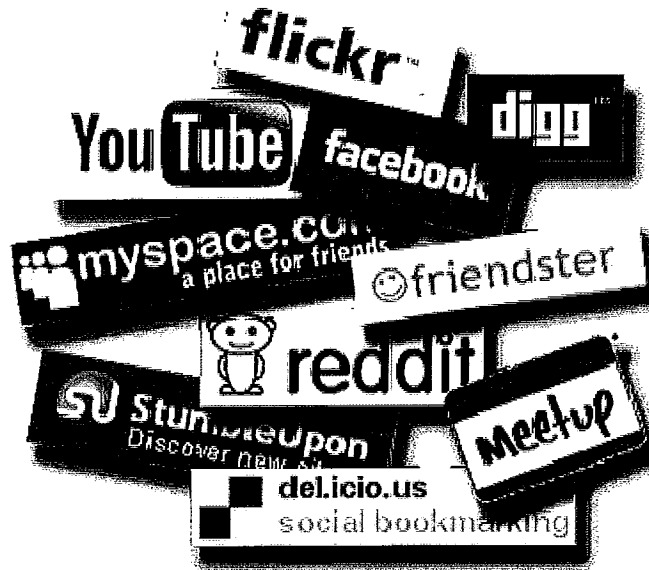
We wish you good luck in your marketing efforts. If there is any way we can assist you, please feel free to contact us.

Best Regards,

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The Pittsburgh Foundation  
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## Social Media Definition

Internet-based applications used to create, store, organize, publish, syndicate, critique and share any and all forms of text, pictures, video and audio content.



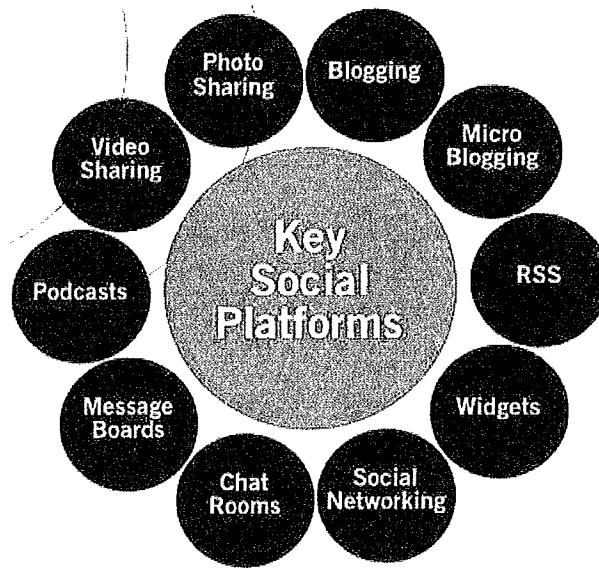
## How Does Social Media Compare to Traditional Marketing?

Traditional marketing such as television, radio, print and billboards is one message delivered to a mass audience. This is often called interruption marketing. When you are watching your favorite TV program and a commercial comes on that is an interruption.

Social media is typically one message to one person that can then be shared to with others. This is referred to as inbound marketing because the person has self selected to receive your message by becoming a fan or a follower.

Email blasts are somewhere in between. Typically, a person has agreed to receive your email message, but you are likely interrupting them when you send it.

## Key Social Media Platforms



### How is Social Media Being Used for Impact?

By building a visible community that can reach new people and gather them together. Then, by driving traffic to your intended destination you are given an opportunity to reciprocate (share, inform and listen) and become engaged with your community.

**Build community:** People find people with similar interests to communicate with and share information.

**Reach new people:** Finding new people. Twitter example: If you have 100 followers on Twitter and each of those followers rebroadcasts your message to their 100 followers – you reach 10,000 people with a single click

**Drive traffic:** Convening your community around an idea and driving them to take action. This can be via means of discussion, spreading information virally, or simple promotion that drives traffic to a website or an event.

**Listen:** Monitoring these tools to know what people think of you and what issues are of concern in your community, including discussions, feedback and polls.

**Engage:** Participating with, not just broadcasting to the community. Empowering the community to interact and produce content.

## **Making the Case for Social Media**

Here are some of the more interesting statistics that point to social media's continued growth.

- Social media usage has become the #1 activity on the web
- Gen Y outnumbers Baby Boomers and 96% of them belong to a social network
- If Facebook were a country, it would be the 4<sup>th</sup> largest in the world
- Fastest growing segment on Facebook is 55 – 65
- 1 Billion iPod app downloads in 9 months
- 78% of people trust peer to peer recommendations. Only 14% trust advertising
- YouTube is the 2<sup>nd</sup> largest search engine (It is also owned by the largest, Google)
- Twitter users send 90 million tweets per day; 25% of those contain links to other sites and information

## **Promoting Individual Giving through Social Media**

There is no magic button to push to start funds flowing from social media. In fact, most people have not had success raising funds directly for a campaign using social media. Those that have seen success typically can attribute that success to crisis fund raising. The American Red Cross raised \$20M plus directly through social media campaigns in response to the Haiti earthquake disaster.

Social media is effective in fundraising indirectly. The key to creating engagement is to tell your story effectively. Social media is an excellent storytelling tool. Use these tools to demonstrate how your organization makes an impact in the community. Educate and inspire the community to take up your story and spread it.

Social media can give you the opportunity to tell your story to new people. These people can then tell your story to people they know. We call this the power of many. By reaching a few "brand enthusiast" on social media you have the opportunity to reach many as they spread your messages.

PittsburghGives works in much the same way. Your organization has a wealth of information on the site, as does every other organization. When you drive people to the site, you help other organizations. They do the same for you. Working collectively, you have the opportunity to reach more people and grow individual giving in Pittsburgh.

### **How Do I Select a Social Media Platform?**

- Ask your audience – You already have a community of people engaged with your organization. Don't be afraid to ask them what platforms they use and how they might like to engage with you on these platforms. This is the foundation of a social media strategy.
- Try, look and listen – Try out the different social media sites as an individual before you jump in with your organization. Watch what others are doing and saying and get a feel for how each platform can be used.
- Test waters – Do not be afraid to make mistakes with your social media campaigns. Social media is ever evolving and you will not always have success. Yet, because it is ever evolving, you can recover quickly and begin again anew.
- You don't have to be everywhere – You don't have to be on every social network all at once. Go where your audience is first. Then build out from there. Add new outlets as they become viable for delivering your messages. This will burden your resources less.

### **What Investment Do I Need?**

- Most sites are free – You only pay when you want premium services such as advertising.
- Time – You will need to invest time. The rule of thumb with social media is that you get out what you put in. We recommend that you budget an hour a day. This hour will likely not come at a specific time of day or all at once. Ten minutes here and there will give you time to message and respond. By utilizing monitoring applications such as Tweet Deck, you will be able to accomplish monitoring efficiently as well.

## Social Media Platforms

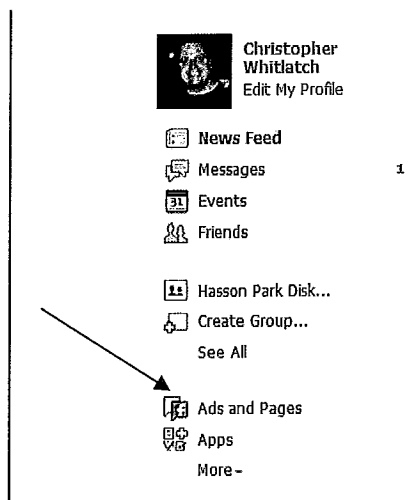
### Facebook

- 500 million users
- Average user spends nearly 1 hour on FB daily
- More than 700,000 local businesses/orgs w/ active pages.
- Pages have created more than 5.3 billion fans

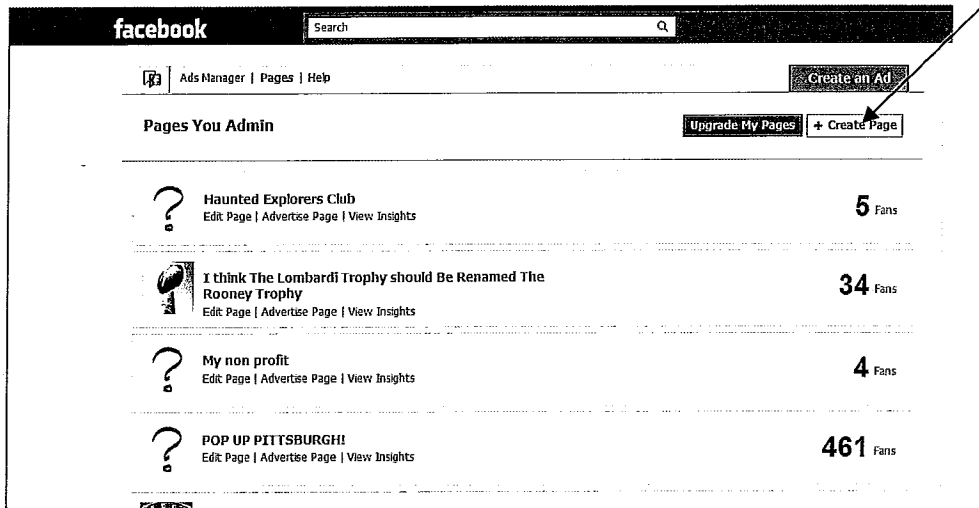
### Getting Started with a Fan Page

A Fan Page on Facebook is the preferred outlet for organizations to engage a community on the social network. It is free to create a page. To create a page, you must have an individual account. If you already have a personal account, you can create a page for your organization. You can also create an individual account for your organization. If you don't currently have a Facebook account, either sign yourself up or create an individual account for your organization.

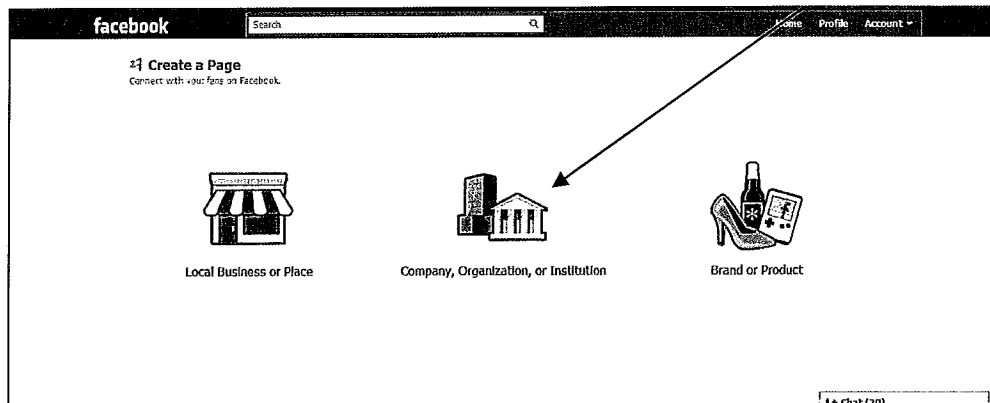
To create a page go to ads and pages in the left hand column under of your home screen



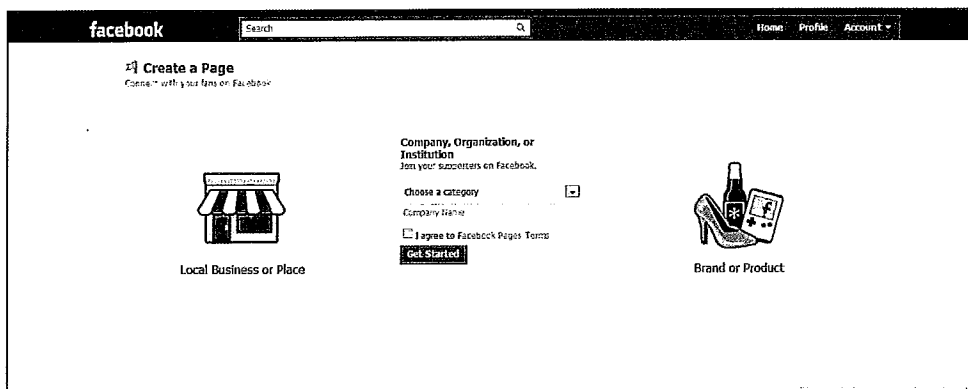
Next, click on Create a Page



This will open the following page, which allows you to create a page.



We recommend selecting 'organization' as your category. Follow the instructions to finish creating your page.

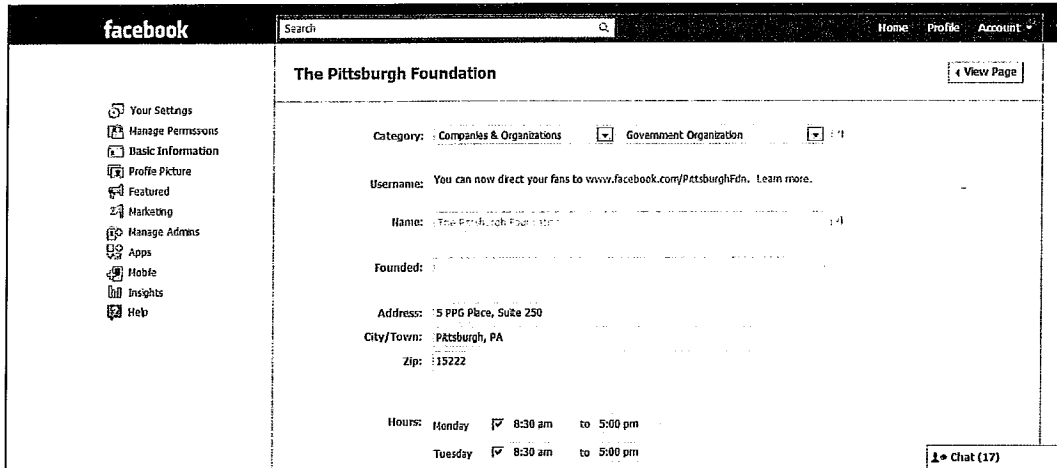


## Adding Information

To edit your page now or in the future, access the 'edit info' selection in the upper center of the page under your page name

The screenshot shows the Facebook interface for 'The Pittsburgh Foundation'. At the top, the Facebook logo is on the left, and navigation links for 'Home', 'Profile', and 'Account' are on the right. A search bar is located in the center of the top navigation bar. Below the navigation bar, the page header for 'The Pittsburgh Foundation' is displayed, including the page name, location ('Government Organization · Pittsburgh, PA'), and an 'Edit Page' button. The main content area features a 'Wall' section with a 'Write something...' prompt and sharing options for Status, Photo, Link, and Video. A post from 'The Pittsburgh Foundation' is visible, titled 'All the news that's fit to post' by Grant Olphant on Community E-Forum. The right sidebar contains sections for 'Admins (2)', 'Use Facebook as The Pittsburgh Foundation', 'Promote with an Ad', 'View Insights', 'Suggest to Friends', and 'You and The Pittsburgh Foundation'. At the bottom, there are 'Quick Tips' and a status bar indicating 'Internet | Protected Mode: On'.

This will bring up your dashboard. From here you can change your settings, add events, send messages and view your stats.

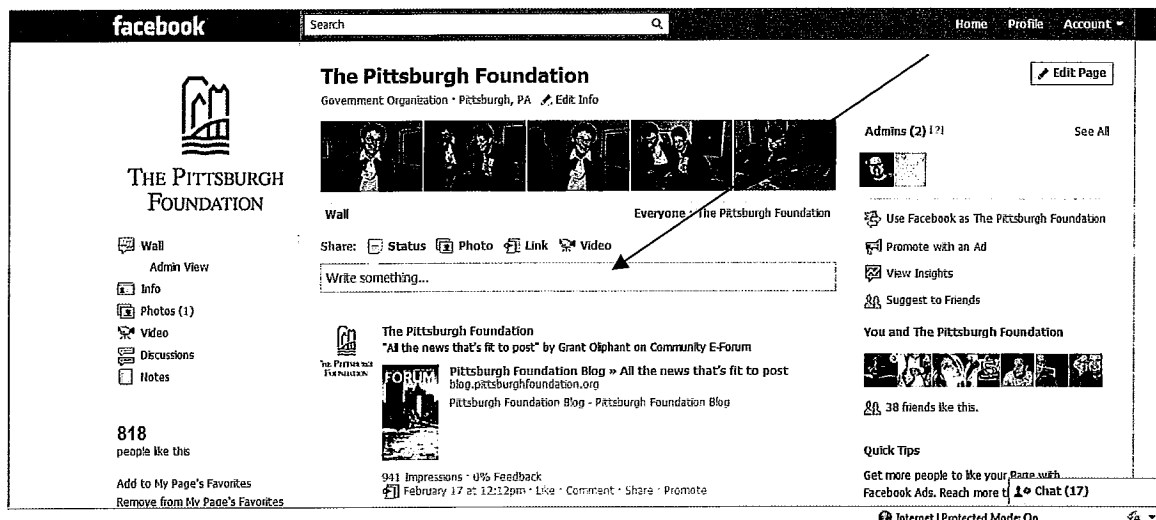


### Securing a Personal URL

The Foundation recommends securing a personal URL for your Facebook page. Facebook allows you to do this as soon as you reach 25 fans. To secure a URL go to: <http://www.facebook.com/username>. Select 'set a user name' for your pages.

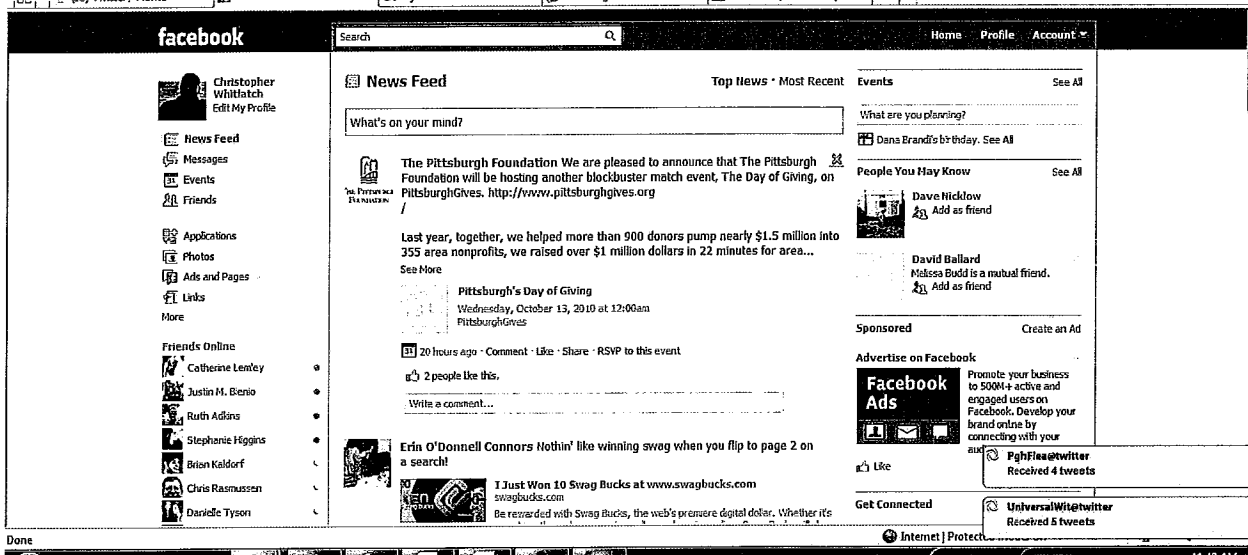
### The Wall and Status Updates

Status updates are your main communications tool to your fans. In the "what's on your mind" box, you can post messages, information, links, photos, events and video. Use this to tell your story on Facebook. Remember that pictures and video can often be more powerful than words. Keep your updates short, but you have more space than Twitter so feel free to use it accordingly. Don't feel the need to send status updates on a regular basis. A good rule for social media is only say something when you have something to say.



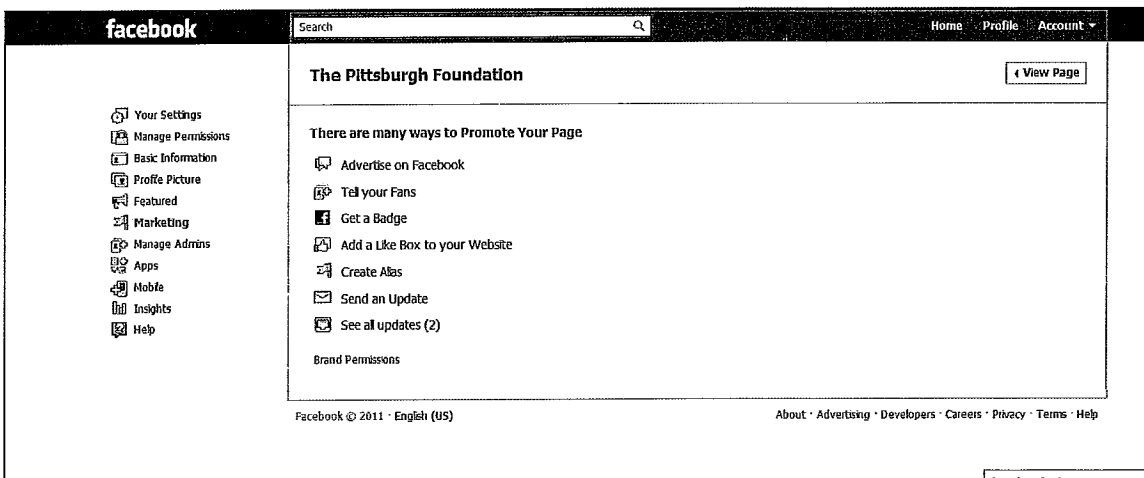
The Wall is where your status updates appear. Your fans can also write on your wall and/or comment on your posts. Remember if you post a status update or write on a wall it is public. Private information should be sent by Facebook's message features.

Status updates also show up in your fans own news feeds. This is why they are your main messaging tool.

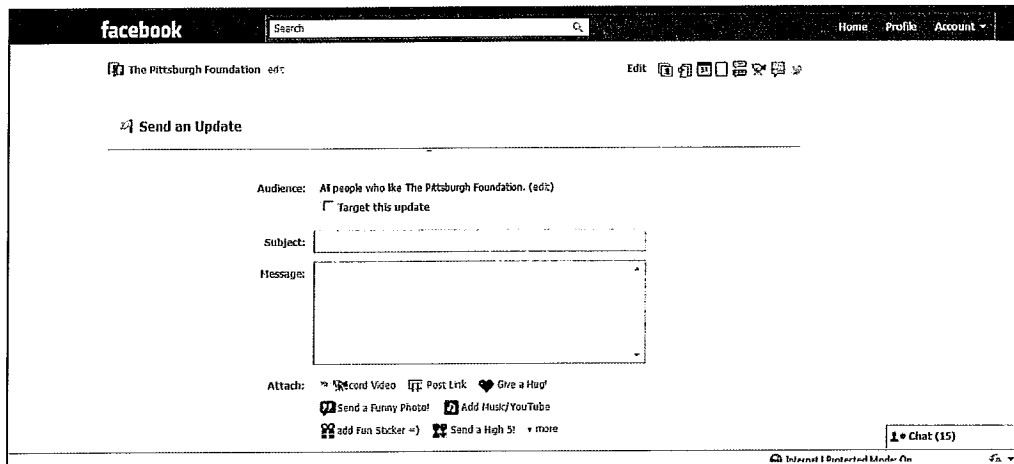


## Sending Messages

Messages are your second conversation tool. You have the ability to communicate through mass email to all of your fans through the 'send an update' function. You can access this by selecting 'edit info' as referred to earlier in this document. Next Click on Marketing tab.



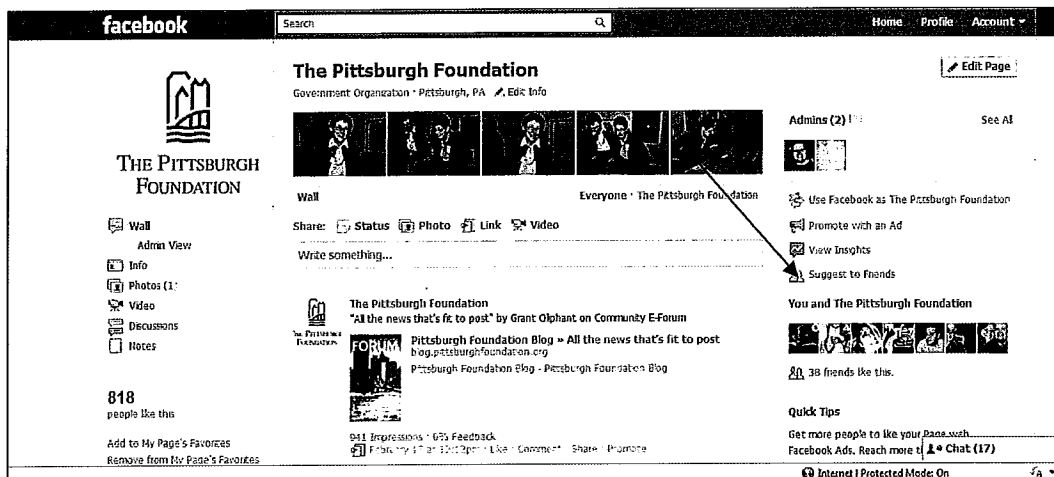
Then click 'Send an Update'. You can send photos, links, video and other items in addition to information. As with any email program, you want to only use this function when you have something to say and avoid over use.



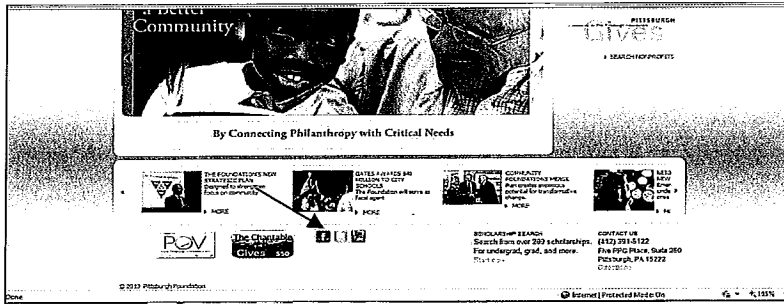
## Getting Fans

Facebook does not have any easy way of seeding your page with fans other than its paid advertising tool. The best way to get fans started is to promote your page through your traditional marketing tools. If you have a newsletter, use it to say 'hey we are on Facebook now', etc.

Your goal is to reach out to your brand enthusiasts. When a person "likes" your page it shows up in their news feeds and wall. This can get you more fans. They can also suggest to others to become a fan of your site. You can also do the same if you have a personal account by using it to make others aware of your organizations site. This is how your fan base will grow virally.



We also recommend linking to Facebook from your website.

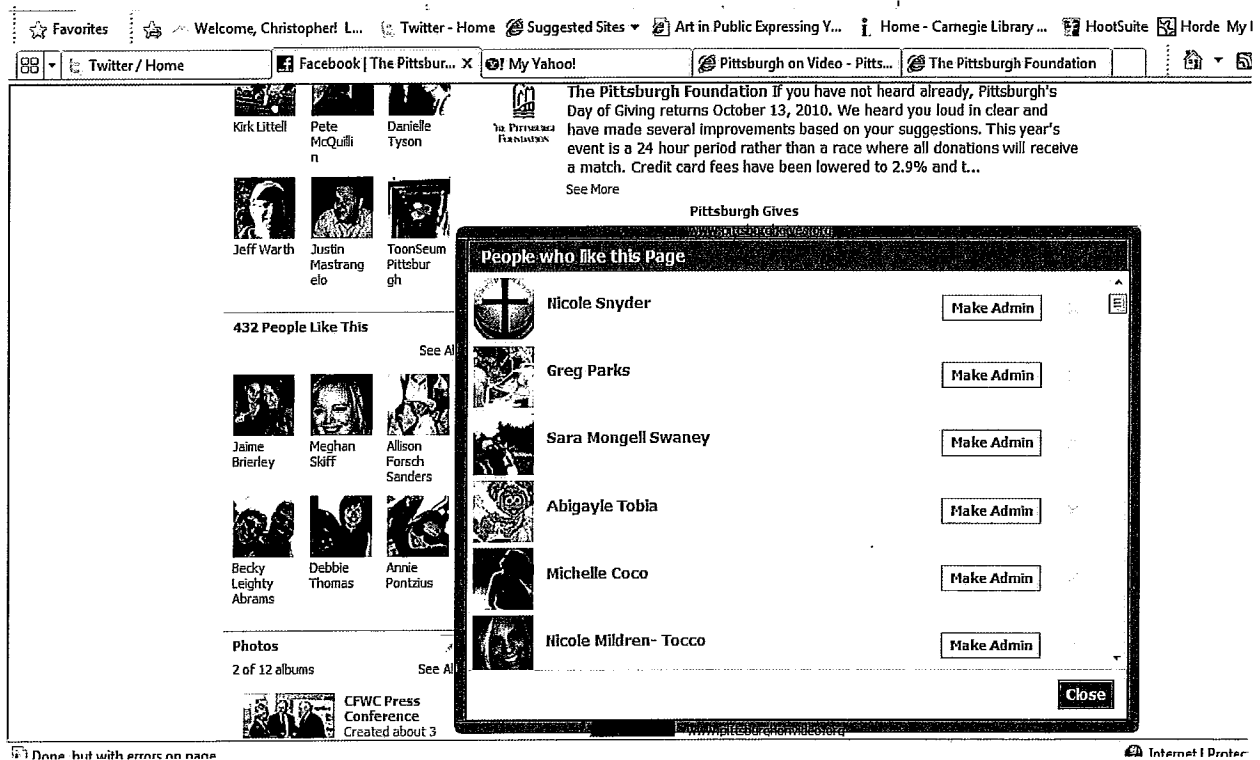


You can also get a like button for your website in the Marketing tab described earlier.

### Additional Admins

You can make any fan of your page an administrator of your page. Making them an admin gives them full access to make any changes to the page. Only give access to people you wish to update your page. Please note when you are an admin, anything you write on the page will come from the organization and not the person. Also be mindful of duplicate messages. I have seen two different admins send the same message and this can be annoying to your audience.

To make an admin, click admin view in the left hand column under your profile view. Scroll down and click see all fans under the number of fans your page has. Find the person you wish to make an admin and click make admin. You can always remove an admin by selecting the X.



## Facebook Causes

Facebook Causes is a fundraising application. It is free to join. You can create a campaign for your organization, recruit people to your campaign, and take donations. Most organizations do not have much success raising money from Causes. However, those that do create a specific campaign that is well defined as to how the money will be used. Access Causes at: <http://apps.facebook.com/causes/>

The screenshot shows the Facebook Causes application interface. At the top, there is a navigation bar with the 'causes' logo, 'Home', 'Find Causes', 'Your Causes', and 'Best Of' links. A search bar for 'Search Causes' is also present. Below the navigation bar, there are application icons and a 'Find your way back to Causes:' section with an 'Add Bookmark' button. The main content area is divided into several sections:

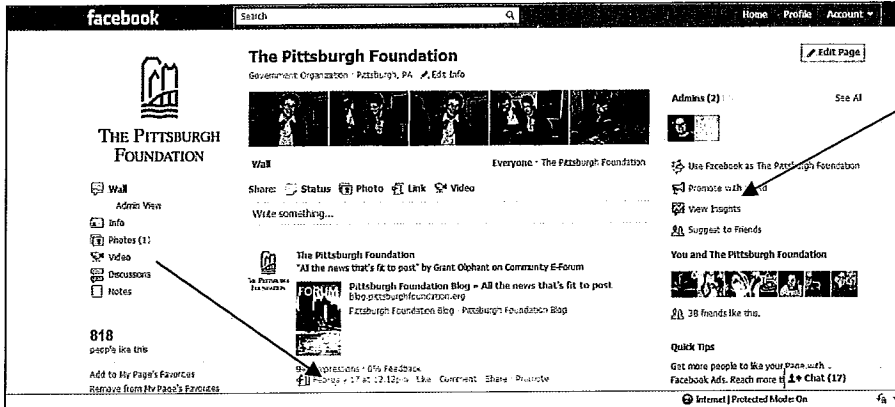
- Causes Home:** Includes a 'View Your Causes Profile' button.
- Featured Action:** Promotes the 'World Wildlife Fund' with a goal of earning \$2648.50. It includes a description: 'Can you take a few seconds to save polar bears, pandas, tigers, and other endangered species?' and a progress indicator for 'All Activities Completed'.
- Friend & Cause Activity:** Shows a recent activity by 'Christi Ritchie' who recruited 'Kimberly Hill King' to 'Turn Facebook Pink For 1 Week For Breast Cancer Awareness'.
- Statistics:** A sidebar on the right displays various metrics: 'ALL TIME 6 actions taken', 'Fundraising 0 donations' (0 made by you, 0 by friends), 'Recruiting 0 members' (0 causes supported, 0 friends recruited), 'Awareness 0 views' (0 links viewed), 'Advocacy 0 signatures' (0 petitions signed), and 'Karma 0 notes' (0 thanks and props sent/received).

The bottom right corner of the interface features an 'Intel' logo.

## Facebook Measurement

Facebook offers wealth of measurement tools for your page as part of their Insights tools. Don't be overly concerned with numbers; engagement is what you are after with social media. Engagement is how many people participate on your page by liking a post, commenting, adding their own posts, or following the links you access them to follow.

Insights will be displayed to you if you are an admin in the right hand column. You can also see the number of impressions a post gets under each post on your wall.



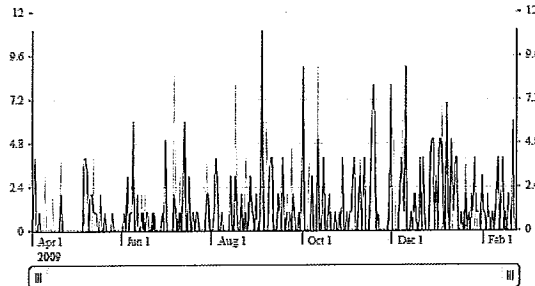
## Examples of demographic data:

### Fans Who Interact With Community Foundation of Sarasota County

Interactions Over Time [Learn more](#)

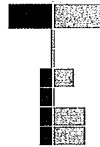
Choose a graph: **Interactions**

Total Interactions  Comments  Wall Posts  Likes



**13** Active Fans This Week [?]

Male Female



Top Countries

United States

[View All](#)

## **Storytelling Features of Facebook**

A common theme throughout this document is How to Tell Your Story Effectively. Facebook has many features to help with this task:

- Status Updates – Gets your messages out and allows feedback as well.
- Videos – You can post your videos directly to Facebook using the video tab or include them as a link in your status update.
- Photos – Upload your photos to Facebook and create albums to tell your story.
- Discussions – Start a topic and encourage others to share opinions that you can use in future stories.
- Events – Promote your events. Invite your fans. Encourage them to invite others. Share your photos or video afterward.
- Groups – Join groups that share interests or start a group on a specific topic to encourage discussions and to meet new people.
- Advocacy- Facebook has just scratched the surface on what it can do for advocacy. Tap in to personal networks to spread your cause. Use the features of Facebook Causes or install polling or petition signing applications.

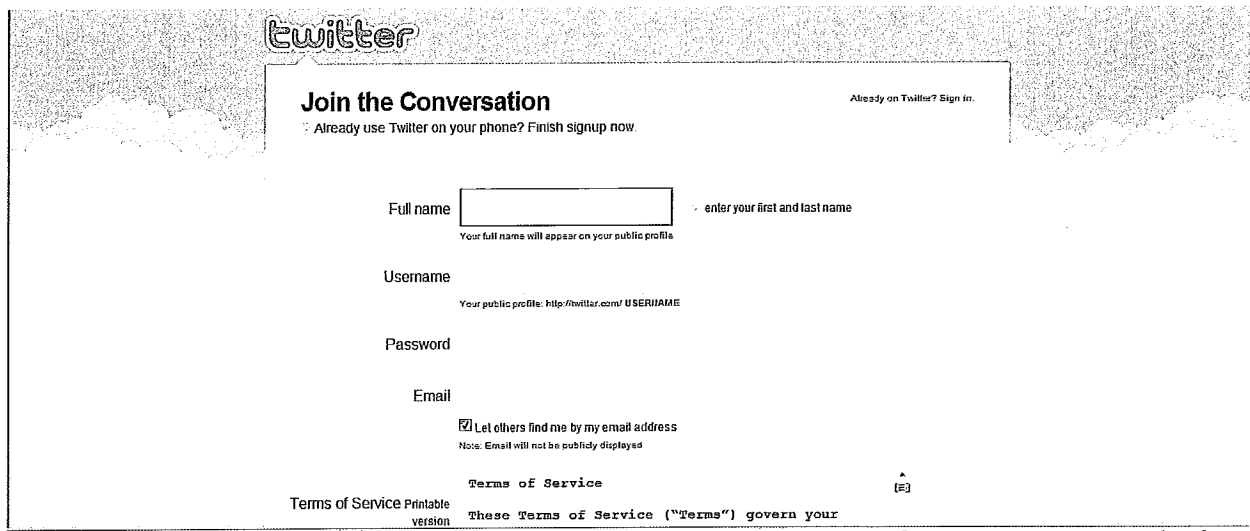
## Twitter

- There are 200 million registered users on Twitter
- 80% of Twitter usage is done from a mobile device; 16% of new users start using the service from a mobile device.
- Demographic sweet spot tends to be a tad older than Facebook and more professional
- 40% retention rate as compared to 70% for Facebook
- @PittsburghFdn

### Everything You Always Wanted to Know About Twitter

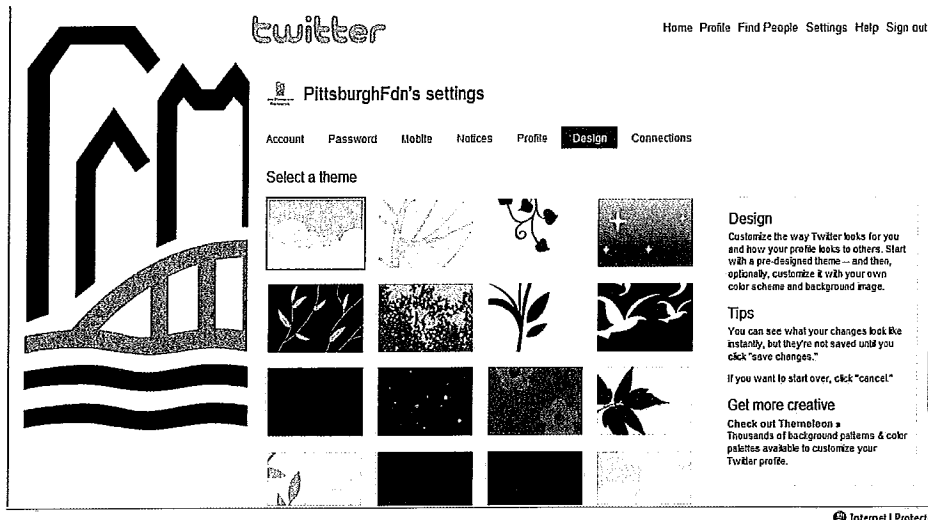
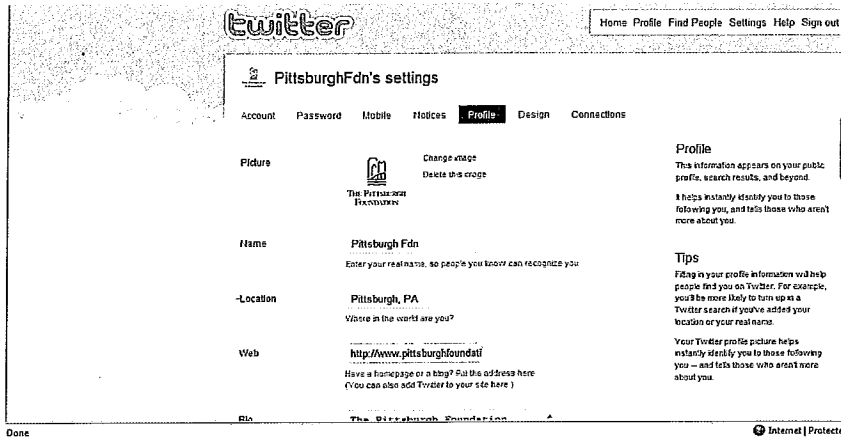
#### Getting Started:

To sign up for a Twitter account, go to <http://www.twitter.com>. Select 'sign up' and choose a user name and password.



The image shows a screenshot of the Twitter sign-up page. At the top left is the Twitter logo. The main heading is "Join the Conversation". To the right of this heading is a link: "Already on Twitter? Sign in." Below the heading is a checkbox: "Already use Twitter on your phone? Finish signup now." The form contains several input fields: "Full name" with a text box and a note "Your full name will appear on your public profile"; "Username" with a text box and a note "Your public profile: http://twitter.com/ USERNAME"; "Password" with a text box; and "Email" with a text box. Below the email field is a checkbox: "Let others find me by my email address" with a note "Note: Email will not be publicly displayed". At the bottom of the form are links for "Terms of Service" and "Printable version". A small "[E]" icon is visible on the right side of the form.

By filling in profile information, people will be able to find you easier on Twitter. On the top right-hand corner of your home page on Twitter is a tab called 'settings'. Under 'account', you can fill in your bio and location information. Under 'Picture', you can add a thumbnail photo or graphic. This thumbnail will show up next to your posts and on your profile (if you do not upload a photo, then Twitter will use a default). Under 'design', you can change the background on your profile page.



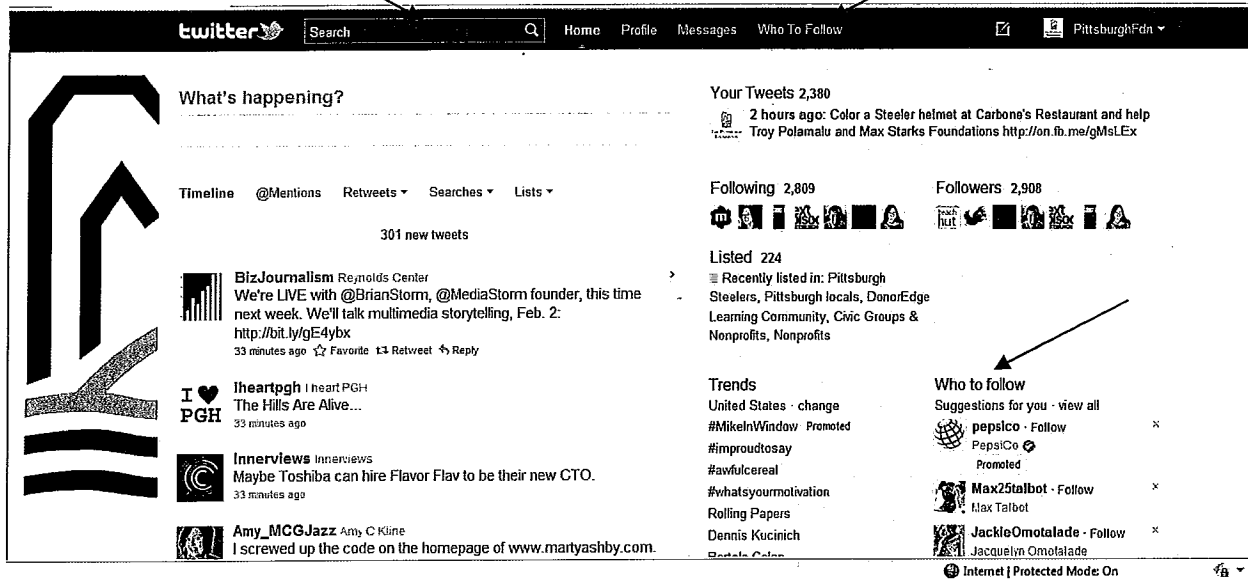
## To Follow and Be Followed:

On Twitter, you connect with people by what is termed 'following' them. Likewise, they connect with you by following you.

There are several ways to find people that you may be interested in following:

**Who To Follow** gives you suggestions that Twitter may think you are interested in based on who you follow or who follows you as well as how you search

- If you want to follow the person, then click on their profile and click 'follow' under the name. Whenever they post, it will now show up on your home page scroll for you to read. The person will also be notified that you are following them, so they can return follow you.



The **Search Box** is a keyword search. By typing a keyword such as 'Pittsburgh' in the box, you can see the most recent tweets that have mentioned Pittsburgh. Twitter does not store these tweets for long so you may just get the last few tweets.

- If you are interested in philanthropy, then type it into the box at the top. Twitter will return all recent tweets that use that word or phrase. If you find someone of interest and want to follow, then click on their Twitter id to go to their profile and follow instructions in bullet 1 under 'Find People'.
- On your home page, you will notice that the people you follow might mention another user id in their post (ex. @PittsburghFdn). If you would also like to follow this person, then click on their Twitter id displayed in that post to go to their profile and follow instructions in bullet 1.
- You can also save a search on Twitter. Simple search for the keyword of interest then select save search. Twitter will store this search which helps when you want to monitor keywords on a regular basis.

### What's a hashtag?

- A hashtag is a key word on Twitter. The # is called a hashtag in Twitter. You can find people to follow using the hashtag. You can also perform topic search via a hashtag.
- A hash tag is also used to make finding specific topics easier. To make a hashtag: type your search word with the # sign connected to the beginning of the word like this: #Keyword. This will automatically place a hotlink to search for that term.



**edgellbrothers** RSVP HERE --> <http://schmap.it/cocu4z> Edgell Brothers Duo #pittsburgh <-- PLEASE RT

4 minutes ago via schmap.it

- On Friday's you will notice a lot of posts that say #followfriday or #FF. On Fridays, Twitter users utilize this hashtag to list a number of Twitter ids that they suggest you follow. This is a way of introducing their community to other interesting people and interesting people into your community. If you see someone in the list that you would like to follow, click on the Twitter id to go to their profile and follow the instructions in the bullet under the Find People explanation.
- Hashtags can also be used to join a live chat on Twitter. A live chat is a discussion that takes place at a specific time. Typically the discussion moderator will ask a question and then you can respond and discuss with others by using the hashtag designated for the chat. This is also useful for finding followers and people to follow.
- The hashtag for Day of Giving is #PDOG.

Note: Proper etiquette on Twitter suggests that if someone follows you that you in turn should return the favor and follow them. It is always a good idea to check out the profile first though. If the person has no bio info or location, very few updates and/or just lists a web address, then it is likely a scammer and you should not follow. Also, if the person is not of interest you then you need not follow back.

### Sharing:

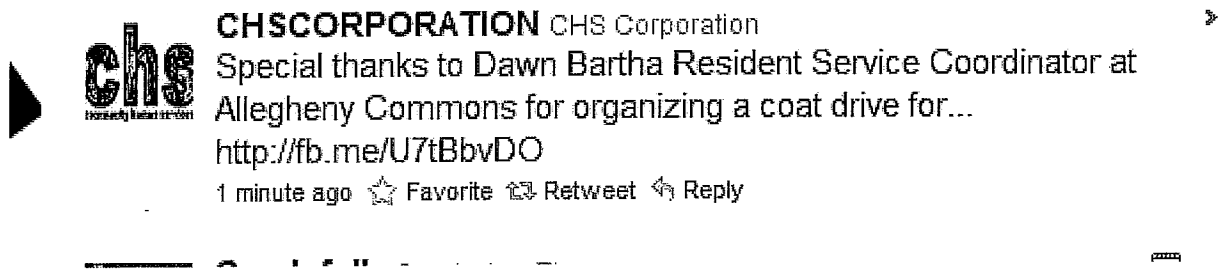
Sharing is what Twitter is about. There are many ways to be involved in sharing including:

Writing - Twitter gives you 147 characters including spaces to answer the question - What are you doing right now? So, what should you say? Well, anything. However, if you just post comments such as I am eating dinner, washing my hair, or rearranging my sock drawer, then you will likely not have anyone interested in following you. Twitter is like any discipline of writing, just shorter. You need to find interesting topics and your own style in posts.

Linking – You can add a url to a post to link to website or specific page. When adding a url, be sure to use the full url (ex. <http://www.pittsburghfoundation.org>). You will notice some funny urls in post (ex. <http://bit.ly/gD3dk>). These are called short urls, and they exist so that you can fit a url into a Twitter post.

Re Tweeting – If someone posts something that you would like to share with your followers, then you can tweet it again using the re tweet function. To re tweet: simply copy the post from that person and paste it into your share box. Add the letters RT in front of it and make sure you have the person's Twitter id. (ex. RT @PittsburghFdn Good Morning).

You can also select the retweet button in the lower right hand corner of a post.



@ Replies – An @ reply is a direct reply to a person post. Everyone that is following you and that person will see your @ reply. To perform an @ reply, click on the arrow in the bottom right hand corner of the post. Twitter will automatically put the persons Twitter id in your share box and you can type in your reply and click share.

Direct Messages – A direct message goes to a person on Twitter and will not be seen by anyone else but them. To ‘direct message’ a person, go to the persons profile and click ‘message’ in the right hand column. This will bring up a box that you can type your message and send. Note: you still will only have 147 characters to use in the message.

Favorite – The favorite button is very similar to the ‘Like’ button on Facebook. You can favorite a tweet if you find it particularly interesting.

### Using Twitter on a Mobile Device

There are many applications that you can download specific to the mobile device to make using Twitter easier on those devices.

You can also utilize your mobile device to live tweet directly from an event or conference. Be sure to assign a hashtag and let other know in advance what it is. This will allow people to follow the event from wherever they may be.

### Tips and Tricks:

- Don't post anything that you would not want the entire world to see.
- Avoid stock thank you messages:

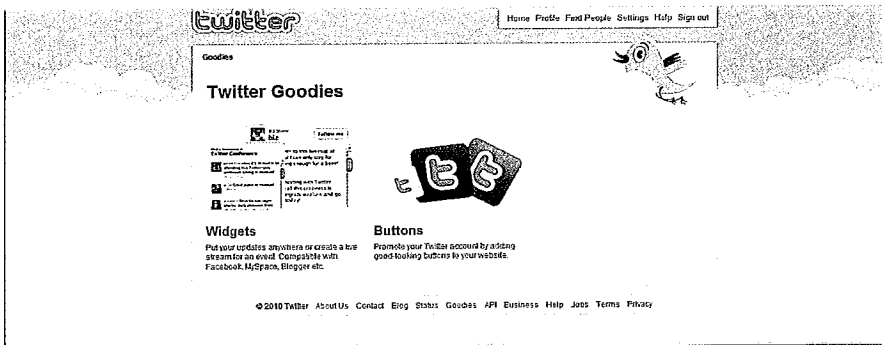
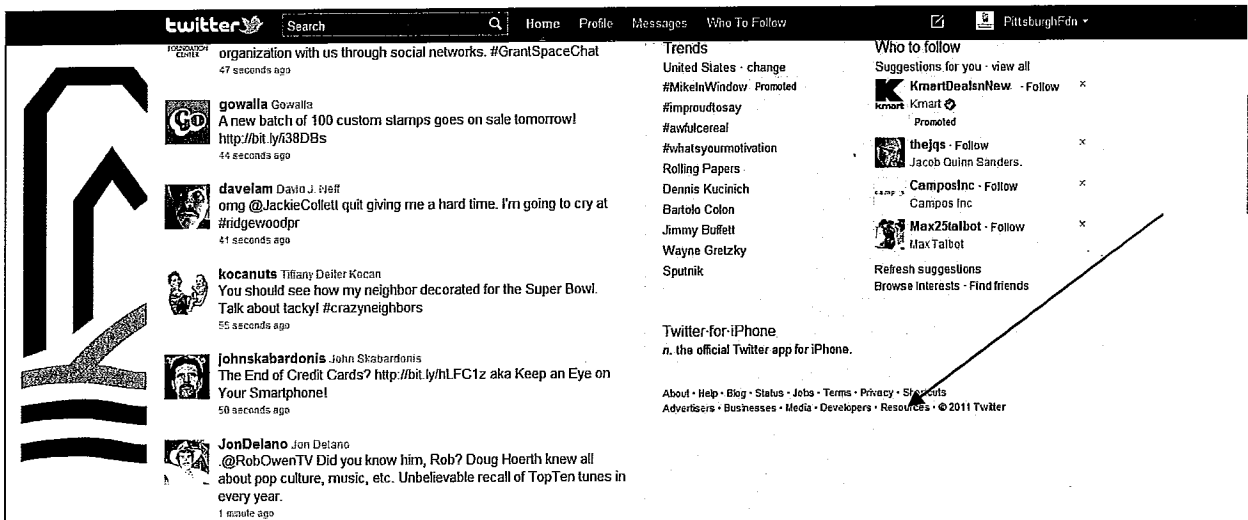
Thanks for following @xxxxxxx! Become a fan on Facebook to get the inside scoop on who we are and what we do: [www.facebook.com/xxxxxx](http://www.facebook.com/xxxxxx)

*What's wrong?: Why did I follow you on Twitter if you are suggesting that you have better information on Facebook? If I like you on Facebook will I get the same content twice? Though some people will belong two both communities, treat each community (Facebook and Twitter) with respect.*

- Shorten your URLs (If not using TweetDeck or other program, TinyURL.com will shorten to 26 characters)

- TweetDeck is a useful and free application. It will allow you to post without being logged in to Twitter as well as shorten urls for posts and manage key topics. You can download right from Twitter- click on 'Applications' at the bottom of your home page. You will also need to download Adobe Air which is also free.
- There are several options for using Twitter on your mobile phone. You can research the best application for your specific device.

A list of applications and other tools for Twitter are available by clicking the 'Resources' link in the bottom tool bar of the right hand column.



## Other Twitter Features

The simplest way to find any of these tools is by using Google to search their name.

TwitPic will allow you to post photo easily into your post.

TwitCause is the Cause application for Twitter

We Follow is a directory that will help you get more followers by listing you under appropriate keywords.

Twollars is the charity program developed for Twitter, but it has not caught on as of yet.

### Twitter Measurement

Again, do not be obsessed by the number of followers you have. The most important thing is engagement. Engagement can be demonstrated on Twitter by interactions such as retweets and @ replies. You can also measure how many people follow a link or perform an action that you requested.



**Michael\_B** RT @PittsburghFdn: Help us get the word out to kids that they can change Pittsburgh. Encourage them to share ideas at <http://bit.ly/822ttE>

11:42 AM Jan 6th from web



**nataliarudiak** RT @PittsburghFdn: Help us get the word out to kids that they can change Pittsburgh. Encourage them to share ideas at <http://bit.ly/822ttE>

11:23 AM Jan 6th from UberTwitter



**MVInitiative** RT @PittsburghFdn: Voices of Youth is back and better! Starting Jan. 6 2010. Make change happen in Pittsburgh <http://pghvoicesofyouth.com/>

4:47 PM Jan 5th from TweetDeck



**PopCityPgh** RT @PittsburghFdn: Voices of Youth 2 launches Jan. 6. How will you make change? Watch how these youth will <http://bit.ly/7oupVS>

2:30 PM Jan 5th from TweetDeck

## Online Videos

### The rise of online video

U.S. Internet users viewed nearly 34 billion online videos in May 2010.

Google sites (including YouTube.com) received, by far, the most online video views with 14.6 billion videos viewed. That's a 43.1% market share! The next closest site was Hulu.com with 1.2 billion videos viewed or a 3.5% market share. That's a huge gap between the market leader and everyone else!

Nearly 183 million people viewed online videos.

The average number of videos viewed per person was 186.

For YouTube alone, 144.1 million viewers watched 14.6 billion videos for an average of 101.2 videos per person.

The average online video viewed was 4.3 minutes.

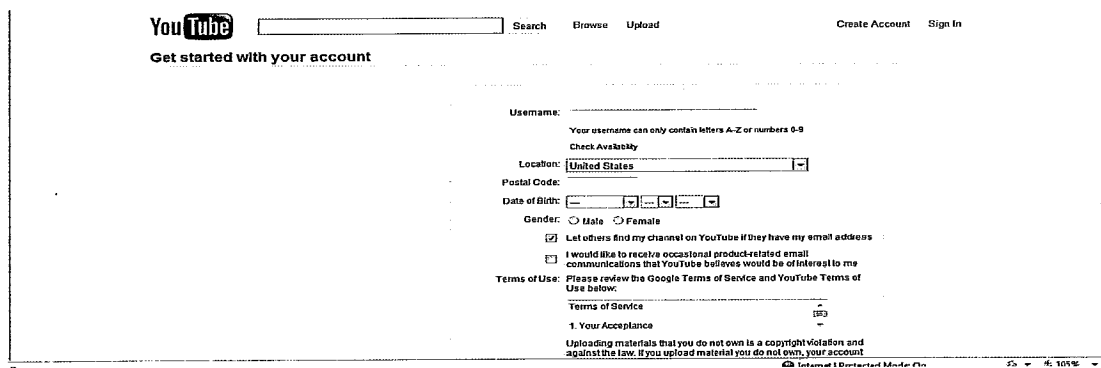
84.8% of the U.S. Internet audience viewed online video in May 2010

### Popular Video Sharing Sites

- YouTube <http://www.youtube.com>
- Vimeo <http://www.vimeo.com>
- BlipTV <http://www.blip.tv/>
- Pittsburgh on Video <http://www.pittsburghonvideo.org>

### Getting Started on YouTube

To create an account for YouTube select 'create an account' in the upper right hand corner.

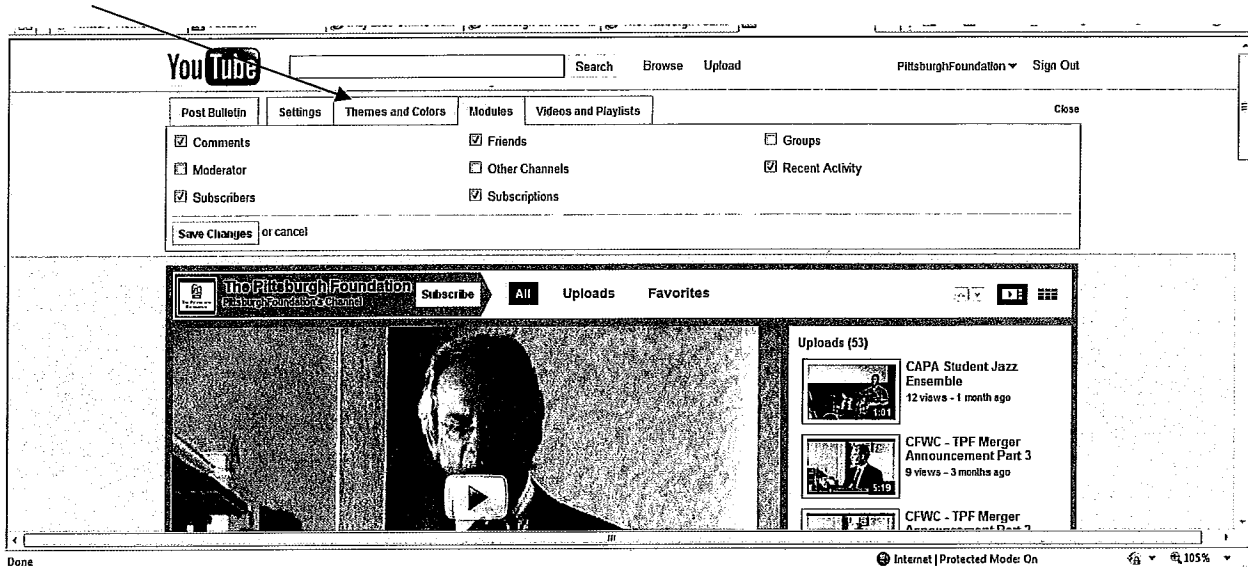


The screenshot shows the YouTube account creation interface. At the top left is the YouTube logo. To its right is a search bar and navigation links for 'Browse' and 'Upload'. In the top right corner, there are links for 'Create Account' and 'Sign In'. Below the logo, the text 'Get started with your account' is displayed. The main form area contains the following fields and options:

- Username:** A text input field with a note: 'Your username can only contain letters A-Z or numbers 0-9' and a 'Check Availability' button.
- Location:** A dropdown menu currently set to 'United States'.
- Postal Code:** A text input field.
- Date of Birth:** A date selection widget.
- Gender:** Radio buttons for 'Male' and 'Female'.
- Let others find my channel on YouTube if they have my email address
- I would like to receive occasional product-related email communications that YouTube believes would be of interest to me
- Terms of Use:** A link to 'Please review the Google Terms of Service and YouTube Terms of Use below.'
- Terms of Service:** A link to '1 Your Acceptance'.
- Disclaimer:** A note at the bottom: 'Uploading materials that you do not own is a copyright violation and against the law. If you upload material you do not own, your account'.

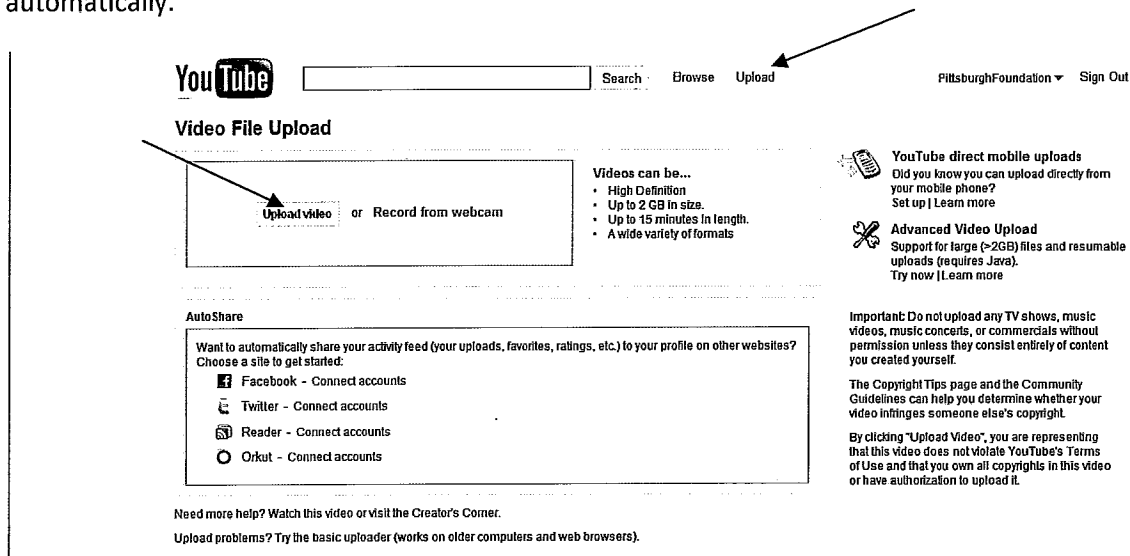
At the bottom of the page, there is a small footer with the text 'Internet Explorer' and a percentage '100%'.

Once you have confirmed your account, you can edit the info on your channel. To access your channel click your name in the upper right hand corner and select 'my channel'. Using the buttons on the top of your page just below the search box, you can change your settings, add your information, select your background colors, the modules you wish to display and organize your videos. You can make changes to this at any time.



## Uploading Video

To Upload a video click the 'upload' button on the top menu bar. Then click on 'upload a video'. This will open a browser box. Browse to the video you wish to upload and select the file. Upload will start automatically.



As your video is uploading, you can enter the title, add a description, add tags, and select a category. Tags are very important, as they are the method for finding video. Create tags based on the content in

your video. An example would be environment, water, quality, Allegheny River, Pittsburgh, etc. Once your info is in place, click 'save changes' and wait for your video to finish processing.

### Video File Upload

**Video\_8\_VID00678\_v2.mp4** (5.11MB)

Upload progress:  20% [cancel](#)

About 1 min. remaining...

Preview:

---

**Video information and privacy settings** [✕](#)

Title:

Description:

Tags:

Category:

Privacy:  Public (anyone can search for and view - recommended)

Unlisted (anyone with the link can view) [Learn more](#)

Private (only specific YouTube users can view)

**YouTube direct mobile uploads**  
Did you know you can upload directly from your mobile phone?  
[Set up](#) | [Learn more](#)

**Advanced Video Upload**  
Support for large (>2GB) files and resumable uploads (requires Java).  
[Try now](#) | [Learn more](#)

**Important:** Do not upload any TV shows, music videos, music concerts, or commercials without permission unless they consist entirely of content you created yourself.


The Copyright Tips page and the Community Guidelines can help you determine whether your video infringes someone else's copyright.

By clicking "Upload Video", you are representing that this video does not violate YouTube's Terms of Use and that you own all copyrights in this video or have authorization to upload it.

Once your video is 100% complete, click your name at the top left hand corner and select 'my videos'. Underneath the video you loaded, you will see an edit button. If you click this, you can add additional information such as date and location as well as selecting a thumbnail and comment setting. We recommend using the comments with the 'approval only' setting, which allows you to moderate comments. To moderate comments, click your name in the upper left hand corner and select my inbox.

We also recommend using the public setting for videos and embed features as this will allow you to add this video to PittsburghGives and Pittsburgh on Video.

**Video Thumbnail**



Choose a video still from above to represent your video in search results and other displays. You can choose a different still image by clicking on it. Note: it can take up to 6 hours for your image to be updated.

**Broadcasting and Sharing Options**

**Privacy**

Public (anyone can search for and view - recommended)

Unlisted (anyone with the link can view) [Learn more](#)

Private (only specific YouTube users can view)

**Comments**

Allow comments automatically

Allow friends' comments automatically, all others with approval only

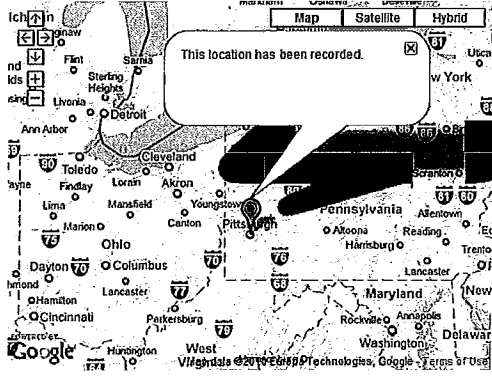
Allow all comments with approval only

Don't allow comments

**Map Location**

15222

Altitude (in ft)



## Comments

Comments are a way for you to get noticed. Participating on YouTube by watching videos and commenting on them, you will gain more exposure for your own videos. Comments by others on your videos will also help them become more popular.

The screenshot shows a YouTube video player interface. At the top, the video title is "PittsburghFoundation August 03, 2005 Excerpts from Children's Festival Chorus of Pittsburgh April 2009 North Hills...". It has 1,027 views. Below the video player, there are several comments:

- joeyahool1** (8 months ago): "I am proud to say that I was a part of that esteemed organization for four years. I must credit Dr. Jordanoff, Mrs. Goldsmith, Mrs. Johnson-Jaworski for their outstanding artistic ability and leadership and genuine caring for the students. Also to Vahan Sargysian (Sony I can't spell) and Kristin Berthom for their keyboard skills, and Karen Jane Elliott and Carly Noel Black for chorus managing abilities. We all benefited immensely from this group. They are outstanding here!!!!"
- Wickedlover008** (11 months ago): "yaaaayy its meel"
- 1212Turtle1212** (3 months ago): "I just wanted to wish Mrs. Goldsmith a very happy retirement. Without you, I wouldn't be where I am now"

On the right side, there is a list of related videos:

- Children's Festival Choir - Little Town of Beth... (142 views)
- Children's Festival Chorus Sings the National A... (168 views)
- Festival of children's chorus Demo of the firs... (5,162 views)
- Dancing Song (Táncnóta) By Zoltán Kodály - Salt... (12,691 views)
- KODÁLY Zoltán: Táncnóta / Dancing Song (17,689 views)
- Children's World Chorus (69 views)
- Penn Hills High School Ensemble - Christmas 200... (253 views)

## Subscription Features

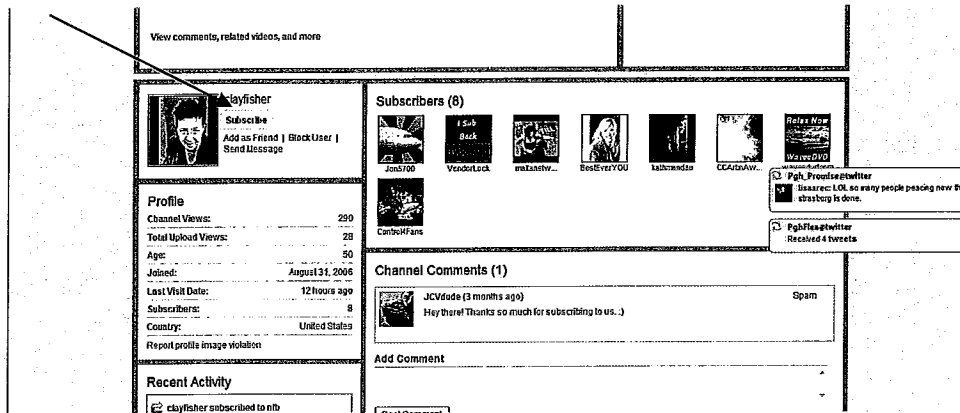
Subscriptions are another way to share on YouTube. You can subscribe to anyone's channel and they can also subscribe to yours. When you are subscribed, you will get an update when new videos are added to that channel.

The screenshot shows a YouTube channel page with three main sections:

- Subscriptions (27)**: A list of channels the user is subscribed to, including TOONSTUH, River..., Brewyt..., Camegl..., AvonFou..., and pitstu... (with a "see all" link).
- Subscribers (22)**: A list of channels that have subscribed to the user, including izaher, pitburg..., HISTORYBU..., raquetv..., gorja, RMUnewsTube, meripako, Rauterkus, ILindberg49, pghbetka, MANUFACTU..., Getaville..., and clayfisher (with a "see all" link).
- Friends (15)**: A list of channels the user is friends with, including universalv, abodsfor..., MANUFACTU..., LutheraS..., FriendsRL, electric..., HISTORYBU..., toonstuh, Brewytflw..., MANPRORA..., kratu, AddisonB..., DegreeImpact, and morningcoach (with a "see all" link).

At the top of the page, there is a video player showing a video by Germaine Williams, Program Officer at The Pittsburgh Foundation, with a description: "Germaine Williams, Program Officer at The Pittsburgh Foundation, recently convened a panel of Pittsburgh-based independent artists to discuss how L... more".

To subscribe, go to a channel page and click the subscribe button.



## Adding your video to Pittsburgh on Video

With the growth of on-line commercial video sites such as YouTube and Hulu, the Foundation recognized that local journalism could reach more people by embracing online video. However, infrastructure did not exist to connect local video producers to a local audience. The large video sites were unable to meet the needs of a local community, so the Foundation partnered with Miro to build Pittsburgh on Video.

Miro is a free and open-source desktop video player designed to encourage decentralization of video hosting. The Miro project is part of the Participatory Culture Foundation, a nonprofit organization based in Worcester, MA. The project is funded by The Knight Foundation, a national organization devoted to the improvement and sustainability of local journalism.

Pittsburgh on Video, [www.pittsburghonvideo.org](http://www.pittsburghonvideo.org), is a member of the Miro Community, and is an open-source, community-based video hub that connects local creators of video to the local viewers. With this new hub and the relationships that it forms, a vibrant local community of video can flourish.

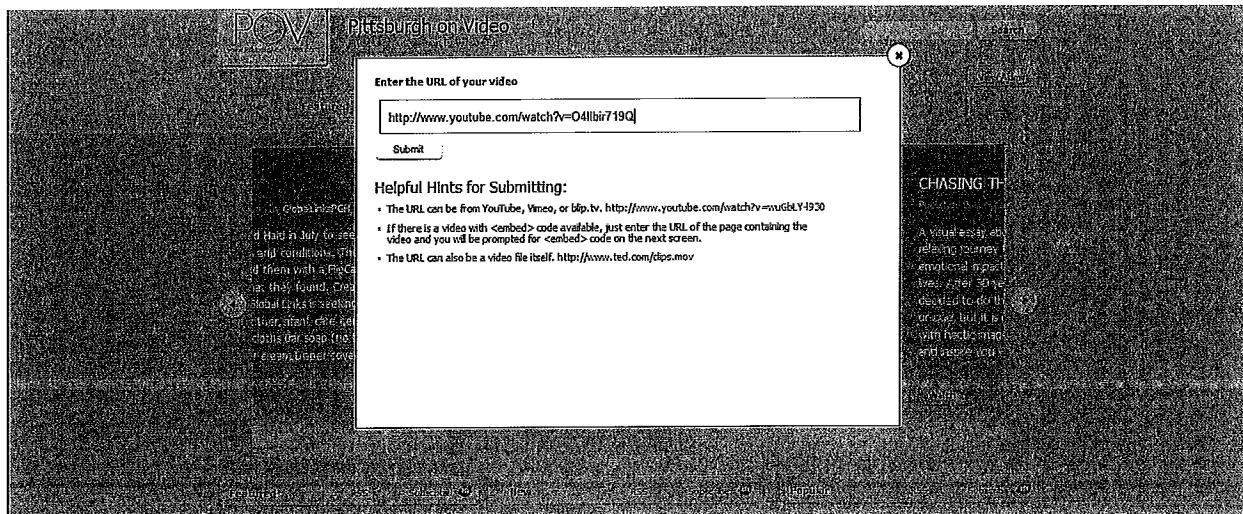
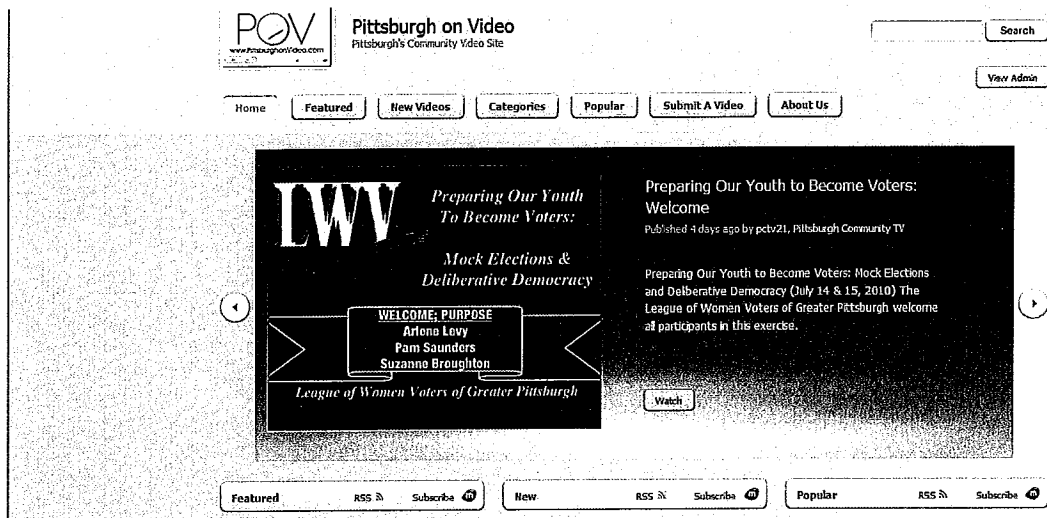
The site is moderated for content by The Pittsburgh Foundation ensuring high quality community-based videos are made available. Videos can be submitted by any member of the community for inclusion on the site via popular video hosting sites such as YouTube, Vimeo or BlipTV as well as by direct upload on the Pittsburgh on Video site. Submission instructions are available on this site.

Pittsburgh on Video features many advantages over large commercial sites including:

- The removal of advertising from videos.

- The restoration of video quality by removing compression standards employed by commercial sites to return video to native format.
- It's easy to search and find videos of interest with titles, images and tags
- Videos are also categorized in most popular and featured videos areas
- The ability to download the free Miro player software, allowing favorite videos to be delivered via RSS feed directly to viewer's desktop.

To submit a video, click 'submit a video' on the upper menu bar. Paste the URL for your video from any video sharing site and click submit. It is that simple.



## Video Tips and Tricks

- Be personal – personal stories are the most viewed videos. Make your story personal by showing the impact your organization makes. Interview those involved and let them tell your story by telling theirs.
- Tell don't talk – If you simply talk about your organization and give facts, your audience will tune you out. Make sure you present facts as part of a story.
- Photos can be video too – Don't have video? Your photos can be made into a video with or without a voice over.
- Are you spending too much? – You don't have to produce a slick, expensive video for online video. A FlipCam is an inexpensive, yet powerful storytelling tool.

"A hero is someone who has given his or her life to something bigger than oneself. "

Joseph Campbell

Based on this definition, there are a lot of heroes in Pittsburgh and I bet some of them are connected with your organization.

## Telling Stories

Some advice on digital storytelling from Ira Glass of This American Life:

In storytelling there are two basic building blocks, says Ira Glass:

**(1) The anecdote**, a sequence of actions, a story in its purest form, one thing following from another (rather than just disjointed "facts").

(1a) Raise questions. Provide the "bait." The anecdote should raise a question right from the beginning. Implied in any question that you raise, however, is that you are going to answer it. Constantly raise questions and answer them. The shape of the story is that you are throwing out questions and answering them along the way.

**(2) The moment of reflection.** What is the key point? What does this all mean? It is not just a series of facts/events. Many people get the first part, they tell an interesting sequence of events, but in the end it fails because it doesn't say anything new, it did not have meaning. And sometimes people have the reflection part and the question is clear in their mind, but they fail to put it in a sequence that compels people to follow and engage.

## **Using the FlipCam**

If you have or plan to use the FlipCam, this document will help you get started with using your camera and recording your films.

### **How to use the camera**

To turn on the camera, slide the gray button to the right of the LCD screen down. You will see a Flip welcome message on the screen.

#### **Camera Controls:**

To **record**, press the red circle in the center. You will see a counter in the top left of the LCD screen. This will keep track of the time of your recording. To conclude recording, press the red button a second time.

To **zoom**, use the + and – buttons at the top and bottom of the red button. This will zoom the camera in and out. You can zoom the camera, before you start recording. This will minimize any abrupt movement on the camera during recording.

To **play** a recording, press the play button at the left of the camera. You can rewind or fast forward by using the < and > to the left and right side of the red button.

To **delete** a file on the camera, select the file and press the trash can button at the right of the camera.

### **Filmmaking with the Flip**

Here are some helpful suggestions when recording your stories:

- Try to avoid abrupt movements with the camera as these will cause your film to be difficult to watch
- Hold the Flip at the bottom of the camera with your thumb on one side and your fist on the other. By placing your other hand in a cupping motion around the front of the camera and over your other hand, you will gain increased stability.
- The Flip has a standard tripod input on the bottom of the camera and can be used with any tripod for steadier camera operation
- Keep your stories between 3 and 5 minutes. If you have a longer story, we suggest you tell it in 3 to 5 minute segments.
- You do not need to film the entire story at once. The Flip Camera comes with simple editing software as described below.
- The Flip Camera can hold 60 minutes worth of recordings. You will need to save your files to the computer and erase the files on the computer to continue recording.

## **Saving Your Films to the Computer**

### **Connecting the Camera to the Computer:**

The Flip Camera connects to the computer via a USB port. Release the connected USB by sliding the orange button on the left of the camera down. The USB will pop open. Turn the camera upside down and insert it into a free USB port on your computer.

First time connection:

Upon connecting your camera for the first time, the computer will “find new hardware” and will install the FlipShare software. FlipShare will give you simple editing tools for use with your Flip Camera.

Subsequent Connections:

Once FlipShare has been installed, it will start automatically each time you connect the camera.

### **Using FlipShare**

To view films currently on your camera, click the camcorder selection in the left hand menu bar. This will bring up all files on the camera in the right hand box. From here you can play the selections and save the selections. To play, click the > button under the film. To save, click the file once and select save to computer on the bottom menu bar. FlipShare will automatically create a folder and save your video. You can access this folder from FlipShare in the left hand menu bar or from your MyVideos folder within MyDocuments on a PC.

### **Making a Flip Movie**

You can combine files to make a longer movie with FlipShare. Click Create a Movie from the bottom menu bar. Follow the instructions to add files.

You can also add a title screen, credits, and music to your movies. Follow the step by step screen instructions in the Create a Movie tab.

### **Sending Large Files**

Via YouSendIt – As the video files are very large, you may not be able to email. Instead, try the free service at [www.yousendit.com](http://www.yousendit.com). This will allow you to send the files to us without burdening the email system.

## 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](mailto: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](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](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.

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](mailto:whitlatchc@pghfdn.org).

The Foundation will launch Tell Me Pittsburgh, storytelling to create change in 2011. We will host live events and smaller community events. We invite you to come share stories with the community and generate ideas for change. More details will be available soon.

We will also announce a Blogging for Good week 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](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](http://larryblumenthal.wordpress.com/) – 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/>)

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

### **Finding Nonprofits and Foundations That Use Social Media**

- GlassPockets – 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 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 – 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 - 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 – Useful tips from Mashable (<http://mashable.com/2009/06/02/social-media-policy-musts/>)
- Creating A Social Media Policy For Your Nonprofit - 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 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 – The Nonprofit Technology Network published this in 2010, and it includes interesting findings about how nonprofits are using social media. (<http://www.nonprofitsocialnetworksurvey.com/>)











# THE CMO'S GUIDE TO THE SOCIAL LANDSCAPE

2010 IS THE YEAR CMOS WILL HEAVILY INVEST IN SOCIAL MEDIA. HERE'S A GUIDE TO HELP YOU UNDERSTAND HOW BEST TO LEVERAGE MAJOR SOCIAL MEDIA SITES.

**GOOD!**

**OK.**

**BAD!**

WEBSITE	CUSTOMER COMMUNICATION	BRAND EXPOSURE	TRAFFIC TO YOUR SITE	SEO
 <p>A microblogging site that enables users to send 'tweets', or messages of 140 characters or less</p>	<p>Use keyword search monitoring through a program such as Hootsuite, IwtiJump or Radan6 to track what people are saying about you and your competitors</p>	<p>Offers unique opportunities for Web site integration and to engage with customers. In a viral way, helping your company stand out from the masses.</p>	<p>Potential can be large, but promotion is an art form – promote your brand too heavily and turn off followers, yet don't promote enough and receive little attention.</p>	<p>Value to your site's SEO is limited, but tweets will rank high in search results – good for ranking your profile name and breaking news, though shortened URLs are of little benefit.</p>
 <p>A social networking site where users can add friend, send messages and build their own profile</p>	<p>Great for engaging people who like your brand, want to share their opinions, and participate in giveaways and contests</p>	<p>Facebook brand pages are great for brand exposure. Jump start your brand exposure through the ad platform, or hire a Facebook consultant to help you grow your brand presence.</p>	<p>Traffic is decent and on the rise thanks to share buttons and counters, but don't expect massive numbers of unique visitors to go to your site.</p>	<p>Little to no value, aside from blogs picking up and featuring your post or links. Network the time, expanders</p>
 <p>An image and video hosting website where community members can share and comment on media</p>	<p>Unnecessary to spend too much time on this, though properly tagged photosets of company events can help customers put a face on the team behind your brand.</p>	<p>Participation in industry-related groups might get your photos, and thus your brand, viewed by people with similar interests, but numbers will be small.</p>	<p>Even if you get tens of thousands of visits to a photo hyperlinked with your URL, did it drive sales or among the best around?</p>	<p>Heavily indexed in search engines, passing links and page ranks. Also helps images rank higher in Google Images and in building inbound links.</p>
 <p>A social networking site for business professionals</p>	<p>Not the primary focus, but customer engagement opportunities are possible by answering industry-related questions, establishing yourself as an expert in the field.</p>	<p>Effective for personal branding and demonstrating your organization's professional prowess. Encouraging employees to maintain complete profiles to strengthen your team's reputation is advisable.</p>	<p>Unlikely to drive any significant traffic to your site, though you never know who those few visits might be from – perhaps a potential client or customer</p>	<p>Very high page rank – almost guaranteed on the first page of search results – especially for your company name or individual employees' names, but that's about it.</p>
 <p>A video sharing website where users can share and upload new videos</p>	<p>Whether you seek to entertain, inform, or both, video is a powerful channel for quickly engaging your customers, responding to complaints, and demonstrating your social-media savvy.</p>	<p>One of the most powerful branding tools on the Web when you build your channel, promote via high-traffic sites, and brand your videos</p>	<p>Traffic goes to the videos. If the goal is to get traffic back to your site, then add a hyperlink in the video description, but don't expect traffic to correlate closely with video views.</p>	<p>Very good for building links back to your site because videos rank high. Also a tried-and-true way for your brand to gain exposure.</p>
 <p>A social news site where users can discover and share content</p>	<p>Not the site's primary strength, though occasionally an objective third-party writeup as a PR effort, perhaps to counteract bad press or customer sentiment, can be promoted.</p>	<p>Opportunities are huge, especially for promoting objective press/blog coverage of your brand. Make sure content doesn't read like an ad, or your site might be banned for being overly commercial.</p>	<p>The grandfather of traffic spikes, so become active in the community or find someone who is. If your site is corporate, then consider launching an industry blog on a noncommercial Web domain to establish yourself as a thought leader.</p>	<p>Very good because even if your story doesn't become popular, then your page will still be indexed quickly. If your story does become popular, this is likely the best site in terms of getting linked to by bloggers.</p>
 <p>A social news community where members discover and share webpages</p>	<p>Paid StumbleUpon traffic can be a very targeted method of communication, but whether you're reaching your existing customers is purely random and costly to determine</p>	<p>A paid campaign can be good for brand awareness, especially following efforts to get free, organic traffic to your home page. Targeting is very accurate, but keep in mind you're paying 5 cents per visit (\$50 CPM).</p>	<p>Enables a diverse range of people to discover your content and share links via the superlink shortener on Twitter. Tagging helps, but you don't want the same people repeatedly giving you a thumbs up.</p>	<p>Very good if your story makes it to the top page for its tag. StumbleUpon's large user base enables many people to find and link to your stories. For vanity name searches, profile pages rank well, too.</p>
 <p>A social news site where community members can vote on stories</p>	<p>Edited, moderated, and moderated, so this should be your primary focus.</p>	<p>Noncommercial sites are heavily favored by moderators, so business sites should always time to hit the uphill battle.</p>	<p>Get in the moderators' good graces, and you have a chance to hit absolutely massive numbers – but it's a long shot.</p>	<p>If you make the front page of Yahoo, then you will get a ton of backlinks, but chances are unlikely unless you are a large, established brand.</p>
 <p>A social news community where users post links to the site's home page</p>	<p>The community is fickle, and anything perceived as spam will be destroyed. However, look deep into the categorized "subreddits" to unearth small niche communities, and you could get valuable feedback.</p>	<p>Unless you're a big company, don't try to build your brand here. You'll get downvoted from this site without even realizing what happened.</p>	<p>If Reddit loves you, then traffic is often right up there with Digg and StumbleUpon. Be careful: Push too hard for votes from your friends and risk being banned, but don't push at all and you'll wind up with nothing.</p>	<p>Make the front page and many reputable sites will pick up your story, generating valuable backlinks and extending trust to your site.</p>
 <p>A social bookmarking site used for sharing and storing bookmarked pages</p>	<p>Site is intended for people to bookmark content. You can search with people aware of your brand name, but communication with them isn't consistent.</p>	<p>Not enough on one brand, so go all out to make it work. You won't unless you want to be known for providing reference content to other users.</p>	<p>Not as big as it used to be, but informative, massive reference places bookmarked for later use can net you a few thousand recurring monthly visitors.</p>	<p>Pretty much everything about the site helps. When your page is bookmarked, it's a direct link back to your site. When you're on the front page of the site, the big category tag pages are full of trust, which will pass directly to your URL.</p>