Children's Trust Fund
Protecting Michigan's Children

Social Media Outlets
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Social Media Outlets

➢ *Ratings are derived from eBizMBA Rank; which is an average of each websites Alexa Global Traffic & U.S. Traffic Rank.*

➢ *Michigan Children's Trust Fund does not endorse any particular social media outlet; the information contained in this document is shared only as a resource tool.*

I. Blogging / Information Sharing

A. Blogster

Components	Description
*Rating	**Not rated by eBizMBA*
Site Usage	85,579 users worldwide.
Strengths	*Function*- Enables users to share content with other users. Groups can focus on a certain topic of interest or around common interests. *Online Community*- Enable users to communicate their message, publish content, images, and video. *Online Collaborations*- Provides venue for sharing organizational expertise and networking. *Motivates the Audience*- This site enables blog conversation. *Size of Posts*- Posts does not have a specific size limit. *Number of Comments*- A post can have any number of comments. **Source: "Using Your Strengths to Become Better A Blogger".* http://www.blogussion.com/blogging-tips/become-better-blogger-strengths-weakness/
Limitations	*Accessibility*- This site is only available to "Blogster" members. *Maintaining*- Need adequate time and resources to keep site updated. *Limited Theme Customizations*- Users must select background themes from a pre-selected list. **Source: "Using Your Strengths to Become Better A Blogger".* http://www.blogussion.com/blogging-tips/become-better-blogger-strengths-weakness/
Costs	$0 for tool; Must consider labor hours needed to develop, build, and maintain.
Tech Requirements	Best browsers to use are: Internet Explorer 7 or 8
Access Readiness	Limited information is available to non-members; Anyone who visits blogster website can view a members post.

Tech Assistance	Online assistance available; No telephone assistance available.
Related Websites	http://gettingattention.org/articles/42/blogging/nonprofit-blog.html http://techpublic.com/article/10-ways-to-become-a-better-blogger/6120257 http://www.mynonprofitcorner.com/nonprofit-blog/
Commentary	*I have created my blog to share my thoughts and experience. I read many interesting information in various blogs created by people. And they were good examples for me to start.* *-Elisa* http://www.intuitive.com/blog/why_do_people_blog_how_many_bloggers_are_there.html
Local Councils Using Tool and How Used	No Local Council Use at This Time

B. Café Mom

Components	Description
*Rating	*Not rated by eBizMBA*
Site Usage	1,250,000 users worldwide.
Strengths	*Function*- Community where moms come together to get advice and support on topics like pregnancy, health, fashion, food, entertainment, and more. *Just for Moms*- The site has a powerful audience that makes most of the major household purchase decisions in the US. *Target Population*- Café Mom hasn't got the "crossover appeal" of a Facebook but there are 82 million US moms (of all ages) according to the Census Bureau. *Café Mom Resources*- The site offers a number of different resources to help mothers connect using question and answer forums, as well as, member-led interest groups. *Focus*- The site is a leading social networking site for moms. *Oversight*- The site can edit, delete content or members as per their policy guidelines. *Source: Greg Sterling "Could Café Mom Become Yahoo's Long Sought Social Network".* http://searchengineland.com/could-cafemom-become-yahoos-long-sought-social-network-48853 *Source: Michelle Mista "Café Mom Page Ideas".* http://www.ehow.com/about_5549231_cafemom-ideas.html
Limitations	*Just for Moms*- Must be a member and a mom to participate; Website

	states it's exclusively for mothers. *Café Mom Outreach*- The use is relatively small by social networking standards with a focus with one target population. *Security*- How is a "Mom" confirmed on the site. *Membership Limitations*- Only individuals can join, not organizations. **Source: Greg Sterling "Could Café Mom Become Yahoo's Long Sought Social Network".* http://searchengineland.com/could-cafemom-become-yahoos-long-sought-social-network-48853
Costs	$0 for join. Moms would need a computer and/or mobile phone with internet access. Must consider development and maintenance resources.
Tech Requirements	Best browsers to use are: Internet Explorer 8 and Firefox 3.5
Access Readiness	Some links are immediately available to the general public; Must be a member to interact with other members.
Tech Assistance	Online assistance available; No telephone assistance available.
Related Websites	http://thestir.cafemom.com/ http://www.childavenue.com/pages/family_corner_pages/family_corner.html http://www.childavenue.com/pages/family_corner_pages/printables.html
Commentary	*"I have been looking for this type of community since I started working from home about six months ago. I recently moved due to my husband's job and now commute back and forth to Texas once a month. I miss being in the office, so I will definitely take a look at Café Mom and even see if they have a group in Memphis. Thanks!"* *-Elizabeth* http://thattechchick.com/online-community-cafemom/ *NOTE: On the Café Mom Reviews website (http://www.viewpoints.com/cafemom-reviews?tab=reviews) the following number of negative views were logged: addicting (7), maybe too many groups to choose from (4), you won't get your housework done (3), site full of idiots (3), spend all day in at the site (2)
Local Councils Using Tool and How Used	No Local Council Use at This Time

C. Constant Contact

Components	Description
*Rating	*Not rated by eBizMBA
Site Usage	400,000 users worldwide.
Strengths	_Function_- An online email marketing service that allows businesses to stay connected to their customers via email, surveys and event marketing. _Management_- Manages and Maintains email contacts. _Creates Great Looking Emails_- Provides HTML templates making great looking emails easier. Templates are pre-formatted assisting the user to organize email content, including: fonts, colors, and placeholders for graphics and your program logo that are customized to create a look that matches your program website or brand. _Delivers Measurable Results_- Enables you to measure the response of each email by: reporting the response of each email, reporting the number of emails sent, opened, who opened, who clicked through, and which links they clicked on.
Limitations	_Money Costs_- Tool is free for 60 days before member is charged for service. _Customization_- Some users may find it difficult to customize both the opt-in forms for your website and the thank you pages without going very deeply into code and programming world. The average person will experience difficulty customizing the way the opt-in forms look. _Limited Features_- There are limited campaign reporting features. Inability to add meetings and/or special dates into a calendar.
Costs	Non-profit organizations prices are: $10.50/month for 0-500 email addresses-$105/month for 10,000-25,000 email addresses a year. In-kind social marketing resources could assist with training, managing and maintaining site.
Tech Requirements	Best browsers to use are: Internet Explorer 8 and Firefox 3.6.
Access Readiness	Website available immediately to Constant Contact members for 60 days.
Tech Assistance	Online assistance available; Contact phone number (800) 221-2705.
Related Websites	http://www.nonprofitsassistancefund.org/ http://www.constantcontact.com/industry/nonprofits.jsp http://nonprofitconversation.blogspot.com/2009/02/creating-newsletter-

	with-constant.html
Commentary	*"If you don't need perfect campaign reporting options, you should go with this service".* *http://email-marketing-service-review.toptenreviews.com/constant-contact-review.html*
Local Councils Using Tool and How Used	Genesee - Robert E. Weiss Advocacy Center for Children and Youth	We use it for newsletters, but we don't do a very good job right now, due to time constraints.
	Kent - Family Futures formerly Child and Family Resource Council	We use Constant Contact to invite the community to events and also to send out our newsletters. We use it to send out e-mail blasts to some of the participants in our programming.
	Oakland – CARE House of Oakland County	This is our e-blast method only developed through the local council's relationship with the GRIGG Co.

D. Slideshare

Components	Description
***Rating**	*Not rated by eBizMBA*
Site Usage	25,000,000 monthly visitors.
Strengths	*Function*- Enables users to share presentations, documents, and professional videos. *File Access*- Users have the ability to access their files where there is an Internet connection. *Collaboration*- Includes the ability to collaborate with others easily when authoring a presentation together and the ability to share slides without having to e-mail a large file to someone who may not have software. *Uploading Capability*-SlideShare allows the uploading of PDF, Open Office, and .ppt and .pps PowerPoint files and video sharing.
Limitations	*Internet Access*- Must have access to the internet. Sluggish connection speed; *Internet Connections*- Presentations with animation or sound effects may be lost after the online conversion. *Own Software Needed*- Users must first create their files using their own software such as PowerPoint or Keynote. Users will need to convert

Components	Description
	their presentations to PDF's before posting on SlideShare.
Costs	$0 for tool; Must consider labor hours needed to build and maintain.
Tech Requirements	Best browsers to use are: Internet Explorer and Firefox.
Access Readiness	Anyone can view presentations and documents on topics of interest.
Tech Assistance	Jane Hart (Jane.hart@c4lpt.co.uk)
Related Websites	http://www.zdnet.com/blog/forrester/slideshare-brings-another-collaboration-tool-to-the-crowded-web-conferencing-market/601 http://www.brighthub.com/office/entrepreneurs/articles/50276.aspx
Commentary	*"Slideshare gives you an easy way to share, publicize and get your presentations commented. It allows you and your readers to preview quickly even long presentations."* *Source: Giovanni Antico. Review of SlideShare& Embed in Word Press Tip. http://www.gantico.com/en/2007/11/slideshare-review/
Local Councils Using Tool and How Used	No Local Council Use at This Time

E. YouTube

Components	Description
*Rating	*Not rated by eBizMBA
Site Usage	One billion views per day worldwide.
Strengths	*Function*- A video-sharing website on which users can upload, share, and view videos. *Free*- YouTube's users create content for the site for free. *Increases Value*- Increases the services overall value without any additional work for the site users. *Popular*- Site is very popular with people who are looking to upload, share, and browse videos.
Limitations	*Lack of Control*- Site cannot control what types of videos are created and what quality. Once online, the product is public which means anyone can use it in any way s/he wants. *Video Length*-YouTube places time limits on videos which may affect quality.
Costs	$0 for tool; Must consider labor hours needed to build and maintain. (See related website below). Must consider development and maintenance.
Tech Requirements	Best browsers to use: Safari 4, Internet Explorer 8, OPERA 10, Firefox 3.5, and Chrome 3.
Access Readiness	YouTube is available to anyone with Internet access.
Tech Assistance	Online assistance available; Telephone assistance available 1-650-253-0000.
Related Websites	http://www.social-marketing.com/

	http://www.viralblog.com/research/youtube-statistics/ http://www.diosacommunications.com/youtubebestpractices.htm http://www.wildapricot.com/blogs/newsblog/archive/2008/04/12/nonprofits-on-video-using-youtube-to-promote-your-cause.aspx
Commentary	*"I love the idea of people being able to post videos to the web to share with people. Trying to e-mail them or have people download them is too problematic due to the large file sizes".* *-Dolor Ipsum* *There are still a large number of people (like me) that can't access this stuff as there is no broadband available.* *-Trudy W. Schuett* *Source: Mark Glaser. MEDIASHIFT "Your Guide to the Digital Media Revolution"* http://www.pbs.org/mediashift/2006/05/what-do-you-think-about-youtube-and-other-video-sharing-sites132.html#
Local Councils Using Tool and How Used	<table><tr><td>Kent - Family Futures formerly Child and Family Resource Council</td><td>We have a YouTube account and channel. We post video that we have done and other community videos that support our mission.</td></tr><tr><td>Oakland – CARE House of Oakland County</td><td>We have our own channel, CARE House of Oakland County Posting events</td></tr><tr><td>Oceana/Mason - André Bosse Center</td><td>Use in our Prevention Programs</td></tr><tr><td>Saginaw - CAN Council of Saginaw County</td><td>Have posted a few; created a few--could definitely do more.</td></tr></table>

II.   Meetings/Events

A. Eventbrite

Components	Description
*Rating	**Not rated by eBizMBA but they do list information about Eventbrite*
Site Usage	120,000 event organizers and have sold over 30.75 million tickets
Strengths	*Function-* Enables users to create their own customized event page, connect with social media, gain visibility into the attendees and sell

	tickets. The site also enables users to search for events of interest. *Scope-* The company is international. *Multiple Tool Features-* This includes *Tracking Links*, an ability to collect attendee data and export that data for future event use. There is an ability to find out who is seeking information for your event from other social media outlets. *Ease of Use-* Attendees have a very easy process to find information and purchase tickets. No need to create a *Pay Pal* account. *Free-* Users that host free events (no admission charge, nor fund raising) can create an event for free including tracking RSVPs, track attendees. There are no costs to post an event nor is there an activation cost. Eventbrite only makes money when tickets are sold. *Event Postings-* Can customize event posting, HTML and CSS.
Limitations	*Costs-* The company makes money from ticket sales. *Tech Support-* Currently there is not 24/7 tech assistance *Capacity-* Huge events (over 60,000) are challenges but the company is working to grow its capacity.
Costs	There is no charge for tech support. Monies are made only when tickets are sold, 2.5% of each ticket sold + $.99/ticket sold
Tech Requirements	Eventbrite works in all browsers, including IE (after IE-6), Firefox and Chrome . Users should have ability to access PDF tickets (Preview for Mac).
Access Readiness	Eventbrite is available to anyone with Internet access.
Tech Assistance	There is a daily Webinar educating public about the website. Video tutorials are available. There is M-F, 6am-6pm and Sat and Sun 9-5 currently but looking to change, 800-350-8850, ext 2. There is a help button on the website.
Related Websites	http://www.eventbrite.com/home/ www.Blog.eventbrite.com
Commentary	"Really impressed with @eventbrite. Amazingly powerful and intuitive software." "I love @eventbrite and their customer service team. by far the most helpful people I've had the pleasure of solving problems with!" *Source: http://www.eventbrite.com/testimonials ***BBB Rating for Eventbrite, Inc.**** *Based on BBB files, Eventbrite, Inc. has a BBB Rating of* $A+$ *on a* **scale** *from A+ to F.* *Factors that raised this business' rating include:* • *Length of time business has been operating.* • *Complaint volume filed with BBB for business of this size.* • *Response to 9 complaint(s) filed against business.* • *Resolution of complaint(s) filed against business.*

	• *BBB has sufficient background information on this business* *Better Business Bureau of San Francisco Bay Area*
Local Councils Using Tool and How Used	Kent - Family Futures formerly Child and Family Resource Council	We use it to invite people to our events.

B. Freeconferencecall.com

Components	Description
*Rating	N/A
Site Usage	Over 10,000,000 subscribers to free service
Strengths	*Functionality-* This site provides free, reservation-less conference calling. Once registered with only a name and email address an account is established. *Features-* The site provides a dedicated dial-in phone number and access code. The phone line is available at all times, with no need to schedule a meeting. The accounts also include free conference call recording. Call detail reports are available. *Security-* The company doesn't share email information with other companies. *Other Products-* The company also offers free screen sharing (a Webinar-like service). *Company Recognition-* The company holds a 2003 Webbie Award.
Limitations	There is a limit of 6 hour conference calls each (unlimited number) for 96 callers. Callers with fees for long distance calling will pay all long distance charges.
Costs	$0 cost for the use of the conference call line. Long distance phone line charges may apply. There are no other direct costs.
Tech Requirements	If using a free screen-sharing service then need to download software program to computer which is available free of charge.
Access Readiness	Available to use by anyone.
Tech Assistance	Customer service is 24/7, 877.482.5838. There is also tech support availability for complex issues when a trouble ticket is sent from customer service or from the online option.

Related Websites	http://www.freeconferencecall.com/index.asp
Commentary	According to Google there have been no true negative reviews. See below for comment: *"The technology, in the 18 teleconferences that I have scheduled and managed since I started using the service, has been absolutely flawless for both the Standard and the Premium service. Line quality is superb, and there have been no dropped calls or the odd noises and gaps that I have heard on other provider's services. I've used it for conferences ranging in length from a half hour to nearly two hours, with up to ten participants at a time, and it works like a charm.* Source: Roam Office Review: Freeconference.com by Kevin Christy
Local Councils Using Tool and How Used	Oakland – CARE House of Oakland County	Freeconferencecall.com Conference call FREEEE .	

C. Meeting Wizard

Components	Description
*Rating	N/A
Site Usage	Not available
Strengths	*Function* - Site is used to schedule and arrange meetings and events, and making announcements. It has the ability to collect meeting preferences and collate all the data/responses received into one location. Enables standardized information about an event assuring that details are accurately captured and shared uniformly amongst the applicable group. *Membership* – Information is not available due to privacy.
Limitations	*Capacity* – 1) There is no teleconference ability. 2) There is no ability to attach documents to meeting notices. 3) Users can't send "cc" notices about meetings at this time.
Costs	The services are free.
Tech Requirements	Computer internet access
Access Readiness	Meeting Wizard requires only that all users have access to e-mail and a browser.
Tech Assistance	There is an email address available to contact company which is based in

	Vancouver, B.C., Canada, info3@meetingwizard.com .
Related Websites	http://www.meetingwizard.com/mwiz/home/default.cfm http://www.masternewmedia.org/online-meeting-and-appointment-schedulers-comparative-guide/ (Comparative guide)
Commentary	None found

Local Councils Using Tool and How Used	Charlevoix/Emmett - Child Abuse Council of Charlevoix & Emmet Counties	We use MeetingWizard to plan conference planning sessions.	
	Kent - Family Futures formerly Child and Family Resource Council	Use it to organize meetings with partner agencies.	
	Midland - Safe & Sound Child Advocacy Center	Midland County has set up shared meetings	
	Ottawa - Pathways	We don't use it often, but just to schedule meetings sometimes.	
	Saginaw - CAN Council of Saginaw County	Staff sometimes coordinates meetings with Meeting Wizard.	

D. Meetup

Components	Description
*Rating	No. 10#
Site Usage	8,000,000 Estimated monthly visitors.
Strengths	*Function*- Helps groups of people with shared interests plan meetings and form offline clubs in local communities around the world. *Membership*- The number of members has been growing quickly. *"Don't Have to be Friends"*- It does not require any pre-existing social relationships for *meet ups* to occur. *Organization Recognition*- The site builds and promotes organizational connections around a particular interest or topic with like-minded entities. *Links to Others*- Provides networking in such a way that cuts across race, class, and local geography. *Costs for Meetings*- There are no need to incur travel related costs for meetings. *Skype*- Can use Skype along with Meetup. *No Limitations*- Host sets the time for meetings. There are no meeting

	duration. *"Count-Me-In"*- Meetings can be attended anywhere in the world, by clicking on the C*ount-Me-In* button on the Meetup website. *Translation*-Users can choose their language translation preferences. *Source: Thomas H. Sanders: John F. Kennedy School of Government; Harvard University. "E-associations? Using Technology to Connect Citizens: The Case of Meetup.com".* http://www.hks.harvard.edu/saguaro/pdfs/e-associations.pdf
Limitations	*Closed Ability to Organize Meetings*- Only hosts can organize a meeting. *Lack of Face-to-Face Connections*- There may be a case for interactions being more effective interactions. *Research*- A study conducted by Harvard University found Meetup users were by and large Caucasian. *Skype*- Costs are associated with using Skype including equipment, either built into the computer or external hardware purchases. *Time Zones*- Website does not address conflicts with time zones when attending a Meetup session from a different country. *Source: Thomas H. Sanders: John F. Kennedy School of Government; Harvard University. "E-associations? Using Technology to Connect Citizens: The Case of Meetup.com".* http://www.hks.harvard.edu/saguaro/pdfs/e-associations.pdf
Costs	No charge to create an account or join group. *Organizers are required to pay dues to host a Meetup on the site (Three plans available: $12/month for 6 months or single $72 charge, $15/month for 3 months or single $45 charge, $19/month for month-to-month billing option).* In-kind social marketing resources could assist with training, managing and maintaining site. (See related websites below). Must consider development and maintenance.
Tech Requirements	Best browsers to use are: Internet Explorer 8 and Firefox 3.5
Access Readiness	Website is available immediately for anyone to view or start a group.
Tech Assistance	Online assistance available; No telephone assistance available.
Related Websites	http://www.meetup.com/help/keyword/sponsor/ http://www.articlebase.com/information-technology-articles/meetup-an-unique-social-website-1527402.html http://www.k2seo.com/index.php/2010/some-tips-to-use-social-networking-sites-effectively/
Commentary	*"The main reason I dislike Meetup.com is because people RSVP "Yes" and don't show up. I've also had people RSVP "Yes" and with 10 guests or so and none showed up. This site (Meetup.com) is not too dependable for getting people to your events. Something needs to be done to assure good attendance"-*

	Comment Meetup Hate Website. http://amplicate.com/hate/meetup *"Love Meetup, have joined groups and am going out with one group soon! Thx for the tip!"* http://amplicate.com/love/meetup *"Excellent! This is a great tool. I'm sure it will be useful in obtaining sponsors who want to know how many hits your Meetup is getting also!"* -Jeff http://meetupblog.meetup.com/2010/01/track-your-meetup-group-with-google-analytics.html
Local Councils Using Tool and How Used	No Local Council Use at This Time

E. GoToWebinar

Components	Description
*Rating	N/A
Site Usage	Currently approximately 500,000 active *GotoWebinar* accounts
Strengths	*Functionality-* This tool provides users an ability to conduct an online live seminar or meeting, with screen presentations, audio and Q & A capabilities. Session number is unlimited. There are three levels of service, *GotoMeeting, GotoWebinar,* and *GotoTraining.* *Features-* Basic features include at the *GotoMeeting* level: - Includes license of GoToMeeting with HDFaces™ - Desktop or Application Sharing - Instantly Change Presenters - Share Keyboard and Mouse Control - One-Click Recording - Drawing Tools - Includes Audio Conferencing (via telephone and computer) At the *Go to Webinar level* features include audience management (invitations, registration, polls, surveys, others). At the highest service level, interactive training is available.

	Securtiy- The site is private and secure.
Limitations	Functionality- Recording a meeting on MAC system currently doesn't exist. Don't have universal support for all mobile devices. (Currently do have tech support for iPAD, iPHONE, and Droid devices.)
Costs	There is a 30 day free trial. Fees for services range from $49 per month for basic services to a starting fee of $149 per month for the highest level of services. Fees are dependent upon number of people served.
Tech Requirements	Users are required to download the Go To Meeting software, and Java is required. Additional information is available on support site.
Access Readiness	If a single user (one person runs a meeting only) or e-commerce an account set-up is completed through e-Portal. All other customers must call company to establish an account.
Tech Assistance	There is 24/7 tech support both online and an ability to speak to someone via phone, 800 263 6317.
Related Websites	http://www.gotomeeting.com/fec/ http://support.citrixonline.com/GoToMeeting/ http://webinar-services-review.toptenreviews.com/
Commentary	Top Ten Reviews rated Go to Webinar between good and excellent when comparing it to 9 other similar sites. The site further states: "The service's user-friendly interface and helpful tutorials will enable you to present memorable web-based seminars in very little time. While this application is easy to use, it doesn't offer as many features as other webinar providers that we reviewed do." (see above link for further review information)

Local Councils Using Tool and How Used	Jackson - Council for the Prevention of Child Abuse & Neglect of Jackson County	The Director uses for conferences.	
			The majority of Local Councils stated that the use of Webinar is other agency initiated.

III.   Networking

A. Facebook

Components	Description
*Rating	No. 1#
Site Usage	550,000,000 Estimated monthly visitors.

Strengths	*Function*- Users may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. *Branding*- Creates a unified presence across the internet by creating a Facebook profile that uses your company logo and biography. *Customer Engagement*- Great place for promoting to current consumers and enticing new ones to interact for your cause in a relatively quick amount of time. *Reputation Management*- Facebook is about real people, which means real opinions are stated. *Drives Web Traffic*- Facebook shows up very high in Google search results because of the sheer number of people searching for, and interacting with, the social networking site every day. *Research Competitors*- It's easy to view other nonprofit profiles to see who their clients are and how they engage clients with content. *Source: "Out-Smarts Marketing"* http://www.out-smarts.com/2010/12/17/how-facebook-can-benefit-your-business/#
Limitations	*Must be a Facebook Member*- Website only available to Facebook users. *Lack of Privacy*- There is privacy issues and risks that pictures will appear on web site. *Looking for "Friends" Who Share Your Cause*- Website cannot search the network for people who might be interested in our cause, issue, community, or event. *Choosing "Friends"*- Users cannot determine who is central to a network around a place or a cause, so we cannot tell who is most important to persuade or mobilize. *Making "Friends"*- Users cannot learn about networks that have formed to deal with issues or communities, unless we have "friend" relationships with members of these networks. *Source: Peter Levine "A Blog for Civic Renewal".* http://www.peterlevine.ws/mt/archives/2009/09/facebook-civic.html
Costs	$0 for tool; Must consider labor hours needed to build, maintain and technical assistance support. No live persons are available from Facebook for the tool. In-kind social marketing resources could assist with training, managing and maintaining site. (See related websites below). Must consider development and maintenance resources.
Tech Requirements	Best browsers to use are: Google Chrome, Apple, Safari, Mozilla Firefox, Opera Browser, Internet Explorer, Netscape, and Maxthon.
Access Readiness	Website available immediately once user a member of Facebook.
Tech Assistance	Online assistance available; No telephone assistance available.

Related Websites	http://www.insidefacebook.com, www.fundraising123.org http://www.coyotecommunications.com http://marketing.about.com	
Commentary	Catherine Martinez from Saginaw County CAN Council in Saginaw, Michigan noted that *"Saginaw has seen a significant increase of volunteers and revenue for the council since it began to use Facebook."*	
Local Councils Using Tool and How Used	Chippewa - Chippewa Council for Youth & Families	We have a Facebook page which posts our meeting time/date/location as well as upcoming events were are hosting or participating in.
	Kent - Family Futures formerly Child and Family Resource Council	We have a face book page for one of our programs- Encouraging Family Foundations.
	Oakland – CARE House of Oakland County	The Abuse and Neglect Council of Oakland County uses Facebook to communicate our Mission, to educate our community about the programs available at CARE House and their purpose for our community. Events that are put on by CARE House. Building friendships. "SEEDS of Hope Tours. Announcements.
	Ottawa - Pathways	Our umbrella organization uses Facebook and we use their Facebook to promote our activities and messages.
	Saginaw - CAN Council of Saginaw County	Our agency has a Facebook page where information is shared between the community and our agency.

B. LinkedIn

Components	Description

*Rating	No.4#
Site Usage	75,000,000 users worldwide.
Strengths	*Function*- Enables user to connect to their trusted contacts and helps users exchange knowledge, ideas, and opportunities with a broader network of professionals. *Keeping In Touch*- Enables users to connect with email contacts to exchange knowledge, ideas, and opportunities with a broader network of professionals. *The Price Is Right*- Most of LinkedIn services are free. *Events Finder*- Allows you to search for events you may be interested in attending. *Source: Maisha Walker.* The Internet Strategist. *"LinkedIn the 11 Most Powerful Features for Small Businesses".* http://www.inc.com/maisha-walker/2009/08/linkedin_the_11_most_useful_fe.html#
Limitations	*Members Only*- Only available to LinkedIn members. *LinkedIn Network Statistics*- Unable to calculate all connections in real-times. May also have fake profiles deleted or have fake profiles *"prowling"* site. *Requirements*- A significant database, network and server resources. *Information* – The information provided is only as accurate as the person entering the data. Data could be outdated and/or false. *Source: Neal Schaffer.* Windmill Networking. *"Social Media Strategy for Business and Professionals.* http://windmillnetworking.com/2010/04/19/linkedin-network-statistics-do-you-believe-them/#
Costs	$0 for tool; Must consider labor hours needed to develop, build, and maintain.
Tech Requirements	Best browsers to use are: Opera Firefox, Google Chrome, Safari, and Internet Explorer.
Access Readiness	Website available immediately to LinkedIn members.
Tech Assistance	Online assistance available; Contact phone number (650) 687-3600.
Related Websites	http://learn.linkedin.com/non-profits/ http://www.linkedin.com/answers/browse/non-profit/NNP
Commentary	Recruitment Services Manager with UnitedHealth Group reported that, *"LinkedIn has been a huge success and win for our recruiters. We've had numerous hires since we upgraded our users to LinkedIn Corporate Solutions. It's a great source for our recruiters to search for business professionals and network with others in the industry."* *-Lori*

	http://www.centernetworks.com/does-linkedin-actually-work	
Local Councils Using Tool and How Used	Jackson - Council for the Prevention of Child Abuse & Neglect of Jackson County	Director has a small network of colleagues.
	Midland - Safe & Sound Child Advocacy Center	Midland County links to other professionals/sharing concerns
	Saginaw - CAN Council of Saginaw County	Several council staff use LinkedIn. Used like Facebook but for more professional networking use.

C. Plaxo

Components	Description
*Rating	**Not rated by eBizMBA*
Site Usage	15,000,000 users worldwide.
Strengths	*Function*- An online address book and social networking service. *Plaxo As a "Personal Assistant"*- Ensures your personal address book contains contact information that is accurate and complete as possible. Without sharing any of its users' private information, Plaxo compares contact information from public sources with information in your address book. *People Are Transient*- Now more than ever, your contacts move around from company to company, city to city, and country to country. If you're connected on Plaxo, the service tracks those changes automatically for you. **Source-"Love to Know Everything, You Know-Social Networking"* http://socialnetworking.lovetoknow.com/Is_Plaxo_Safe
Limitations	*Closed Site*- Must be a member to participate. *Plaxo Demographic Tags*- Such as; political views. *Password Vulnerability for Plaxo*- Plaxo strongly discourages people

	from ever sharing their site passwords with anyone else, and also recommends making sure they are very difficult to guess (e.g. so nothing like "ILOVEYOU", but more like "k4jhfksw*"). *Source-"Love to Know Everything, You Know-Social Networking"* http://socialnetworking.lovetoknow.com/Is_Plaxo_Safe
Costs	Basic service is free. Premium service is for $5/month or 59.95 a year. Must consider labor hours needed to build and maintain. In-kind social marketing resources could assist with training, managing and maintaining site.
Tech Requirements	Best browser to use is: Firefox.
Access Readiness	Website available immediately to Plaxo members.
Tech Assistance	Online assistance available; Contact phone number (650) 254-5400.
Related Websites	http://en.wikipedia.org/wiki/Plaxo http://kylelacy.com/10-tips-to-maximize-plaxo/
Commentary	*"Plaxo has a startup culture inside a big company. People like to build products quickly that get used by lots of people."* *"Not a true startup, so no more promises of millions to be made when the company goes IPO or gets acquired."* *Anonymous – Mountain View, CA* http://www.glassdoor.com/Reviews/Plaxo-Reviews-E28383.htm
Local Councils Using Tool and How Used	No Local Council Use at This Time

D. Twitter

Components	Description
*Rating	No. 3#
Site Usage	75,000,000 Estimated monthly visitors.
Strengths	*Function*- Social networking and micro blogging service that allows you to ask and answer questions. *Free Platform*- Allows a voice to issues in the community. *Free Advertisement*- Promotes work from within and connects to a wider audience. *Monitoring*- Able to read about a variety of topics simultaneously. *Instant Feedback*- Users receive quick responses to audience questions. Fosters discussions. **Source: "Pamela's Grant Writing Blog"* *http://www.pamelasgrantwritingblog.com/349/6-benefits-of-using-twitter-for-nonprofit/*
Limitations	*Members' Only*- Website only available to Twitter users. *Spreading the Word*- The time a message is seen is mere seconds due

	to possible rapid conversational tweets. *"Followers"*- A large following takes time to build. *Confidentiality*- There is a lack of privacy, everyone sees all messages. *Character Limits*- Only able to write 140 characters at a time. *Source: "Brandon Prebynski Web Strategy Emerging Technology"* *http://prebynski.com/2008/12/how-to-beat-twitter-weaknesses/*
Costs	$0 for tool; Must consider labor hours needed to build, maintain and technical assistance support. None needed for tool; In-kind social marketing resources could assist with training, managing and maintaining site. (See related websites below). Must consider development and maintenance resources.
Tech Requirements	Best browsers to use are: Internet Explorer, Firefox, and Google Chrome.
Access Readiness	Website available immediately for anyone to view a post.
Tech Assistance	Online assistance available; No telephone assistance available.
Related Websites	http://www.slideshare.net http://nonprofitpeople.monster.com/training/articles/254-30-twitter-tips for-the-nonprofit-worker? Page=3
Commentary	*"For those that read this blog, would you mind if I close commenting on each update after 2-3 days? I'm using moderation because we were having a problem with spam comments. My thinking is that 2-3 days allows time to make to get your voice heard and then I don't have to dedicate as much time to moderating the spam that ensues".* *http://blog.twitter.com/2008/05/comments.html* *"Instead of having a meaningful conversation with one person, I can talk to thousands if not millions about nothing."* Jerry Seinfeld: Jay Leno Show, March 4, 2011

Local Councils Using Tool and How Used	Jackson - Council for the Prevention of Child Abuse & Neglect of Jackson County	Jackson, Volunteer Coordinator uses to connect with potential/current volunteers.	
	Kent - Family Futures formerly Child and Family Resource Council	Our Encouraging Family Foundations program has a Twitter Account.	

Oceana/Mason - André Bosse Center	Currently have a Twitter Account; Occasionally post.	
Saginaw - CAN Council of Saginaw County	Our agency has a Twitter account.	

IV. Other

A. Survey Monkey

Components	Description
*Rating	N/A
Site Usage	Not available
Strengths	*Functionality-* This online survey tool enables users to create surveys and analyze the data. *Features-* There is a free survey capability with limited features. Survey templates are available for the fee paid versions. The surveys have some customizable and/or set features, e.g. color schemes, company logo, multi-lingual, editing, preview page. Invitations to complete the survey can be sent. Tool is integrated with Facebook. Sign-up is very quick. Tutorials are available.
Limitations	*Features-* The free surveys don't have many features including the customized reporting capability. For analysis there is only the tabulation of results available at that level of service. The site uses pop-ups for full page data collection which can be a problem for some users. The free accounts only get 10 questions and up to 100 responses per survey.
Costs	There are several levels of service, Basic (free), Select ($17/mo.), Gold ($25/mo.) and Platinum ($65/mo.). There are resource costs related to setup, dissemination, monitoring and analysis of surveys.
Tech Requirements	There is no software to install. Users must have internet access.
Access Readiness	Must have web and email access.
Tech Assistance	For the Platinum account users there is phone tech support M-F from 7:30-4:30 PST. Other users must use the 24/7 email support. For the fee for service plans, an email response to a tech question is supposed to be answered within 2 hours.
Related Websites	http://www.surveymonkey.com/ http://www.zoomerang.com/

Commentary	*"Ease of use. I will ask someone to setup a survey for me and they can do it easily. It's easy to get your data and it's easy to analyze results."* – *Ellen Spara (Campbell Soup Co.)* *"We are a network of 62 chapters around the country. If we are trying to get input from chapters, staff and volunteers, we use SurveyMonkey surveys." - Betty Ross (NMSS)*	
Local Councils Using Tool and How Used	Genesee - Robert E. Weiss Advocacy Center for Children and Youth	We use it all the time! Surveys regarding fundraisers, assets, opinions, etc.
	Kent - Family Futures formerly Child and Family Resource Council	We use it to do satisfaction surveys for program participants, to do internally our employee satisfaction survey, and to gain info from our community partners.
	Ottawa - Pathways	We actually use Zoomerang (see link above) and have used it for evaluating our CAP Month activities.
	Saginaw - CAN Council of Saginaw County	For short evaluations on prevention programming; fundraising events, and response to others

B. Facebook Causes

Components	Description
*Rating	N/A
Site Usage	
Strengths	*Functionality-* A Facebook related application that works together with a company's Facebook page to help individuals and/or agencies communicate and raise awareness about issues important to them.

	Features- When someone creates a cause, there is an opportunity to describe the cause's name, its mission and primary positions. There is also a feature enabling donations to be collected. All donations are collected via *Network for Good.* *Site Layout-* *Causes* lists each cause equally so each specific cause has potential to reach out to more supporters. Signup is relatively easy.
Limitations	*Prerequisites-* Must have a Facebook account. *Features-* There is a tremendous amount of listings on the site, perhaps too many for people to have the patience to do a search.
Costs	There is $0 charge to use *Causes.* However, there are costs related to dedicating a resource to cultivate the relationships established for the cause. Also, if collecting funds through the site *Network for Good* will take a small percentage of funds collected.
Tech Requirements	Users must be able to access Facebook from their computer.
Access Readiness	Once a cause is registered the user may then begin to promote the agency. Only a 501c3 may fundraise.
Tech Assistance	Facebook addresses all questions via discussions on their Categories/Tech Support page. No phone number is available for assistance.
Related Websites	http://apps.facebook.com/causes/ http://www.facebook.com/causes http://exchange.causes.com/ http://forums.causes.com/ http://forums.causes.com/categories/faqs http://forums.causes.com/categories/causes-tech-support http://www1.networkforgood.org/
Commentary	Of 10,356 reviews the site has a score of 3.9 out of 5. Note a good number of those reviews aren't true reviews but rather commentary about a variety of subjects. *"Too many applications"* *"Causes are excellent it is so nice to get involved in causes you follow"* *"Great aspect of Facebook terrific way to meet people and interact for the common good"*
Local Councils Using Tool and How Used	Oceana/Mason - André Bosse Center Causes--Used to gain donations

Top 10 Most Popular Social Networking Websites, According to eBizMBA Rank
(As of January 2011)

1. **Facebook**-550,000,000 estimated monthly visitors.
2. **Myspace.com**-90,500,000 estimated monthly visitors.
3. **Twitter**-89,800,000 estimated monthly visitors.
4. **Linkedin**-50,000,000 estimated monthly visitors.
5. **Ning**-42,000,000 estimated monthly visitors.
6. **TAGGED**-30,000,000 estimated monthly visitors.
7. **Classmates.com**-29,000,000 estimated monthly visitors.
8. **Hi5**-27,000,000 estimated monthly visitors.
9. **Myyearbook**-12,000,000 estimated visitors.
10. **Meet up**-8,000,000 estimated visitors.