Social Network

Drupal & Joomla

A content management system (CMS) where your staff can access and edit the website and users can create accounts including blogs.

Is there a budget for support and development?

www.drupal.org
www.joomla.org

4 credits

Collaboration

Basecamp

Commercial online project and content management system for internal use. Helps organize your team.

Do you have the time to learn another new system?

www.basecamphq.com

2 credit

Media Content

Mashups

Use open source tools to combine content and data into meaningful resources or entertainment for your users.
How will you use this and what data or content would you like to combine?

maps.google.com
www.animoto.com
www.everyblock.com

2 credits

Media Content/Networking

Podcasting

Create audio documentaries of your projects and campaigns for your audiences. Users can subscribe through iTunes.

Do you have the resources to produce content consistently?

www.libsyn.com

2 credits

Communication Tools

Twitter

Is a blogging microformat that uses 140 characters or less. Can be updated using your phone or through the web. Good to keep people posted and can be syndicated.
Is your target audience familiar with using this tool?

www.twitter.com

2 credits

Online Broadcast

Other People's Blogs

Find other bloggers passionate about your cause and pitch them to write about your org or syndicate their feeds on your sites.

Are you willing to do the research and pitch these bloggers? Better use technorati.

www.technorati.com

2 credits

Online Broadcast

News & RSS Feeds

Capture other people's content using their RSS Feeds and aggregate (display) them on your website.

How will you choose your feeds?

www.feed.informer.com

2 credits

Communication Broadcast

Mobile Texting

Instantly text message your audience about urgent updates to their cellphones.

How will you collect and manage cellphone numbers?

www.group2call.com

3 credits

Collaboration

Exploration

Allow your staff and organization to explore and learn more about the social web.

Where will you start?

beth.typepad.com
www.netsquared.org

1 credit