

Using Social Media Tools for Advocacy Campaigns

Social media tools are creating great opportunities everywhere for social impact. If you're new to social media, we're talking about blogs, wikis and podcasts. Let's not forget Twitter, which you may be using on a personal level, but it has tremendous potential for non-profits if used correctly.

There are some excellent resources available from the U.S. based Monitor Institute which provide answers to a range of questions:

- What are the most commonly used social media tools?
- What can these social media tools be used for?
- What's a blog?
- What's a wiki?
- How should I begin to think about what types of tools to implement within my organization?

You may also want to check out the resources that show you how to use a cell phone and a laptop for powerful advocacy work. Your organization can use these every day tools to create a central communications hub for enabling mass text messaging.

For more information, visit the Monitor Institute's Working Wikily website at:

http://workingwikily.net/?page_id=159

If you'd like more information on a specific social media tool and how it can be used to further your organization's initiatives, contact Sibal Writing & Consulting at info@sibal.ca or 905-580-4433.