ONLINE COMMUNICATIONS RESOURCES

There exists a wealth of blogs and resources on best practices in social media and online communications. Below are some that we recommend for tips on blast emails, social media, blogging and more! If you have others you suggest, please post them in the League's Facebook New Media group to share with other League leaders and we'll make sure to update this resource.

Beth Kanter's Blog: How Nonprofits Can Use Social Media – Leading nonprofit communications expert, Beth Kanter, covers best tips for nonprofits on online fundraising, social media, content creation and more.

Bit.ly – A free link shortening tool that will shorten all URLs to 20 characters or less that provides you with stats on your tweets performance. It can connect directly to your Twitter account or third party applications.

Crowdbooster – A low cost option to track analytics for your Twitter and Facebook accounts, including mentions, retweets, new followers, etc. In addition, it can provide you with feedback and tips on how to better engage on these channels, including best times to post.

The Facebook Blog – Facebook's blog provides news and information to keep you up to speed on the site's changes and updates, including those that might affect your League's page materials. We also recommend their specific resources on Marketing and Non-Profits. Finally, if you want to talk with other League members about social media and online communications, don't forget to join our League of Women Voters New Media Facebook Group

Hootsuite – A social media dashboard that allows you to manage multiple Facebook and Twitter channels in one place, as well as monitor numerous hashtags and conversations. Hootsuite has its own link shortening domain – ow.ly. Hootsuite also runs a blog.

M+R Strategic Services Labs – This blog run by the communications consulting group, M+R Strategic Services, features tips for nonprofits to expand their online reach. M+R's annual Benchmarks study also provides invaluable insight into nonprofit industry standards for online fundraising, advocacy, and list building.

Network for Good – Network for Good's "Fundraising 123" blog provides tips to improve your online fundraising techniques, ranging from Facebook to email.

New Organizing Institute – NOI provides on- and offline trainings on building progressive campaigns. Its blog offers tips on organizing, digital strategy and data-driven decision making.

Salsa Labs – Salsa is a nonprofit management software. Its blog includes tips on online fundraising, communications, advocacy, social media and more. Grow Your Base, a project of Salsa, offers online courses, exams, worksheets and reading materials on best practices to grow your emails lists and supporters.

Social Driver – Social Driver is a digital innovation agency. Its blog features far-reaching examples of great online communications best practices.

Social Media Examiner – Social Media Examiner provides tips on best practices for driving traffic to your website and increasing online outreach through various social media tools.

Social Media Today – Social Media Today provides insight into new tools, platforms, companies and personalities that are revolutionizing the way we consume information.

Tweetdeck – Like Hootsuite, TweetDeck is a social media dashboard application to help manage your Twitter account, enabling you to schedule tweets and monitor multiple conversations and hashtags at once. LWVUS uses Tweetdeck and has connected our bit.ly account to Tweetdeck for streamlined results.

Twitter Blog – Like Facebook, Twitter also runs a blog that offers news and information about the platform. In addition they have specific blogs on media and nonprofits. Twitter also manages Tweetdeck and has a blog dedicated to that platform as well.