





An Introduction to Effective Social Media Integration



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[1] Global Voices Advocacy - Advocacy 2.0 Guide [02 - Cross-posting] - By Sami Ben Gharbia -

This guide offers us a brief introduction to how to use cross-posting for online advocacy campaign. It reviews different web 2.0 tools, showcasing successful examples where cross-posting has been used for advocacy. The guide also includes the pros and cons of the cross-posting technique.



A successful and effective online campaign engages a variety of strategies in order to, on the one hand, raise awareness and promote a message, and on the other hand, to maximize outreach and attract new supporters driving them to take action in favor of your cause.

Thanks to the incredible widespread availability of all kinds of content on the Internet, you can now increase the reach of your online campaign by automatically and instantly cross-posting your blog or website entries on different Web 2.0 services, such as macro and <u>micro blogging</u> services (<u>Twitter</u>, <u>Facebook</u>, <u>Myspace</u>, etc.). It is another fantastic way to build communication and connect to your audience, and it can have far-reaching impact on your campaign, particularly by getting the attention of people who have never visited your website.

The entries on your blog and website are not separate entities. They can now appear on countless web platforms simultaneously, grabbing the attention of new niche audiences and opening new channels of communication with groups beyond the circle of your most loyal supporters. Your blog or website may remain your primary medium of choice for content, but since only some readers will follow you on <u>Twitter</u> or are subscribed to your RSS feed, this broad dissemination approach, has the potential to engage more people in your cause and encourage them to share links, sign electronic petitions, send emails, and even make donations.



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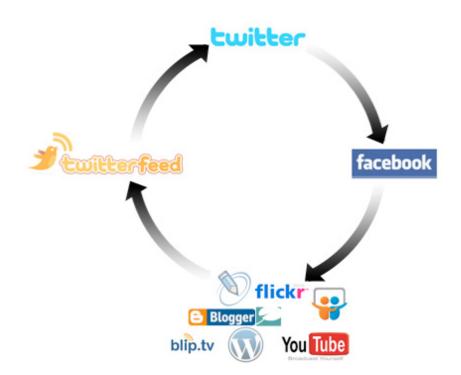


There are multiple benefits to this approach. The first is that you drive more visitors, and thus eventual supporters, to your own blog campaign. Also, it has the effect of lengthening the lifetime of your blog and website entries by generating a cycle of sharing and promotion that can be easily picked up by search engines like Google.





This e-campaigning tactic requires basic familiarity with an overwhelming number of software and web applications such as macro and <u>micro blogging</u> services, social bookmarking and social networking websites. You will need an account on each of these web services in order for them to interact with each other so your updates and links appear instantly and automatically as soon as they are posted. Furthermore, as illustrated in the image below, not only can you add your website and blog feed to your <u>Facebook</u> Notes but other kinds of feeds too, such as links to your Youtube videos, your Flickr images, your <u>slides</u> and podcasts.



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For this example, I'm supposing you already have a <u>Twitter</u> and a <u>Facebook</u> accounts (otherwise, proceed by creating them). What we are going to do first is to sign up for a <u>Twitterfeed</u> account and set up a new feed that will automatically relay any post that you publish on your blog or website to Twitter. To make it work, <u>you will need</u> an <u>OpenID</u> user account to actually sign up for the service (<u>create one now</u>, if you don't have one).

<u>Twitterfeed</u> posts as much of the title and the description that fits into Twitter's 140 character limit, together with a shortened link to your original post. It supports <u>TinyURL</u> and other alternative URL shortening services that take a long link and turn it into a short and clickable one. You also have option to add a prefix to your 'tweets', which is very helpful if you're planning to import more than one RSS feed into your Twitterfeed account. [Example of prefixes are: "New on my blog:", "My last video on Youtube:", "My last Flick image \rightarrow ", etc.].

	How to food your blog or wobsite to Twitter		
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0	Once you have logged into <u>Twitterfeed</u> , click on "Create new Twitter feed" button Oceate new twitter feed		
	On the next page enter your Twitter login details (username and password), then the RSS feed URL of your blog or website. Make sure to tick the "include item link" and the "Active" boxes.		
2	Create new twitter : feed		
	Username: your twitter username Password: your twitter password test twitter authentication		
	RSS Feed URL: http://your blog or website RSS feed URL test rss feed		
	Update frequency: Every hour [Update Frequency describes how often we check your feed for new posts. The very first time we check, we post the most recent entry only, and after that, any new entries since the last time we checked.]		
	Include title & description 🛟 Include item link (if unchecked, sends tweet without the link) Shorten link through TinyURL 🛟		
	Post new items based on pubDate 💠		
	Prefix each tweet with: (max. 20 characters)		
	Filter by keywords: [no filter]		
	Active (if unchecked, this twitterfeed will be inactive, and will not post to twitter)		
	Create Cancel		
③ Once set up, you can always manage your feed, set it inactive, or even delete it.			
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Update your Facebook Status via Twitter



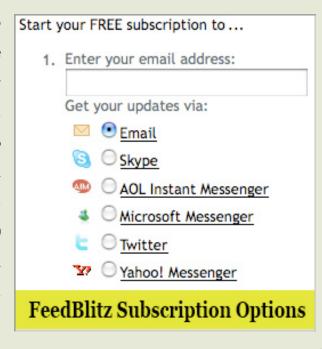
Now that your new blog posts are being displayed on Twitter, the next step is to activate the <u>Twitter Facebook application</u> that pipes your 'tweets' into your Facebook. Once you have added the Twitter application, enable the option that allows Twitter to automatically update your online status reporting on your Facebook profile. And in case you are using

MySpace, <u>Twitter Sync</u> allows you to sync your mood status with Twitter.



FeedBlitz takes it a step further by automating email and IM delivery

While Twitter updates your Facebook Status, <u>FeedBlitz</u> (a web 2.0 <u>Feedburner</u> partner service, that helps you optimize the distribution of your content) takes it a step further by automating email and instant messaging (IM) delivery, sending your action alerts and latest updates automatically to Twitter, <u>Skype</u>, <u>AOL Instant Messenger</u>, <u>MSN Messenger</u> and <u>Yahoo! Messenger</u>. Even if the RSS feeds are very popular, many people still prefer email newsletters. The use of web 2.0 services, such as <u>Feedburner</u> or <u>FeedBlitz</u>, that automate email newsletter publication, delivery and subscription processes, help you to reach your subscribers with great ease.



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Some arguments against the use of the cross-posting

The (r)Ecolution of Media		
HOME SUBSCRIBE ABOUT ARCHIVES ADVERTISE	C RSS FEED	
Web 2.0 Inefficiency: Crossposting On Twitter, Facebook, Google Reader, Etc.	SUBSCRIBE Receive a free daily email newsletter with new Publishing 2.0 publishin	
by South Karp	Enter your email (Subscribe)	
Q 30 conversion 1 1 Line	RSS Feed	
	Get RSS reader	

Most of the arguments made <u>against the cross-</u> <u>posting</u> technique are correct. Turning the linking aspect of <u>Twitter</u>, <u>Plurk</u> and other micro-blogging services into a form of publishing platform for your campaign might be conceived, by your friends, followers and subscribers, as spam and redundant. They can get annoyed to come across the same updates or posts on your blog, Twitter, <u>Facebook</u>, RSS readers, etc.

However, appropriate and intelligent use of the technique will deliver significant results through the process of Internet sharing. Exploring innovative

and appropriate ways of using this tactic can help improve your overall effective strategy to keep in touch with your audience while reducing the redundancy. And keep in mind that like all other tactics, this one can either add value to your e-campaign or decrease it, depending on how well you use it.

A good example on how to use the cross-posting technique

Some <u>digital activists</u> from countries with widespread Internet censorship use this tactic to automatically keep their audience updated about new "mirrors" to their blocked/censored website and blogs. So, instead of spending time sending emails and filling their subscribers' mailboxes with email updates, applications like <u>Facebook</u>, Twitter are doing the job of displaying the new URLs to their website, bypassing censors and getting the message out.





Please check out our other 2.0 guides for Advocacy



<u>Geo-bombing</u> is one of the techniques that can be employed to enable more effective dissemination of your YouTube videos campaign through Google mapping applications like Google Maps and Google Earth. Now you can watch your geotagged videos inside Google Earth and Google Maps. Any geo-tagged YouTube video will show up when the Youtube layer of Google Earth/Maps is turned on [read more...]





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