



Leveraging Technology To Make Organizational Connections

Presented by Debra Askanase



communityorganizer2.0

About the presenter



Social media & digital engagement strategy with mission-driven orgs since 2009

First job? Meals on Wheels Volunteer Coordinator in Dekalb, GA

Digital Engagement Strategist

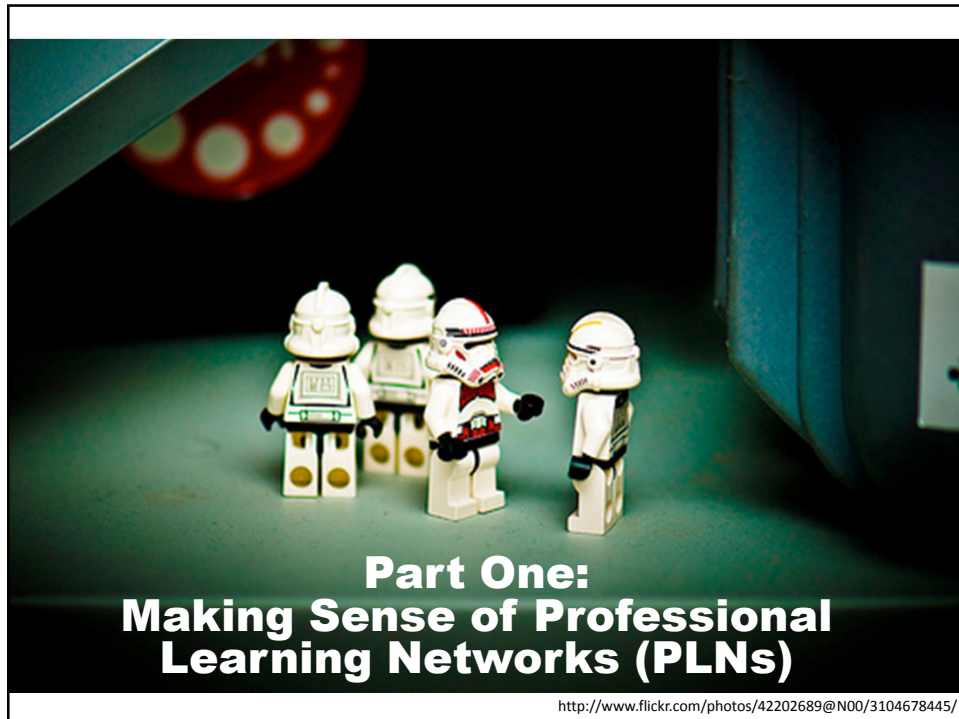
debra@communityorganizer20.com

Today's conversation

- I:** Making Sense of Personal/Professional Learning Networks (PLNs)
- II:** PLNs and Leaders
- III:** Creating Your PLN
- IV:** Creating Your Organizational Learning Network (OLN)
- V.** The Importance of the Network Weaver in OLN and PLNs
- VI.** Next steps

Webinar Goals

- Understand the principles behind personal professional learning networks (PLNs), and how they apply to you
- Create a goal for your organizational learning network
- Three concrete steps you can take now towards leveraging technology to build an organizational learning network



An Online Professional Learning Network (PLN) is..?

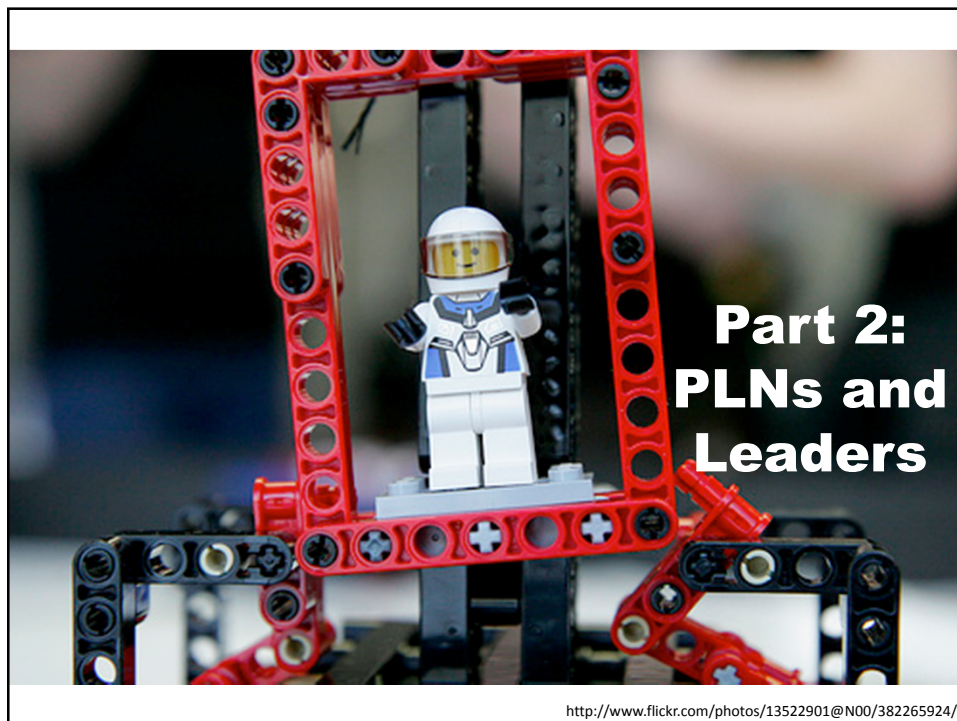
“ a network set up by an individual specifically in the context of her professional activities through online platforms to support her professional *non-formal* learning needs.”

**It is YOU, using social media,
to connect and learn**

Value of a Professional Learning Network

- Learning network
- Expands access to resources and information
- Expands access to people and solutions
- Increases likelihood of collaboration and partnering opportunities
- Meet individuals outside of your comfortable sphere of influence, interactivity, and networks

think about the Meals On Wheels LinkedIn discussion group



ed
facilit

9,577
TWEETS

59 Shira Leibowitz Ph.D @shiraleibowitz 31 Dec
@RabbiMBitton Let's speak this week
View conversation

59 Shira Leibowitz Ph.D @shiraleibowitz 31 Dec
@RabbiMBitton @chanales @rabbiross Done:!) Let's talk more about other leadership roles for you on Y112.0. DM best contact info for you

62 Debra Askanase @askdebra 6h
@shiraleibowitz Just found you thx to @PEJEjds. Love how you use Twitter to really connect, converse and engage w/ Jewish educators.
Expand

59 Shira Leibowitz Ph.D @shiraleibowitz 4h
@askdebra @pejejds Don't know how I would learn&lead anymore w/out my PLN. Learning&collaboration on twitter is free, yet priceless:)
Hide conversation Reply Retweet Favorite

1
RETWEET

@TeacherCast podcast while exercising; strengthening body&mind:)
Expand

59 Shira Leibowitz Ph.D @shiraleibowitz 31 Dec
@TeacherCast @misterd @rabbiross Thx, my friend. We appreciate

Kate Barr
@KateSBarr

@NAFund ex
board memb
Minneapolis

1,533
TWEETS

420
FOLLOWERS

40 Judy Alnes @jalnes 23 Feb
Hope I'm safe "@KateSBarr: Cleaned house of my Twitter follows that are 90%+ self-promotion. Sad to say, incl 15 NP capacity bldg orgs."
Expand

50 MAP TechWorks @MAPTechWorks 27 Feb
@jalnes @KateSBarr Ruh roh! Hope we made the cut too. 0___o;
Expand

61 Kate Barr @KateSBarr 27 Feb
@MAPTechWorks You're still in! You use Twitter to generously share and engage. That's what it's for!
Hide conversation Reply Retweet Favorite Buffer More

12:17 PM - 27 Feb 13 · Details

A note on leaders and PLNs

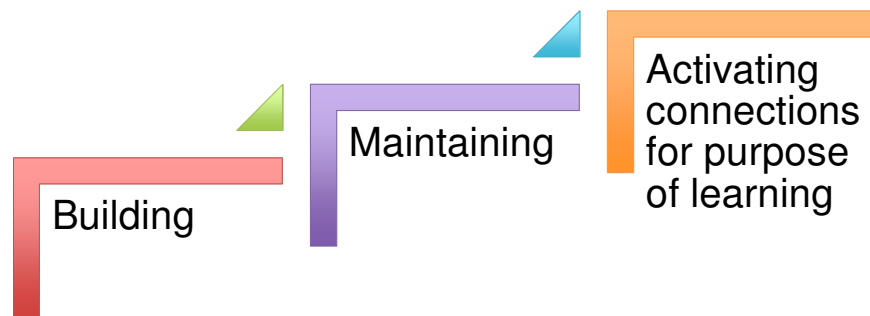
Leaders

Lifelong learners
Bridgers
Creative problem-solvers
Understands people
Leverages others' knowledge and skills

Personal/Professional Learning Networks

Supports individual learning needs
Connects people and networks
Facilitate problem-solving
Enable collaboration
Expands resources

Stages of PLN growth



<http://journals.uic.edu/ojs/index.php/fm/article/view/3559/3131#p4>

Factors influencing choice in building a PLN

Communality
Organization of the contact
Network of a contact
Reputation
*Benevolence
*Like-mindedness
*Real potential for collaboration
*Real potential for learning

*play important roles in the building phase

<http://journals.uic.edu/ojs/index.php/fm/article/view/3559/3131#p4>

Developing Your Professional Learning objectives

Consider:

- What do you want to learn?
- What is the value to you of learning this?

“Learners enter their Personal Learning Environment with certain goals, needs, interests, motivations and problems that are often presented to the people they include in their PLN.”

- http://en.wikipedia.org/wiki/Personal_learning_network#cite_note-malinka-6



Develop a plan

Your PLN objective(s)

What types of networks and people do you need to meet your objectives?

Where will you find them?

How should you connect?

Determine your PLN objectives

Consider:

- What do you want to learn?
- What is the value to you of learning this?

Example -- Debra's PLN Objectives

1. To learn as much as I can about community management, social media tech, and social media marketing.
2. To become part of an active learning network of trusted nonprofit technology social media colleagues. (see next slide)

Considerations: Finding my learning network

Who is publishing in this area that I value?

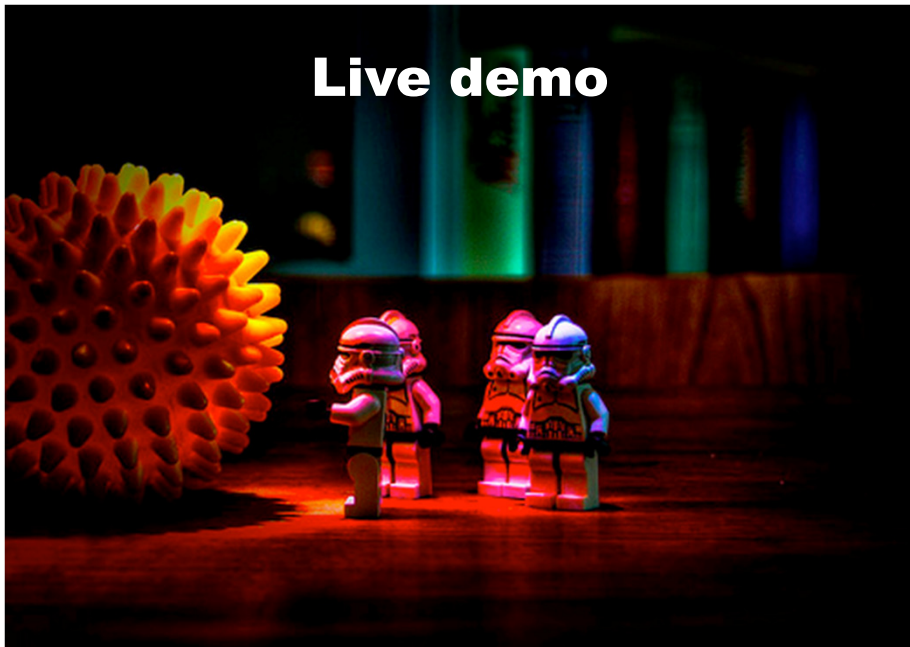
Who is speaking about this at conferences?

Who is teaching this online?

Where are they online?

What conferences do they attend?

Live demo



<http://www.flickr.com/photos/42202689@N00/2525303802/>

Searching online (1/2)

General:

- Search for keywords & keyword phrases:
- Google Alerts, socialmention.com, mention.net, talkwalker

Twitter:

- Search bios: followerwonk.com
- Twitter search by keyword, # or name: search.twitter.com
- Hashtags: Find people and look at the hashtags they are using
- Twitter directories (Twellow, among others)

Google Plus:

- Look for G+ communities
- Follow conversations, hashtags, people in circles

Searching online (2/2)

Facebook:

- Search for groups online by keyword, phrase

LinkedIn:

- Search for groups by keyword, phrase
- Use “Advanced Search” within LinkedIn
- Follow Interests on LinkedIn

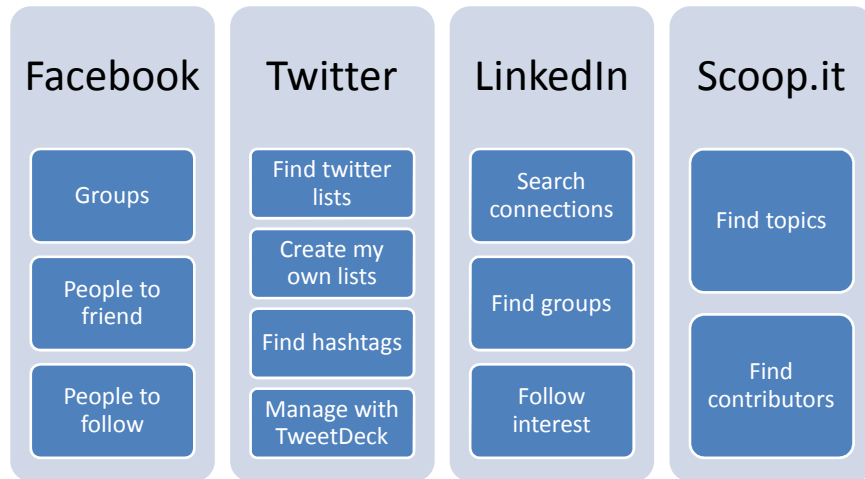
Instagram:

- Use webstagram.com or statigram to search

By curator or curated topic: Scoop.it

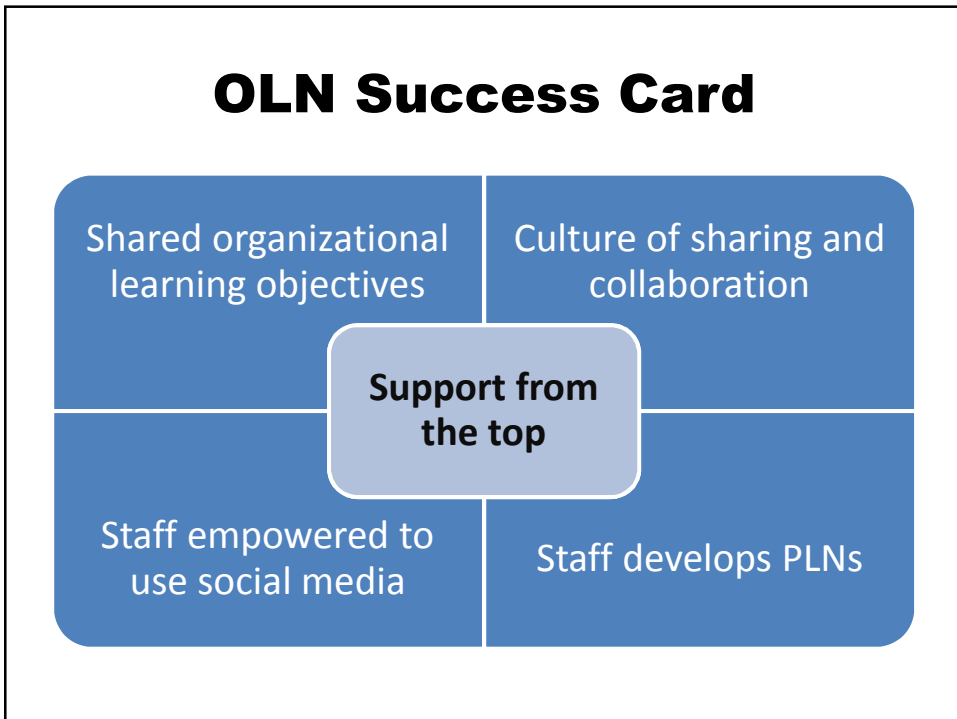
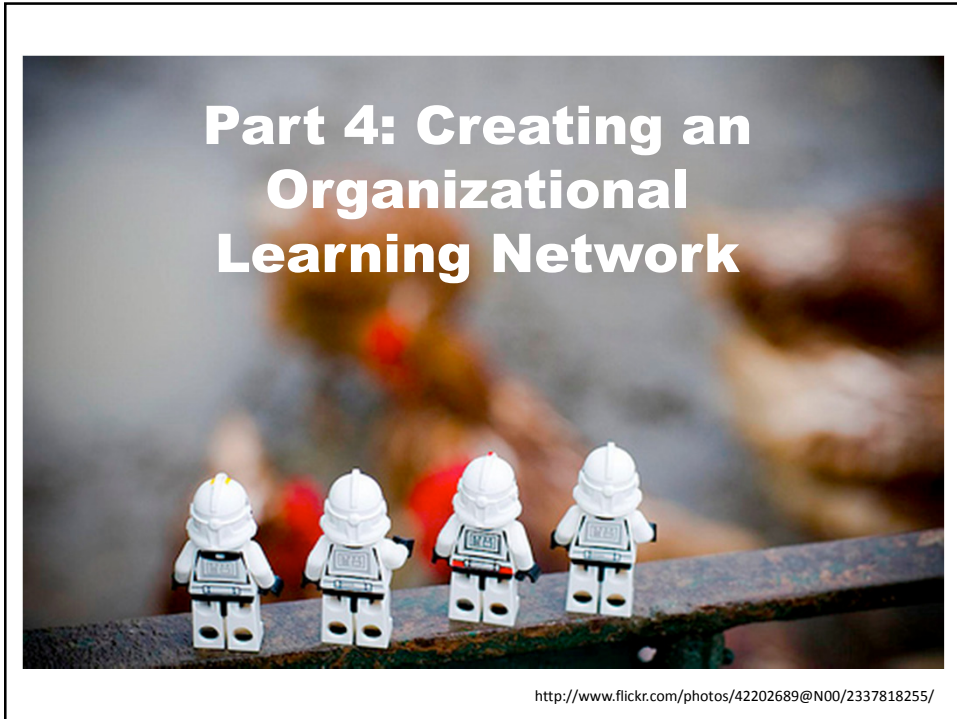
- Search by keyword, topic, follow scoops

Using tech to learn



It's a lot like this

<http://www.flickr.com/photos/33377700@N00/198946071/>



Systems to support the OLN



<http://www.flickr.com/photos/25171207@N02/4489189564/>



Organizational Learning Network objectives *examples*

1. To create introductions and relationships with key organizational collaborators in the meal-delivery space.
1. To become a conversational partner in the health care space in my geographic area.

Finding collaborators in the meal delivery sector

Who is doing this work in our area?

What orgs are thinking about this in the same way elsewhere in the US?

Who is talking and blogging about this online?

Where are these people online?

What conferences do they attend?

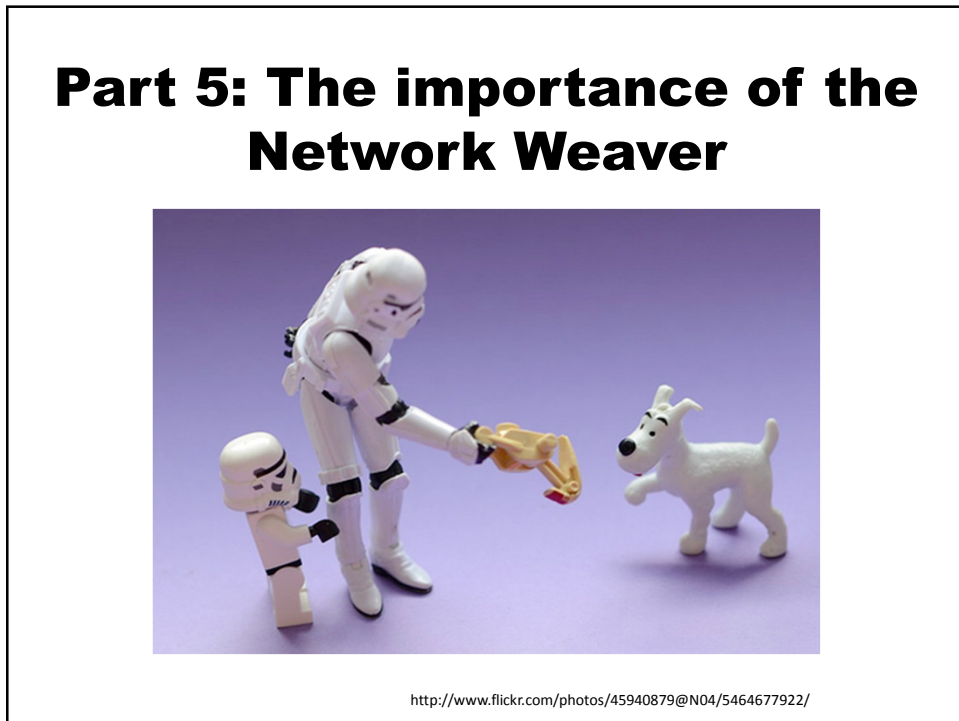
Who makes the decisions?

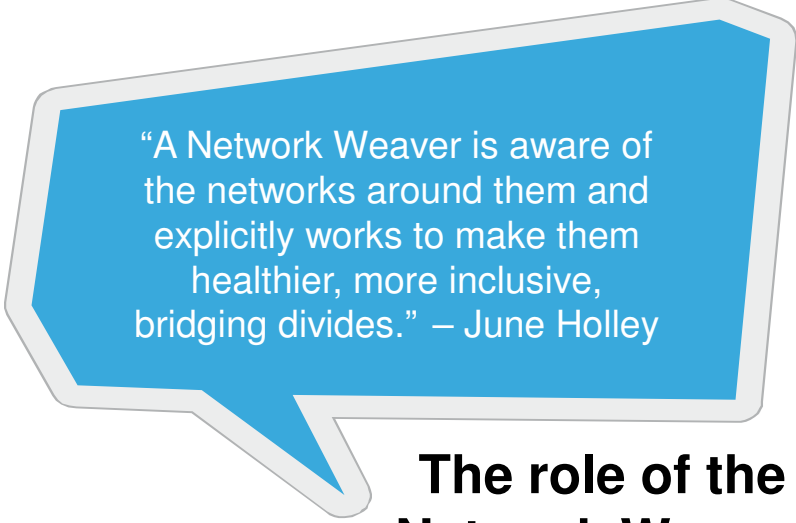
Exercise: Finding your OLN online

Who do you want to find?

How will you find them?

How do you know if they are ideal OLN members for you?

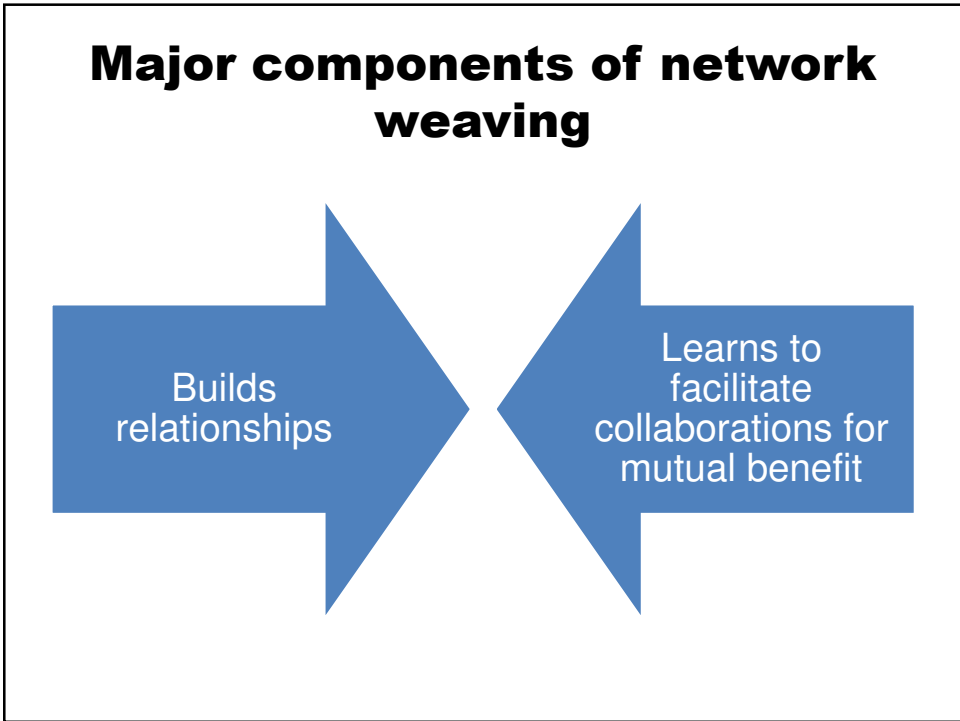




“A Network Weaver is aware of the networks around them and explicitly works to make them healthier, more inclusive, bridging divides.” – June Holley

The role of the Network Weaver

http://www.networkweaver.com/?page_id=18



Weaving people and networks

Ephraim Gopin
@fundraisinisfun FOLLOWS YOU
b/c of the relationships, PR, cause marketing, writing, sales, the ask.. I tweet about it all- w/ a Jewish slant. Luv New London CT, Boston, Cle OH, Jax FL & TO Israel - fundraisinisfun.com

49,740 TWEETS 1,396 FOLLOWING 2,707 FOLLOWERS Following

Lists Subscribed to / Member of

The Fine 100 by Ephraim Gopin
The 1st 100 ppl a nonprofit should follow on Twitter <http://bit.ly/Qaa0hJ>
98 members

Organizational network weavers

NTEN: The Nonprofit Tech... Timeline Recent

Friday #NTENthanks time! Who in the #nptech world taught you something this year that has really stuck with you?

Golden Girls Theme Song

Like - Comment - Share

Amy Sample Technology Network like this.

Write a comment...

Joleen Ong Shaffer Well of course I would have to give my #NTENthanks to my awesome former professor Farra Trompeter 😊
Like · Reply · 🔄 2 · November 16 at 12:45pm

Farra Trompeter A shout out from one of my fave people -- and it's linked to #goldengirls? Totally my lucky day. I'm thankful you too Joleen -- and all the NTEN staff--current and former. #NTENthanks
Like · 🔄 2 · November 16 at 12:59pm

Megan Keane I've learned a lot from the Small Act & SocialFish blogs - they should be on your reading list if they aren't already.
Like · 🔄 1 · November 19 at 11:53am

The image shows a screenshot of two tweets from August 27, 2014. The first tweet is from Megan Keane (@penguinasana) with a penguin profile picture. She says: "That makes 2 of us! RT @juliacsmith: Confirmed today:professional/friend-crush on @cwalski. Hope we meet at #14ntc if not sooner!". The second tweet is from Amy Sample Ward (@amyrsward) with a photo of her. She says: "YES! So glad you're all connected :) @penguinasana @juliacsmith @cwalski". Below the tweets are interaction options like "Hide conversation", "Reply", "Retweet", "Favorite", "Buffer", and "More". A "1 FAVORITE" section shows a small profile picture. At the bottom, it says "6:16 PM - 27 Aug 13 · Details".

Is generous

The image is a social media profile card for Pamela Grow. It features a central profile picture of a woman with red hair. The card is divided into two columns of suggested accounts to follow. The left column lists: @katyaN4G, @Kanter, @CharityClarity, @AskingMatters, @fundraisingisfun, @johnlepp, and @johnhaydon. The right column lists: @wildwomanfund, @kenburnett1, @lisasargent2, @markyphillips, @GailPerrync, @kivilm, and @KimberleyCanada. The name "Pamela Grow" is prominently displayed in the center, with the handle "@PamelaGrow" and a "FOLLOWS YOU" badge below it. A bio reads: "No BS nonprofit fundraising | Author: 5 Days to Foundation Grants & Simple Development Systems | Philosopher & baker of pies | Squirrel hater". The location is "Haverford, Pennsylvania" and the website is "tinyurl.com/2byq2uv". At the bottom, it says "You can also find me on:" followed by icons for Google+, Facebook, Twitter, and LinkedIn.

Interested in others' ideas



Miriam Brosseau
November 27

Anyone have examples of blogs with really awesome archiving of past posts/features? Come to think of it, what does awesome archiving look like?

Esther Kustanowitz, Elad Nehorai, Debra Askanase, Stephanie Schwab, Isaac Shalev, Faigy Abdelhak Gilder, Lisa Narodick Colton, Asaf Bar-Tura, Matthue Roth, other smart peeps in the know?

Like · Comment · Share

Amy Georgi likes this.

View 2 more comments



Isaac Shalev Are you dissatisfied with the tag method? Just follow these best practices: <http://armchairtheorist.com/top-10-tagging-best.../>



Top 10 Tagging Best Practices for Anything Web 2.0
armchairtheorist.com

The nice thing about having a fledgling blog like mine with a readership in the ... [See More](#)

November 27 at 2:07pm · Like



Jane Charney YoungHouseLove.com has an awesomely organized archive with tons of extra features.

November 27 at 2:11pm via mobile · Like

Is a collaborator at heart



Beth Kanter
November 7

How are you using "ambient data" that is unstructured data you glean from monitoring your brand on social channels? Have a story or example? Big topic from yesterday's convening on "Data Informed Philanthropy" .. and I'm writing up a blog post – share your example here.

Considers him/herself part of a network

 Inbound Zombie - New media for nonprofits shared a link.
25 minutes ago

Good morning and happy #GivingTuesday!

Support my good friend Beth Kanter in her support of NTEN: The Nonprofit Technology Network!



Give back to NTEN with @Kanter on #GivingTuesday | John Haydon
www.johnhaydon.com

NTEN is the place most of us nonprofit techies call our community, our home. One of my mentors (and I'm sure yours too) is Beth Kanter, who's been a member of NTEN since 2000!

Assessing the role of the Network Weaver


- Who does this person speak with regularly?
- Which networks does this weaver bridge?
- What is the intention of this network weaver?
- Is this person really generous?

A NETWORK WEAVER...*

- Reaches out to any and all who are interested, primarily online
- Considers themselves part of a larger network of individuals, organizations, and communities
- Is a collaborator at heart
- Has fluency with social media tools and culture
- Embraces transparency (even when failing)
- Gives control over to the group easily
- Gives more credit than they take
- Is more interested in others' ideas than their own

*additional material for the PDF

Connecting success tips*



Transparent
Trustworthy
Value-added
Conversational
Willingness to be YOU

*additional material for the PDF

Exactly how personal??*



Would your mom read it and cringe?
Are you able to truly converse?

*additional material for the PDF © 2013 Community Organizer 2.0

10 practical tips for developing a PLN*

1. Clearly defined objectives
2. Start with one to three social media channels, not more (e.g. Facebook, Twitter, Instagram)
3. Use the social media channels you enjoy the most
4. Post content you think your network will value
5. Share from others more than you post
6. Give a lot of credit to others
7. Comment on blogs generously
8. Don't be afraid to jump into a conversation if it is public
9. Don't be afraid to take conversations "offline" or into a private realm
10. Practice, practice, practice!

*additional material for the PDF

Review: Webinar Goals

- Understand the principles behind personal professional learning networks (PLNs), and how they apply to you
- Create a goal for your organizational learning network (OLN)
- Concrete steps toward leveraging technology to build an organizational learning network

Don't forget to have fun!



**I'm always available to answer
follow-up questions!**

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Website: communityorganizer20.com

Blog: <http://communityorganizer20.com>

Linkedin: linked.com/in/debraaskanase

Twitter: [@askdebra](https://twitter.com/askdebra)

Other slides: slideshare.net/debask

Telephone: (617) 682-2977

