

# Leveraging the Power of Online Communities

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## Overview

Together we can make a greater impact than on our own! Why wait for people to come to you? Go to where they are! How are these sayings relevant to your organization? We will go over tips and tricks for doing outreach on social networking sites and talk about how you can expand your reach, knowledge and community through OneWorld.

### o Expand Your Reach

Get featured in OneWorld Daily Headlines, OneWorld on Yahoo News, Latest Coverage Sections, Jobs & Volunteering, Perspectives, Gift Guide, Travel Guide & more.

### o Expand Your Knowledge

Share best practices and lessons learned through monthly Peer Learning Exchanges, Workshops & Teleconferences.

### o Expand Your Community

Connect with people from OneWorld partner organizations and meet like-minded individuals at local networking events.

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## Agenda & Presentation Links

### 1. OneWorld.net Overview

- 1.2 <http://us.oneworld.net/section/us/about/>
- 1.3 <http://us.oneworld.net/article/archive/506/>
- 1.4 <http://us.oneworld.net/section/us/partnerlist>

### 2. On the Cutting Edge

- 2.1 <http://tv.oneworld.net/>
- 2.2 <http://www.oneclimate.net/>

### 3. Power of Aggregation

- 3.1 <http://us.oneworld.net/section/us/communicate>
- 3.2 <http://us.oneworld.net/article/archive/9696>
- 3.3 <http://us.oneworld.net/section/us/giftguide>
- 3.4 <http://us.oneworld.net/section/us/jobs>

### 4. Connecting People & Organizations

- 4.1 <http://us.oneworld.net/section/us/learn>
- 4.2 <http://us.oneworld.net/section/us/network>

### 5. Leveraging Social Networking Sites

- 5.1 <http://us.oneworld.net/section/us/alerts/peruearthquake>
- 5.2 <http://oneworldus.gather.com/>
- 5.3 <http://www.myspace.com/oneworldus>
- 5.4 <http://www.care2.com/news/member/292212621/454895>
- 5.5 <http://www.facebook.com/group.php?gid=2217250611>
- 5.6 [http://www.change.org/nonprofit\\_page/nonprofit\\_home/40875](http://www.change.org/nonprofit_page/nonprofit_home/40875)

### Partner Guide

#### Make the Most of OneWorld

<http://us.oneworld.net/section/us/partnerguide>



OneWorld helps organizations to better communicate, learn & network.

In this guide, we provide an overview of how staff of OneWorld partner organizations can leverage OneWorld resources to make their work easier and have a greater impact.

The more you use OneWorld resources and the more active you are, the more you will get out your membership. We are committed to responding to your needs and suggestions, and making things easier for you.

Questions or suggestions? Email Partnership Director, Roshani Kothari at [roshani.kothari\[at\]oneworld.net](mailto:roshani.kothari[at]oneworld.net) or call (202) 885-2678.

## What Partners Are Saying

### Jodie Evans, Co-Founder CODEPINK: Women for Peace



"We love our membership in OneWorld, it expands our view with ease, has brought us new friends and allies, and keeps us up to date on the all too rapidly changing world of effective organizing."

### Ritu Sharma, Co-Founder and Executive Director Women's Edge Coalition



"Membership in OneWorld.net is an invaluable part of our communications work. We are consistently impressed with the topical, insightful news highlighted on the OneWorld web site. Additionally, whenever Women's Edge Coalition is featured on OneWorld, we notice a surge in traffic to our web site. OneWorld.net is the first site we check for news from the international development community and we're thrilled to have become a partner organization."

### Kris Herbst, Director of Web Development Ashoka



"OneWorld provides Ashoka a global platform for its online feature stories, and valuable training and networking opportunities with other partners and experts."

### Guy Stevens, Chief Operating Officer (COO) Center for Arms Control & Non Proliferation



"OneWorld has been a very valuable resource for the Center for Arms Control & Non-Proliferation. Their news services have helped us to broadcast our press releases to a broader audience than we traditionally have access to, and driving traffic to our websites. In addition, they have been a wonderful networking tool, helping us make contact and exchange ideas with a diverse set of individuals and organizations."

### Marc Sirkin, Chief Marketing Officer International Rescue Committee



"The OneWorld community is invaluable to the International Rescue Committee - we utilize the site to distribute important news from the field and to provide us with quality job candidates. We also love to participate in their teleconferences and learning opportunities. The site keeps us connected to the wider world around us."

## Resource Links

### Interview with Social Media Author Allison Fine, Author of *Momentum*

<http://www.frogloop.com/care2blog/2007/7/11/a-fine-interviewsocial-media-author-allison-fine.html>

### Is It Worth It? An ROI Calculator for Social Network Campaigns

<http://www.frogloop.com/care2blog/2007/7/17/is-it-worth-it-an-roi-calculator-for-social-network-campaign.html>

### Does effort = effect? by Priscilla Brice-Weller

<http://www.solidariti.com/article/Doesefforteffect>

### Promote Your Cause on Facebook in Six Easy Steps

<http://www.techsoup.org/learningcenter/internet/page7416.cfm>

### A Beginner's Guide to Facebook

<http://www.techsoup.org/learningcenter/internet/page7430.cfm>

### Leveraging Social Networks for Progressive Organizing

<http://www.americanprogressaction.org/events/2007/noi.html>

### Tips for Using Gather

[http://oneworldus.civiblog.org/blog/NonprofitNook/\\_archives/2006/10/19/2429666.html](http://oneworldus.civiblog.org/blog/NonprofitNook/_archives/2006/10/19/2429666.html)

### Oxfam America on Social Networking Sites

<http://www.facebook.com/group.php?gid=4130534257>

<http://www.flickr.com/photos/oxfamamerica/>

<http://www.youtube.com/oxfamamerica>

<http://www.myspace.com/oxfam>

[http://www.change.org/nonprofit\\_page/nonprofit\\_home/15747](http://www.change.org/nonprofit_page/nonprofit_home/15747)