

A Web 2.0 Strategy for Nonprofit Organizations

The Second Law: A Good Strategy Is Multifaceted

Your Web 2.0 Strategy should include the following electronic media tools:

- 1) A Website – Your website is the central point where all your Web 2.0 media should intersect. Through it you will connect to and serve your audience. Through your web host you will access email service with your website's name.
- 2) An e-Newsletter. You should have an automatic Can-Spam compliant opt-in subscriber list. Properly used this feature will constantly gather subscriber emails for you without effort on your part. An important thing to remember is this: You should have a link to the subscription system on your homepage as well as other key pages in your website. Your homepage is probably the first and in some cases the only page a site visitor will see. It may be your only chance to turn a visitor into a subscriber and you don't want to miss it.
- 3) A Blog. A blog (weblog) can be an important tool for your organization. Blog posts may be generated by one person or a team of people. But most importantly it must provide useful information and be updated regularly.
- 4) A Facebook Presence. Facebook can be an important and free tool for reaching out to your target audience. Through it you can join and reach out to groups with a natural affinity to your cause, promote special events, and build your own following using the groups and pages features.
- 5) A LinkedIn Presence. Similar to Facebook yet on a more professional business level, LinkedIn can provide the means to connect with professionals in your industry. Through it you can network with professionals in your industry and engage in industry related discussions with peers around the world.
- 6) A Twitter Presence. Twitter offers instant communication in 140 character bursts with individuals and groups of people who have a shared interest in a subject or cause.
- 7) Online video. YouTube or a similar online video service can provide you with the ability to inexpensively add video to websites, or within social sites. Video can be used to deliver a message, entertain, or arouse curiosity about your cause.

These will serve as the primary tools of your Web 2.0 strategy and we'll discuss how each in-turn may be used to support your organization.

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