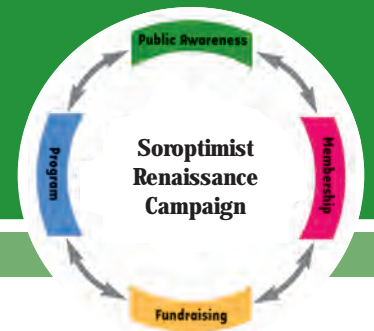


public awareness



Get in the network!

Social networking sites such as Facebook, LinkedIn and Twitter have changed the way volunteer organizations interact with their members and audiences. According to an article appearing in the *Technology Chronicles* <http://www.sfgate.com/cgi-bin/blogs/techchron/detail?blogid=19&entry_id=38953>, The Nielsen Co. released a report stating that video and social media sites have become the two fastest growing categories of Internet usage.

For volunteer organizations, in particular, creating an online presence on these social networking sites is quite beneficial. It eliminates the gatekeepers—organizations can speak directly to those who are interested in what they have to say; it is engaging—members have the opportunity to interact, discuss and share information with each other; and it is cost efficient—most social networking sites are free. Soroptimist has a presence on several social networking sites:

Facebook <www.facebook.com>

Facebook is currently one of the most popular social networking sites. It allows people to stay connected, interact, and share information with friends and others. Users can join groups, create profile pages, make photo albums and attend events, all through Facebook.

Soroptimist maintains a Facebook page where users can find news and information about upcoming events; have discussions with other members; and ask questions and engage in discussions with SIA. If you are a Facebook user and would like to become a fan of the page, log into Facebook and search "Soroptimist International of the Americas." Once on the page, click the "become a fan" link at the top right.

LinkedIn <www.linkedin.com>

LinkedIn enables people to interact with one another, but with a professional twist. Users can connect with colleagues, join professional groups and find business prospects. The profiles on LinkedIn look a lot like a resume.

Soroptimist's LinkedIn group contains several professional women who participate in discussions on topics relevant to women, or who wish to get the latest Soroptimist information.

Twitter <www.twitter.com>

Twitter allows people to broadcast short messages to their friends or "followers" to organize impromptu gatherings; carry on group conversations; or just send quick updates to let people know what's going on. What makes Twitter different from other networking sites is that messages must be 140 characters or less.

Twitter works for Soroptimist because its group members can follow each other and quickly communicate about various topics.

YouTube <www.youtube.com>

YouTube is the leader in online video. It allows people to easily upload, view and share video clips. Soroptimist has its own "channel" on YouTube that houses all of its videos <www.youtube.com/SIAHQ>, including organizational videos, executive director video blogs, video annual report, and messages from various board directors. After watching videos, viewers can add comments and rate them. Viewers can also subscribe to Soroptimist's videos. YouTube notifies subscribers whenever Soroptimist adds a new public video.

BlogTalkRadio <www.blogtalkradio.com>

BlogTalkRadio is the social radio network that allows users to create free, live, call-in talk shows with unlimited participants that are automatically archived and made available as podcasts. Anyone can host her own radio show.

SIA recently launched its presence on this new media site. Audiences can listen to the interviews live or by accessing archived shows.



Flickr <www.flickr.com>

Flickr is a photo site that enables people to upload, view and share photos. Users can join or create their own groups on Flickr and share pictures with members within the group.

Soroptimist has several groups on Flickr. Clubs and Soroptimist members can upload photos from club events and activities to share with others.

As you can see, Soroptimist is using social networking sites to engage members, attract new members, and spread the word about Soroptimist and its mission to improve the lives of women and girls. To join in, click on any of the social networking buttons on the Soroptimist website and get connected! You can also join by going to the home pages of these networks and searching "Soroptimist International of the Americas." 🌐

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Soroptimist is an international volunteer organization for business and professional women who work on projects that improve the lives of women and girls, in local communities and throughout the world. About 95,000 Soroptimists in more than 120 countries and territories contribute their time and financial support to community-based projects benefiting women and girls. Soroptimist International of the Americas, a 501(c)(3) charitable organization, is headquartered in Philadelphia, Pennsylvania. Its major project is the Soroptimist Women's Opportunity Awards—cash grants for women seeking to improve their economic situations through additional education and training. Since 1972, the program has disbursed almost \$20 million in cash grants to about 25,000 women. In recognition of the power of women and their dreams, Soroptimist also sponsors the Live Your Dream campaign. Visit the campaign's online home at LiveYourDreamCampaign.org.



Soroptimist International of the Americas is a recipient of the Pennsylvania Association of Nonprofit Organizations' (PANO) Seal of Excellence in recognition of exemplary management and accountability within the non-profit sector.

For more information on how Soroptimist improves the lives of women and girls, how to join, or to make a donation, visit Soroptimist.org.

Soroptimist thanks its official sponsors:



In the next issue: Women and the economy



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Best for Women

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