

# Google Plus Nonprofit & Social Change Implications



*PHILLY NET TUESDAY – AUGUST 2011*

**Rootwork.org**

Powering grassroots networks from the bottom up

[twitter.com/rootwork](http://twitter.com/rootwork)  
[facebook.com/rootwork](http://facebook.com/rootwork)  
[gplus.to/ivanb](http://gplus.to/ivanb)



# People only. For now.

Image: Flickr user crosby\_cj



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# Finding people to organize gets easier.

Public Profiles



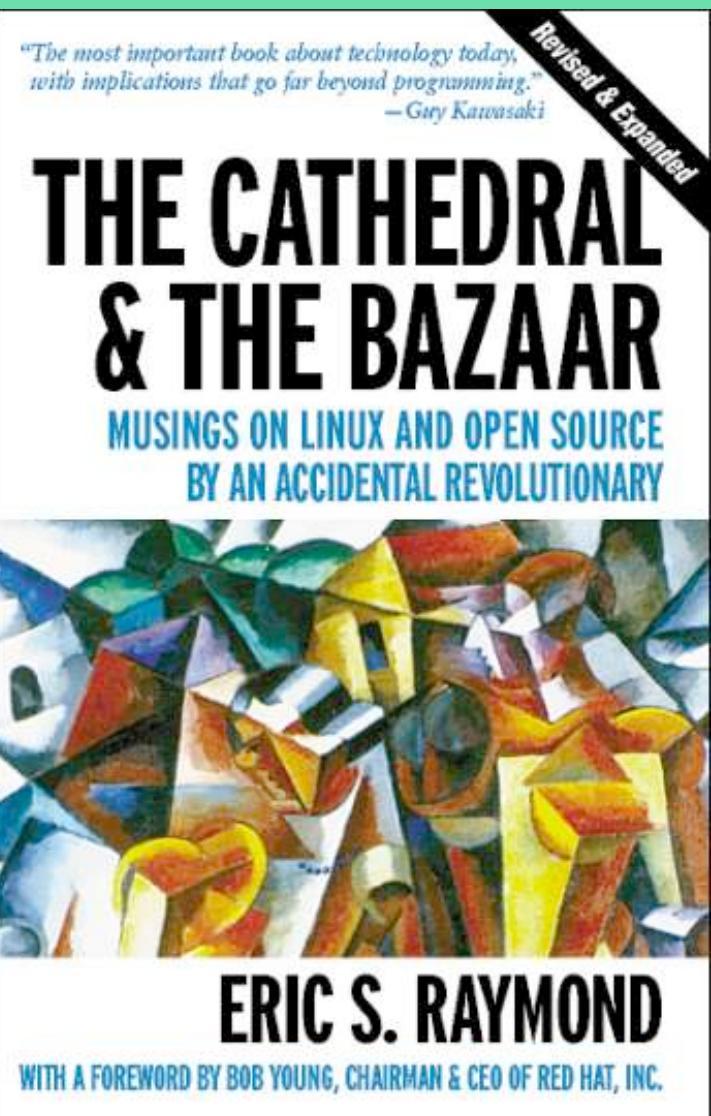
Real Names



# Professionalizing communications

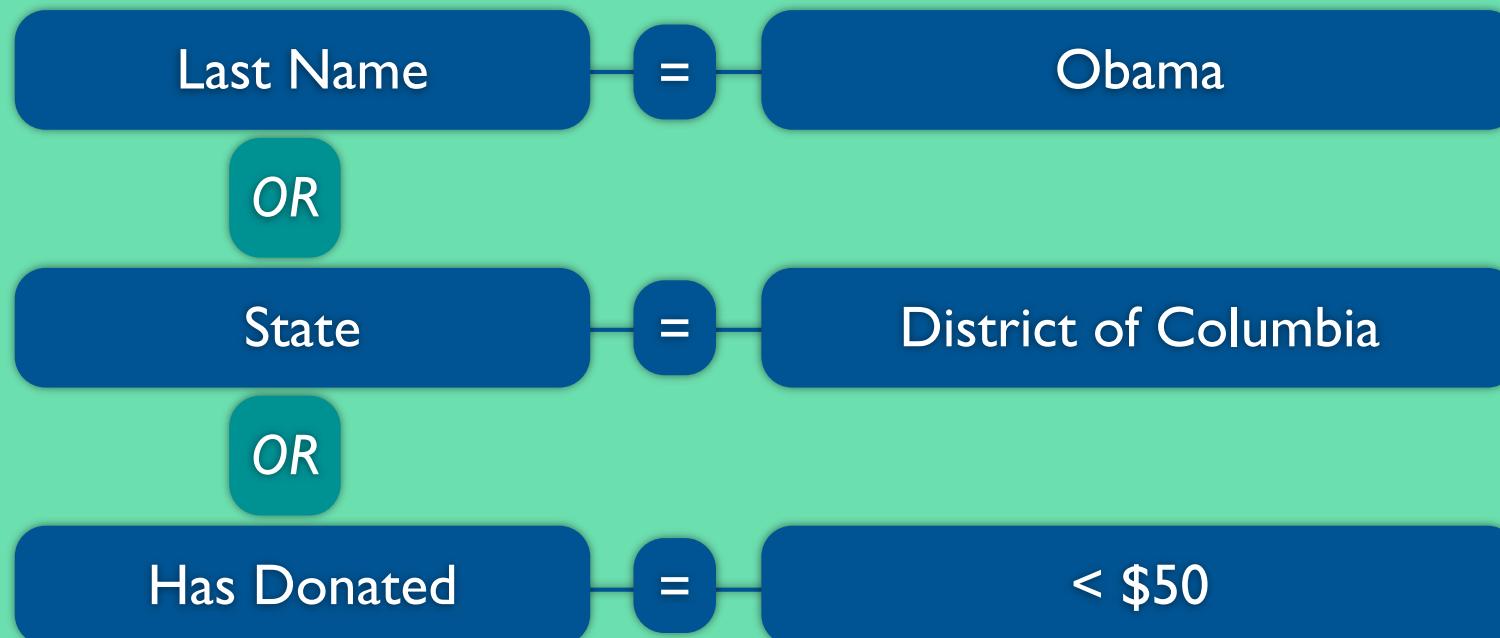
Moving from the  
bazaar

back to the  
cathedral



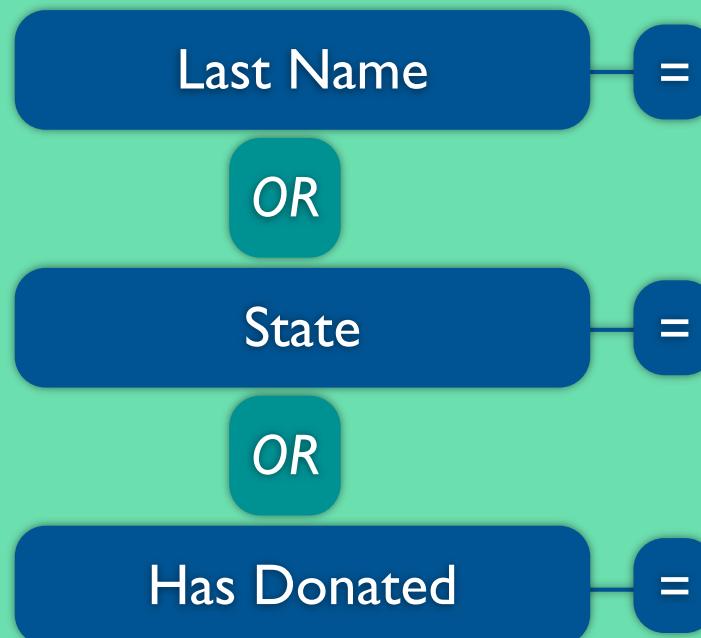
# Email list segmentation

Send this message to...



# Social media list segmentation

Send this Google Plus post to...



What has been common in email communications could now be (manually) created through Google Plus Circles

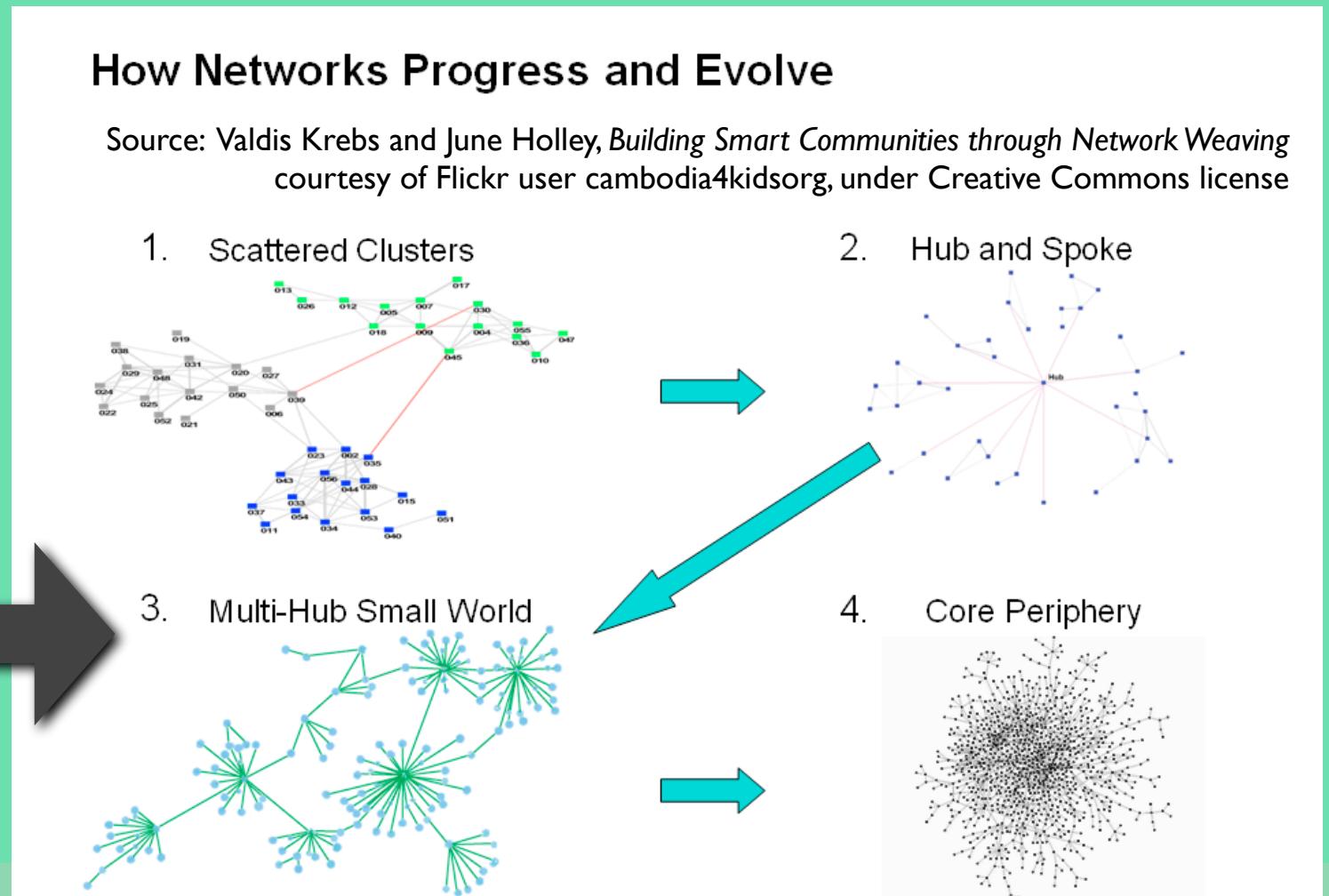


Actually  
organizing  
people  
gets harder

*requisite cute cat picture*

Image: Flickr user dugspr

# ...though finding “network connectors” might result in more viral messages





# Real names required

# Google+ “Hangouts” for nonprofits & activists



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# Quick collaboration with colleagues



Image: Flickr user stevegarfield

# Impromptu webinars with supporters

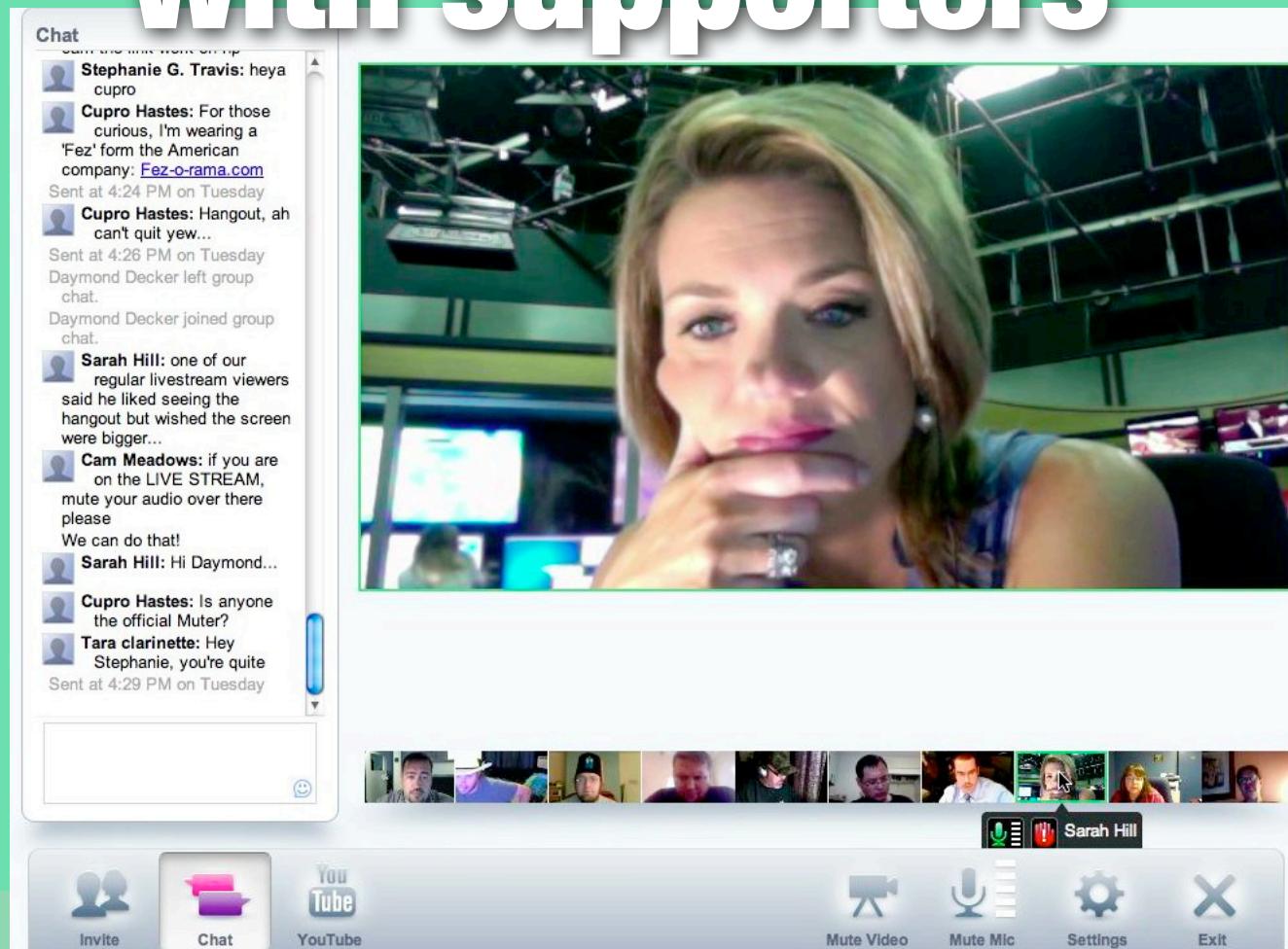


Image: Flickr user k-ideas

# Go where your people are.



Image: Flickr user povertyinitiative



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# Avoid Shiny Object Syndrome

Image: Flickr user roshnii

# Resources!

**[bit.ly/gplus-1](#)**

“How to Use G+”

ReadWriteWeb

**[bit.ly/gplus-2](#)**

“G+ and Nonprofits”

Nonprofit Tech 2.0

**[bit.ly/gplus-3](#)**

“Security and Control: G+”

Amy Sample Ward

**[bit.ly/gplus-4](#)**

“Charities Explore Potential of G+”

Chronicle of Philanthropy

**[bit.ly/gplus-5](#)**

“What G+ Means for Political Advocacy and Campaigning”

Colin Delany, e.politics

**[bit.ly/gplus-6](#)**

“G+ for Crowdsourcing Crisis Information, Crisis Mapping and Disaster Response”

Patrick Meier

**[bit.ly/gplus-7](#)**

“Ways G+ Can Help Nature and Wildlife Lovers”

Adam Jack, Nat’l Wildlife Fed.

**[bit.ly/gplus-8](#)**

G+ Compared to Facebook, Twitter

# More resources!

## GENERAL

**[bit.ly/gplus-privacy](http://bit.ly/gplus-privacy)**

A Guide to G+ Privacy

**[www.causepl.us](http://www.causepl.us)**

“Doing good on G+”

**[bit.ly/gplus-nptech](http://bit.ly/gplus-nptech)**

Nonprofit Tech folks on G+

**[bit.ly/org-gplus](http://bit.ly/org-gplus)**

Adina Levin: “G+ for organizing”

## PSEUDONYM DEBATE

**[bit.ly/eff-gplus](http://bit.ly/eff-gplus)**

EFF: “A case for pseudonyms”

**[bit.ly/petition-gplus](http://bit.ly/petition-gplus)**

Change.org petition in support of G+ pseudonyms

**[bit.ly/realname-gplus](http://bit.ly/realname-gplus)**

“Real Name Policies Are an Abuse of Power,” danah boyd

**[bit.ly/diversity-gplus](http://bit.ly/diversity-gplus)**

“G+ and Diversity,” Jon Pincus

# Stay in touch!

Ivan Boothe

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[gplus.to/rootwork](http://gplus.to/rootwork)

@rootwork on Twitter

[facebook.com/rootwork](http://facebook.com/rootwork)

[slideshare.net/rootwork](http://slideshare.net/rootwork)



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