



The following list provides suggested resources and tools to start your explorations into social media, both personally and professionally.

Today's Presenters:

Lisa Colton, Founder and President, Darim Online

<http://www.darimonline.org>
<http://www.JewPoint0.org> (blog)
<http://www.Twitter.com/darimonline>

Aaron Bisman, President and CEO, JDub

<http://www.jdubrecords.com>
<http://www.jewcy.com/>
<http://twitter.com/bizmonides>
<http://www.twitter.com/jdubrecords>
<http://www.flickr.com/photos/jdubrecords/sets>

Michael Hoffman, CEO, See3 Communications

<http://www.see3.net>
<http://blog.see3.net/> (blog)
<http://www.twitter.com/see3>
http://www.twitter.com/michael_hoffman

Reed Baker, CEO, Sophist Productions

<http://www.sophistproductions.com>
<http://twitter.com/texttopledge>

Maxyne, Executive Director, Jewish Agency for Israel

<http://www.jewishagency.org>
<http://twitter.com/jewishagency>

Videos about Social Media:

Common Craft series "In Plain English" – fun and easy to grasp explanations of various social media tools: <http://www.commoncraft.com>

Books:

- [Momentum: Igniting Social Change in a Connected Age](#), Allison Fine
- [Groundswell: Winning in a World Transformed by Social Technologies](#), Charlene Li and Josh Bernoff, Forrester Research
- [Twiterville: How Businesses Can Thrive in New Global Neighborhoods](#), Shel Israel
- [Here Comes Everybody: The Power of Organizing Without Organizations](#), Clay Shirky
- [The WE Generation](#), Eric Greenberg

Practical tools and specialized resources:

<http://www.wikispaces.com> (wiki platform)
<http://www.wordpress.com> (blog platform)
<http://www.blogger.com> (blog platform)
<http://del.icio.us/> (social bookmarking)
<http://www.twitter.com> (micro-blogging)
<http://www.tweetdeck.com> (Twitter application)
<http://www.atebits.com/tweetie-iphone/> (Tweetie iPhone application)

RSS Tools:

www.bloglines.com
www.technorati.com
www.google.com/reader

Mobile:

<http://www.sophistproductions.com>
<http://www.mobilecommons.com/>
<http://mobileactive.org/>

Helpful organizations:

<http://www.nten.org>
<http://www.see3.net> (video)
<http://www.darimonline.org>
<http://www.npower.org>
<http://www.wearemedia.org>
(Toolkit and lessons to learn about social media.)

Video:

<http://www.tubemogul.com>
<http://www.see3.net/guide>
<http://www.Thatsnotcool.com>
<http://www.youtube.com>
<http://www.vimeo.com>
<http://www.dogooder.tv>

Reports and articles:

- Judaism 2.0: Identity, Philanthropy and the New Media
<http://www.jfunders.org/newsroom/judaism-2-0-identity-philanthropy-and-the-new-media>
- NTEN report on nonprofit IT staffing: <http://www.nten.org/research/itstaffing>
- Click here for Change: Your Guide to the E-Advocacy Revolution
<http://www.policylink.org/Projects/eAdvocacy/>
- Pew Internet and American Life Project
<http://www.pewinternet.org/>
- Chronicle of Philanthropy article on charities using Twitter
<http://philanthropy.com/free/articles/v21/i09/09001401.htm>

Blogs:

Beth Kanter's blog: <http://beth.typepad.com>
Especially posts on social media planning, ROI and "WeAreMedia"

Darim Online's blog: <http://www.JewPoint0.org>

Jlearn2.0: <http://www.etheoreal.com/jlearn2.0>

See What's Out There: <http://blog.see3.net> (blog of see3.net)

Social Signal: <http://www.socialsignal.com/blog>

Chris Brogan's blog: <http://www.chrisbrogan.com>
Especially posts on: Five ways to connect and add value & "community manager"