



# Cross-posting for Advocacy

An Introduction to Effective Social Media Integration



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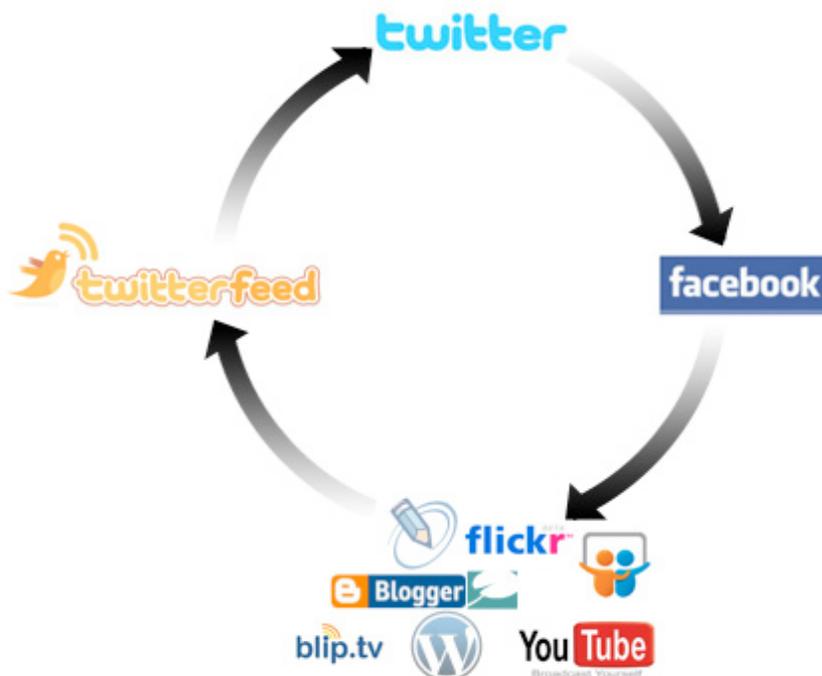




There are multiple benefits to this approach. The first is that you drive more visitors, and thus eventual supporters, to your own blog campaign. Also, it has the effect of lengthening the lifetime of your blog and website entries by generating a cycle of sharing and promotion that can be easily picked up by search engines like Google.



This e-campaigning tactic requires basic familiarity with an overwhelming number of software and web applications such as macro and [micro blogging](#) services, social bookmarking and social networking websites. You will need an account on each of these web services in order for them to interact with each other so your updates and links appear instantly and automatically as soon as they are posted. Furthermore, as illustrated in the image below, not only can you add your website and blog feed to your [Facebook](#) Notes but other kinds of feeds too, such as links to your Youtube videos, your Flickr images, your [slides](#) and podcasts.



For this example, I'm supposing you already have a [Twitter](#) and a [Facebook](#) accounts (otherwise, proceed by creating them). What we are going to do first is to sign up for a [Twitterfeed](#) account and set up a new feed that will automatically relay any post that you publish on your blog or website to Twitter. To make it work, [you will need an OpenID](#) user account to actually sign up for the service ([create one now](#), if you don't have one).

[Twitterfeed](#) posts as much of the title and the description that fits into Twitter's 140 character limit, together with a shortened link to your original post. It supports [TinyURL](#) and other alternative URL shortening services that take a long link and turn it into a short and clickable one. You also have option to add a prefix to your 'tweets', which is very helpful if you're planning to import more than one RSS feed into your Twitterfeed account. [Example of prefixes are: "New on my blog:", "My last video on Youtube:", "My last Flickr image →", etc.].



## How to feed your blog or website to Twitter

- 1 Once you have logged into [Twitterfeed](#), click on "Create new Twitter feed" button 

On the next page enter your Twitter login details (username and password), then the RSS feed URL of your blog or website. Make sure to tick the "include item link" and the "Active" boxes.

- 2 **Create new** twitter **feed**

Username:  Password:  [test twitter authentication](#)

RSS Feed URL:  [test rss feed](#)

Update frequency: Every hour Post up to 5 new updates each time  
[ Update Frequency describes how often we check your feed for new posts. The very first time we check, we post the most recent entry only, and after that, any new entries since the last time we checked. ]

Include ... title & description

Include item link (if unchecked, sends tweet without the link) Shorten link through TinyURL

Post new items based on pubDate

Prefix each tweet with:  (max. 20 characters)

Filter by keywords: [no filter]

Active (if unchecked, this twitterfeed will be inactive, and will not post to twitter)

- 3 Once set up, you can always manage your feed, set it inactive, or even delete it.

 ifikra  <http://advocacy.globalvoicesonline.org/feed> Every hour   



## Update your Facebook Status via Twitter



Now that your new blog posts are being displayed on Twitter, the next step is to activate the [Twitter Facebook application](#) that pipes your 'tweets' into your Facebook. Once you have added the Twitter application, enable the option that allows Twitter to automatically update your online status reporting on your Facebook profile. And in case you are using [MySpace](#), [Twitter Sync](#) allows you to sync your mood status with Twitter.



## FeedBlitz takes it a step further by automating email and IM delivery

While Twitter updates your Facebook Status, [FeedBlitz](#) (a web 2.0 [Feedburner](#) partner service, that helps you optimize the distribution of your content) takes it a step further by automating email and instant messaging (IM) delivery, sending your action alerts and latest updates automatically to Twitter, [Skype](#), [AOL Instant Messenger](#), [MSN Messenger](#) and [Yahoo! Messenger](#). Even if the RSS feeds are very popular, many people still prefer email newsletters. The use of web 2.0 services, such as [Feedburner](#) or [FeedBlitz](#), that automate email newsletter publication, delivery and subscription processes, help you to reach your subscribers with great ease.

Start your FREE subscription to ...

1. Enter your email address:

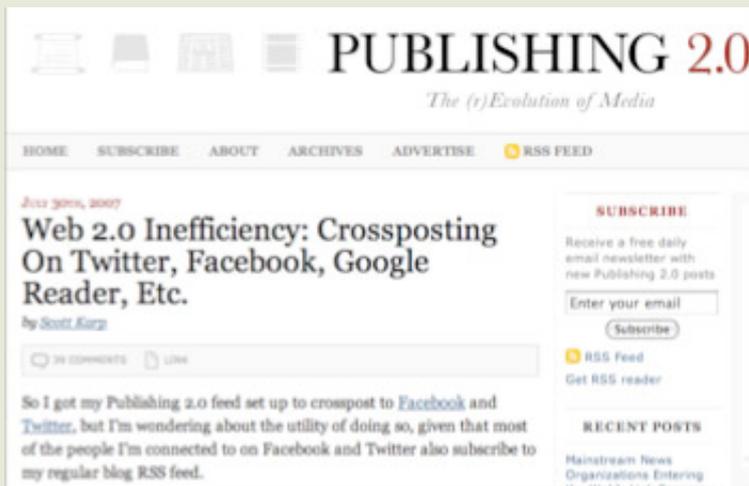
Get your updates via:

- Email
- Skype
- AOL Instant Messenger
- Microsoft Messenger
- Twitter
- Yahoo! Messenger

**FeedBlitz Subscription Options**



## Some arguments against the use of the cross-posting



Most of the arguments made [against the cross-posting](#) technique are correct. Turning the linking aspect of [Twitter](#), [Plurk](#) and other micro-blogging services into a form of publishing platform for your campaign might be conceived, by your friends, followers and subscribers, as spam and redundant. They can get annoyed to come across the same updates or posts on your blog, Twitter, [Facebook](#), RSS readers, etc.

However, appropriate and intelligent use of the technique will deliver significant results through the process of Internet sharing. Exploring innovative

and appropriate ways of using this tactic can help improve your overall effective strategy to keep in touch with your audience while reducing the redundancy. And keep in mind that like all other tactics, this one can either add value to your e-campaign or decrease it, depending on how well you use it.



## A good example on how to use the cross-posting technique

Some [digital activists](#) from countries with widespread Internet censorship use this tactic to automatically keep their audience updated about new "mirrors" to their blocked/censored website and blogs. So, instead of spending time sending emails and filling their subscribers' mailboxes with email updates, applications like [Facebook](#), Twitter are doing the job of displaying the new URLs to their website, bypassing censors and getting the message out.



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[Geo-bombing](#) is one of the techniques that can be employed to enable more effective dissemination of your YouTube videos campaign through Google mapping applications like Google Maps and Google Earth. Now you can watch your geotagged videos inside Google Earth and Google Maps. Any geo-tagged YouTube video will show up when the Youtube layer of Google Earth/Maps is turned on [[read more...](#)]

