

**THE CONSCIENCE
UN-CONFERENCE:**
Using Social Media for Good

A Twitter Compendium
December 5, 2009

UNITED STATES
HOLOCAUST
MEMORIAL
MUSEUM

100 Raoul Wallenberg Place, SW Washington, DC 20024-2126 ushmm.org

INTRODUCTION

On a cold and snowy Saturday, December 5, 2009, the United States Holocaust Memorial Museum and George Mason University's Center for History and New Media held the *Conscience Un-Conference: Using Social Media for Good*. About 60 participants from the fields of academia, activism, archives, consulting, education, libraries, museums, user experience design, and nonprofit work gathered to talk about the potential, practices, and pitfalls of employing the emerging technologies of "social media" for socially conscious missions.

This "tweetbook" is an incomplete compendium of the event but offers a sense of the diverse topics discussed and information shared.

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8:30–10 A.M.

BREAKFAST: SESSION-BUILDING

jdcoffman Discussing 2day-Can a tweet confront hatred? Can tagging pics prevent prejudice? Can a Fb page promote human dignity? [#conconf](#) [RT [@dklevan](#)]

LillyWest Heading to the Conscience Un-conference today: <http://www.ushmm.org/social/blog/#conconf>

rikomatic Morning [#conconf](#) participants! Looking forward to talking about social media and civic engagement.

foundhistory Getting organized at [#conconf](#)...managed chaos is the name of the game.

brownorama [#conconf](#) gets underway. <http://twitpic.com/s8kio>



rmmdc Today is [@HolocaustMuseum](#)'s Conscience Un-Conference: Using Social Media for Good. Follow [#conconf](#) to participate—<http://bit.ly/UNkMD> [RT [@jodiontheweb](#)]

whitneyhess It's pouring in DC and I'm off to the US Holocaust Memorial Museum's Conscience Un-conference. Can't wait to see what's in store [#conconf](#)

Mlsif RT [@HolocaustMuseum](#): 12/5, 8:30a-5p ET: Conscience Un-Conference: Using Social Media4Good. Follow [#conconf](#) to participate <http://bit.ly/UNkMD> [RT [@angelserendib](#)]

rootwork Seeing a few old faces and lots of new ones here at [#conconf](#)—this is good, a departure from my usual ecosystem of nptech conferences!

penellohpee overnight train to DC for [#conconf](#) with [@BrycePeake](#), [@MuseumMark](#), others & lots of ideas!

Mlsif RT [@HolocaustMuseum](#): 12/5, 8:30a-5p ET: Conscience Un-Conference: Using Social Media4Good. Follow [#conconf](#) to participate <http://bit.ly/UNkMD>

NURFCjamie Having breakfast and meeting with the [#conconf](#) crew at the Holocaust Museum offices

NURFCjamie RT @HolocaustMuseum: 12/5, 8:30a-5p ET: Conscience Un-Conference: Using Social Media4Good. Follow #conconf to participate <http://bit.ly/UNkMD>

martha_jean It's 8:20 am and I'm headed to @HolocaustMuseum's #conconf on using social media for good! A day full of Twitter, fb, blogs & change. Yay!

CaitlinHowarth @martha_jean wish I were there #conconf

vargheseanand starting things off at the Unconference <http://www.ushmm.org/social/blog/proposals> #conconf

rootwork Guessing #conconf might be interested in "Accountability Through Web 2.0: A Sudan Case Study" <http://bit.ly/5SuxDA> abt @standnow @SaveDarfur

NURFCjamie @rizwantayabali @akhilak I'm at the Conscience Un-Conference: Using Social Media4Good. Follow #conconf to participate <http://bit.ly/UNkMD>

rikomatic #conconf is off w a rushed breakfast to organize the day's sessions. Woah

brycepeake #conconf can social media cause world peace, or world pieces? <http://is.gd/5db4b>

dtweeles #conconf off to a strong start as sessions are pitched and ideas vetted. seems like a diverse and knowledgable group.

brycepeake #conconf what is social justice—is it more than a buzz word?

ajeenster #conconf impressed already by a crowd of such diverse backgrounds, interests and ideas

NURFCjamie <http://twitpic.com/s8msr>—#conconf participants listening to proposals [RT @MIsif]



chriswillis Excited to participate at the USHMM #conconf. Lots of interesting people, lots of ideas ready to be shared.

Christopher_Neu Great participants and interesting topics for discussion at Unconference—one day suddenly doesn't feel like enough! #conconf

NURFCjamie Proposal to define who/what a “social media member” of a non-profit org is. The [#NURFC](#) is definitely interested in that! [#conconf](#)

brycepeake [#conconf](#)—if you’re leading the participation session, come visit me over by the coffee so we can chat!

museumist Excited for the USHMM’s Conscience Unconference today—using social media for social good. Follow along on Twitter [#conconf](#) [RT [@TimClarkeJr](#), [@museumsetc](#)]

NURFCjamie RT [@chriswillis](#) Excited to participate at the USHMM [#conconf](#). Lots of interesting people, lots of ideas ready to be shared. <me too!>

foundhistory OK. Session boards are down. Cramming stuff into schedule. So far, so OK. [#conconf](#)

NURFCjamie What are your goals for Using Social Media for Good? A major goal for the [#NURFC](#) is to stress that the fight 4 freedom isn’t over [#conconf](#)

JulieBrubaker Waiting for [#conconf](#) schedule, listening to some great discussions about how we can do more with our social media.

kestober attending the [#conconf](#) on social media here in Washington DC...how should museums use social media for social justice?

brycepeake [#conconf](#) does social media carry with it its own kind of social justice? or are all social justice(s) equal?

rootwork I could flit btw [#conconf](#) in DC and [#org20](#) in NYC if only Amtrak offered slightly faster (instantaneous) Acela service. Get on it, folks.

foundhistory Schedule is set! Getting ready for welcome from [@mhaleygoldman](#), logistics from [@amelialikespie](#), schedule overview from [@dklevan](#). [#conconf](#)

LillyWest Lots of sharp people here. It’s going to be an interesting day. [#conconf](#)

Mlsif Staffer from [@holocaustmuseum](#) just told us why [#conconf](#) couldn’t be a “-camp”. Oy! [#holocausthumor](#) [RT [@rikomatic](#), [@brycepeake](#), [@foundhistory](#), [@penellohpee](#), [@drbieber](#)]

kestober “social media is all about the empowerment of individuals” [#conconf](#) [RT [@drossignol](#)]

rootwork Great little reunion of current & former staff of [@antigenocide](#) & [@standnow](#) here at [#conconf](#)

dklevan [#conconf](#) [@HolocaustMuseum](#) is off to a raucous start. Lot’s of interesting folks dedicated to social media & social good!

vargheseanand Meeting [@nahumg](#) and others at the [#conconf](#).

NahumG [@vargheseanand](#) Nice to converse with you and sit across the table from you. [#conconf](#)

LillyWest Question to ponder: how can we honor the dead on social media? [#conconf](#)

dteweles Ironically seeing someone use a beeper at [#conconf](#). Didn't know they still existed, yet alone are used!

You2Gov At the warm up session for [#conconf](#) Should be a great day!

NahumG At the Conscience Un-Conference at the US Holocaust Memorial Museum [#conconf](#) Using Social Media for Good!

NahumG [@You2Gov](#) [#conconf](#) Nice to finally meet u F2F

You2Gov [@NahumG](#) [#conconf](#) Likewise, look forward to speaking more.

chriswillis [#conconf](#) ready to start the sessions. ground rules: get things done, be nice and skip powerpoint (thankfully)

amazursky Nice surprise to run into all my anti-gen peep's at [#conconf](#) [@dteweles](#) [@ajeenster](#) [@marthajean](#) [@saraweisman](#) & oldie [@rootwork!](#)

You2Gov Getting ready for my discussion on "Online Activism" at [#conconf](#)—some really great people here.

rikomatic [#conconf](#) participants: find Rik and Global Kids if u want to find out about youth generated content and social issues

chriswillis facilitating [#conconf](#) session on User-Generated Content at 3pm (est)

amazursky Also great to see [@rmmdc](#) who is pretty much saving the world singlehandedly through social media. No pressure. [#conconf](#)

rmmdc [@amazursky](#) hahaha...we all know you're the rockstar. I'm just here to steal all your great ideas. ;) [#conconf](#)

TimClarkeJr Good luck to all the Conscience Unconference folks at USHMM [#conconf](#) Can't wait to follow along from a distance

JulieBrubaker My presentation for [#conconf](#) "Nuts & Bolts" will be from 1-2. Am hopeful that we will be able to share lots of great ideas & best practices

10-11 A.M.

SESSION: “SOCIAL JUSTICE, ARCHIVES AND MEMORY”

- **Facilitators:** Amalia Levi and Angel David Nieves
- **Amalia's proposal:** <http://bit.ly/4wuyTS>
- **Angel's proposal:** <http://bit.ly/4qjQNL>

NURFCjamie At the “Social Justice Archives Memory Session” [#conconf](#)

KWEnglish starting social justice. [#conconf](#)

foundhistory Social Justice Archives and Memory session starting at [#conconf](#)...What is social justice in the first place?

brownorama Museums and NGOs are introducing social media strategy positions. [#conconf](#) [RT @kaidomo]

LillyWest 1st tough question in session on social justice & archives: what is social justice? [#conconf](#)

brownorama “Traditional” archival techniques filter “good stuff” from new channels like social media. [#conconf](#) [RT @kaidomo]

amelialikespie I really have a hard time tweeting and paying attention to presenters. Listening should be the order of the day for me. [#conconf](#)

kestoher Agree! RT [@amelialikespie](#) hard time tweeting and paying attention to presenters. Listening should be the order of the day. [#conconf](#)

brownorama Rep from Nat. Museum of African-American History describes capturing user-generated content within a physical exhibit. [#conconf](#)

brownorama Information Arch's take note: interesting opportunities bridging gaps between empowerment, social media, and archiving information. [#conconf](#) [RT @leslo]

foundhistory Traditionally, appraisal was solution to archives' problem of shelf space. But what happens when storage capacity is unlimited? [#conconf](#)

amelialikespie NMAAHC is using Fb to distribute user responses to Scurlock exhibit at NMAH [#conconf](#)

amelialikespie [@foundhistory](#) talking about how private corps don't seem to face same issues as public institutions with storage. [#conconf](#)

amelialikespie [@foundhistory](#): how can public/private get together to resolve storage issues? [#conconf](#)

amelialikespie Kate English in memory/archives: How do you deal w/ sheer volume of digital content that can be intimidating to audiences? [#conconf](#)

kestoher from “what do you save” to “save everything!” can be really difficult for archivists. how do u decide which tweets to save? [#conconf](#)

brownorama Sure, we can solve the storage problem. But there's a big gap in findability between for-profit and social justice needs. [#conconf](#)

DCPEST Taking a look at some of the [#conconf](#) remarks. Already someone inaccurately characterizes the purpose of archival appraisal. [#archives](#)

foundhistory [@DCPEST](#) Assume you're referring to tweets from our session. Obviously shelf space isn't only reason for appraisal. [#140charlimit](#) [#conconf](#)

DCPEST [@foundhistory](#) Certainly difficult to pick up the gist of [#conconf](#) from tweets. But the appraisal+shelfspace remark rated a pause. [#archives](#)

foundhistory [@DCPEST](#) Understood. More of a thought experiment: what happens (in museums, archives, libraries when space isn't a concern? [#conconf](#)

DCPEST [@foundhistory](#) Thought raised and clarified. Thanks. [#conconf](#)

foundhistory [@DCPEST](#) Thanks for joining in. Interested to hear what you think of the rest of the day. Check in, if possible. [#conconf](#)

amelialikespie [@foundhistory](#) brings up issue of archiving ugc when it destroys conversational context [#conconf](#)

amelialikespie Mark Auslander talking about community history program in Newton County, GA [#conconf](#)

brycepeake [#conconf](#) is there a purpose for archiving tweets? does twitter encourage us to 'let go? are they historical, or solely important in the now?

kestober maybe Tenement Museum could create a wikipage asking for ppl's memories & thoughts about the Lower East Side? [#conconf](#)

amelialikespie Angel David Nieves talking about need for workshops in introducing community history projects [#conconf](#)

brownorama Archiving needs to evolve to allow people to capture information that is meaningful to them individually. [#conconf](#)

NURFCjamie United Nations rep asked, "How do you archive communities on social media?" [#conconf](#) GREAT QUESTION Is social media transferable?

brownorama Using private sector social media platforms opens institutions to the risk that the popularity/utility of platforms will change. [#conconf](#)

foundhistory Problem: social media communities are not transferable. You may own the tweets but Twitter effectively owns your community. [#conconf](#) [RT [@rootwork](#), [@NURFCjamie](#), [@kmlawson](#), [@CauseGlobal](#)]

foundhistory [Thanks!] RT [@rootwork](#): Unfortunate example was [@causes](#) on [@myspace](#): shut down & killed activist communities

kestober Give the community the power to control their memories, their archive? Who owns the archive, maintains it? Whose knowledge is it? [#conconf](#)

rootwork Yes! RT [@kestober](#) Give the community power to control their memories, their archive? Who owns the archive? Whose knowledge is it?

amelialikespie Talking about issues of ownership in archives session. Museum may make the project, but when's the hand-off to community? [#conconf](#)

NURFCjamie What are we archiving and who are we archiving for? [#conconf](#)

brownorama Social media changes the role of institutions chartered with archiving information about disenfranchised communities. [#conconf](#)

amelialikespie Problem of timely response in museum-media sphere. If you're not quick, audience will answer for you. [#conconf](#) [RT [@CauseGlobal](#)]

kaidomo 지금 [@brownorama](#)(Dan Brown)이 <http://www.ushmm.org/social/blog/> 행사 내용 [#conconf](#) 달고 트윗하는데 정말 좋은말 많이 하는것 같다. 행사도 되게 좋은것 같고, 근데 현실은 자야 되네_-; 널봐야지. (*Translation from the Korean: There are very good things said in the event. And the event also seems very nice but I have to go to bed_-; I'll see it tomorrow.*)

amelialikespie What sort of shared space from these sessions/un-conf in general can we build? Wikis? Want to sustain discussion. [#conconf](#) Ideas?

amelialikespie Ideas for other unconferences USHMM could help support? Let me know so we can think about what's next. [#conconf](#)

NURFCjamie In social justice how do u sustain movements? How do we promote sustainability in the archiving of communities on social media? [#conconf](#)

spazosaurus How to change idea of appraisal/retention of massive amounts of social media [#conconf](#)

spazosaurus How to avoid losing control of/access to our corpus of media hosted in commercial/3rd party networks? [#conconf](#)

spazosaurus How do we share ownership/building of distribution of social media content with extra-institutional communities? [#conconf](#)

amelialikespie Mark Auslander talking about mobile phones being survival mechanism for immigrant communities in US. [#conconf](#) [RT [@CauseGlobal](#), [@kestober](#), [@NahumG](#)]

dklevan [@CauseGlobal](#) I hope Mark Auslander will attend the session on Mobile Tech right now! [#conconf](#)

amelialikespie [@foundhistory](#) says Economist is good resource for mobile in developing areas [#conconf](#)

foundhistory Mobile banking in Africa <http://bit.ly/7iSMqP> [#conconf](#)

brownorama Using mobile to fight HIV/AIDS: Project Masiluleke <http://bit.ly/8TawhS> [#conconf](#)

foundhistory Documenting Kenyan violence via mobile phone: <http://bit.ly/7i6cKy> #conconf via @smashleighf

foundhistory Unicef Innovation: Rapid response SMS, rugged computing, etc. Very cool. (via @smashleighf)

SESSION: “GAMES”

- **Facilitators:** Jairo Eduardo Carrillo and Rik Panganiban
- **Rik’s proposal:** <http://bit.ly/4P3UFJ>
- **Rik’s recap:** <http://bit.ly/ao8mVD>

dklevan Session on “Gaming/Games for Social Good” @HolocaustMuseum #conconf. @rikomatic is getting us started w/Global Kids student-generated games

dklevan Digital games are so much harder to create than viral video. How do you create sense of ownership when the kids can’t code? #conconf

dklevan Games bring folks together in competition and collaboration. How can this be leveraged to promote conflict resolution? #conconf

dklevan @Christopher_Neu discussing online clearinghouse of social media tools for peace...<http://bit.ly/7WA7fI> #conconf

Christopher_Neu Games session #conconf <http://peacemedia.usip.org/> for serious games

dklevan Have u heard of Education for Justice? Resource for educators. Interested in teens learning ethics via games. They’re local to DC. #conconf

dklevan Prof. from Univeristy in Colombia discussing videogames on children & war in Colombia. #conconf

AlisonHanold Learning about the Holocaust Museum’s use of gaming for education and teens using the SIMS #conconf

dklevan @rikomatic—How do you use games to expand audience and reach and message? #conconf

dklevan @rikomatic how do you create games? how do you enable them to go viral? #conconf

dklevan @rikomatic How do you use games to address serious subject matter, is respectful, but is fun? BIG QUESTION! #conconf

Christopher_Neu Issues: 1) how do we use games to reach others? 2) How do we build games? 3) How do we spread it virally? 4) How do we make it fun? #conconf

dklevan @rikomatic How do you break down issues into a functioning game structure without simplifying complex issues? #conconf

dklevan At the [#conconf](#) gaming session—Community is a huge part of successful games like Farmville. How do we create/leverage that?

Christopher_Neu [@dklevan](#) right on. 5) How do we play together and build communities that can carry over to real world empowerment?

Christopher_Neu [#conconf](#) utilizing students to develop anti-kidnapping game—possibly a model for other social games? They get a market, you get product?

dklevan Discussing a cool FB game app re: kidnappings in Colombia created by univ students for free in 6 mos! [#conconf](#)

dklevan Learn more about amazing social games coming out of Colombia <http://bit.ly/7aKleA>

dklevan [@rikomatic](#) You don't always have to create the game yourself. It's hard. It may be enough to script it / conceive the story [#conconf](#)

dklevan [@rikomatic](#) Get kids thru game-design phase. Serious learning about choices and issues there. Then game developers can make it real. [#conconf](#)

dklevan Re—simplification and respect for victims...What do folks think of Hurric Katrina: Tempest in Crescent City? <http://bit.ly/fH6dq> [#conconf](#)

dklevan Discussing challenges of branding games as potentially positive experiential learning quests. [#conconf](#)

AlisonHanold New blog that explores gaming from a feminist perspective—<http://borderhouseblog.com/> [#conconf](#)

Christopher_Neu <http://borderhouseblog.com/> [#conconf](#)

dklevan [@rikomatic](#) directs us to borderhouseblog <http://bit.ly/71C4Qx> to learn more about issues of gender, identity, etc. in games. [#conconf](#)

rikomatic Blog recommendation: <http://bit.ly/71C4Qx> feminist perspectives on gaming & virtual worlds [#conconf](#) [RT [@KoreenOlbrish](#), bschlenker]

dklevan [@Christopher_Neu](#) In Fallout3, your actions have an impact on the progression of the game...affects the world for all players. [#conconf](#)

dklevan Since there is seldom one “right choice” in real life, how do we create social games that are applicable to real world challenges? [#conconf](#) [RT [@AlisonHanold](#)]

dklevan Kate Feely—Games allow youth a level of “agency” that they seldom have in real life and may encourage youth to change real world [#conconf](#)

Christopher_Neu [#conconf](#) One of ways to provide context: Peace Media Clearinghouse posts syllabus alongside links to games, so teachers can use

dklevan TIME FOR NEXT SESSION AT [#conconf](#)!

SESSION: “MEMBERSHIP”

- **Facilitators:** Pamela Mattera and Dana Weinstein
- **Pam’s proposal:** <http://bit.ly/7oXASX>
- **Dana’s proposal:** <http://bit.ly/8fRmgo>
- **Julie’s notes:** <http://bit.ly/9NC455>

Mlsif Attending the “Membership” discussion at [#conconf](#) Who/what is a museum member today? Hope to channel [@kanter](#) and [@afine...](#)

emazursky At the membership building workshop at [#conconf](#)—how to turn participation into sustainable membership.

whitneyhess I’m in [@DanaKenNate](#)’s session on Membership (using social media to raise money) at the Conscience Un-conference [#conconf](#)

whitneyhess “Slacktivists” = people who join an activism group online, but don’t actually take action—[@allencombs](#) [#conconf](#) [RT [@sarahcooley](#), [@stoweboyd](#), eeUS, rickladd, [@LillyWest](#)]

whitneyhess Co-founder of Personal Democracy Forum [@Mlsif](#) is saying that Web 2.0 is digital “barn raising”, sharing cause & ownership [#conconf](#)

whitneyhess What is membership to you? W/o clear goals, you can’t determine the appropriate approach. Every org defines diff—[@juliebrubaker](#) [#conconf](#)

whitneyhess Also here is [@chriswillis](#), Director of Social Media at <http://footnote.com>, a site that helps you find and share historic documents [#conconf](#)

JulieBrubaker In session about Membership at [#conconf](#). Just brought up the great un-gala idea from [@QueensMuseum](#). Here is more info <http://bit.ly/y9xXC> [RT [@Mlsif](#)]

QueensMuseum thanks [@JulieBrubaker](#) [@Mlsif](#) for the QMA “NON-Gala” shout outs! <http://twurl.nl/qgymcs> [#conconf](#)

whitneyhess [@RACasella](#) This is an un-conference, there’s no link to the talk. Sorry [#conconf](#)

whitneyhess Interesting! [@Mlsif](#) says to watch our use of “audience.” “They’re not just an audience anymore. They want to co-create with you.” [#conconf](#)

Mlsif Love [@queensmuseum](#)’s idea of a “a no-cost, no-event, web-based fundraiser” <http://twurl.nl/qgymcs> [#conconf](#)

Mlsif “The people formally called museum-goers can now be contributors,” sez [@chriswillis](#) of footnote.com: Contenttagging by Lib of Cong [#conconf](#) [RT [@CauseGlobal](#)]

jeffjarvis aka curators RT [@Mlsif](#): “The people formally called museum-goers can now be contributors,” sez [@chriswillis](#) of footnote.com [#conconf](#) [RT [@thefaitful](#)]

JulieBrubaker Great point just made at [#conconf](#). Just bc it is a tech solution doesn’t mean there is a cost savings, doesn’t mean you don’t need staff.

MIsif Online membership not going to be about money for much longer sez PBS's Jonathan Coffman [@jdcoffman](#) (i.e. no more TV phone banking) [#conconf](#)

JulieBrubaker [@jdcoffman](#) I like the ford example u used in the membership session of [#conconf](#). Can you give me more info/link to get the facts about this?

SESSION: "ONLINE ACTIVISM"

- **Facilitator:** Alan Silberberg
- **Alan's proposal:** <http://bit.ly/4JeAlH>

vargheseanand At my first session on 'Online Activism' at [#conconf](#).

jbresner Starting the "Online Activism" session [#conconf](#)

martha_jean Hearing from [@you2gov](#) about reality of [#iranelection](#) at [#conconf](#) -> upsetting how dangerous thoughtless retweets were during that.

rmmdc In online activism session at the [#conconf](#). Hoping to talk about the neutrality of technology; that it can be used for both good and evil.

brycepeake [@rmmdc](#) [#conconf](#) is technology really neutral, or does it come with political baggage through its place in society?

martha_jean People were retweeting death lists put out by Iranian authorities w/out knowing what Farsi actually said. [#conconf](#) [#iranelection](#)

rootwork Online activism sess at [#conconf](#) talking abt Iran protest Tweets, in which gov't agents used Twitter to spread threats against activists [RT [@CauseGlobal](#), [@NahumG](#), [@sanchezjb](#)]

MikeNelson in a great discussion on online activism in Iran and Iranian gov. cyber-counterattacks at Conscience Unconference at Holocaust Mus. [#conconf](#)

ajeenster In online activism workshop at ushmm [#conconf](#) exploring dangers of geotagging on twitter and potential consequences of social media

martha_jean [#conconf](#) [@rmmdc](#) raises issues of geolocation and Twitter --> more and more we will know where people and tweets are from. Good & bad. [RT [@CaitlinHowarth](#)]

martha_jean [#conconf](#) how do we encourage people to be more thoughtful w use of social media? W offline advocacy, too...?

jbresner "witness.org" an alternative to youtube but how many know about it? [#conconf](#)

rootwork Iran protests may have been 1st time human rights abuses were documented & publicized (YouTube, Twitter) in real time [#conconf](#)

rootwork The Hub by [@witnessorg](#) is like YouTube for documenting human rights abuses—word needs to be spread <http://hub.witness.org/> [#conconf](#)

You2Gov It is not the responsibility of the what, but rather the who. [#conconf](#) How do social media tools affect Human rights? from my panel session [RT [@Nahum](#)]

CauseGlobal The ability to use geo-tagging to source Tweets & other forms of [#socmedia](#) is potentially dangerous to civic freedoms [#conconf](#) (via [@rmmdc](#))

martha_jean [#conconf](#) [@rootwork](#) encouraging people to find alternate resources for video content like [@witnessorg](#)—human rights video

Christopher_Neu [@martha_jean](#) [#conconf](#) also worth checking out <http://peacemedia.usip.org/> [#conconf](#) [RT [@martha_jean](#)]

amazursky Really impressed by all the great social media minds in the room from [@ushmm](#) [@pbs](#) [@savedarfur](#) [@enoughproject](#) [@whitehouse](#). [#conconf](#)

ajeenster [#conconf](#) session—more interested in emphasis on ind in social media & how 2 ensure they r capable of using that info effectively/responsibly

rootwork Good shout-out of [@globalvoices](#) for reliable on-the-ground reporting from around the world [#conconf](#)

You2Gov [#conconf](#) How do we trust sources in socmed in about countries that are repressive/oppressive—what provides the veracity of information?

martha_jean [#conconf](#) [@rmmdc](#) asks “how do you vet info online?” [@you2gov](#) asks “how do you get ppl to stop for 5 secs &ask ‘what am I sending?’” HOW??

jbresner How do know which tweets/news sources to trust? [#conconf](#)

martha_jean [#conconf](#) takeaways: how to create trust, reference, identity in social media? Important in getting trad media, govts to pay attention.

jbresner In online activism, two goals: 1. getting information out (authenticity if needed) and... [#conconf](#) [RT [@MobileNatives](#)]

jbresner 2. using social media for political reform (anonymity is important) [#conconf](#) [RT [@MobileNatives](#)]

martha_jean [#conconf](#) takeaways: but anonimity important when helping ppl in-country organize for social change there. So how balance competing goals?

rootwork Tension btw reliability/verifiability to get info out to world—& need for anonymity to do organizing in repressive regimes [#conconf](#)

jbresner do places like huffington post become clearinghouse/filter for information overload? [#conconf](#)

martha_jean [#conconf](#) takeaways—an option for vetting social media voices: “pseudonimity” having people linked to a validator thru web of trust

You2Gov [#conconf](#) Are people asking for “old style journalism” for veracity of information? or some clearing house for verifying information? [RT [@NahumG](#)]

Christopher_Neu [#conconf](#) [@you2gov](#): Exactly. What they are asking for is a reliable institution to hold accountable for that info

martha_jean [#conconf](#) what’s the end goal of getting the info out? Pushing gov’s & media? Getting info back to ppl in country? Informing ourselves?

rootwork Don’t assume the social media platform you love is necessarily the best platform for a given social movement. [#conconf](#) [RT [@martha_jean](#)]

martha_jean [#conconf](#) [@saraweisman](#): we shld educate users 2 consume social media like kids in school are taught 2 use trad media: multiple sources, etc.

You2Gov [#conconf](#) [@nahumg](#) raises some excellent point about local news and how international and human rights cases interest or not.

You2Gov [@rmmdc](#) says at [#conconf](#) “Velocity of information trumps Veracity” cites Google Wave as an example

martha_jean [#conconf](#) [@rmmdc](#): “it used to be ‘speak truth to power.’ now velocity = power”.
[#socialmedia](#)

rootwork Need to be where supporters are, but you need to own your relationships! Don’t depend on commercial ntwks alone <http://rtw.kr/73> [#conconf](#)

MikeNelson The new rule of journalism: velocity equals truth. Why MSM used Tweets to get news from Fort Hood shooting, e.g. [#conconf](#) [RT [@cdorobek](#), [You2Gov](#)]

vargheseanand With [@martha_jean](#), [@You2Gov](#), [@nahumg](#) and others in the ‘Online Activism’ panel at the USHMM Unconference [#conconf](#) [RT [@You2Gov](#)]

CauseGlobal Wish I cld be there, too! Stuck in NYC [@vargheseanand](#) With [@martha_jean](#), [@You2Gov](#), [@nahumg](#) etc in the ‘Online Activism’ panel at [#conconf](#)

martha_jean [#conconf](#) respected resources: [@witnessorg](#) [@ushahidi](#) [@globalvoices](#) [snopes.com](#) [@frontlinesms](#) global post, source watch, [@digiactive](#)

rootwork Resources in [#conconf](#) sess on int’l activism: [@witnessorg](#) [@globalvoices](#) [@frontlinesms](#) [@ushahidi](#) [@globalpost](#) [@DigiActive](#) [@mobileactive](#)

martha_jean [#conconf](#) trusted resources: worldiswitness.org vator.tv you2gov.org

You2Gov Google Earth is in Partnership with Holocaust Museum and other Human Rights orgs to layer projects using KML layers, activism. [#conconf](#)

Christopher_Neu [#conconf](#) [@You2Gov](#) <http://www.ushmm.org/maps/projects/darfur/>

rootwork YES. RT [@techforprogress](#) [@calvinicus_rex](#) facebook and twitter are not organizing but are tactics for strategic organizing [#org2o](#) [#conconf](#)

11 A.M.—NOON

SESSION: “EVALUATION”

- **Facilitators:** Joy Sather-Wagstaff and Rebekah Sobel
- **Rebekah’s proposal:** <http://bit.ly/8krLCG>

SaraWeisman what is success with social media? How do you measure? [#conconf](#)

whitneyhess Now I’m at the Evaluation session with [@rsobel](#) and [@jsatherwa](#). Talking about how to measure success of social media efforts [#conconf](#)

whitneyhess Defining your goals and metrics for success *before* designing your experience will give you a greater chance for success [#conconf](#) [RT [@ChadFournier](#)]

lynnwms [@whitneyhess](#) I’m watching comments f/ [#conconf](#) & networking out to others who strategize & organize—hello from Nashville TN

SESSION: “PARTICIPATION”

- **Facilitators:** Neal Johnson and Bryce Peake
- **Neal’s proposal:** <http://bit.ly/5mJaWp>
- **Bryce’s proposal:** <http://bit.ly/5b56cj>
- **Neal’s recap:** <http://bit.ly/ce4fk4>

brownorama Now in “participation” session led in part by [@spazosaurus](#): how do we use social media to get people involved? [#conconf](#)

NURFCjamie About to start the “Participation” discussion [#conconf](#)

brownorama Putting social media strategies in an evaluation context: how do we ensure our programs are being effective? [#conconf](#)

amelialikespie [@spazosaurus](#) n from NGA talking about framework for motivating participation [#conconf](#)

LillyWest Sparking involvement & axn on social media: how do we take community members from reader to leader? [#conconf](#) [RT [@brycepeake](#)]

rikomatic learning about “reader-to-leader” framework on social media participation [#conconf](#)

NURFCjamie All users—Reader—Contributor—Collaborator—Leader (Reader to Leader Framework) [#conconf](#) participation

brycepeake [#conconf](#) starting “participation”: my schtick= how do we use social media to transform cultural institutions into social, dialogic spaces?

brownorama I’m going to do an impromptu sketching studio for the Designing Experience session after lunch. Get your pen and paper ready. [#conconf](#)

brycepeake [@brownorama](#) sold. [#conconf](#)

amelialikespie participation framework is from reader to contributor to collaborator to leader, and people shift between them [#conconf](#)

MikeNelson Break-out on Participation, Neal Johnson outlining a “Reader-to-Leader” framework to examine how to get people into social media. [#conconf](#)

brownorama Wondering if in-house “social media managers” at institutions are seen in the same negative light as social media consultants. [#conconf](#)

amelialikespie [@spazosaurus](#) will you put slides on slideshare? or just send via e-mail? [#conconf](#)

brownorama I wish [@lisabrown](#) (of [@NEADSdogs](#)) was here. [#conconf](#)

kestober now hearing how you can get people to participate in online conversations [#conconf](#)

amelialikespie New Nielsen book coming out on Sociable Design. Mike Nelson says a few months out. [#conconf](#)

brownorama Books on social media design: Designing Social Interfaces <http://bit.ly/8ySyfo>
Designing for the Social Web <http://bit.ly/4XxaK1> [#conconf](#)

KWEnglish How can the reader-to-leader framework be applied to curriculum for M2A? [#conconf](#)

KWEnglish Can uses of social media contribute to NCLB/standardized testing success? [#conconf](#)

chriswillis [#conconf](#) Looking at reader-to-leader framework by Preece, & Shneiderman (2009)
<http://bit.ly/bRfLE>

chriswillis Contributions might grow linearly but connections between contributors grow geometrically. [#conconf](#)

chriswillis Thinking like an anthropologist is essential to uncovering motivations and opportunities of participation. [#conconf](#)

LillyWest How can citizen science (& other types of virtual/distance volunteerism) help build social networks 4 institutions? [#conconf](#)

brownorama How do you measure the long-term effects of participation based on the actions around social objects? [#conconf](#)

brownorama Can social media help us understand how someone has *changed their behavior* based on a social object? Not just *felt* about it. [#conconf](#)

kestober You know how many ppl visit, but not necessarily how they felt about it...did the experience affect action? [#conconf](#)

brownorama Can social media be a bridge between all cultural/learning institutions? A rising tide *should* carry all boats. [#conconf](#)

amelialikespie @chriswillis talking about how we need to think about different metaphors for museum practice. #conconf

brownorama Never underestimate the power of self-esteem as a motivator [in participating online].—@chriswillis #conconf

brownorama Wouldn't it be cool to have a "people who liked this also liked..." feature across cultural institutions? #conconf

foundhistory @brownorama We're building that kind of recommendation engine for bibliographic sources for @zotero. Planning to for @omeka users. #conconf

spazosaurus Our technical/functional requirements for social media software outstrip the available tools. #conconf

spazosaurus What is the effect of domain on strategic goals for participation? #conconf

SESSION: "MOBILE"

- **Facilitator:** David Klevan
- **David's proposal:** <http://bit.ly/7Cmocp>
- **Julie's notes:** <http://bit.ly/bVVHTe>

JulieBrubaker In Mobile session at #conconf. @dklevan suggests: add hashtag signs by key pieces in museum so public and add thoughts and see others ideas

dklevan @JulieBrubaker Credit for this idea goes to @martha_jean. It's a neat concept. #conconf

JulieBrubaker Thks @dklevan & THANKS @martha_jean for the idea (I love it!). It is hard 2 quickly connect twitter handles with people talking at #conconf

kestober Love this RT @JulieBrubaker #conconf. @dklevan: add hashtag signs by key pieces in museum so public and add thoughts and see others ideas

dklevan @foundhistory sharing re: Omeka. Some astounding plug ins that enable museum visitors to share content! #conconf

JulieBrubaker @fieldmuseum: Am at #conconf & just learned about www.epictracker.com. Have a great app for engaging peeps while in the field. Expeditions?

JulieBrubaker How can Museums use <http://layar.com/> to enhance their mission, to educate, to engage the public via social media and mobile tech? #conconf [RT @Rhymo, @patrickbosteels]

JulieBrubaker RT @baxton6: With Layar people could get to museums and have the ability to look thru walls into the exhibition as a preview #conconf

JulieBrubaker RT @Muzarorg: @JulieBrubaker take a look at [#muzar.org](http://muzar.org), we are working on a concept, learning as an discovery tour #conconf

foundhistory Powerhouse Museum (Sydney) experiments with Layar (<http://bit.ly/19G2t2>) #conconf (RT @jenimartian) [RT @MISif, NahumG]

digiphile Neat. Powerhouse Museum experiments with Layar: <http://j.mp/8AB6gD> (HT @foundhistory @Mlsif #conconf) @SunlightLabs: <http://j.mp/7Vx3Do> #AR [RT @NahumG]

foundhistory Nice coinage by @dklevan: “popcorn experience” e.g. iPhone apps are popcorn experiences; users eat ’em up like popcorn and move on #conconf [RT @brycepeake]

dklevan @foundhistory I can’t take credit for it, but I also don’t remember who I picked it up from either! #conconf

foundhistory @dklevan Well, I’m treating it as yours :) #conconf

JulieBrubaker Love your comment @foundhistory: We need to move to a place where data is open and not bound in these concrete lofty places #conconf [RT @brycepeake]

jbresner MTV’s Twitter Visualization <http://www.mtv.com/netstorage/mtvncorpstor.download.akamai.com/8620/radian6/ttl1m/app/snapshot> #conconf

dklevan Wanna see a really cool Twitter visualization by radian6? Visit MTV.com, search for “VMA Twitter” and find the visualization. #conconf

dklevan A lot of agreement that we have to make our data available to third parties...Open APIs or White Label products. #conconf

dklevan Open APIs etc. critical part of facilitating viral spread and use of content, sharing, communication. #conconf

SESSION: “GRASS-ROOTS ORGANIZING”

- **Facilitators:** Ivan Boothe and Erin Mazursky
- **Ivan’s proposal:** <http://bit.ly/8oRwvR>
- **Erin’s proposal:** <http://bit.ly/7dNnQO>

Mlsif Now in the grassroots-organizing session led by @rootwork and @emazursky at #conconf [RT @jeffM2001]

rootwork In the #org20 session at #conconf. Basically.

Mlsif RT @rootwork: In the #org20 session at #conconf. Basically. {ROFL} [RT @You2Gov]

Educate4justice how do we go from online to off line to create momentum and political will for good. #conconf

chriswillis “Slackivists.” Those who join an online movement but never take other action. #conconf

rootwork Online organizing comes in short bursts of actions, but it’s only successful if it’s linked to a long-term movement. #conconf—@emazursky [RT @You2Gov]

foundhistory @rootwork I wonder if identi.ca / StatusNet could be used for this. #conconf

rootwork @foundhistory Yeah, identi.ca came up a lot in discussions of “activist Twittering” after both the Iran and G20 protests/repression #conconf

amazursky Talking about social media and movement building (obvi) at #conconf with @rootwork

whitneyhess “Membership is not a list, or a Twitter following.”—@amazursky Members are dedicated to helping you achieve your mission #conconf [RT @CauseGlobal]

martha_jean #conconf social media is a great initial engagement tool, but not as easily harnessed for sustained advocacy says @amazursky

amazursky “If you have a social network, what would you want out of it? We have to define the purpose of these networks.” @You2Gov #conconf

Christopher_Neu #conconf Research indicates that international organization through social media requires activating bridge bloggers—how to build bridges?

martha_jean #conconf people use social media tools to learn basics of organizing—invite friends to parties (events), edit video, etc says @rootwork

amazursky Person 1: “So it was a planned flash mob?” Person 2: “Yes.” Person 3: “We used to call that a demonstration.” #conconf [RT @robinjwalker]

Mlsif @amazursky the speakers were @you2gov: “So it was a planned flash mob?” Yes. @mlsif: “We used to call that a demonstration.” #conconf [RT @You2Gov, @rootwork]

VirtueB lol RT @amazursky: Person 1: “So it was a planned flash mob?” Person 2: “Yes.” Person 3: “We used to call that a demonstration.” #conconf

martha_jean Another trusted resource #conconf@martha_jean Howcast worth checking out: <http://www.howcast.com/> /via @Christopher_Neu

DemDash Hi #org20 & #conconf: wish we could be there to demo but have a look at DemDash.us, a new organizing platform coming next year.

Christopher_Neu #conconf @You2Gov not just able to buy out social networks like old hierarchy media, must activate networks which is diff. org. path

martha_jean #conconf @amazursky highlighting online->offline organizing of @oscarmoralesg and No Mas FARC

oscarmoralesg Thank you girls! You r t best RT @martha_jean: #conconf

amazursky highlighting online->offline organizing of @oscarmoralesg and No Mas FARC

You2Gov At #conconf @amazursky leading grassroots activism discussion with big question of going from online to offline activism.

You2Gov at [#conconf](#) [@Mlsif](#) talking about continued action on social networks and asking what are the key drivers to keep people engaged? Good Q. [RT [@NahumG](#)]

martha_jean [#conconf](#) “if you want a vibrant and effective movement you need to give up some control” says [@rootwork](#)

Mlsif Genocide Intervention Network was 1 of the 1st real [#org20](#) projects. Seminal casestudy by [@rootwork](#) here: <http://twurl.nl/ubiymj> [#conconf](#) [RT [@CauseGlobal](#)]

brycepeake RT [@jdcoffman](#): [#conconf](#) Orgs struggling with altruism “greater good” (such as RTing a competing museum) is really good for all vs feet i...

emazursky We have to bring messages from the top and the bottom and then pull them both in through coordinating body. [#conconf](#) [RT [@BethanTuttle](#)]

emazursky The UN should let the world talk and then facilitate that conversation so we can prevent “watered-downness” of the message [#conconf](#)

Christopher_Neu [#conconf](#) [@emazursky](#) goal is not to just think top-down or bottom-up, but rather think of institutions as change agents

martha_jean [#conconf](#) what kind of organizing are we talking about? Top down or bottom up? Asks [@you2gov](#). My ?—how do you do BOTH @ same time?

Christopher_Neu [#conconf](#) not just about creating a story to mobilize people—you need mobilizing structures to create action [RT [@BethanTuttle](#), [NahumG](#)]

emazursky Yes! RT [@Christopher_Neu](#): [#conconf](#) not just about creating a story to mobilize people—you need mobilizing structures to create action

Christopher_Neu [#conconf](#) lesson of civil rights movement is not only articulation of goals—also tapped into churches, student orgs, etc. to further goal [RT [@rootwork](#)]

Mlsif Grass-roots organizing discussion flitting from 30K feet view to ground, and back. Not focusing, alas. [#conconf](#) [RT [@rootwork](#)]

martha_jean [#conconf](#) “if you don’t understand organizing structures you can be sure your enemies do” says [@christopher_neu](#) [RT [@You2Gov](#)]

Christopher_Neu [#conconf](#) bad guys can use mobilizing structures too. Berman article: http://muse.jhu.edu/journals/world_politics/v049/49.3berman.html

BethanTuttle Following great conversation about getting stuff done via grass roots organizations at [#conconf](#)

martha_jean [#conconf](#) [@ajeenster](#) [@emazursky](#) [@saraweisman](#) and I realizing there are more questions than answers and hoping for some answers...!

NOON–1 P.M.

LUNCH: LIGHTNING TALKS

- See the “Resources” section for a complete list of presented projects.

whitneyhess Do you know someone who was a child in the Lodz Ghetto? If so, please visit <http://online.ushmm.org/lodzchildren> [#conconf](#) Please RT!

dklevan @MIsif Children of the Lodz Ghetto: A Memorial Research Project BETA <http://bit.ly/5CdGKQ> [#conconf](#)

jbresner Check out omeka.org, a publishing environment for small museums. [#conconf](#) [RT @NahumG]

whitneyhess Omeka—WordPress for museums by Center for History and New Media (CHNM), @foundhistory. Has anyone used this? [#conconf](#)

foundhistory @whitneyhess Check out the @omeka showcase: <http://bit.ly/8Wsjb9> [#conconf](#) [RT @NahumG]

jbresner Children of the Lodz Ghetto <http://j.mp/54XzBc> [#conconf](#) [RT @NahumG]

whitneyhess We’re doing lightning rounds now. @MIsif is telling folks about Personal Democracy Forum (PdF) conference in NYC & other efforts [#conconf](#)

vargheseanand [#conconf](#) eating lunch after an interesting session on mobile technologies and augmented realities.

rmmdc Must admit that I [#fail](#) at talking and tweeting, especially at un/conferences. [#conconf](#)

whitneyhess Wow. Check out <http://go.footnote.com/thewall>. It’s an interactive search of the Vietnam Veterans Memorial wall. Bios, stories, more [#conconf](#) [RT @lindawadman]

jbresner go.footnote.com/thewall | recreates the vietnam veterans memorial, attempts to be as intimate, all names are clickable [#conconf](#) [RT @AlisonHanold]

whitneyhess Footnote shot 6,000 pix of Vietnam Wall, stitched together best 400 and made all names clickable, matched with DOD records, photos [#conconf](#)

whitneyhess Search for Lawrence D Jackson, see photo of his crashed helicopter, someone uploaded his last letter written on his 21st bday [#conconf](#)

whitneyhess I’m actually getting chills behind my head as @chriswillis talks about what people have written on the interactive Vietnam wall [#conconf](#)

rootwork REALLY cool: @HolocaustMuseum’s <http://bit.ly/6COHYy>—6Gpx interactive img of Vietnam memorial 58k names, 58k stories [#conconf](#)

VoicesVT Looking for an Omeka powered site using the social bookmarking plugin—know of one? [#conconf](#) @foundhistory @omeka Thanks!

foundhistory @VoicesVT Check out CSU's Teaching and Learning Cleveland: <http://bit.ly/6AoN5r> #conconf #omeka

MikeNelson Great round of "lightning round" talks at #conconf: Sifry on PDF, Lodz Ghetto children project, Footnote.com 'nam Wall site, Brandeis proj. [RT @NahumG]

LSpurdle See the Interactive Vietnam Veterans Memorial being mentioned at #conconf <http://go.footnote.com/thewall/> [RT @kestober, NahumG, MIsif]

1-2 P.M.

SESSION: “NUTS AND BOLTS”

- **Facilitator:** Julie Brubaker
- **Julie’s proposal:** <http://bit.ly/5PUBLp>
- **Julie’s presentation:** <http://bit.ly/9ufJPb>

kestober Ok, now we’re getting down to nuts & bolts w/ [@JulieBrubaker](#)...let’s see how useful it is. [#conconf](#)

Educate4justice Now exploring Nuts and bolts & social media [#conconf](#)

rootwork via [@vargheseanand](#) Is social media a site of record for social protest, or a source/cause of it? Confusing input&output? [#conconf](#)

kestober are you having more luck with Twitter, FB, Flickr, blogs? What generates the most interest? [#conconf](#)

rikomatic talking about “failed” social media projects at [#conconf](#). failure is often more instructive than success!

LSpurdle Definitely! RT [@rikomatic](#) talking about “failed” social media projects at [#conconf](#). failure is often more instructive than success! [RT [@NahumG](#)]

foundhistory [@rikomatic](#) See [@nowviskie](#)’s “Graceful Degredation” project re. failure, decline, transition <http://bit.ly/79SynD> [#conconf](#) [RT [@NahumG](#)]

SESSION: “DESIGNING USER EXPERIENCE”

- **Facilitator:** Dan Brown
- **Dan’s proposal:** <http://bit.ly/8KFIF7>

dklevan Dan Brown talking about critical elements of UX—Focus, Clarity, Transparency, Empathy, Grace. [#conconf](#) [RT [@NahumG](#)]

jbresner Session 3 “Designing User Experience” with [@brownorama](#) [#conconf](#)

spazosaurus Program evaluation is an underdeveloped area of activity in all of the institutions represented at the conference. [#conconf](#)

jbresner a good interface is clear about what you can do next. is the interface transparent [#conconf](#)

jbresner five principles of designing user experiences: focus, clarity, transparency, empathy, grace [#conconf](#) [RT [@MobileNatives](#), [@lioncaller](#), [@LSpurdle](#)]

delerium69 Transparency yes yes! RT [@jbresner](#): five principles of designing user experiences: focus, clarity, transparency, empathy, grace [#conconf](#)

spazosaurus Let's move from "trial-and-error" method of discovering social media's potential to one driven by functional requirements. [#conconf](#)

whitneyhess Now in [@brownorama](#)'s session Designing User Experience to help ppl consider: focus, clarity, transparency, empathy and grace [#conconf](#)

brownorama [@spazosaurus](#) shares his sketch. [#conconf](#) <http://twitpic.com/s9ssf>



dklevan Idea: a mobile app that allows users to stitch crowd-sourced photos in real time crisis situations for safety/communication. [#conconf](#)

NURFCjamie Wrapping up "Designing the User Experience" at the [#conconf](#)

dklevan Mobile app allowing users to stitch crowd-sourced photos in real time crisis situations cld look like...<http://bit.ly/3cYIoc> [#conconf](#)

LSpurdle App allowing users to stitch crowd-sourced photos in real time crisis situations cld look like <http://bit.ly/3cYIoc> [#conconf](#) (via [@dklevan](#))

jbresner [@brownorama](#) is getting everyone to think about fundamental ux design principles. excellent session. [#conconf](#)

foundhistory Good "sketching studio" session led by [@brownorama](#) [#conconf](#)

spazosaurus Dan's rubric for thinking about interface design critique: focus, clarity, transparency, empathy, grace. [#conconf](#)

LillyWest Post-lunch wake up call: Just sketched a new social media interface in 5 minutes. Whew! [#conconf](#)

SESSION: “POWER AND PRIVILEGE”

- **Facilitator:** Penelope Taylor
- **Penelope’s proposal:** <http://bit.ly/7dNnQO>

rootwork YESSS. First mention of Paulo Freire at [#conconf](#)—I am in the right session.

vargheseanand [#conconf](#): social media and their relationships with power structures

Educate4justice how do we assess quality vs. quantity when building online communities and real engagement? [#conconf](#)

dklevan [@Educate4justice](#) Are the two exclusive of one another? [#conconf](#)

Educate4justice [@dklevan](#) We are finding that the quality/quantity question is a generational one—and not necessarily useful [#conconf](#)

dklevan [@Educate4justice](#) Maybe, but often successful socialmedia projects require clear agreed upon goals and needs and small work groups. [#conconf](#)

Educate4justice Check out this helpful link: <http://socialmediagovernance.com/policies.php> [#conconf](#)

ajeenster [#conconf](#) Reoccurring question: difficulties measuring benefits of social media if one of ur goals is to foster horizontal connections/comm.

rootwork OMG! Photos being Photoshopped! Wikipedia might be in error!...So why did ppl trust Cronkite & Britannica? Critical thnkng not new [#conconf](#)

Educate4justice In media usage we need to look closely at the digital divide and who has access and who does not...

Educate4justice The digital divide has cultural implications as well...[#conconf](#)

brycepeake In the public arena, are pepole aware that thinking critically is part of being a responsible citizen? [#conconf](#)

CauseGlobal A list of [#socmedia](#) policies for regulating use by nonprofits & other groups (via [#conconf](#)) <http://socialmediagovernance.com/policies.php> [RT [@LSpurdle](#), NahumG (2x), You2Gov]

SESSION: “INTERNATIONAL COLLABORATION”

- **Facilitators:** Deb Chad and Nahum Gershon
- **Deb’s proposal:** <http://bit.ly/69A3aN>

Christopher_Neu [#conconf](#) data on Ning belongs to them according to ToS—you can’t take it with you to another platform.

Christopher_Neu [#conconf](#) Thanks [@You2Gov](#) : ability to simultaneously create websites in multiple languages

Christopher_Neu [#conconf](#) TokBox: <http://www.tokbox.com/conf/ijvvorx263xg81tg> [RT [@You2Gov](#), [NahumG](#)]

You2Gov [@Christopher_Neu](#) JOOMLA Language manager help.joomla.org/content/view/full/1651/243/#conconf—Language pack for JOOMLA sites [RT [@NahumG](#)]

NahumG International collaboration aspects—collab using SocMed & organizing un-conferences in diff locations & using SocMed 2 galvanize [#conconf](#)

Christopher_Neu [#conconf](#) Meedan.net w/machine translation and crowdsourcing human expertise [RT [@NahumG](#), [You2Gov](#)]

LSpurdle <http://beta.meedan.net/> bringing Arabic and English speakers together in conversation about world events with machine translation [#conconf](#)

2-3 P.M.

SESSION: “YOUTH AND VIDEO”

- **Facilitators:** Rik Panganiban and Daniel Teweles
- **Rik’s proposal:** <http://bit.ly/bxfnQC>
- **Dan’s proposal:** <http://bit.ly/8ZzakV>

rikomatic Global Kids’ latest youth-created machinima on a social issue at <http://bit.ly/7GTMyE> [#conconf](#)

LSpurdle Tackles child sex trafficking RT [@rikomatic](#) Global Kids’ latest youth-created machinima on a social issue at <http://bit.ly/7GTMyE> [#conconf](#)

dklevan At [#conconf](#), we are asking, “Why [not how] use online video to promote social good?” Your chance to weigh in. Let us know! [RT [@Mbkov](#), [NahumG](#)]

Mlsif Uh-oh, i’m in another [#conconf](#) session where everyone wants to share their view from 30K feet...may have to vote with mine...

Christopher_Neu [#conconf](#) How TV Can Save the World (FP): http://www.foreignpolicy.com/articles/2009/10/19/revolution_in_a_box [RT [@NahumG](#)]

dklevan [@rikomatic](#) YouTube is a compelling medium for youth to research info (even more than Wikipedia). It is where they go for info. [#conconf](#) [RT [@fredjet](#)]

Mlsif Willing to bet there is more user-generated video on YouTube re: genocide than professionally made. [#conconf](#)

Christopher_Neu [#conconf](#) the term “videracy” for video literacy: Very important for Youth—teaching how to interpret TV which they are exposed to 24/7

LSpurdle “videracy” = video literacy: V important to teach youth how to interpret TV which they are exposed to 24/7 [#conconf](#) (via [@Christopher_Neu](#))

Mlsif RT [@emazursky](#): FYI “viderate” and “videracy”, the ability to communicate with video, is a word (via [@Mlsif](#)) /coined by [@rasiej](#) [#conconf](#) [RT [@Christopher_Neu](#)]

dklevan “we are swimming in a sea of user-generated content” says [@Mlsif](#) [#conconf](#) [RT [@fredjet](#)]

NahumG RT [@dklevan](#) “we are swimming in a sea of user-generated content” says [@Mlsif](#) [#conconf](#) Swimming? Drowning!!

Christopher_Neu [#conconf](#) <http://www.stopgenocidenow.org/iact> great site on bringing home refugee camps on Darfur [RT [@NahumG](#), [LSpurdle](#), [refugeebot](#), [goldlis](#)]

dklevan Discussing youth video at #conconf <http://yfrog.com/iyumuj> [RT @Mbkov]



dklevan When marketing a project by/for youth via YouTube, is it important for video to be polished? Does this work? <http://bit.ly/7coeYp> #conconf

Mlsif @dteweles how about focusing on defining what is success in using video with youth organizing around global issues like genocide #conconf [RT @You2Gov]

dklevan @dteweles Video as advocacy tool—“this is SO real!” Vid is personl, intimate, emotive (visceral?). STAND used this on the Hill. #conconf

Christopher_Neu #conconf concerned that we’re conflating “views” with measuring impact. The goal is not to reach them but to change their views. [RT @NahumG]

dklevan @Christopher_Neu I agree. A number of discussions have been heavier on “social media” than “social change/good” at #conconf

Christopher_Neu #conconf true media company’s entertain—but goal for us is not just to entertain, but to educate.

dklevan Anthropology of YouTube by prof Wesch #conconf (h/t @Mlsif and @rmmdc) [http://bit.ly/5R\]2lf](http://bit.ly/5R]2lf) [RT @lioncaller, @NahumG, @Mbkov, @KoreenOlbrish, @JoelFoner]

kestober viewshits/hits/numbers aren’t as important as changing minds & getting your message across #conconf

LSpurdle But you need to reach people RT @kestober views/hits/numbers aren’t as important as changing minds & getting your message across #conconf

LSpurdle Important point RT @dklevan Open APIs etc. critical part of facilitating viral spread and use of content, sharing, communication. #conconf

Mlsif Defining success online: total views, live engagement, intensity of participation, \$\$, actions taken in response, micro-target etc #conconf

dklevan RT [@dklevan](#): Video of [@rikomatic](#) talking about video! <http://ustre.am/:bpsB> [#conconf](#) [RT [@NahumG](#)]

CauseGlobal Thanks for filming! [@dklevan](#) Video of [@rikomatic](#) talking about video! <http://ustre.am/:bpsB> [#conconf](#)

SESSION: “MEMORIALIZATION”

- **Facilitators:** Joy Sather-Wagstaff and Amelia Wong
- **Amelia’s proposal:** <http://bit.ly/5cEitZ>
- **Mark Auslander’s blog post stemming from this session:** <http://bit.ly/alBIDI>

spazosaurus How do we bridge the gap in social expectations for “reverence” or “memorialization” in online realms. [#conconf](#) [RT [@NahumG](#)]

spazosaurus We don’t record/manage/publish idle chatter in the physical museum. Can we expect to do so in online memorials? [#conconf](#) [RT [@kestober](#), [dklevan](#)]

martha_jean [#conconf](#) how do you respectfully memorialize victims in social media? Victims shld’ve been respected while alive—shldn’t be mocked online [RT [@dklevan](#)]

spazosaurus We need to model and role play our social software objectives to elicit the potential pitfalls of policy, admin limits, etc. [#conconf](#)

martha_jean [#conconf](#) & how to leverage “multi-use” spaces like FB for memorialization when so much else goes on there? Think of multi-use offline space [RT [@dklevan](#)]

martha_jean How is mourning changing in the social media and/or “mass mourning” (after Princess diana’s death) era? [#conconf](#) [RT [@NahumG](#)]

spazosaurus Is it possible to create a social media use policy specific enough to adequately control behavior but provide required flexibility? [#conconf](#)

martha_jean [#conconf](#) a blog post on Holocaust Victim on Facebook that [@amelialikespie](#) mentioned: <http://tinyurl.change.org/DkvXG> from [@michelle4change](#) [RT [@amelialikespie](#), [NahumG](#)]

Mlsif Great question to debate at [#conconf](#): a blog post by [@michelle4change](#) on Holocaust Victim’s Facebook page <http://tinyurl.change.org/DkvXG> [RT [@NahumG](#)]

michelle4change what was the consensus? RT [@martha_jean](#) [#conconf](#) a blog post on Holocaust Victim on Facebook: <http://tinyurl.change.org/DkvXG>

Fittsian Fwd: Great question to debate at [#conconf](#): a blog post by [@michelle4change](#) on Holocaust Victim’s Facebook page...<http://ff.im/cucsg> [RT [@NahumG](#)]

spazosaurus Can we replicate the effect of a memorialized physical space on an audience in a social software context? [#conconf](#)

LillyWest Great session on online memorials. 1 unanswered question: what is our responsibility to deal w/ audience reaxns/emotions? [#conconf](#)

SESSION: “HYBRID EXPERIENCES”

- **Facilitators:** Ned Prutzer and Sara Weisman
- **Ned’s proposal:** <http://bit.ly/7XoTZ6>
- **Sara’s proposal:** <http://bit.ly/6xqkUA>
- **Julie’s notes:** <http://bit.ly/982irA>

JulieBrubaker [#conconf](#) is showing some powerful sites for inspiring the public to act online: <http://go.footnote.com/thewall/> & <http://bit.ly/1cJU9H>

JulieBrubaker Concept: a docent at a Musuem says at the end of the tour: “If you liked what you saw, take out your phone now and go to [website]” [#conconf](#)

Educate4justice we are talking about the use of mobile devices as a hinge point between the “real” and “virtual” worlds [#conconf](#) [RT [@You2Gov](#), [kwooleyy](#)]

dklevan Cool! RT [@Educate4justice](#): we are talking about the use of mobile devices as a hinge point between the “real” and “virtual” worlds [#conconf](#) [RT [@Mbkov](#)]

JulieBrubaker Idea fr Hybrid Experience [#conconf](#): allow peeps 2 share pics (& comment) instd of trad mrkting push-go [@HonoluluAcademy](#) <http://bit.ly/2xczjJ>

rootwork The very excellent [@brooklynmuseum](#) has an API for all of its collections. <http://bit.ly/4RiZpi> [#conconf](#) [RT [@keka_marzagao](#), [NahumG](#)]

brooklynmuseum [@rootwork](#)...and we’ve got even more improvements and features to it coming soon! [#conconf](#)

SESSION: “EXPERT AND AMATEUR COLLABORATION”

- **Facilitator:** Danielle Gaines

MikeNelson At session on story-telling in social media. Case study on native Americans’ use of social media Danielle Gaines. [#conconf](#)

kestober Nat. Geo. Socity rep: Media is meant to be social—all media inherently is [#conconf](#)

dklevan [@rmmdc](#) Yeah...Anyone can create a video, but can anyone tell a good story? [#conconf](#) [RT [@NahumG](#)]

lioncaller Would like to see, if there’s a link. RT [@MikeNelson](#): Case study on native Americans’ use of soc media Danielle Gaines. [#conconf](#)

MikeNelson How to get everyone their 15 minutes of fame—stories by everyman/woman that illuminate the big picture? [#conconf](#) [RT [@NahumG](#)]

MikeNelson Can social media lead to social story production? Multiple authors telling parallel stories of a historical event, e.g. [#conconf](#) [RT [@You2Gov](#)]

MikeNelson Wish list: “The social media of voice,” “Tools for social storytelling with multiple authors,” “driveway moments in social media” [#conconf](#) [RT [@lrainie](#), [shannojh](#)]

You2Gov Powerful statement: [@daniellegaines](#) says Technology is the easy part. Story telling is the hard part. [#conconf](#) [RT [@foundhistory](#), [@govloop](#), [@danrodriguez](#), [@NahumG](#), [@brycepeake](#)]

CauseGlobal Journos listen up! RT [@govloop](#) [@daniellegaines](#) Technology is the easy part. Story telling is the hard part. [#conconf](#) /via [@You2Gov](#)—agreed

mhibbitts80 Great line. RT [@danrodriguez](#) “Technology easy part. Story telling is hard part.” (via [@You2Gov](#) [@daniellegaines](#)) [#conconf](#)

foundhistory Big question for [#conconf](#)—“how open is too open?”

3-4 P.M.

SESSION: “MANAGING USER-GENERATED CONTENT”

- **Facilitators:** Chris Willis and Amelia Wong
- **Chris' proposal:** <http://bit.ly/7WDqo8>
- **Amelia's proposal:** <http://bit.ly/5cEitZ>
- **Julie's notes:** <http://bit.ly/aCOF5w>
- **Kelli's recap:** <http://bit.ly/aIpuXd>

foundhistory Getting started with [@amelialikespie](#) and [@chriswillis](#) in managing user generated content session [#conconf](#)

jbresner final session of the day: user generated content [#conconf](#)

foundhistory How do you control the tone in social media spaces? Can you? [#conconf](#)

NURFCjamie The managing user generated content session just started [#conconf](#)

jbresner Ardelia collection from the National Archives: http://go.footnote.com/holocaust_art/ [#conconf](#) [RT [@NahumG](#)]

JulieBrubaker [@chriswillis](#) just reminded us “If you want something for free, that’s not going to happen.” LOL so true! [#conconf](#) [RT [@NURFCjamie](#)]

foundhistory Now we’re getting down to brass tacks: [@chriswillis](#) asks “What’s the worst that can happen?” [#conconf](#)

MIsif Great question from [@chriswillis](#) on managing user-generated content: “What’s the worst that could happen?” [#conconf](#)

amazursky [@HolocaustMuseum](#) Mitigating risk of hate speech & preventing it are 2 different things. Don’t allow hate to dictate your content. [#conconf](#)

spazosaurus Allowing haters/deniers a voice in social media provides a reality check. Hate exists, and now it can be put into context. [#conconf](#)

jbresner One of the best comments today: “Without freedom of speech, how do we know who the assholes are?” [#conconf](#) [RT [@NahumG](#), [@dklevan](#), [@LSpurdle](#), [@craignewmark](#), [@lavika](#), [@You@Gov](#), [@Alheri](#), [@MIsif](#), [@bkbinky](#), [@Snead303](#), [@mdh47](#), [@deproo1](#), [@delerium69](#), [@randomdeanna](#), [@TammiM](#), [@jaclynf](#), [@TheKatsTweet](#), [@brycepeake](#), [@Lancebowski](#), [@akj23](#), [@yourrealtortom](#), [@elizabrooks](#), [@MobileNatives](#), [@kanter](#), [@owenblacker](#), [@Janschbern](#), [@BanksyFan](#), [@jesmmifs](#), [@museumist](#), [@crafty](#), [@DanaKenNate](#), [@KyraSchu](#), [@cairbreUK](#), [@mhibbits80](#), [@chriswillis](#), [@KateHG4](#), [@SunaG](#), [@BrookEllingwood](#), [@elliebelly13](#), [@hiconcep](#)]

lioncaller Ha. RT [@jbresner](#): One of the best comments today: “Without freedom of speech, how do we know who the assholes are?” [#conconf](#)

Cocoxochitl [#LAUSD](#) moment...RT [@kanter](#) RT [@randomdeanna](#) “Without freedom of speech, how do we know who the assholes are?” [#conconf](#) [RT [@gardeningsnail](#)]

flygr167 LOL RT: [@Cocoxochitl](#) #LAUSD moment...RT [@kanter](#) RT [@randomdeanna](#) “Without freedom of speech, how do we know who the assholes are?” [#conconf](#)

NahumG Without freedom of speech-how do we know who the assholes r? [#conconf](#) via [@Mlsif](#) [@craignewmark](#) [@jbresner](#) We also don't know who the heros r [RT [@kaleemkamboj](#)]

spazosaurus If we allow negative responses in social media, you are obliged to intervene...in what measure? Must we contextualize? [#conconf](#)

Mlsif Full text of Nuremberg interrogation records from WWII r up on Footnote.com: <http://twurl.nl/5gotu6> Wow. Amazing resource. [#conconf](#) [RT [@blueair](#)]

You2Gov [@amelialikespie](#) at [#conconf](#) said: Knowing when to use “moments of intervention” is delicate part of social media curation. [RT [@LSpurdle](#), [NURFCjamie](#), [brycepeake](#), [NahumG](#)]

amazursky Check out [footnote.com](#). An amazing source for primary sources on the holocaust and other significant times in history [#conconf](#)

LillyWest Favorite term of the day: “graceful intervention” in UGC. Thanks [@amelialikespie](#) [#conconf](#)

foundhistory Roy Rosenzweig on Wikipedia and factual accuracy: <http://bit.ly/6B5G5M> [#conconf](#) [RT [@You2Gov](#), [NahumG](#)]

mhibbitts80 Looks like a great article. RT [@You2Gov](#): RT [@foundhistory](#): Roy Rosenzweig on Wikipedia and factual accuracy: <http://bit.ly/6B5G5M> [#conconf](#)

foundhistory With many eyes, all bugs are shallow: <http://bit.ly/8hlvdv> [#conconf](#) [RT [@NahumG](#)]

spazosaurus How to curate/influence/edit a useful level of nuance/inflection in user-generated interpretation? [#conconf](#)

lioncaller Interesting Q. RT [@spazosaurus](#): How to curate/influence/edit a useful level of nuance/inflection in user-generated interpretation? [#conconf](#)

SESSION: “DIALOGUE/CONFLICT RESOLUTION”

- **Facilitator:** Mike Nelson
- **Mike's proposal:** <http://bit.ly/5jqyfl>

MikeNelson Starting to moderate my session on Dialogue/Conflict Resolution. [#conconf](#)

rootwork What are some strategies or ideas for dialogue and conflict resolution through social media and w/in online communities? [#conconf](#) [#npstech](#)

Christopher_Neu [#conconf](#) [@vargheseanand](#) map of Arabic Language Blogosphere: http://cyber.law.harvard.edu/publications/2009/Mapping_the_Arabic_Blogosphere [RT [@You2Gov](#), [@NahumG](#)]

rootwork Conflict resolution doesn't mean conflict avoidance. Don't mistake passionate debate for a "flame war" & crush it. [#conconf](#) [RT [@You2Gov](#), LSpurdle, NahumG, brycepeake, delerium69]

delerium69 [@rootwork](#) One problem w/Con Res (& reconciliation) is some see it as a way to avoid justice. They need to know it means both. [#conconf](#)

rootwork [@delerium69](#) yep, definitely. [#conconf](#)

rootwork Good pt for [#conconf](#) from [@AriMelber](#)'s presentation at [#org2o](#)—YouTube is a platform, NOT a strategy <http://twitpic.com/sacr1> [#npotech](#) [RT [@NahumG](#)]



Christopher_Neu [#conconf](#) neuroscience on how media influences perceptions: <http://www.usip.org/events/media-global-diplomat-ii> [RT [@NahumG](#)]

Christopher_Neu [#conconf](#) Great sites on Avaaz (<http://www.avaaz.org/en/>) and Bridgebuilders (<http://bridge-builders.ning.com/>) to connect communities [RT [@martha_jean](#), NahumG]

rootwork "We have a private network for our activists, but no one uses it. Why? B/c ppl want friends to SEE them using it" (via FB etc) [#conconf](#)

askdebra [@rootwork](#) just sent you a note via google docs about our session. FYI. Oh—and I like the [#conconf](#) point abt private/public networks.

martha_jean [#conconf](#) discussing what tools to use for civil, "flame-free" discourse: ning, linkedin, facebook, listservs...Phone? In person?!?

mhibbitts80 [@martha_jean](#) Hard to have "flame-free" discourse on the web. Many people on the web become much more argumentative 1/2 [#conconf](#)

mhibbitts80 [@martha_jean](#) prob due to being anonymous 2/2 [#conconf](#)

kestober wow, so interesting to hear what these folks are up to...lots of passion for so many issues! [#conconf](#)

Christopher_Neu [#conconf](#) Can't wait to check out: <http://peace.facebook.com/> [RT [@NahumG](#)]

Christopher_Neu #conconf Varshney article on ethnic conflict: http://muse.jhu.edu/journals/world_politics/v053/53.3varshney.html

SESSION: “TEACHING AND LEARNING”

- **Facilitator:** Kate English
- **Kate’s proposal:** <http://bit.ly/bormrq>
- **Kate’s recap:** <http://bit.ly/cLVcfg>

dklevan Why use social media in schools? For just the reason administrators’ are afraid—it provides an avenue for agency among youth. #conconf [RT @lioncaller, delerium69]

mhibbitts80 Interesting point. RT @dklevan: Why use social media in schools? For just the reason administrators are afraid. #conconf

brycepeake in technopedagogy—are we sending kids into the information desert w/o a canteen? #conconf

dklevan Which is more dangerous in the hands of a teenager: car, gun, a guitar, another teenager, social media? Just wonderin’. #conconf [RT @lioncaller, @You2Gov]

lioncaller @ariherzog I think it was tongue-in-cheek, but you could make a brain-dev argument w/teens. #conconf

dklevan @ariherzog Yep. In my case, I was tweeting in the context of a session on Teaching and Education in secondary settings. #conconf

dklevan Video on socially constructed narratives w/@brycepeake #conconf

dklevan Video on socially constructed narratives w/@brycepeake <http://bit.ly/8OQ127> #conconf

KWEnglish ...and miles to go before we sleep! #conconf

dklevan Video of Bryce and Kate talking about social media at #conconf <http://bit.ly/7913G5>

4–4:30 P.M.

WRAP-UP: REMAINING LIGHTNING TALKS AND MIKE NELSON'S REFLECTIONS

amelialikespie starting wrap-up! [#conconf](#) gather in big room

rootwork [@you2gov](#) seems nice, but isn't it similar to what [congress.org](#), [CitizenSpeak](#) & [change.org](#) already do? [#conconf](#)

You2Gov [@rootwork](#) yes and You2Gov adds several more elements including social networking and customizable platform. [#conconf](#)

martha_jean Check out <http://peacemedia.usip.org> and <http://peace.facebook.com>—very different, both about peace! [#conconf](#) [RT [@LSpurdle](#), [emazursky](#)]

dklevan [@MikeNelson](#) saying he made great contacts, learned about cool case studies, focused on critical questions big and small at [#conconf](#) wrap up

amelialikespie [@MikeNelson](#) Thank you for sharing your reflections at the end of [#conconf](#).

dklevan Yes. Double thanks! RT [@amelialikespie](#) [@MikeNelson](#) Thank you for sharing your reflections at the end of [#conconf](#).

jbresner Final Critical questions: How do we get people to engage? How do we use the right tools? [#conconf](#)

jbresner Final critical questions: How do we get truth and trust? What do you do about online jerks? [#conconf](#)

dklevan We made some headway on issues like—How do you get truth and trust; sort out the “good stuff” in online discussion / social media [#conconf](#)

jbresner Final critical questions: How do we harness the power of the cheap revolution? [#conconf](#) [RT [@MIsif](#), [craignewmark](#), [CauseGlobal](#)]

JulieBrubaker Closing rmks: we asked important questions tht pertain to all communities. How do u get people 2 engage? How do u get truth & trust? [#conconf](#)

martha_jean [#conconf](#) question of the day: how do you promote truth & trust in online communities while protecting people & open discourse? [RT [@emazursky](#), [LSpurdle](#), [delerium69](#), [dawnarteaga](#)]

jbresner Thanks [@MikeNelson](#) for those final questions. [#conconf](#) [RT [@JulieBrubaker](#)]

delerium69 [@jbresner](#) Re: Final Critical questions: How do we give people a sense that engaging in social good is relevant to them? [#conconf](#)

chriswillis listening to wrap up at USHMM [#conconf](#). good discussions. good day.

delerium69 How to connect Museum volunteers to social media, esp events like this conference? Possible disconnect due to age difference? [#conconf](#)

dklevan Video of [@mikenelson](#) recapping his wrap up at [#conconf](#) <http://bit.ly/6TfH2L> [RT [@You2Gov](#)]

KyraSchu Sounds like [@HolocaustMuseum](#) [#conconf](#) was amazing! Wish I could have been there, look fwd to hearing more abt it!

You2Gov Thanks! [@Holocaustmuseum](#) for including me at [#conconf](#). Truly remarkable group of people. Shout out to [@ameialikespie](#) for rocking it! :-)

delerium69 How do we use social media effectively without disenfranchising activists w/out access to technology? [#conconf](#)

mhibbitts80 [@delerium69](#) Your question seems to go back to concerns I read back in the 90s about technology as a whole creating a world of 1/2 [#conconf](#)

mhibbitts80 [@delerium69](#) have and have nots. This seems less & less to be the case. Hopefully, the same thing can be said with Web 2.0 2/2 [#conconf](#)

delerium69 [@mhibbitts80](#) There still exists a digital divide among older & poor folks who wish to participate human rights work. [#conconf](#)

mhibbitts80 [@delerium69](#) Absolutely, but I do think it is less then what it was 15 years ago. Still more needs to be done. [#conconf](#)

delerium69 [@mhibbitts80](#) Oh yes, divide *is* smaller! My wish now is to not lose stories/ideas from those who lack web knowledge/access. [#conconf](#)

whitneyhess Today was awesome despite cold rainy snow. Conscience Unconference was so inspiring & met great ppl. Also hung out at USHMM library [#conconf](#)

ETC.

CauseGlobal [@amelialikespie](#) Am unable to attend [#conconf](#) today but pls add me to the twitter list & thx for inviting folks who cldn't be there today!

lubar Following the Conscience Unconference at the US Holocaust Museum today, at [#conconf](#). Recommended for all, especially [#amcv2650](#)

foundhistory Welcome to [#amcv2650](#) students! Sorry you can't be here [@lubar](#)!

Murkland [@foundhistory](#) thank you for [#conconf](#) coverage. Informative!

jessicadevaney I had to cancel my participation in the [#conconf](#) due to some unplanned travel. Keep the conversation going for us following from afar!

caaquino [@dklevan](#) Likewise, following [#conconf](#) live tweets and vicariously going through the sessions!

You2Gov SNOW! Yeah! in DC! [#conconf](#) sidebar!!!!!! [RT [@martha_jean](#), [@NahumG](#)]

Educate4justice I'm searching for [#conconf](#) live on TweetGrid Search—<http://tweetgrid.com/search?q=%23conconf>

footnotesrising great tweets already today from [#conconf](#)—conscience unconference @ <http://bit.ly/UNkMD> [RT [@jmcclurken](#)]

amelialikespie It's snowing! [#conconf](#)

brycepeake blizzard? and, no, not the delicious dairy queen icecream treat [#conconf](#)

amelialikespie Lunch is ready, but not uncovered. If you get there ahead of me, please dive in!! [#conconf](#)

amelialikespie Coffee is in kitchen by 2000 (big room). Follow signs. I'll make more, but u can grab ground coffee out of drawer below...[#conconf](#)

amelialikespie ...and a filter and make more. Otherwise let me know when the cow is dry. [#conconf](#)

Mhaleygoldman Wondering if others at [#conconf](#) have been hearing the theme of information literacy throughout? [RT [@mhibbitts80](#)]

dklevan [@Mhaleygoldman](#) Not sure...How do YOU define the term "information literacy?" [#conconf](#)

Mhaleygoldman [@dklevan](#) and from the power discussion—where do people learn how to question the information they find on Wikipedia

dklevan [@Mhaleygoldman](#) Great question. Are there keywords/language that would do that? I usually look at hyperlinks b4 I RT. [#conconf](#)

dklevan [@Mhaleygoldman](#) That's a great question! [#conconf](#)

emazursky Hey, [#conconf](#), do you think you can put words into action and [#pledge](#) to prevent genocide w/ [@standnow](#) & USHMM <http://bit.ly/8bXtPZ>? [RT [@amelialikespie](#), [NahumG](#), [standmickey](#), [dteweles](#)]

iamjolly really impressed w/ tweets from the USHMM Unconference—just wish there were more of me to go around so I could be there [#conconf](#)

dklevan [@iamjolly](#) You're always here in our hearts! :-)
[#conconf](#)

brycepeake [@bmr102](#) you should be here—fun discussions. Search hashtag [#conconf](#)

rootwork Some people at [#conconf](#) seem to use the sessions to ask random questions about social media. I'm not sure why...

Mbkov Can we use social media to eliminate hate? [@HolocaustMuseum:12/5](#), 8:30a-5p Using Social Media 4Good. Follow [#conconf](#) <http://bit.ly/UNkMD>

fredjet @ecoblips are you following this #conconf great info coming out also at #jdcog a guy from Mongolia came to the conference today very cool

amazursky Starting to regret that I don't know about iphone apps since i chose the bb. =forefront of social media. Might have to get both. #conconf

CaitlinHowarth @amazursky iPhone as job write-off? yes please. #conconf

amazursky ooooooh. goooooood idea! RT @CaitlinHowarth: @amazursky iPhone as job write-off? yes please. #conconf

Misif From @dklevan of @holocaustmuseum: Children of the Lodz Ghetto: A *Distributed* Memorial Research Project BETA <http://bit.ly/5CdGKQ> #conconf [RT @LSpurdle]

brownorama Leaving #conconf to meet family at Nat. Hist. Museum. Thanks everyone for a great time!

jtheibault "Conscience Un-Conference" of @HolocaustMuseum #conconf (via @james3neal) List of participants here: <http://bit.ly/4Vuda8>

jbresner Microsoft's Photosynth is an interesting example of using "public" photos to create new experiences. <http://photosynth.net/> #conconf

tmcphers methodologies for respectful collaboration; panel overlays nicely with tweets from conscience unconference #animating_archives #conconf

LSpurdle Worth a look: <http://thepansyproject.com/>—highlighting homophobic abuse in UK, uses social media to support #conconf [RT @dklevan]

rmmdc Great unconference put on by @HolocaustMuseum. Gathered together a diverse group of brilliant people. Enjoyed the conversations. #conconf

dtweles Par for the course: @martha_jean has a matching klean kanteen and cardigan; both hot pink. #conconf

rmmdc Looking forward to running our unconference in 2010 and learning what worked/didn't from @amelialikespie (a rockstar). #conconf

dklevan @rmmdc Thanks for coming to the #conconf. Can't wait to see and/or participate in yours in 2010!

You2Gov @rmmdc So nice to meet at #conconf—here is the event I mentioned to you. <http://bit.ly/1cgtou>—also see www.you2gov.wordpress.com [RT @NahumG]

delerium69 How to promote human rights on social media when online readers decry "too much" "depressing" info? #conconf

lioncaller A social media conf that actually matters. RT @MikeNelson: Conscience Unconference highlights at <http://bit.ly/5LhgMz> #conconf [RT @You2Gov]

LSpurdle Extreme right wing gops are v good at using web: provide lies & propoganda on “depressing” subjects we may be scared of tackling. [#conconf](#)

bradweikel sort of wishing i’d attended [#conconf](#) today—travel schedule was tight, but looks like a very worthwhile gathering

dklevan [@bradweikel](#) More reason for us to have another [#conconf](#) in the near future!

lioncaller Me too. Do it again. RT [@bradweikel](#): wishing i’d attended [#conconf](#) today

lioncaller But why are they called un-? RT [@You2Gov](#): Here is the [#Gov2oLA](#) event [Feb] <http://bit.ly/1cgtou>—also see <http://bit.ly/8HuvQ> [#conconf](#)

penellohpee writing a novel via twitter? http://www.theonion.com/content/news/new_noveller_allows_people_to_post [#conconf](#) [RT [@NahumG](#)]

LSpurdle Conscience Un-Conference: Using Social Media for Good. Been following—v interesting/useful, want one in UK! [#conconf](#) <http://bit.ly/UNkMD>

dklevan Have you viewed and commented on the [@HolocaustMuseum](#) VoiceThread “Curators’ Corner?” <http://bit.ly/5AFVe7> [#conconf](#) [RT [@NahumG](#), [MIsif](#), [@KyraSchu](#)]

delerium69 How do we use social media to keep Holocaust Museum patrons from thinking of their visit as a one-time only event? [#conconf](#) [RT [@NahumG](#)]

PCDCNtwk Checking out [#conconf](#) on [@twazzup](#) <http://ow.ly/Jobn> (tweets, people, links, video, influencers...) [RT [@NahumG](#)]

amazursky [@martha_jean](#) [@dteweles](#) [@ajejanster](#) [@SaraWeisman](#) warm drink after [#conconf](#) for the [@antigenocide](#) gang of trouble?+whoever else wants to join

spazosaurus Tonight is NerdNightDC at DC9 from 6-9! (<http://dc.nerdnite.com/>) [#conconf](#)

rootwork The [@HolocaustMuseum](#) / [@antigenocide](#)’s iPledge2Protect RTed by Twitterers w/5mil followers, only generated 8k new names [#conconf](#) [#nptech](#)

dteweles Yes! RT [@jdcoffman](#): Academics are funny, they raise their hands when they want to say something. Me? I just interrupt people :-) [#conconf](#)

JulieBrubaker Thanks [@amelialikespie](#), [@dklevan](#), [@HolocaustMuseum](#) and everyone involved for putting together and inspiring us at [#conconf](#)!

amelialikespie [@JulieBrubaker](#) Thanks for coming to [#conconf](#) and facilitating.

MIsif My highlights from [#conconf](#): side convos with anti-genocide activists, learning about footnote, lodz distributed projects. Thanks to all! [RT [@craftyb](#)]

rikomatic Excelet conference at holocaust museum on human rights & social media [#conconf](#). Thanks!

mhibbitts80 Been busy all day. Looking forward to following the [#conconf](#) tweets

rikomatic my #1 takeaway from #conconf was @spazosaurus's "reader-to-leader" framework for thinking about participation in our work.

rikomatic learned abt other awesome social media projects at USIP, STAND, Holocaust Museum, Univ of Colombia, PBS, etc at #conconf!

martha_jean Thanks for organizing #conconf @amelialikespie @dklevan @HolocaustMuseum—a thought provoking day w interesting, smart people (& snow!)

paulrosenthal Nice day at #conconf and I totally agree with the line of the day: "Without freedom of speech, how do we know who the assholes are?" [RT @You2Gov]

POST-DECEMBER 5

chriswillis #conconf Beware social media snake oil <http://bit.ly/4Du1Bz>

joelwhitaker Great tweets from the Holocaust Museum's "Conscience Unconference" today @Christopher_Neu @vargheseanand! #conconf

mhibbitts80 Thank you everyone at #conconf for all the amazing tweets. Hopefully, I will be able to attend next year.

NahumG What an inspiring & energizing day! Crowd too. Appreciate the @Holocaustmuseum for letting me in the #conconf & thx 4 organizing it

holocaustmuseum @nahumg Glad to have you here, Nahum. Thanks for posting the photos of #conconf. <http://bit.ly/6siaG1>

NahumG @HolocaustMuseum Thanks for "letting" me into this energizing & important event. I learned a lot and was inspired #conconf

Freedom_project Many thanks to everyone at #conconf for their amazing ideas. Actually can't wait to get back to work to implement them!

JulieBrubaker Exhausted! But inspired by what happened today at #conconf. See for yourself: search Twitter for #conconf #in #fb

amelialikespie Copied all #conconf tweets for tweetbook. Typically would resent working on Sat. night, but browsing these recalls inspiring day.

NahumG #conconf photos 12-5-09 <http://bit.ly/6siaG1> (RT @foundhistory, amelialikespie)

dklevan Layar Reality 3.0 is now available for Droid! Too bad I didn't have it to demo this morning at #conconf

delerium69 Wish I could have attended the USHMM 1st Conscience Un-Conference: Using Social Media for good. But tweets were fun & interesting. #conconf

NahumG #conconf PHOTOS 12-5-09 <http://bit.ly/6siaG1> Click on desired photo, then on “All sizes” to get high-resolution versions

DCPEST RT @archivesopen: “BlogSearch: Did The Allies And Jews Lie About The Holocaust?” <http://bit.ly/5A7Lai> Is this pos #conconf Web 2 success?

DCPEST In Germany(where they have firsthand experience),I believe denial of the Holocaust is illegal. Would @archivesopen be an accessory? #conconf

dklevan Power/status #conconf RT @zephoria “The Dark Side of Digital Backchannels in Shared Physical Spaces” by @gumption <http://bit.ly/79PIIU> (RT @NahumG)

Mbkov @amelialikespie can’t wait to hear all about #conconf!

brycepeake new blog: quotidianmuseum.blogspot.com. inspired by yesterday’s #conconf, and part of my New Year’s resolution to write a little every day

holocaustmuseum @brycepeake Thx for coming out to DC for #conconf, Bryce. Great to meet u & looking forward to following yr new blog <http://bit.ly/8ACMel>

NahumG @Christopher_Neu How did u combine YouTube video input & your laptop video camera stream using <http://bit.ly/1yNtw> yesterday at #conconf?

dklevan Check out @brycepeake’s new blog <http://bit.ly/8ACMel>. 1st post—museums as sites for repair-ative justice with underserved comm. #conconf

You2Gov Writing a #blog post about #conconf—The Conscience Un-Conference. It was really an amazing experience. #gov2o #humanrights

holocaustmuseum @You2Gov Glad you could make it to #conconf, Alan, & share your work about You2Gov (<http://bit.ly/PdHYD>).

dklevan RT @govwiki RT @You2Gov As a result of the #conconf I have been invited to speak at Georgetown U in Jan. Awes.. <http://bit.ly/5HsCKk>

You2Gov @dklevan Thanks for RT and for everything you did! #conconf

danrodriguez Very useful info..thank u for RT @daniellegaines #conconf

You2Gov Ironically, I was speaking about #Iralection nastiness at #conconf. History repeats, albeit in shorter and shorter cycles. #iran

alanwsilberberg Ironically, I was speaking about #Iralection nastiness at #conconf. History repeats, albeit in shorter and shorter cycles. #iran

dklevan RT @BreakingNews Iran shuts down cell phone network in cntrl Tehran as police clash w/ protesters #iranelection #conconf—Rah-e Sabz Reuters

JulieBrubaker 13 Social Media Best Practices Implemented By The Top 200 US Charities <http://bit.ly/5N2OMo> #conconf (via @johnhaydon, @david_barnard)

dklevan @mhibbitts8o Thank you SO much for creating a #conconf archive using TwapperKeeper.com! Makes our lives much easier.

whitneyhess @MIsif Great to meet you at #conconf. Cited you lots, but misspelled your Twitter ID: m-i-s-i-f. You might want to make 1st letter lowercase

vargheseanand @dklevan: Many thanks to you and the rest of the USHHM team for a great #conconf!

holocaustmuseum @brownorama Thx for coming to #conconf, Dan, & for great session on laying groundwork for effective user experience design.

vargheseanand @rootwork: great having you in pretty much every discussion I attended at the #conconf. Great insights! Cheers

dklevan BuildAR allows user to create AR layers within Layar app <http://bit.ly/19G2t2>. How can activists/educators use to raise conscience? #conconf (RT @You2Gov)

Mary_Joyce Conscience Un-Conference on #4change at DC Holocaust Museum looks very interesting, follow #conconf

rikomatic Notes on Conscience Unconference Session on Games and Human Rights Education #conconf <http://bit.ly/6iLInP> (RT @bglusman)

amelialikespie @rikomatic I missed this #conconf session, so thank you for the great write-up!

holocaustmuseum @james3neal That's good to hear. Thanks for compliments. Perhaps you will attend the next #conconf. :)

Mhaleygoldman Of interest to #conconf goers?—RT MIT Media Lab wins the 10 red balloons challenge. <http://bit.ly/4z8KfQ>

Alandjvca #conconf Hybrid Session: The Conscience Un-Conference 12/5/09 2pm Hybrid Session Notes by Julie Brubaker <http://bit.ly/6BMond>

JulieBrubaker Here is the powerpoint write-up from the Nuts & Bolts Session at #conconf <http://bit.ly/8Dmrwq>

robdebob powerpoint write-up from the Nuts & Bolts Session at #conconf <http://bit.ly/8Dmrwq> (via @JulieBrubaker)>> best practice social media #disho9

JulieBrubaker Here are my personal notes from the Membership session at #conconf. <http://www.slideshare.net/JulieBrubaker/conconf-membership-session>

JulieBrubaker Here are my personal notes from the Mobile session at #conconf. <http://www.slideshare.net/JulieBrubaker/conconf-mobile-session>

JulieBrubaker Here are my personal notes from the Hybrid session at #conconf. <http://www.slideshare.net/JulieBrubaker/conconf-hybrid-session>

JulieBrubaker Here are my personal notes from the User Content session at [#conconf](#), <http://www.slideshare.net/JulieBrubaker/conconf-user-content-session>

JulieBrubaker [#conconf](#) participants: If I failed to cite you or got something wrong in my notes, pls let me know and I'll change them (or take them down)

Christopher_Neu Great post by Rik on Games session from Sat [#conconf](#) @rikomatic <http://www.rikomatic.com/blog/2009/12/conscience-unconference-wrapup.html>

amelialikespie RT @angeldnieves Worthwhile conf to look at re: peace & web: Online Discourse in Arab World: Dispelling Myths <http://bit.ly/Q6XFR> [#conconf](#)

holocaustmuseum Did U participate in [#conconf](#) this past Sat., in person or solely via Twitter? If so, plz complete a brief survey: <http://bit.ly/7nCDe6> (RT @TeddyKawakami)

amelialikespie [#conconf](#) participants: post-survey is up on blog. Suggestions for online collaborate space, next [#conconf](#), plz let me know.

dklevan REMINDER: Thurs. Dec. 10, 7pm webcast w/US Rep. to UN Susan Rice re [#genprev](#) <http://bit.ly/7bBEXc>. @HolocaustMuseum to live-tweet. [#conconf](#)

delerium69 Amused to see @USHMM event w/Ambassador Rice could be followed on Twitter. Welcome 2nd decade of 21st Century! [#genprev](#) [#conconf](#)

delerium69 Can we really trust social media to be helpful in fight for human rights? Or is it just shiny & trendy & possibly unstable? [#conconf](#)

amelialikespie Brookings event 12/17 in DC: US Diplomacy in Age of Facebook & Twitter: An Address on 21st Century Statecraft <http://bit.ly/5surZC> [#conconf](#)

OLCIF RT @Freedom_project: Blog post on the power of free speech, the importance of media literacy, and the awesomeness of [#conconf](#) just post...

dklevan @Freedom_project—"Speech, speech & more speech" <http://bit.ly/15Qgr4> vs. Gerson "Banish the cyber-bigots" <http://bit.ly/4Gplil> [#conconf](#) (RT @You2Gov)

amelialikespie @zephoria cautions re: democracy & social media: there are more voices, but minority are amplified <http://bit.ly/5TkRtc> [#conconf](#)

amelialikespie Interesting find from [#conconf](#) tweets. @queensmuseum's non-gala: "no-cost, no-event, web-based fundraiser" <http://bit.ly/61uTHq>

JulieBrubaker [#conconf](#) participants: check out the [#MCN2009](#) conference papers and presentations at <http://www.mcn.edu/conferences/index.asp?subkey=2516>

JulieBrubaker Museum peeps:pls take a short survey abt CMS & social media 2 help student of Mus Studies @ Harvard. <http://bit.ly/7OF7k3> (Pls RT!) [#conconf](#)

You2Gov rt @jeffreycarr: Must-read post on the specifics of the Iranian Cyber Army attack on Twitter by @Pra3torian <http://bit.ly/8HTisD> [#conconf](#)

dklevan RT [@breakthrough](#) RT—Download our “extraordinary” phone app to show us your human rights superhero—<http://bit.ly/5UagEb> [#conconf](#) (RT [@NahumG](#))

dklevan RT [@breakthrough](#) RT on [#blisted](#)—Sing into your webcam and Starbucks will donate to fight AIDS in Africa—<http://bit.ly/6JFBqI> [#conconf](#)

dklevan RT [@NancyProctor](#): Great access & social good mobile apps: (via [@thatwaszen](#)): <http://thatwaszen.tumblr.com> [#mtogo](#) [#conconf](#)

jbresner Short but interesting read from [@frogdesign](#) re: Twitter and trust (in context of what’s going on in Haiti) <http://bit.ly/8IWlA8> [#conconf](#)

RESOURCES

ACTIVISM

Avaaz.org

<http://www.avaaz.org/en/>

Witness, “The Hub”

<http://hub.witness.org/>

Stopgenocidenow, “I-ACT”

<http://www.stopgenocidenow.org/iact>

Genocide Intervention Network, “ipledge2protect.org”

<http://www.ipledge2protect.org/>

Paul Harfleet, “The Pansy Project”

<http://thepansyproject.com/index.htm>

U.S. Holocaust Memorial Museum, “Preventing Genocide: Learn More & Take Action, Pledge Wall”

http://www.ushmm.org/genocide/take_action/action/pledge#/browse

Boothe, Ivan, “Accountability Through Web 2.0: A Sudan Case Study,” techPresident, 17 November 2009

http://techpresident.com/blog-entry/sudan_case_study

Boothe, Ivan, “Using Social Networking to Stop Genocide,” Idealware, n.d.

http://www.idealware.org/articles/social_networking_genocide.php

BEST PRACTICES

Bullas, Jeff, “Study Reveals: 13 Best Practices of Social Media Implemented by the Top 200 US Charities,” Jeffbullas’ Blog, 23 November 2009

<http://jeffbullas.com/2009/11/23/study-reveals-13-best-practices-of-social-media-implemented-by-the-top-200-us-charities/>

CIVIC ENGAGEMENT

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<http://demdash.us/>

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http://muse.jhu.edu/journals/world_politics/v049/49.3berman.html

Etling, Bruce, et al., "Mapping the Arabic Blogosphere: Politics, Culture and Dissent," Berkman Center for Internet & Society, 16 June 2009

http://cyber.law.harvard.edu/publications/2009/Mapping_the_Arabic_Blogosphere

Gerson, Michael, "Banish the cyber-bigots," The Washington Post, 25 September 2009

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COMIC RELIEF

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http://www.theonion.com/content/news/new_noveller_allows_people_to_post

CONFLICT MANAGEMENT AND RESOLUTION

Bridge-builders – A Network of Leaders for the Interfaith Youth Movement

<http://bridge-builders.ning.com/>

Meedan

<http://beta.meedan.net/>

Peace on Facebook

<http://peace.facebook.com/>

The Peace Media Clearinghouse

<http://peacemedia.usip.org/>

US Institute of Peace, "Media as Global Diplomat II: New Findings on the Science of Media and Conflict," 1 October 2009, Washington, DC

<http://www.usip.org/events/media-global-diplomat-ii>

Cashel, Jim, "Can Facebook Promote World Peace?," Huffington Post, 19 November 2009

http://www.huffingtonpost.com/jim-cashel/can-facebook-promote-worl_b_364766.html

CONSCIENCE UN-CONFERENCE RECORDS, PRODUCTS, ETC.

Archive of #conconf tweets

<http://twapperkeeper.com/conconf/>

@brycepeake's blog

<http://quotidianmuseum.blogspot.com/>

@freedomcenter's (Kelli Landes) write-up

<http://fanningtheflames.blogspot.com/2009/12/speech-speech-and-more-speech.html>

PHOTOS

Breakfast session (@brownorama)

<http://twitpic.com/s8kio>

Breakfast session (@NURFCjamie)

<http://twitpic.com/s8msr>

Designing User Experience session (@brownorama)

<http://twitpic.com/s9ssf>

@NahumG's photoset

<http://www.flickr.com/photos/schmoozing/sets/72157622944168400/>

UN-CONFERENCE BLOG

<http://www.ushmm.org/social/blog>

VIDEOS (by @dklevan)

@rikomatic discussing video

<http://ustre.am/bpsB>

@brycepeake and @KWEnglish talking about social media

<http://bit.ly/7913G5>

@MikeNelson's wrap-up

<http://bit.ly/6TfH2L>

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<http://designmind.frogdesign.com/blog/twitter-grows-up-in-the-aftermath-of-haiti-earthquake.html>

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U.S. Holocaust Memorial Museum, "Children of the Lodz Ghetto: A Memorial Research Project"

<http://online.ushmm.org/lodzchildren>

Footnote.com

<http://footnote.com>

Footnote.com, “Interactive Vietnam Veterans Memorial”

<http://go.footnote.com/thewall>

Footnote.com, “Looted Valuables: Holocaust Assets Collection”

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Schonfeld, Eric, “How to Find Those Red Balloons,” *TechCrunch*, 5 December 2009

<http://www.techcrunch.com/2009/12/05/how-to-find-those-red-balloons/>

Wikipedia, “Linus’ Law”

http://en.wikipedia.org/wiki/Linus%27_Law

DATA VISUALIZATION

MTV, [Twitter visualization for 2009 MTV Video Music Awards]

<http://www.mtv.com/netstorage/mtvncorpstor.download.akamai.com/8620/radian6/ttl1m/app/snapshot>

EVENTS

Gov2.0 Camp LA (February 5–7th, 2010)

<http://www.gov2ola.org/>, <http://you2gov.wordpress.com/>

MCN 2009

<http://www.mcn.edu/conferences/index.asp?subkey=2516>

Nerdnite – DC

<http://dc.nerdnite.com/>

“Online Discourse in the Arab World: Dispelling the Myths” (June 17, 2009)

<http://www.usip.org/newsroom/multimedia/video-gallery/arab-blogs>

“Preventing Genocide: A Conversation with Ambassador Susan Rice” (December 9, 2009)

<http://www.ushmm.org/genocide/analysis/details.php?content=2009-12-10>

“U.S. Diplomacy in the Age of Facebook and Twitter: An Address on 21st Century Statecraft” (December 17, 2009)

http://www.brookings.edu/events/2009/1217_diplomacy.aspx

EVALUATION

Baker, Stephen, "Beware Social Media Snake Oil," Business Week, 3 December 2009

http://www.businessweek.com/magazine/content/09_50/b4159048693735.htm

FUND-RAISING

Queens Museum's "Non-Gala"

<http://qmanongala.wordpress.com/>

Boothe, Ivan, "Causes abandons 184,674 nonprofit supporters on MySpace," Rootwork, 6 November 2009

<http://rootwork.org/blog/2009/11/causes-abandons-184674-nonprofit-supporters-myspace>

Crissy, "b-the change: Sing into your webcam and Starbucks will donate to fight AIDS in Africa," b-listed, 18 December 2009

<http://blisted.breakthrough.tv/b-the-change-sing-into-your-webcam-and-starbucks-will-donate-to-fight-aids-in-africa-6697>

GAMES

[serious games from Universidad de los Andes' Communication Design Research Group]

<http://arqdis1.uniandes.edu.co/operacionjaque/research/>

Border House blog

<http://borderhouseblog.com/>

Global Kids, "Hurricane Katrina: Tempest in Crescent City"

<http://tempestincrescentcity.ning.com/>

GOVERNANCE

Social Media Governance

<http://socialmediagovernance.com/policies.php>

HYBRID EXPERIENCE

Honolulu Academy of Arts,

<http://www.honoluluacademy.org/cmshaa/academy/index.aspx?id=4872>

LIGHTNING TALKS

Center for History and New Media, “Omeka”

<http://omeka.org/>

Personal Democracy Forum

<http://personaldemocracy.com/>

Footnote.com

<http://www.footnote.com/>

Cell phone tour of Brandeis’ Rose Art Museum

http://culturalproduction.wikispaces.com/Rose_Cell_Tour

Genocide Intervention Network, “ipledge2protect.org”

<http://www.ipledge2protect.org/>

Facing History and Ourselves online workshop: “The Reckoning: Understanding the International Criminal Court”

<http://reckoningworkshop.ning.com/>

U.S. Holocaust Memorial Museum, “Children of the Lodz Ghetto: A Memorial Research Project”

<http://online.ushmm.org/lodzchildren>

U.S. Institute of Peace, “The Peace Media Clearinghouse”

<http://peacemedia.usip.org/>

You2Gov

<http://www.you2gov.org/>

MAPPING

U.S. Holocaust Memorial Museum, “Crisis in Darfur”

<http://www.ushmm.org/maps/projects/darfur/>

MEMORIALIZATION

Michelle, “A Holocaust victim on Facebook: crude or compelling?” Stop Genocide, 19 November 2009

http://genocide.change.org/blog/view/a_holocaust_victim_on_facebook_crude_or_compelling

MOBILE

Layar

<http://layar.com/>

Project Masiluleke

http://www.frogdesign.com/services/project-masiluleke.html#/images/project-m-gallery_1.jpg

Ushahidi

<http://legacy.ushahidi.com/timeline.asp>

“Mobile money in the poor world,” Economist, September 24, 2009

http://www.economist.com/opinion/displaystory.cfm?story_id=14505519

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Chan, Seb, “Augmented reality and the Powerhouse images in the Commons (or interesting things clever people do with your data #7215),” 6 October 2009

<http://www.powerhousemuseum.com/dmsblog/index.php/2009/10/06/augmented-reality-and-the-powerhouse-images-in-the-commons-or-interesting-things-clever-people-do-with-your-data-7215/>

Crissy, “breakthrough beat: Download our “extraordinary” phone app to show us your human rights superhero,” b-listed, 18 December 2009

<http://blisted.breakthrough.tv/breakthrough-beat-download-our-extraordinary-phone-app-to-show-us-your-human-rights-superhero-6680>

PARTICIPATION AND MOTIVATION

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<http://aisel.aisnet.org/cgi/viewcontent.cgi?article=1004&context=thci>

PROGRAMMING

Joomla! Language Packs and Localised Releases

<http://help.joomla.org/content/view/1651/243/>

Brooklyn Museum, Collections API

<http://www.brooklynmuseum.org/opencollection/api/>

PROJECT MANAGEMENT

Nowviskie, Bethany, “Graceful Degradation: Managing Digital Humanities Projects in Times of Transition and Decline,” Nowviskie.org, 10 July 2009

<http://nowviskie.org/2009/graceful-degradation/>

PHOTOGRAPHY

Photosynth

<http://photosynth.net/default.aspx>

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<http://www.guardian.co.uk/technology/2009/dec/09/interview-microsoft-researcher-danah-boyd>

STORYTELLING

U.S. Holocaust Memorial Museum, "Curators' Corner – The Story of Eldon Nicholas and 'Kiki' the Monkey Puppet"

<http://voicethread.com/#q.b762057.i4042068>

TELEVISION

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http://www.foreignpolicy.com/articles/2009/10/19/revolution_in_a_box

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<http://www.designingsocialinterfaces.com/>

Porter, Joshua, *Designing for the Social Web* (2008)

<http://bokardo.com/archives/designing-for-the-social-web-the-book/>

VIDEO

Global Kids, “Discovered”

<http://www.holymeatballs.org/vvp.htm>

Howcast

<http://www.howcast.com/>

Wesch, Michael, “An anthropological introduction to YouTube,” 29 July 2008

<http://mediatedcultures.net/ksudigg/?p=179>

VIDEO CHAT AND MESSAGING

TokBox

<http://www.tokbox.com/conf/ijvvorx263xg81tg>

VIRTUAL WORLDS

Global Kids, “Witnessing History – a Teen Second Life Exhibit”

http://www.youtube.com/watch?v=nGMH_1VnnaY

WEB PUBLISHING

Omeka Showcase

<http://omeka.org/showcase/>

Teaching + Learning Cleveland [built on Omeka]

<http://csudigitalhumanities.org/exhibits/>

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