How to set up a

Monitoring Dashboard

Settle on a favorite tool and then let information & updates come to you!

Google Reader

Step 1: Go to Gmail.com and register for a Google Mail account.

Step 2: Go to google.com/reader and log in with your Gmail address. You could also use iGoogle if you'd like.

Step 3: Begin searching for keywords on BlogPulse, Technorati and Twitter Search.

We recommend tracking the following:

- Your name
- Your organization's name and its major services
- Competitors or partner sites
- Sector keywords (eg., climate change)

Plunk the name of the desired search term (use quote-marks for "two or more words") into BlogPulse. Look for a small orange XML icon, click it and your search will be added to your Google Reader. If you prefer, you can use Technorati or Google Blog Search instead. All new key-word mentions will feed into your RSS reader.

Go to Twitter search and subscribe to additional terms, either by clicking the feed for this query link in the right sidebar or by selecting the RSS icon near the top right of the Firefox browser. Here, you may want to subscribe to certain hashtags, like #humanrights. Not sure which hashtags are relevant? You can find a deep directory of hashtags, including related terms, at hashtags.org.

Netvibes

Netvibes is a free Web-based tool that is completely customizable and can be used both privately or publicly. To get started, visit netvibes.com and create an account.

Netvibes lets you track all kinds of things online through the use of RSS feeds and templated widgets that you can use to monitor several feeds at a time.

With Netvibes you can create tabs to help organize all these feeds. Here's how:

1. Copy the full URL of the feed you'd like to add.
2. Go to your Netvibes page and hit the green "add content" button in the upper left of the screen.
3. Select "add feed" and paste in the URL.
4. When the preview appears, click "add" and it will show up in a box below.

To move the boxes, simply click on the top of the box (a hand icon should appear instead of your mouse arrow) and drag the box where you'd like it to sit on the page.

To add tabs, click on "add tab" and name it something useful for categorizing the feeds in that section.

You can follow Twitter search results and Google Alerts, as well as all your other feeds, through your Monitoring Dashboard on Netvibes.

A third choice is **Feedly**, an elegant magazine-style way to read feeds.

Created by Socialbrite.org