

# Expose yourself online: *Websites, wikis, email*, and Social Media

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## Problem

### Part I: Websites, Wikis, and Email

How can you upgrade and manage a community's digital records, websites, and mailing lists for free or on the cheap without breaking what you currently have? What new options are available for multiple users to share, collaborate, edit, and archive information to keep operations running smoothly?

## Progression Objective

In this progression:

- ✓ discuss the challenges associated with upgrading technologies
- ✓ learn how to manage your electronic records
- ✓ take away some options to upgrade and boost your digital presence

Use these resources to guide you in building and enhancing your community's technology.

## Content Management Systems

Use these systems to build your website. These systems have add-ons such as social sharing buttons, multi-user collaboration, and SEO.

### WordPress

Free, needs PHP & MySQL configuration  
<http://wordpress.org>

### Joomla!

Free, needs PHP & MySQL configuration  
<http://joomla.org>

### Drupal

Free, needs PHP & MySQL configuration  
<http://drupal.org>

## Internal Communication Wikis

Use wikis to store internal communications, such as meeting minutes, and frequently accessed information.

### Doku Wiki

Free, needs PHP configuration  
<http://dokuwiki.org>

### Tiki Wiki

Free, some set up and configuration  
<http://tiki.org>

### Twiki

Free, some set up and configuration  
<http://twiki.org>

## Remote Storage

Use remote storage systems to collaborate and share documents with different users.

### DropBox

Free, limit 2-18GB  
<http://dropbox.com>

### Box

Free, limit 5GB  
<http://box.com>

### Google Drive

Free, limit 5GB  
<http://drive.google.com>

### Microsoft Sky Drive

Free, limit 7GB  
<http://skydrive.com>

## Email Mailing List Systems

Use mailing lists to send campaigns and track analytics.

### MailChimp

Free, limit 2k subscribers, 12k emails/mo  
<http://mailchimp.com>

### Constant Contact

\$15/mo, 500 subscribers  
<http://constantcontact.com>

### Emma

\$30/mo, 1k subscribers, 20% non-profit disc.  
<http://myemma.com>

### iContact

\$10/mo, 250 subscribers, 20% non-profit disc.  
<http://www.icontact.com>

## Social Media

Use social media to share your website, make announcements, and discuss topics.

### Facebook

<http://facebook.com/pages>

### LinkedIn

<http://linkedin.com/myGroups>

### Twitter

<http://twitter.com>

### Flickr

<http://flickr.com>

### Google+ Communities

<http://plus.google.com/communities>

### HootSuite

Social media management system  
<http://hootsuite.com>

## Contact Us

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