### Taxonomy: Social media tools can be organized into several major categories

<table>
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<tr>
<th>Share and access information</th>
<th>Connect and collaborate with others</th>
<th>Manage and understand information and data</th>
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<td><strong>Information sharing tools</strong></td>
<td><strong>Networks</strong></td>
<td><strong>Collaboration &amp; coordination platforms</strong></td>
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<td><strong>Information management tools</strong></td>
<td><strong>Data analysis tools</strong></td>
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**Description:**
- **Share and access information**
  - Tools that allow users to share info and media in a manner that enables broad access
- **Connect and collaborate with others**
  - Shared platforms that enable users to identify and connect with each other
  - Shared platforms that enable users to collaborate and coordinate with each other
  - Virtual settings that enable users to interact with each other synchronously
- **Manage and understand information and data**
  - Tools that enable users to manage information from a variety of sources to increase ease of access/use
  - Tools that enable users to make sense of vast amounts of data from a variety of sources

**Example of how it can be useful to nonprofits:**
- Update stakeholders on recent activities and priorities
- Reach new stakeholders and enhance relations with existing stakeholders
- Understand beneficiary needs through soliciting broad input
- Deliver virtual services that engage beneficiaries at lower cost
- Aggregate beneficiary information to facilitate case management
- Identify peer organizations offering similar programs

**Example social media tools:**
- Blogs
- Microblogs (e.g., Twitter)
- Mobile text messaging
- Text/video/audio sharing
- Social networks (e.g., Facebook)
- Professional networks (e.g., LinkedIn)
- Wikis
- Forums
- Organizing tools (e.g., Evite)
- Document-sharing/editing platforms (e.g., Google docs)
- Virtual worlds (e.g., Second Life)
- Interactive online games
- Search
- Bookmarks (e.g., Delicious)
- Information aggregation tools (e.g., news feeds, medical record aggregation)
- Relationship mapping
- Social data trackers (e.g., Google Flu Trends)