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

	Share and access information	Connect and collaborate with others			Manage and understand information and data	
	Information sharing tools	**Networks**	**Collaboration & coordination platforms**	**Virtual interaction platforms**	**Information management tools**	**Data analysis tools**
Description:	• Tools that allow users to share info and media in a manner that enables broad access	• 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	• 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)