



kabissa
space for
change in africa

TIME TO GET ONLINE

Simple Steps to Success on the Internet

A learning resource for African civil society

Version 3.1
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PREFACE



OVERVIEW

In today's networked world, civil society organizations are recognizing the power of the Internet for their advocacy work. While many organizations around the world have already embraced this technology, many organizations in Africa have not yet been able to access the wealth of resources available through the Internet. One of the key barriers has been a lack of necessary Internet skills.

You are reading a set of learning materials created by Kabissa to help African civil society organizations to get online and to integrate the Internet into their organizations.

The first half of this course is geared towards creating Internet-savvy activists. The second half of the course will help to empower African civil society organizations to be effective Internet champions, capable of leading their organizations through the challenging process of integrating the Internet into their organizations. Additional resources for continued learning can be found in the Appendices and on the accompanying CD-ROM. Instructions on the use of the CD-ROM can be found at the end of this Preface.



STEPS TO SUCCESS

STEPS TO SUCCESS ON THE INTERNET

This course describes the four main phases involved in taking full advantage of the Internet. Organizations must move through four major steps of Internet usage – at a pace appropriate to their own organizational development.

I. Connecting

The first step involves physically connecting people in the organization to the Internet and building awareness of how the Internet can be used.

II. Accessing

Once a physical connection has been established, and one understands the importance of the Internet, the next step is to begin accessing information resources. Especially in Africa, where traditional information sources are often government controlled, inaccurate, or out-of-date, the Internet offers an inexpensive alternative to access timely and unbiased information from around the globe.





III. Interacting

The interactive features of the Internet are especially helpful in places where telecommunications costs are high and postal services are unreliable. These barriers tend to prevent organizations from reaching out to people outside of their immediate area, potentially limiting the effectiveness of their work. While many organizations have taken the first step by obtaining e-mail accounts, they must continue to exploit the potential of the communication tools available by finding and contacting other like-minded organizations online, receiving and utilizing informative weekly newsletters by e-mail, and participating in online discussions and networks.

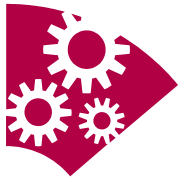


IV. Establishing

As the Internet becomes a primary source of information for donor agencies, governments, and like-minded organizations, it becomes increasingly important for organizations to establish their identity on the Web. By carefully planning, creating, and maintaining a high-quality Web site, organizations can increase their visibility to a global audience, make their operations more transparent, and further establish their credibility.

V. Advocating

The most advanced organizations are able to take the ambitious fifth step of using the Internet as a tool to actively advocate for their communities. At this point, organizations have established their identity on the Web and successfully integrated the Internet into their activities. Through their improved ability to inform the public, organize people and organizations around their cause, and the potential to mobilize international resources, organizations can more effectively reach their goals and improve people's lives.



**HOW TO USE
THIS GUIDE**

These materials have been designed to be used as either a self-taught curriculum or as a reference guide. Depending on your level of comfort and expertise with the Internet, you may choose to begin at the chapter most appropriate for you.

Important Internet-related terms are highlighted in the text (i.e. **Internet**) and are defined in the Glossary in Appendix 1.

Throughout the text, we have used the following icons which will serve as a roadmap and help you quickly identify the purpose of the text you are reading:



Overview

Brief summary of the chapter or section



Learning Objectives

Summary of what you will be learning in each chapter



Key Information

Important background information and explanations of key concepts



How do I do it?

Step-by-step instructions on how to do something on the Internet



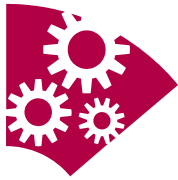
Definition

Brief definition of a word or concept that may be unfamiliar to you



Case Study

Practical example of how an organization is effectively using the Internet



**HOW TO USE
THIS GUIDE**
(continued)



Important

Important tips on using the Internet



Web Resources

Relevant resources on the Internet that can be useful to you and your organization



Mailing Lists

E-mails newsletters or networks that may be particularly relevant to your organization



On the CD-ROM

More resources which are available to you on the accompanying CD-ROM. Instructions on the use of the CD-ROM can be found at the end of the Preface



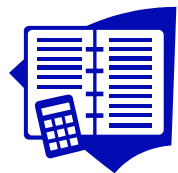
Watch out!

Alerts you to common pitfalls of using the Internet and provides tips on how to avoid them



Kabissa

Informs you about how Kabissa can help you and your organization use the Internet more effectively



Section Review

Short test to help you review what you have just read



ON THE
CD-ROM

WHAT IS THE CD-ROM USED FOR?

The CD-ROM provides you with additional resources to assist in your efforts to bring your organization online. Specifically, you can find:

- *Further Learning resources* (articles, guides, and other learning materials)
- *Software tools* (office software, Web site authoring and management, and Internet tools)
- *Web sites* (useful Web sites that you can browse offline)
- *Time to Get Online Learning Materials* (an electronic version of the materials you are now reading)

HOW DO I ACCESS THE FILES?

First, you need a computer with a CD-ROM drive. When you put the CD-ROM in the drive, a picture of the *Time to Get Online* cover will automatically appear on the screen (see right). **If the menu does not appear automatically, open Windows Explorer and click on the Autorun.exe icon.**

You can click on each button to learn more about the resources on the CD-ROM, as well as links to the *Time to Get Online* and Kabissa Web site. Please click on “Read me first” for important instructions and “What’s on the CD?” for more detail on each file on the CD-ROM. Please note that if you click on “Browse Software” and then click on a software file, a program will start that will guide you through the process of installing the software on your computer – **please be considerate of others and only install software on the computer if it is your own, or if you have permission to do so!**



PREFACE (CONTINUED)

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INTRODUCTION: WHY GET ONLINE?



DEFINITION

WHAT IS THE INTERNET?

The Internet is a global network of people and organizations connected through computers and phone lines. It works through several very clever tools (software programs) that enable you to access valuable information resources and communicate with others around the world.



KEY INFORMATION

MORE AND MORE CIVIL SOCIETY ORGANIZATIONS ARE USING THE INTERNET

According to the International Telecommunications Union (ITU), only 1 in 100 people in sub-Saharan Africa use the Internet compared to 1 in 25 people in Latin America and 1 in 2 in the United States.¹ Despite these low numbers, evidence has shown that many African civil society practitioners are using the Internet – and the numbers continue to grow.

- The ITU predicts that by the year 2005 nearly 20,000 Africans will be using the Internet, double the amount of users in 2003.²
- Pambazuka News, a social justice newsletter for Africa distributed exclusively via the Internet, has over 10,000 subscribers.
- Kabissa's own community of civil society organizations has more than doubled every year.

More and more organizations are realizing that the Internet is an ideal medium for educating and informing others around the world about the work of African civil society, and are gaining support for their issues on a much larger scale than ever before.



CASE STUDY

EXPLOSION OF THE INTERNET IN GHANA

In 2003, BBC News noted that Accra, the capital of Ghana, reported having 500 Internet cafés, nearly six times the number of Internet cafés than in London.³ Civil society organizations are maximizing these resources, and using the cafés as an extension of their offices. Kofi Annan, Secretary General of the United Nations, affirmed what African civil society is already doing. In one of his speeches, he stated, "Information and communication technologies (ICTs) can help us turn this potential into concrete opportunities that will help the poor work their way out of poverty, while at the same time benefiting the world community as a whole."⁴

¹ Source: http://www.itu.int/ITU-D/ict/statistics/at_glance/Internet02.pdf

² Source: http://www.itu.int/ITU-D/ict/statistics/at_glance/af_projections.html

³ Source: <http://news.bbc.co.uk/1/hi/business/2974418.stm>

⁴ Source: <http://news.bbc.co.uk/1/hi/technology/2295711.stm>



**KEY
INFORMATION**

SO WHAT CAN THE INTERNET DO FOR MY ORGANIZATION? A GREAT DEAL!

With the help of the Internet, you can be more *efficient*, saving your organization valuable time and money, and *effective*, enabling your organization to be more successful in achieving your mission.

- **Communicate faster, cheaper, easier**
Compared to traditional postal service, or even faxes, the Internet is a better way to communicate with people. Using e-mail, you can reach people on the other side of the world instantly and inexpensively. Compare it to the cost of an international phone call or fax!
- **Increase the safety, security, and reliability of information**
Using the Internet, you can store information safely in a centralized place while still having access to it from anywhere – from a cyber café, a colleague’s office, or even another country. This protects your information from many risks, including damage to your office or interference from other people.
- **Build and maintain relationships**
Much of civil society work is made up of relationships – with the communities you serve, your partners, and your supporters. Thanks to the speed and global nature of Internet communications, building and maintaining these relationships is considerably easier with the Internet.
- **Access information quickly and easily**
The Internet is packed with useful information for every type of organization – ranging from lists of donors to health training manuals. Using the Internet effectively will allow you to find simple information more easily, and give you access to a wealth of resources that would have otherwise been unavailable. This is particularly true for organizations in Africa that typically face difficulties with traditional print communication or other mediums, such as fax, phone, and courier.



**KEY
INFORMATION**
(CONTINUED)

- **Disseminate information**
If your organization already produces action alerts, reports, and other materials, you will embrace the Internet as a powerful tool for distributing your materials even more widely – in your country, throughout Africa, and around the world. All your readers need to do to access your materials is to access the Internet.
- **Raise your profile globally**
A well-maintained Web site will greatly improve the credibility and visibility of your organization to local and global audiences. People will take notice if you have your Web site and e-mail address printed on your business cards and brochures. Your online profile will also be raised if you offer a regular service on the Internet that people find useful, such as disseminating an informative e-mail newsletter or providing updates of human rights violations in your country.

IT'S TIME TO GET ONLINE!

CHAPTER 1: CONNECTING TO THE POWER OF THE INTERNET



OVERVIEW

YOU JUST NEED TO GET STARTED

You probably already know that you want and need to get connected to the Internet, both for your own benefit, and for the purposes of your organization. But the Internet can be intimidating. This section gives you a simple, easy to use guide to getting connected to the Internet, and the basics of how to find your way around the Internet. The most important step is to get started!



LEARNING OBJECTIVES

By the end of this chapter, you will be able to:

- Take steps to connect to the Internet
- Find Internet resources using a Web browser
- Start communicating with others using e-mail
- Utilize advanced e-mail features such as attachments, address books, folders, and filters
- Solve common e-mail problems
- Use alternative methods for communicating over the Internet

CONNECTING TO THE INTERNET



KEY INFORMATION

WHAT DO I NEED TO GET STARTED?

You will need three main ingredients to *get online*, the popular term for gaining access to the Internet:

- Basic computer skills
- An Internet-connected computer
- Web browser software

Getting all of these things may not be easy for you - perhaps computers and phone lines are scarce where you are working, or maybe you do not have the opportunity to sit in front of any computer for long enough to figure out how to use it. Still, as you may already have discovered, it is far from impossible to get to an Internet-connected computer if you set your mind to it. Many people in the civil society sector go to great lengths to do so (see page 8 for the Fantsuam case study). Once you are aware of all the things you can do with the Internet, no one will be able to stop you!



HOW DO I DO IT?

HOW DO I DEVELOP BASIC COMPUTER SKILLS?

The best way to build basic computer skills is to learn from a friend – and then practice, practice, practice. The more time you spend sitting in front of a computer, the more skillful you will become at using it. A friend, co-worker, or even the cyber café staff can help you get started. There are also many printed and online materials that help you learn more about using the Internet. As well, local nonprofit organizations in your area may offer training courses or workshops on basic computer skills. You can find more information on learning materials and opportunities in Appendix 2.



WEB RESOURCES

✓ Computer Basics on ItrainOnline

<http://www.itrainonline.org/itrainonline/english/computers.shtml>

ItrainOnline is full of useful resources for learning more about computers and the Internet. Follow the link above to read an article about the basics of understanding and using computers. (The complete ItrainOnline Web site, including this article, is also on the CD-ROM).



HOW DO I DO IT?

WHERE DO I FIND AN INTERNET-CONNECTED COMPUTER?

There are several different ways you can access an Internet-connected computer:

Option #1: Get your own office connection

Ideally, you can set up a computer in your office that is connected to the Internet through your phone line. For this you will need:

- A computer
- A **modem** (this may already be built into your computer)
- A phone line
- Web browser software, like Internet Explorer (see the next page for more information)
- A subscription with a local **Internet Service Provider** (ISP).

The ISP will be able to give you more specific instructions on how to set up your connection.



WATCH OUT!

Getting connected to the Internet via a local ISP may be quite expensive, and may not be the best option for a small organization with limited funds. If your organization decides on this option, it is a good idea to shop around for the best price and services, as these can vary greatly between providers. Be sure to select a provider that not only has competitive prices, but also has a reputation for reliable, high-quality services.



HOW DO I DO IT?

(CONTINUED)

Option #2: Find a friend with an Internet connection

If you aren't able to have your own Internet connection right now, explore your community and find out where you can get online. Ask questions. Do any of your friends or family use the Internet? What about your neighbors? Someone you already know may be willing to show you how to use a computer to connect to the Internet.

Option #3: Find a cyber café

Many people find they need to go to a **cyber café** (popular term for an Internet-connected business center, also referred to as a **telecenter**). Cyber cafés charge a fee to use a computer with Internet access.



CASE STUDY

OVERCOMING OBSTACLES: FANTSUAM FOUNDATION

Fantsuam, a rural community-based group in northern Nigeria, has overcome the infrastructural limitations in their community and successfully integrated the Internet into their work. Power and phone lines do not yet reach their office, but Fantsuam staff members are able to get online regularly by taking the two-hour bus ride to Abuja, where they access the Internet at a cyber café. Once there, they collect their e-mail and copy it to a diskette for later reading. At the same time, they send off e-mail messages that they prepared in advance from a diskette they brought with them. In this manner, the Fantsuam team has been very successful in using the Internet to network, to find out about opportunities, and to correspond with partners, even winning the first Africa Hafkin Prize. You can learn more about their work at <http://www.fantsuam.org>.



HOW DO I DO IT?

HOW DO I GET WEB BROWSER SOFTWARE?

In order to surf the Internet, you will need a software program called a **Web browser**. The most popular programs are *Netscape Navigator* and *Internet Explorer* (from Microsoft). Both are available for free and they may already be available on your computer. The pictures in this section depict the Internet Explorer browser. Netscape looks slightly different, but the functionality is basically the same.

FINDING YOUR WAY AROUND THE INTERNET



KEY INFORMATION

WHAT CAN I DO WITH A WEB BROWSER?

At first glance, a Web browser looks much like the program you use to write letters and reports – however, with a Web browser, you cannot actually edit the information it displays. You can only read, save, or print out what you see on the screen.

Web browsers have many unique features to become acquainted with over time, but there are three particularly important tasks that will help you to get started on the Internet:

- Accessing a specific Web site
- Using links to move between different Web sites
- Using your Web browser to navigate around the Internet

There are many different Web browsers on the market. Throughout these materials, we will use Internet Explorer, which comes installed on most Microsoft Windows computers and is the browser you are most likely to be using. If you are using a different browser, the functionality will be the same, but the buttons and menus may look different.



HOW DO I DO IT?

ACCESS A SPECIFIC WEB SITE

The most direct way to reach a Web site is to type an address in the Address Bar:



The address bar, which you will see across the top of the computer screen once you've started the Web browser, tells you the precise Web address of the online resource (or Web page) that you are currently viewing. If you know the Web address of an organization or resource that you want to access, you can click on the address currently displayed, delete it, type in the specific address that you want, and then press ENTER.



DEFINITION

WEB ADDRESS

Every Web page on the Internet has its own unique address or **URL** (Uniform Resource Locator). Most Web addresses share the same general format. Let's take the example of <http://www.kabissa.org>.

Indicates that you are accessing a standard Web page via a browser. Be sure to remember the *http://* or else the page you are looking for may not show up!

Usually the name of the organization

<http://www.kabissa.org>

Indicates the server that is being accessed. Most organizations use *www* for their main site, but this is just a convention, not a requirement.

Indicates that this is a nonprofit organization, not a commercial company (.com). There are many variations, but some popular ones include .gov (government), .gh (located in Ghana), or .net.

TIP: When typing in a Web address, be sure the slashes are facing in the right direction, and pay attention to which letters are capitalized.



HOW DO I DO IT?

USE LINKS TO MOVE BETWEEN DIFFERENT WEB SITES

Underlined **hyperlinks** are placed throughout Web pages by their authors and perform a special function. When you move the mouse cursor over a hyperlink, it turns from an arrow into a pointing hand (see picture below). If you then press the left mouse button, it will select the link and – presto! – the Web page that you were viewing will be replaced with the page indicated by that hyperlink. You can decide which links you want to follow to more quickly access the information that interests you.

In this example the “Free membership” hyperlink takes you from the Kabissa Home page to a Web page containing information for organizations interested in becoming Kabissa members.





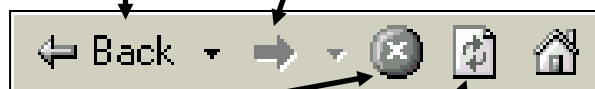
ACTIVITY

Use your Web browser to navigate around the Internet

If you have ever surfed the Internet, you know how easy it is to get lost or distracted by vast amounts of information available. Don't worry – your Web browser has easy-to-use buttons to help you navigate.

The following activity is designed to help you improve your navigation skills on the Internet by using the buttons on your Internet tool bar.

1. Type in the UNICEF URL into the address bar.
<http://www.unicef.org/index.html>
2. At the top, left-hand side of the page you will see the words 'Country Info'. Click on this hyperlink and a new page will appear.
3. You will now see a map of the world - click on your region of the world (example: West and Central Africa).
4. Next, click on your home country, or a country you are interested in learning more about (example: Togo).
5. Now, on the Web tool bar at the top left hand side of the screen, click on Back to return to the last page you were viewing, the list of countries.
6. Click Forward to return to the country page you were looking at.
7. Now click on Back again, then select a different country (as you did in step 4)



TIP: Click on the red 'X' to Stop bringing up a Web page (if, for example, the Web page is taking too long to come up).

TIP: If the site is not coming up, you can also try loading the page again (known as Refresh)

TIP: Click on the picture of a house to return to the default Home page configured in your browser

COMMUNICATING WITH PEOPLE THROUGH THE INTERNET



KEY INFORMATION

THE ANSWER IS E-MAIL!

E-mail is one of the most important Internet tools because it is a powerful way to communicate cheaply, quickly and easily with people all over the world. As you start using it, you will learn many useful skills that will make you an effective e-mail communicator. This section introduces and explains essential e-mail features that everyone must learn:

- Get an e-mail address
- Access your e-mail mailbox
- Write messages
- Use address books
- Attach files to messages
- Organize your messages with folders
- Create multiple accounts for your organization



DEFINITION

WHAT IS AN E-MAIL ADDRESS?

An e-mail address, recognizable by the @ symbol (pronounced “at”), makes a person reachable on the Internet. For example, info@timetogetonline.org is the e-mail address for the team that put together these materials – write to us! If you want to aim higher, you can use e-mail to write to George W. Bush at his presidential address (president@whitehouse.gov) or Olusegun Obasanjo (president@nigeria.gov).

USING E-MAIL



HOW DO I DO IT?

GET AN E-MAIL ADDRESS

Most people set up their first e-mail address on Yahoo! (see below) or Hotmail, two very popular e-mail providers. The main advantages of these services are that they are free, anonymous, and accessible via any Web browser. When you go to one of these providers, the first step will be to select the name you want to use, and determine if it is still available. For example, if your first name is Kofi, you may want the address kofi@yahoo.com, but it has probably already been taken by someone else! The program will suggest other similar names that are still available, or you can select a less common name.



WATCH OUT!

FREE SERVICES ARE RARELY FREE

Yahoo! and Hotmail provide free e-mail services, but they are still limited and may even reflect poorly on your organization.

- Since these services make their money through advertising, banner advertisements will appear on the screen while you are reading and writing your e-mail messages. They may also attach a message at the end of each of your outgoing e-mail messages to advertise their services.
- If you check your e-mail infrequently, your account may be discontinued if you do not use it for a specified period of time.
- *Most importantly, these e-mail addresses are very generic and do not establish your organization's identity on the Internet*

Of course, if you pay with a credit card, you can buy additional services that address most of these issues.



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KABISSA OFFERS AN ALTERNATIVE

Any civil society organization working for positive change in Africa can sign up for a *free* Kabissa subdomain. That means your e-mail address will look like this: you@yourorganization.kabissa.org. These e-mail mailboxes can also be accessed anytime via any Web browser, and will enable you to start establishing your organization's own presence on the Internet.



**KEY
INFORMATION**

ACCESS YOUR E-MAIL MAILBOX

You have two choices for accessing your e-mail – through a **Web browser** (like Internet Explorer) or through an **e-mail client** (like Outlook Express).

An e-mail client has many advantages, such as allowing you to work on your e-mails without being connected to the Internet. It does this by storing your messages on your own computer. This makes e-mail clients more reliable than a Web browser e-mail interface. For example, if you are using a Web-based e-mail account (like Yahoo!), you might lose an e-mail message you have been working on if the connection fails.

However, an e-mail client isn't the right solution for every organization. It does require that you have at least one computer with an Internet connection in your office. If you already have an office connection, here is a quick test to help you to decide which method is best for you and your organization. The more questions you answer with a "Yes", the more you should consider staying with Webmail.

Do you travel frequently or need access to your e-mail from many locations?

Do you have a reliable, fast connection to the Internet?

Is security a concern in your office?

Do multiple people need to access e-mail on the same computer?

Yes No

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>



KABISSA

KABISSA OFFERS FLEXIBILITY

With a Kabissa e-mail account, you have the option of accessing your e-mails through a Web browser (Webmail) and offline with an e-mail client. You pick whichever option best suits your organization!



**HOW DO I DO
IT?**

WRITE E-MAIL MESSAGES

The exact steps for creating an e-mail message will differ slightly depending on how you access your e-mail, but the basic functionality is always the same. You can start a new message by clicking on the *Compose* or *Create mail* button from the main menu. A new screen will appear that looks something like the examples in this section from Yahoo!

Every new message will answer the following questions:

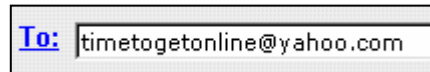
1. Who are you sending the message to?
2. What is the message about?
3. What do you have to say?


**HOW DO I DO
IT?
(CONTINUED)**

1. WHO ARE YOU SENDING THE MESSAGE TO?



In this example, the author used the space next to “To:” to address this sample message to the Kabissa *Time to Get Online* team at timetogetonline@yahoo.com



She also selected the option to send a copy of the message to info@kabissa.org by typing in that e-mail address in the space next to “Cc” (carbon copy).



It is also possible to place addresses in a “Bcc” (blind carbon copy) field to send copies of the message to people without showing it to other recipients of the message. This is useful if you want to send the same message to a large number of e-mail addresses without sharing the e-mail addresses of everyone on the list.

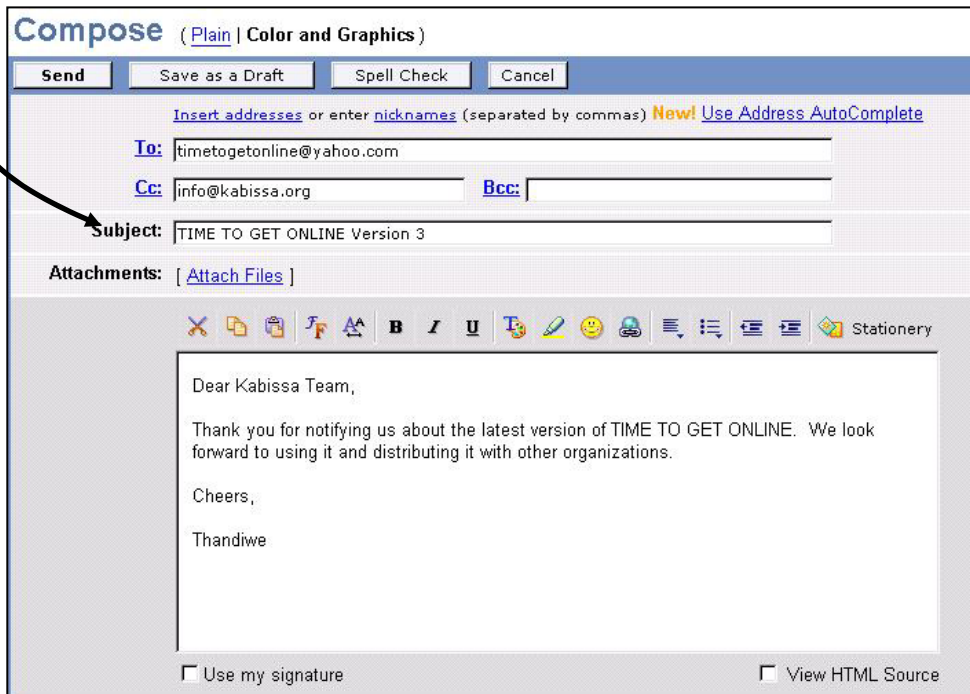


2. WHAT IS THE MESSAGE ABOUT?

Next, the author wrote a concise description of the topic of her message next to “Subject”, which will then be displayed when it is received by the Kabissa TTGO team in their mailbox. In this case, the subject is “TIME TO GET ONLINE version 3”.

3. WHAT DO YOU HAVE TO SAY?

In the big white space below the Subject line, she wrote the brief text message – which, as you can see, she wrote in the form of a letter addressed to the Kabissa Team.



This text can be as long as you like, but if you intend to send a report or longer document, consider sending it as a file attachment (see page 19).

Once Thandiwe has finished her message, she can click on the “Send” button. If she is using Webmail (like the Yahoo! example above), the message will be sent instantly. If she is using an e-mail client (like Outlook Express), depending on how her e-mail client and Internet account is set up, the message will either be sent immediately, or the next time she connects to the Internet to send and receive messages.



HOW DO I DO IT? (CONTINUED)

USE THE ADDRESS BOOK

The address book is one feature that will become indispensable to you as you begin to use e-mail. It enables you to store and access contact details of people with whom you correspond via e-mail; it contains information such as phone numbers, mailing addresses, and other contact details. The exact steps in using the address book will differ slightly depending on how you access your e-mail, but the basic functionality is always the same.

1. You can add addresses of the people that write to you
2. You can quickly send messages to the people in your address book
3. You can see a list of contacts and their contact details and personal information (see next page).

In this example, the user is adding Kabissa Member Relations to the address book. After you have opened the message, you can click directly on "Add to Address Book."



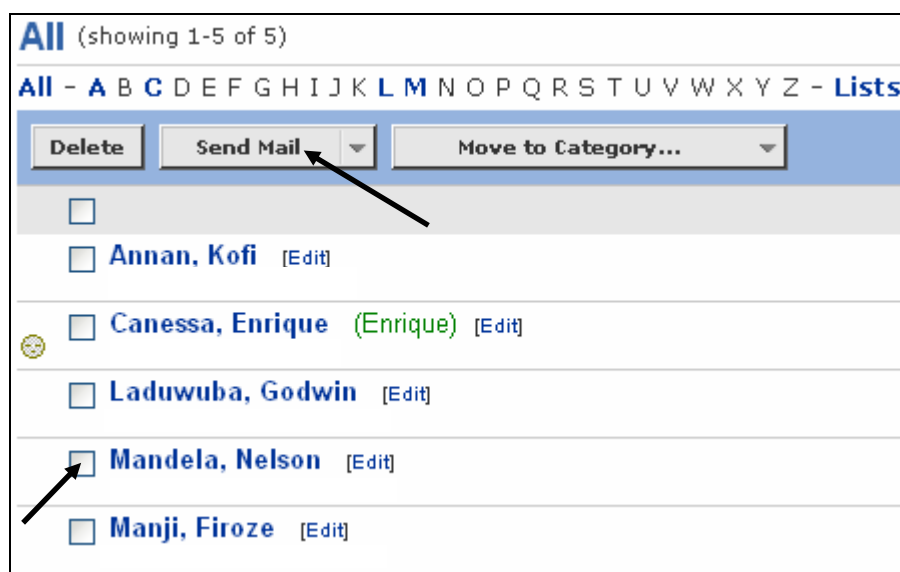


HOW DO I DO IT? (CONTINUED)

USE THE ADDRESS BOOK (CONTINUED)

Once you have a few entries in your address book, you can take advantage of other features, such as quickly sending e-mail to the people in your address book.

In the example below, you can see a partial list of contacts from someone's address book in the Yahoo! address book. You can select to send an e-mail to Nelson Mandela by ticking the box to the left of the person's name. Once this is done, you can click on *Send Mail*, then on *Compose*. A new screen will appear with the person's name and address in the "To" field.



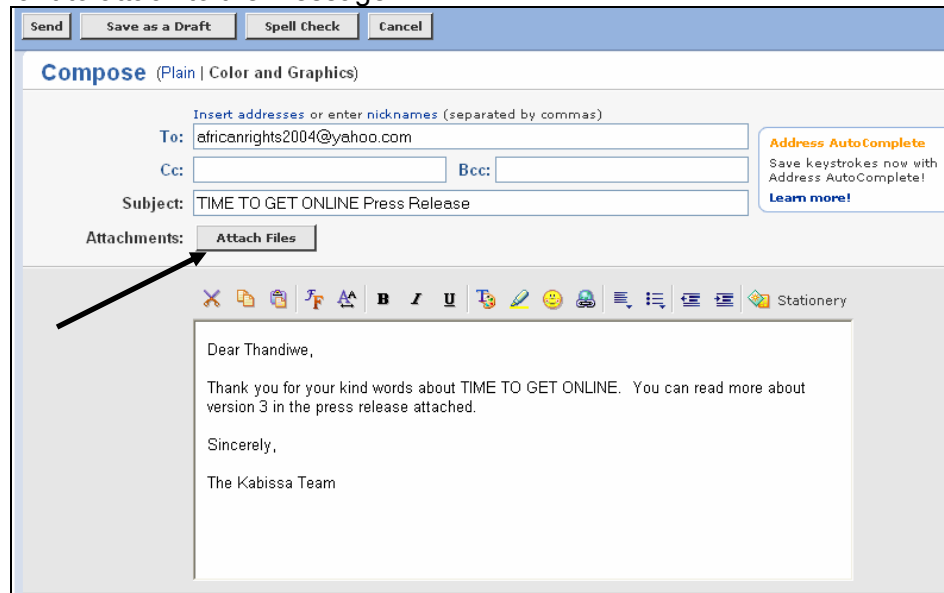


HOW DO I DO IT?
(CONTINUED)

ATTACH FILES TO MESSAGES

There may be times when you want to send someone more than just a short note. You may want to send lengthy reports, pictures, or presentations. In this case, it is better to “attach” the specific file to your message.

In the example below, the *Attach Files* button appears just below the subject line. This button enables you to send documents and other files saved on your computer, along with the text of your e-mail messages. When you click on the button, you will be asked to indicate the file that you want to attach to the message.



Most programs will have a “Browse” option, so that you can look through the files on the computer or a disk and select the file to attach.



Once you have identified the file, click on the Attach button, and you should see the file “attached” to your e-mail message.



Please note that with larger files, you may have to wait several minutes for the attachment to upload.



IMPORTANT

WHEN SENDING LARGE FILES, “ZIP” THEM UP!

It can be quite frustrating when you are trying to send (or receive) a large file to a colleague and your e-mail program won't let you because the file is too big. Fortunately, there are software programs available that let you “shrink” the files into a more manageable size.

These programs, often called “zip” programs, allow you to compress a file so that you can more easily attach it to your message. You can also put multiple files into one “zipped” file. For example, if you want to send a project evaluation report, along with pictures from a workshop, you could combine them all into one zipped file called *ProjectEvaluation.zip*.

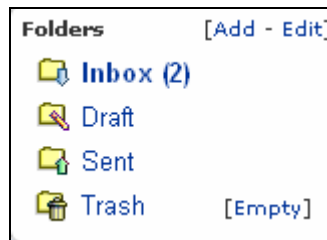
In order to be able to zip these files – and for the recipient to be able to open them – both the sender and the recipient must have a “zip” program installed on their computers. Two popular programs, WinZip and Stuffit Expander, are included on the CD-ROM. See **Appendix 2**.



HOW DO I DO IT? (CONTINUED)

ORGANIZE YOUR MESSAGES WITH FOLDERS

E-mail folders can help you organize your messages. The example below is a typical set of folders, which you can click on to access the messages stored within them.



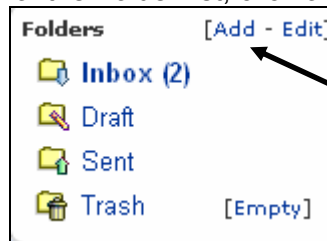
The exact folder names may differ depending on which program you use, but the functionality is the same. Some of the folders play a special role.

- **Inbox:** This is where new incoming messages addressed to you will be delivered (in this example, one message is waiting to be read).
- **Draft:** This folder is where you can store messages you have started, but not yet sent. You can access these messages at a later time to revise and send them.
- **Sent:** When you write a message, you have an option to save the message in your own mailbox. Once your message is sent, as you might guess, it will be moved to the Sent folder.
- **Trash:** Messages that you have marked for deletion are stored here until you choose to delete them permanently.

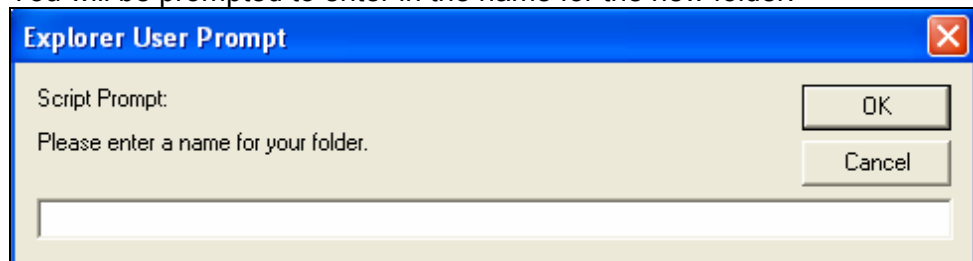


ORGANIZE YOUR MESSAGES WITH FOLDERS (CONTINUED)

You can also create additional folders to help you organize your messages. From the top of the Folder list, click on *Add*.



You will be prompted to enter in the name for the new folder.



Once you click OK, the new folder will appear in the list of folders on the right side. You can create as many folders as you need; however, be sure that you do not create so many that you lose track of your important messages! Not sure what folders you need? In the *Time to Get Online* mailbox, the Kabissa team created a “Recipients” folder for people who write to us to request a copy of the *Time To Get Online* materials.



CREATE MULTIPLE E-MAIL ACCOUNTS FOR YOUR ORGANIZATION

As your organization grows, different people will be taking on different roles – one person may take care of financial issues, another may deal with the media, etc. Even if only one or two people do all of these different roles, it is still a good idea to be thinking of your organization in terms of these different functions. As such, it makes sense for each role to have its own e-mail address. This practice helps to professionalize your organization’s operations and gives you the ability to delegate roles.

You should first setup an info@yourorg.org account. This is the e-mail account where all general inquiries are directed – it should be included in all of your publications (brochures, reports, etc.) and posted on your Web site or in your organization’s profile on other Web sites (see **Chapter 2**).

All other accounts depend on the functions of your organization. For example, if your organization deals with newspapers and radio, you may want to set up an account media@yourorg.org. Generally, any time you are dealing with a large number of people who don’t need to know you personally, you can set up a general mailbox.

COMMON E-MAIL PROBLEMS



IMPORTANT

MY COMPUTER HAS BEEN INFECTED BY A VIRUS. HOW DID THIS HAPPEN?

A virus is a program that can spread across computers and networks by making copies of itself, usually without your knowledge. Viruses can have harmful side effects, ranging from annoying messages to deleting all the files on your computer!

A virus program has to run before it can infect your computer, but they are often hidden in files that look legitimate. People usually pick up viruses from downloading files from untrusted Web sites, opening infected attachments to an e-mail message, or opening a file on a disk that has been infected.

Here are some simple steps you can take to prevent a virus from infecting your computer:

1. Install anti-virus software on your computer and update it regularly (information on some affordable programs can be found in Appendix 2)
2. Keep backups of all of the files on your computer. Make it habit to backup files on a regular basis.
3. Don't open attachments unless you are sure that the file is not infected. Only open attachments from people you know, and only **after** scanning for viruses first (services like Yahoo! and Kabissa have built-in virus detectors to help with this problem)



**WEB
RESOURCES**

- ✓ **Protect yourself by learning more about viruses**
<http://www.sophos.com/virusinfo>

The Sophos site provides useful information on how viruses work, how to prevent them, warnings on current viruses and hoaxes, and many additional articles and white papers.



IMPORTANT

SOMEONE HAS SENT ME AN E-MAIL WITH AN ATTACHMENT AND I CAN'T OPEN IT.

Every e-mail program handles attachments slightly differently. Generally, you can move the cursor over the file name, and then click on it to open the file. At this point, the program will direct you to a list of options for handling the file. If you are using Yahoo! Mail, click on *Scan and Download Attachment* to scan your attachment for viruses and download it onto your computer.

Sometimes you cannot open a file someone has sent you because you do not have the correct program on your computer. Even if you get an error message, you may still be able to open the attachment using a similar program. For example, all files ending in “.doc” were created with Microsoft Word and your computer will try to open the file in Word. Even you don't have Word, you can still open the document by starting WordPad (available on most computers) and then opening the file from within WordPad.

Adobe Acrobat files

One file format growing in popularity is Adobe's Acrobat Portable Display Format (PDF). It allows organizations to publish and distribute documents that cannot be edited, protecting the integrity of the document. Many people send attachments in this format (files ending with .pdf), but not all computers have the Acrobat Reader program needed to open the file. Luckily for you, this program is freely distributed on the Internet and is also available on the CD-ROM. Once the software is installed, you will be able to open any file that you receive in the .pdf format. See **Appendix 2** for more details.



IMPORTANT

I RECEIVE A LOT OF UNWANTED, UNSOLICITED E-MAILS

Unfortunately, the ease, speed, and low-cost nature of the Internet have led many people to exploit it. They send thousands of e-mails to people they don't know to sell a product or even to advertise pornography. Such annoying, unwanted e-mail is known as *spam*. There is nothing that you can do to stop spam completely, but here are a few tips to help keep it to a minimum:

1. Make sure your e-mail address is not on any Web sites

One of the many ways spammers get a hold of your e-mail address is from programs that scan public Web pages for e-mail addresses. Whenever you list a contact for your organization on a community site (see **Chapter 2**) or post a message to a mailing list, make sure that your address is not publicly available. Try searching for your e-mail address using Google (see **Chapter 2**) to see if your address is on any Web pages.

2. Never respond to spam

Even if you would like to complain, or remove yourself from the list, many spammers just ignore your complaint and use your e-mail to confirm your address and send more spam. The best way to deal with spam is to ignore it.

3. Create two e-mail accounts for yourself.

The first account is public: possibly listed on your Web site, used on registration forms, and publicly available (i.e. info@yourorg.org). Be aware that this account is likely to receive a considerable amount of spam. The second account is a private, personal account. Give this e-mail address only to trusted individuals – partners, colleagues, and supporters. In this way, your personal account should receive very little, if any, spam, allowing you to work more effectively. Of course, with time, even your private e-mail address will be given to more and more people, and may begin to receive spam, too.

4. Ask your e-mail provider to install a “Spam Filter”

Many e-mail providers (like Yahoo! and Kabissa) provide a service to filter any e-mails that *might* be spam into a different folder, or delete them automatically. Although this system is not foolproof, it does help to minimize distracting e-mails. Many e-mail programs (like Outlook or Eudora) also have filters that you can set up yourself.

5. Block e-mail addresses

Many e-mail providers also provide a Block function, which keeps you from receiving e-mails from a particular address. However, this method is not always effective, as spammers have clever ways of continuously changing their e-mail addresses.



IMPORTANT
(CONTINUED)

6. Report the abuse

Spam is against the rules of most ISPs. You can help stop spam by reporting it to your ISP, or use a spam reporting services like <http://www.SpamCop.net>

7. Install anti-spam software on your computer

If you regularly access e-mail on your own computer (not from a cyber café), and the above tips do not work for you, you may want to try installing software on your computer to filter out unwanted spam messages.

More excellent tips and explanations of spam and how to avoid it can be found at <http://spam.abuse.net/userhelp/>



**ON THE
CD-ROM**

ANTI-SPAM SOFTWARE

On the CD-ROM that accompanies these materials, you will find examples of good anti-spam programs that you can install for free on your own computer.

- ✓ Spamhilator
<http://www.spamihilator.com>
- ✓ SpamBayes
<http://spambayes.sourceforge.net>



IMPORTANT

I JUST RECEIVED AN E-MAIL OFFER THAT SOUNDS GOOD, BUT HOW DO I KNOW IF IT IS LEGITIMATE?

Inevitably, at one time or another, you will receive an offer by e-mail that sounds too good to be true – and usually it is. These scams have become increasingly sophisticated and some even specifically target NGOs. Here are some tips for identifying an e-mail scam:

1. Don't be tempted by large amounts of money

Many e-mail scams promise big rewards for very little risk, such as investment schemes, travel offers, low prices on products. Remember – if it sounds too good to be true, it probably is.

2. Don't ever give bank account information to someone you don't know

Even though the offer may be tempting, never give your bank account information to a stranger. It is too easy for them to use the information to take money from your account, and too difficult to get it back.

3. Do your homework

For anything that requires a payment – buying a product, registering for a conference, contracting services – be sure to research the organization or individual to be sure it is legitimate. For example, if an e-mail requests advance payment for attendance at a workshop, try to find as much information as possible about the workshop by looking for the organization's Web site, calling someone at the organization, and calling the venue to make sure it is taking place. Usually, just a little bit of research will tell you if the offer is legitimate.

4. Check an anti-scam site

These sites are all dedicated to identifying common scams and warning people about them. If in doubt, you can check one of these sites:

- <http://www.sophos.com/virusinfo/hoaxes/>
- <http://www.truthorfiction.com/>
- <http://www.snopes.com/>

5. Some other warning signs of a scam:

- Watch for forwarded messages with warnings, proclamations, dreadfully worrisome stories or financial giveaways
- If a message has lots of words in capital letters and you see more than one or two exclamation points, it's a sure sign the message is a hoax.

Source: "Stop E-Mail Hoaxes in Their Tracks", PC World, Steve Bass, July 24 2002

OTHER WAYS TO COMMUNICATE THROUGH THE INTERNET



DEFINITION

INSTANT MESSAGING (IM)

Instant message programs let you chat with people you already know in real-time. Unlike e-mail, you don't have to address a message, and wait for a reply. Communication is almost instantaneous, even with someone on the other side of the globe. Since you are having a real-time conversation, it is almost like a telephone call, except that you have to type what you would like to say.



HOW DO I DO IT?

INSTANT MESSAGING REQUIRES A GOOD INTERNET CONNECTION

To use Instant Messaging, you will need IM Client software on your Internet-connected computer. We recommend you use Yahoo! Messenger since you probably already have a Yahoo! e-mail account which doubles as a Yahoo! Messenger account. Check with the people you might want to IM with to see if perhaps it would be better to use one of the competing services, such as AOL Instant Messenger (AIM), MSN Messenger or ICQ.

Once you decide which service you would like to use, you will need the IM software, which will walk you through the steps to set up an account. The software will even help you create a new IM account if you do not already have one. Most of this software is free, and if you are using a cyber café, it might already be installed on the computer you are using. .

Remember: Only download software onto your own computer. If you are working in a cyber café, they may already have an IM program on the computers. If not, ask permission before downloading any software. Also, be sure not to configure the software to save your password, otherwise others will be able to log in as you!



WEB RESOURCES

INSTANT MESSAGING SERVICES

- ✓ Yahoo! Messenger
<http://messenger.yahoo.com/>
- ✓ AOL Instant Messenger
<http://www.aim.com>
- ✓ MSN Messenger
<http://messenger.msn.com>
- ✓ ICQ (I Seek You)
<http://www.icq.com/download>



**ON THE
CD-ROM**

INSTANT MESSAGING SOFTWARE

We have included a range of IM software on the CD-ROM for you to choose from. AIM and Yahoo! Messenger are fully-featured, advertising-driven programs that also allow you to connect directly and even use microphones/speakers to speak voice (if your computer and connection supports it). Trillian, on the other hand, is a simpler program, but supports many IM services (AIM, Yahoo!, MSN, ICQ and IRC).

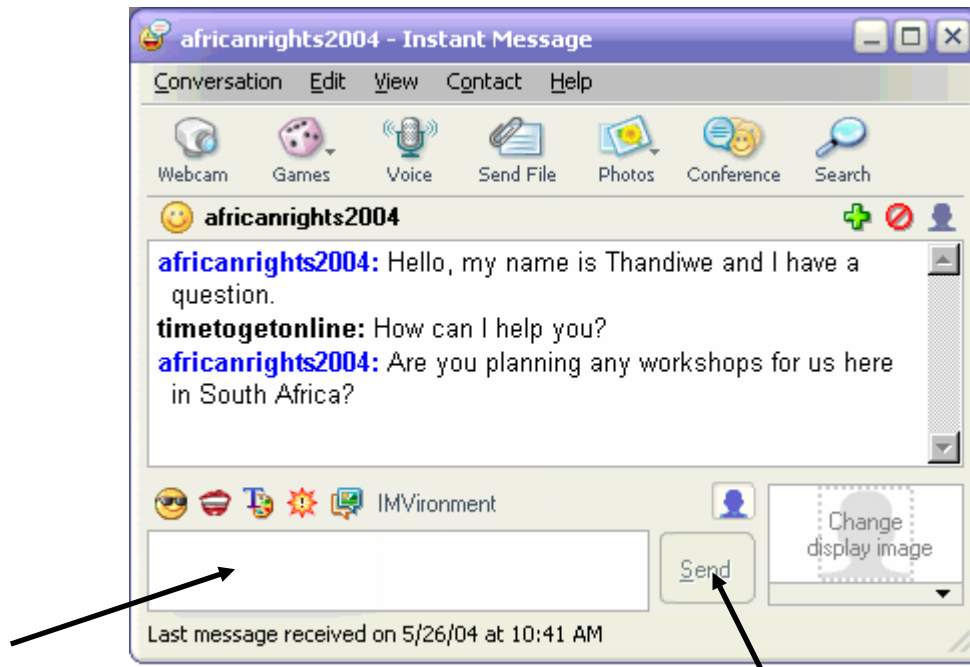


**HOW DO I DO
IT?**

START INSTANT MESSAGING WITH YOUR FRIENDS AND COLLEAGUES!

Once you have an IM program on your computer, you will need to add your friends and colleagues to your “buddy list” – a list of all of the people with whom you want to instant message. This buddy list will also show you who is online at the same time as you. To add someone to your list, you will need to know the screen names of your friends and colleagues.

With any IM program, a separate window on your computer shows the ongoing conversation with one or more people. You type in this window what you want to send to the individual or group, then click the Send button (or press Enter) and your message appears in the conversation window, along with any responses from the other people. You also have the option of saving a transcript of the conversation for later.



Instant messaging can be very addictive and fun, but be sure to follow the same rules of etiquette as you would in a phone conversation or e-mail!

SECTION REVIEW



SECTION POST TEST

1. Identify at **least two** physical places where you can access the Internet.
2. Netscape Navigator and Internet Explorer are examples of what?
3. True or False: All Web sites must have www. before the name.
4. Name one free e-mail provider.
5. What is **not** a limitation of a free e-mail account?
 - a. Your account can be deleted if you don't access it regularly.
 - b. It establishes an unprofessional tone for your organization
 - c. After one year, the service is no longer free
 - d. You receive advertisements and pop-up windows that can slow down your connection
6. True or False: E-mail clients allow you to read and compose e-mails offline, which can minimize online connection time and reduce costs.
7. True or False: E-mail address books allow you to store **only** e-mail addresses.
8. What is the name of the process that compresses a large file?
9. True or False: Ignoring *spam* is the best way to stop it.
10. True or False: Instant Messaging (IM) works in real-time.

Answers to this Section Post Test can be found on the last page of these materials.

CHAPTER 2: ACCESSING INFORMATION & OPPORTUNITIES



OVERVIEW

FINDING INFORMATION ON THE INTERNET CAN BE OVERWHELMING

When you have access to an Internet connection, you can be tempted to spend hours browsing the Internet. There are so many Web sites to visit and so much useful information to find. It can be hard to know where to start each time, and know how to avoid wasting time or become overwhelmed by all this information.

This chapter will show you how to get to the information you need, whether you know what you are looking for or not!



LEARNING OBJECTIVES

By the end of this chapter, you will be able to:

- Search for and find information effectively
- Access and use community Web sites
- Use the Internet to keep up with current events.

SEARCHING FOR A SPECIFIC PERSON, ORGANIZATION, OR RESOURCE



KEY INFORMATION

Don't know the e-mail address or Web site address for a person, organization or resource that you need? Use a search engine on the Internet to find it! A search engine is a searchable database of Web sites collected by a computer program. When you enter a word or phrase, the search engine looks for keywords in its database, and any Web pages containing these keywords are displayed.

There are many search engines available, and they all work in pretty much the same way. Kabissa recommends one Web site in particular called Google (explained in further detail in the following pages), which is remarkably successful at pinpointing relevant Web pages based on keywords that you type into their search forms.



WEB RESOURCES

- ✓ **List of the major search engines**
<http://www.searchenginewatch.com/links/major.html>

In case Google does not give you the results you need, try another major search engine. The Web site above provides reviews and links to the most popular search engines on the Internet.



ACTIVITY
Search with Google

There are four basic steps to using search engines. For this activity, we will use Google to search for information about Kofi Annan.

1. Go to the Google Web site

Open the Home page of the Google Web site by typing <http://www.google.com> into the address bar of your Web browser. The page that opens should look like this:



2. Type in keywords

On the Web page that appears, type in the name of the person, organization, or resource you are looking for (these are known as **keywords**). In this example, we are searching for the keywords “Kofi Annan” (be sure to include both words in quotation marks if you want them to appear together in the results of your search).

3. Click the Google Search button

4. Review the results

The results of your search will then be displayed in a list format – complete with titles, short excerpts, and Web addresses of Web pages that contain your keywords. On the next page you will find the results given when conducting a search for Web pages containing the words “Kofi Annan”. Then, you can browse through the list of results and select Web pages that look promising. (Please note that your list of results will probably look different since new Web pages are being created every day.)

SEARCHING FOR A SPECIFIC PERSON, ORGANIZATION, OR RESOURCE (CONTINUED)

SEARCH PAGE RESULTS

The screenshot shows a Google search results page for the keyword "Kofi Annan". At the top, the Google logo is visible, along with navigation links for "Advanced Search", "Preferences", "Language Tools", and "Search Tips". The search bar contains "Kofi Annan" and a "Google Search" button. Below the search bar, there are tabs for "Web", "Images", "Groups", "Directory", and "News-Now". The search results are displayed in a list format, with the first result being "Kofi Annan, Secretary-General" from the United Nations. Other results include news articles, biographies, and a Nobel Lecture. At the bottom of the page, there is a "Next" link to view more results, and a "Google Search" button with a "Search within results" link. The page also includes a "Dissatisfied with your search results? Help us improve." link and a footer with "©2002 Google".

Here you see the keywords for which you were searching

Here you see the first page of your search results

Here you can view more results by clicking on Next*

* Sometimes you will find useful information on the second and third page of search results, which you can get to by selecting the "Next" link at the bottom of the results page. However, if you don't find what you are looking for on the first page, then it is worth considering trying a new search by modifying or changing the keywords.

USING ADVANCED SEARCH OPTIONS



ADVANCED SEARCH MADE EASY

You can increase the accuracy of your searches by adding options that fine-tune your search. Most of the options listed below can be entered directly into the Google search box (as in the previous activity), or selected from Google Advanced Search, which you can reach via a link from the Google Web site.

Google™ Advanced Search [Advanced Search Tips](#) | [About Google](#)

Find results

with all of the words 10 results

with the exact phrase

with at least one of the words

without the words



TECHNIQUES TO IMPROVE THE ACCURACY OF YOUR SEARCHES

Phrase Searches

One method for improving the accuracy of your search results is conducting a phrase search, which simply means that the words will appear in the search results in the exact order in which you typed them. Phrase searches are especially useful when searching for a famous saying or a person's name.

with the exact phrase

"All words" Searches

If your search results are coming back with results that aren't relevant to you, you can make your search even more specific by adding more words to the search. For example, if you are searching for *human rights* information, you can narrow your search by adding "Kenya." You can type all of these keywords in the "with all the words" space to find only Web sites containing all the words "human", "rights", and "Kenya."

with all of the words

Note that Google ignores common words and characters, such as "in" and "the," because they tend to slow down your search without improving the results. Google will indicate if a common word has been excluded by displaying details on the results page below the search box.



HOW DO I DO IT? (CONTINUED)

"Exclude" Searches

Sometimes what you're searching for has more than one meaning; "bass" can refer to fishing or music. There is a Google feature that allows you to exclude a word from your search. This is done by typing your keyword in the "with **all** the words" space, and typing the word you want to exclude in the "**without** the words" space. For example, to find Web pages about bass that do not contain the word "music", type:

with all of the words	bass
with the exact phrase	
with at least one of the words	
without the words	music

"Or" Searches

Google has a feature which allows you to retrieve pages that include either word A or word B. To do this, type in the required information in the "with **all** the words" space, and the remaining information which includes at least one of the keywords you want to search in the "with **at least one** of the words" space. The example demonstrates how you can search for prisons in either Johannesburg or Pretoria.

with all of the words	prison
with the exact phrase	
with at least one of the words	Johannesburg Pretoria
without the words	

Other features on Google Advanced Search

- **Language:** specify which language in which you would like your results returned.
- **Date:** restrict your results to sites updated in the past three, six, or twelve months.
- **Occurrences:** specify where your search terms occur on the page - anywhere on the page, in the title, or in the URL.
- **Domains:** search only a specific Web site, or exclude that site completely from your search.
- **SafeSearch:** By default, Google screens for sites that contain pornographic information and eliminates them from search results. This can be disabled.

FINDING INFORMATION ABOUT YOUR FIELD



KEY INFORMATION

COMMUNITY SITES ARE GREAT RESOURCES

One growing trend on the Internet is the emergence of “community sites.” These sites bring together like-minded people and organizations to share information and network with each other. While each site has a different focus and offers different things, you can typically find information on organizations or individuals working on the given topic, past or ongoing projects and activities, upcoming events, job opportunities, and even online discussions.

Given that these sites encourage people and organizations to interact with each other, many will ask you to register, or become a member (usually without any fees). Before signing up, check on the organization’s privacy policy to understand how they will use your information, and give careful thought to the information you choose to provide. We encourage you to look into the examples below or find sites specific to your organization’s field.



GLOBAL COMMUNITY SITES

✓ **Idealist.org**

<http://www.idealist.org>

Idealist connects people, organizations and resources to help build a better world. Over 37,000 nonprofit and community organizations in 165 countries are profiled as members of Idealist. Individuals and organizations can apply or post job opportunities from all over the world.

✓ **Taking IT Global**

<http://www.takingitglobal.org>

Taking IT (Information Technologies) Global is a community Web site that brings together young people in more than 200 countries within international networks to collaborate on concrete projects addressing global problems, and create positive change. You can register your organization on the Web site and search for other organizations in their database.

AFRICAN COMMUNITY SITES

✓ **Kabissa**

<http://www.kabissa.org>

The Kabissa community is made up of hundreds of African civil society organizations from all over the continent. Through our contact directory, mailing lists, and bulletin board, organizations can come together to share information and build partnerships.

✓ **Sustainable Africa**

<http://allafrica.com/sustainable/>

This AllAfrica Foundation site is designed to promote the advancement and diffusion of knowledge and understanding. It has a directory of organizations and many resources on sustainable development

NATIONAL COMMUNITY SITES

✓ **Nigerianet**

<http://www.nigerianet.org>

Nigerianet is a community Web site designed for civil society and donor agencies working in and around the field of human rights in Nigeria. Nigerianet addresses some of the current problems faced by the civil society sector in accessing and disseminating information both in Nigeria and more widely across Africa and overseas.

FINDING INFORMATION ON CURRENT EVENTS AND NEWS



KEY INFORMATION

You will find many excellent sources of current news and information on the Internet. By now, many African newspapers and all major international newswires and publications have Web sites, where you can access the latest stories as well as search archives by keyword, country, or topic. Some of these Web sites are subscription based, such as the *New York Times* and *The Economist*; however, just about all of them provide free access to many articles via their Web sites.



HOW DO I DO IT?

STRATEGIES FOR ACCESSING UP-TO-DATE NEWS ON THE INTERNET

- **Google**
Search Google by keyword, browse the “Media” category in the Google Directory, or click on the “News” link from the Google Home page.
- **News Web sites**
There are several Web sites that bring together news from various sources to serve a specific news audience. Some useful examples can be found below.
- **News Mailing Lists**
News mailing lists aggregate news just like News Web sites do, the difference is that you receive the news via e-mail instead of having to browse a Web site. Useful links to mailing lists can also be found in **Appendix 2**. See **Chapter 3** for more information on mailing lists.



WEB RESOURCES

- ✓ **AllAfrica.com**
<http://www.allafrica.com>
Most of the stories on AllAfrica.com come from newspapers, news agencies, and publications all over the African continent. They aggregate and distribute the reporting of more than 100 media organizations. News you will find on AllAfrica.com includes government and opposition-controlled papers, as well as the growing number of independent, professional news publications.
- ✓ **Afrol News**
<http://www.afrol.com>
Afrol News is an independent news agency dedicated specifically to Africa. Topics include social, political, and environmental information. Member services also include free Web mail, discussion forums, games and chat rooms.
- ✓ **Oneworld Africa**
<http://www.oneworld.net/africa>
OneWorld Africa is a civil society online network, supporting people’s media to help build a more just global society. The African section is specific to issues pertaining to the continent.



DEFINITION

EMERGING TREND: BLOGS

Blogs (actually Weblogs) have been around for a long time, but have recently had a surge in popularity. A blog is a Web page made up of usually short, frequently updated posts that are arranged chronologically—like a “*what’s new*” page or a journal. The content and purposes of blogs varies greatly—links and commentary about other Web sites, news about a company/person/idea, diaries, photos, poetry, mini-essays, project updates, and even fiction!

Blogs can be great sources of personal reports and opinions on a given subject or event. For example, some organizations (including Kabissa) have staff members who maintain blogs during an event to give an “insider” view of what is going on for the people who cannot attend themselves.

It’s important to remember that blogs are simply postings by individuals and are not necessarily accurate sources of information or official positions of an organization.



**WEB
RESOURCES**

BLOGS IN ACTION

Take a look at these sites to get a feel for what a blog is and, how it can be useful for you and your organization.

✓ **Blog Africa**

<http://allafrica.com/afdb/blogs/>

The BlogAfrica project supports African news and views in an effort to identify Webloggers in Africa, and to raise the profile of Africa in the world of Weblogs.

✓ **Africa Blog**

<http://africa.resurrectionsonq.com/>

The Africa Blog project allows people interested in African policy to submit blogs. Furthermore, readers can search through archived blog submissions.

SECTION REVIEW



SECTION POST TEST

1. What is the name of the term(s) you type into a search engine when conducting a search on the Internet?
2. True or False: Results from a search engine are listed in order of relevance, so it is probably unnecessary to visit the third or fourth page of the results.
3. True or False: If your initial search does not give you the results you expected, there is nothing you can do.
4. True or False: The **only** way you can search within a particular site is if there is a search box or a site map.
5. Community Web sites serve all of the following purposes **except**
 - A. Bring like-minded people together.
 - B. Are only available to those who pay.
 - C. A platform from which individuals can access information concerning a particular subject or interest.
 - D. Promote activities and projects, post events, offer job listings, and usually involve discussions.
6. Name **at least** two ways in which you can access up-to-date news content.
7. True or False: Blogs are specific to the field of economic development.
8. What is not a characteristic of a blog?
 - A. They are in chronological order
 - B. There are personal and less formal
 - C. They are posted by certified individuals
 - D. They can pertain to any subject

Answers to this Section Post Test can be found on the last page of these materials.

CHAPTER 3: INTERACTING WITH LIKE-MINDED ORGANIZATIONS



OVERVIEW

LEARNING TO BE AN ACTIVE USER OF THE INTERNET

At this point, you have successfully connected to the Internet. You have learned how to access resources on the Internet and are using e-mail to communicate with your friends and colleagues. Now it is time for you to take the next step, which is to begin to use the interactive features of the Internet for the benefit of your organization.

The interactive features of e-mail **mailing lists**, combined with the power of e-mail that you have already experienced, make the Internet a dynamic and exciting place where you can gain access to opportunities, inform people about your work, join others to discuss issues and concerns dear to you, and much more – effectively transcending distances around the world with the speed of the Internet.



LEARNING OBJECTIVES

By the end of this chapter, you will be able to:

- Identify the many ways in which you can interact with others via the Internet
- Gain access to online opportunities
- Network with like-minded people and organizations
- Share your organization's work with people all around the world

UNDERSTANDING ENEWSLETTERS VS. ENETWORKS



DEFINITION

WHAT IS AN ENEWSLETTER?

eNewsletters (electronic newsletters) are “one-way” mailing lists designed to reach a wide audience for the purposes of information sharing. Everyone benefits because a responsible person acts as an editor in order to filter the information. He or she selects and edits relevant information from a range of sources to send out to subscribers. The most useful eNewsletters are distributed on a regular basis, and provide short summaries with direct links to Web sites for more details, as well as direct contact e-mail addresses that you can use to make inquiries and make your own submissions.

Normally, you receive eNewsletters as e-mail messages in your mailbox, but there is often an associated Web site where you can also read past issues.



MAILING LISTS

EXAMPLE: PAMBAZUKA NEWS

<http://www.pambazuka.org>

There are many very useful eNewsletters available (some of our favorites can be found on page 51 and in **Appendix 2**). To give you an idea of what types of information can be found in eNewsletters, here is a portion of the table of contents from Pambazuka News, a weekly eNewsletter dedicated to social justice issues in Africa.

1. Highlights from this issue
2. Editorials
3. Comment and Analysis
4. Letters
5. Pan-African Postcard
6. Conflict and Emergencies
7. Human Rights
8. Refugees and Forced Migration
9. Women and Gender

Here is a sample posting from the **9. Women and Gender** category:

AFRICA/GLOBAL: REPORT SAYS MORE FOCUS NEEDED ON CHILD MOTHERS
<http://www.alertnet.org/thenews/newsdesk/N03680079.htm>
About 70,000 girls and one million infants born to young mothers die worldwide every year due to complications from pregnancy and childbirth, according to a report released on Tuesday by Save the Children. Many of these deaths could be avoided by policy and programme changes that help girls to postpone marriage and childbirth and provide health and education services to them, said the charity's "State of the World's Mothers" report.



DEFINITION

WHAT'S THE DIFFERENCE BETWEEN AN ENEWSLETTER AND AN ENETWORK?

eNetworks are quite different from eNewsletters because they are “two-way” discussions, making you an active participant. This gives eNetworks an immediate, dynamic quality that can make it feel like you are having an informal conversation with like-minded people around the world.

eNetworks bring people together around a particular issue, concern, or need. These are people who have common interests or goals, are looking for information, and want to hear from one another regularly.

Depending on the number of participants, and the volume of messages, an eNetwork might be *moderated* (messages are reviewed and approved by a designated moderator before being sent out) or *unmoderated* (messages are immediately distributed to all participants).

Different from eNewsletters, eNetwork discussions can take place through e-mail, through a Web site, or a combination of the two. Even when an eNetwork is e-mail based, there is often still a Web site component where you can view past messages posted to the group. You may have heard these two-way mailing lists referred to as *discussion lists*, *online discussion groups*, or *e-mail forums*.



EXAMPLE: GLOBAL KNOWLEDGE FOR DEVELOPMENT

<http://www.gkdknowledge.org>

There are many very useful eNetworks available (some of our favorites can be found on page 51 and in Appendix 2). To give you an idea of what types of information can be found in eNetworks, here is one of the postings to GKD. The GKD List is a community of more than 2,500 members from more than 100 countries, and has become a premier source of global knowledge-sharing about the role of information/communications technologies in sustainable development.

Dear Colleagues,

Further to Rui Correia's post about the lack of training in Portuguese, I thought you may be interested in training materials referenced by the itrainonline initiative (see www.itrainonline.org).

Since the collaboration partners are mainly active in English, French and Spanish-speaking countries, the bulk of the materials are in those languages. There are a few Portuguese language materials available however, see <http://www.itrainonline.org/itrainonline/english/portuguese.se.shtml>

The introductory materials by INASP on Using the Internet for Librarians are probably the most comprehensive of the ones available. I hope they help.

For more teacher-training related resources and events in Portuguese, SchoolNet Africa may be able to help as well. <http://www.schoolnetafrika.net/index.php?L=3>

Regards,
Saskia



KEY INFORMATION

ENewsletters and eNetworks are Great Tools for Your Organization

Whether you are receiving eNewsletters in your mailbox, participating in a discussion, or sending out your own weekly message, eNewsletters and eNetworks are great tools for connecting with like-minded organizations. There are three main ways to make use of these tools. Each of these activities will be covered in more depth in this chapter, but we encourage you to go through these steps gradually as you become accustomed to how eNewsletters and eNetworks can be used effectively as advocacy tools.

1. Receive eNewsletters / “listen” to eNetwork discussions

In this stage, you are simply receiving the information that other organizations are publishing. eNewsletters and eNetworks can be great sources of targeted, useful information in your field of interest.

2. Make submissions to eNewsletters / participate in eNetwork discussions

Once you are comfortable with how eNewsletters and eNetworks operate, you can start actively participating! It is a great way for you to publicize your activities with minimal effort.

3. Publish your own eNewsletter / run your own eNetwork

While there are thousands of eNewsletters and eNetworks on the Internet, it is very possible that there is not anything already available which will meet your own specific needs. You can start up your own eNewsletter or eNetwork to inform people or discuss the issues most important to your organization.

RECEIVING ENEWSLETTERS AND “LISTENING” TO ENETWORK DISCUSSIONS



KEY INFORMATION

In the previous chapter, you learned about the great resources that are available on the Internet, and how you can use these resources to stay informed. eNewsletters and eNetworks offer another valuable way in which you can gain access to information and opportunities.

With eNewsletters and eNetworks, you don't have to go out and search for information that may be of use to your organization. Instead, the information arrives regularly in your mailbox. By receiving eNewsletters or “listening” to eNetwork discussions, you can receive information about world events and the many opportunities in your field, including invitations to workshops and conferences, requests for proposals, free learning materials, resources from Web sites, and much more!



HOW DO I DO IT?

FIND INTERESTING ENEWSLETTERS AND ENETWORKS

Many organizations provide a form directly on their Web sites where you can submit your e-mail address to be added to their mailing list. When your e-mail address is included in a mailing list, you will automatically receive the newsletters in your mailbox when they are distributed. This is called “subscribing to a newsletter.”

If an organization has a Web-based eNetwork, you can often browse the messages posted by other eNetwork members to get an idea of the content discussed.



ACTIVITY

Subscribe to an eNewsletter through the Web

Human Rights Watch Africa publishes both a weekly and monthly newsletter that provides the latest press releases, reports, photo galleries, and other human rights news on-line. To receive the Human Rights Watch Update, go to the <http://www.hrw.org/africa>. Scroll down until you see the box below on the right-hand side of the page. Type your e-mail address in the e-mail address field and click the "Join" button.

Receive Africa News by
Email

Once you submit your request, you will receive an e-mail requesting that you verify your e-mail address, and that you really wanted to subscribe to the newsletter. Directions for verifying will be provided in the message. Your address will then be added to the *Human Rights Watch* distribution list. Every month, you will automatically receive the newsletter in your mailbox.



HOW DO I DO IT?

A FRIEND FORWARDED ME A MESSAGE FROM AN INTERESTING ENEWSLETTER – HOW DO I SUBSCRIBE?

Often times, colleagues will forward you messages from eNewsletters or eNetworks that they find particularly useful. If you are interested in receiving these messages yourself on a regular basis, you should subscribe with your own e-mail address.

Most eNewsletters include instructions explain the subscription process at the bottom of the newsletter. If you do not see any instructions here, there should be the contact address of the editors of the eNewsletter somewhere in the text. You can write to them directly and request that you be added to the mailing list.

Example: Pambazuka News

The Pambazuka newsletter contains the following instructions at the bottom of their newsletter:

SUBSCRIBE!

The Newsletter comes out weekly and is delivered to subscribers by e-mail. Subscription is free! To subscribe, send an e-mail to <pambazuka-news-request@pambazuka.org> with only the word 'subscribe' in the subject or body.

Note that in many cases your request to join an e-mail network will need to be approved by the moderator. This is important in order to ensure that the group remains cohesive. Moreover, you will not be able to send messages to the network until you have successfully subscribed (see next section).



HOW DO I DO IT?

I RECEIVED AN INVITATION TO JOIN AN ENEWSLETTER OR ENETWORK. WHAT IS THIS?

If you actively use e-mail, it is probable that eNewsletter editors receive your e-mail address through postings to eNetworks, group mailings, or Web sites. Before placing your name on the distribution list, they will send you an e-mail to invite you receive future e-mail. This is simply a procedure that ensures that all people on the distribution list are interested in receiving the information.



WATCH OUT!

Go ahead and try out a couple of e-mail newsletters, but avoid subscribing to too many new mailing lists at one time – you need to make sure that your subscriptions do not exceed the capacity of your Internet connection and mailbox. Remember that the best e-mail newsletters are also archived in full on Web sites where you can look for opportunities in past issues, so you do not necessarily have to receive them in your mailbox.



HOW DO I DO IT?

I AM RECEIVING AN ENEWSLETTER THAT I DON'T LIKE – WHAT DO I DO TO STOP IT?

If you are unhappy with an eNewsletter, you can always remove yourself from the mailing list. This is conventionally referred to as “unsubscribe” from a list. Look for unsubscribe instructions at the top or bottom of the newsletter you have received. If instructions are hard to find or don't work, simply write to the editors (not to the whole list!) and ask that your e-mail address be removed.



MAILING LISTS

RECOMMENDED ENEWSLETTERS

✓ **E-CIVICUS**

Web site: <http://www.civicus.org>

Editor: news@civicus.org

This weekly eNewsletter is designed to help connect citizens and their organizations worldwide. E-Civicus is now distributed to nearly 4,500 people and has been used to spread information across national and regional borders about opportunities for and threats to civil society.

✓ **Pambazuka News**

Web site: <http://www.pambazuka.org>

Editor: editor@pambazuka.org

This weekly eNewsletter covers news, commentary, analysis, and a range of other resources on human rights and development in Africa.

✓ **Soul Beat Africa**

Web site: <http://www.comminit.com/africa/>

Editor: dwalter@comminit.com

This forum for ideas, stories, and actions seeks to connect readers to information about communication and social change in Africa.



MAILING LISTS

RECOMMENDED ENETWORKS

✓ **UN ICT Task Force African Stakeholders Network**

<http://www.unicttaskforce.org/regional>

The African Stakeholders Network (ASN) works to ensure that United Nations-efforts to bridge the digital divide in Africa are better coordinated, more inclusive, and reflective of the significant efforts already underway to develop an African information society.

*For a more complete listing of lists, see **Appendix 2**.*

MAKING SUBMISSIONS TO ENEWSLETTERS & PARTICIPATING IN ENETWORKS



KEY INFORMATION

SHARE INFORMATION ABOUT YOUR ORGANIZATION THROUGH ENEWSLETTERS AND ENETWORKS

If you want to publicize the work your organization is doing, one effective way to do it is through existing eNewsletters and eNetworks. Through these tools, you can reach an audience of like-minded people quickly and inexpensively. The eNewsletters and eNetworks that you find useful are also a good space for disseminating your information.

As you write your submission, be sure to keep in mind the differences between eNewsletters and eNetworks, and craft your message accordingly. eNewsletters usually reach quite large groups of people, so you want your posting to be very interesting, but also brief, with links to more information for people who are interested in learning more. eNetworks, on the other hand, tend to reach smaller, more focused, and more informal groups. In this case, your message can be in the form of a letter to the group.

The tips and examples below guide you through this process.



HOW DO I DO IT?

SUBMIT YOUR NEWS TO ENEWSLETTERS

eNewsletters are a particularly powerful space because they have such wide readership. Carefully review newsletters and eNewsletter Web sites to find out how to submit your organization's information and viewpoints for publication.

Pambazuka News, for example, has a specific procedure for accepting and handling submissions. The procedures outline the specific purpose of the newsletter, what types of posts are accepted, the procedure for submission (via e-mail or the Pambazuka News Web site), and what will happen once your submission is approved.



HOW DO I DO IT?

I'VE JOINED AN ENETWORK – HOW DO I PARTICIPATE?

Once you have joined an eNetwork, and have started receiving messages posted by others, you can participate by responding to messages that interest you. This is quite empowering, since it gives you unprecedented, immediate access to a group of people who are interested in what you do.

As a subscriber to an eNetwork, you can usually participate in an ongoing exchange by simply replying to e-mail messages you have received through the eNetwork. If you want to start a new topic or ask a new question, you can send a message directly to the eNetwork's e-mail address.

eNetworks typically have rules about which topics can be discussed. Be sure to familiarize yourself with the rules before you begin posting messages, otherwise you may unintentionally make a bad impression on other participants. Study carefully the section on Netiquette on the next page to learn how to make a professional impression by e-mail.



CASE STUDY

Women's Rights Watch Nigeria is an example of a popular eNetwork, keeping over 1,500 people informed of legislative reforms and landmark judicial decisions and campaigns against violations of women's rights in Nigeria. It is a moderated list, which rarely has more than five messages per week. Messages are generally very interesting and targeted to the specific topic of Women's Rights in Nigeria. Every posting contains a link at the bottom to:

<http://lists.kabissa.org/mailman/listinfo/womensrightswatch-nigeria>

You can access this Web site in your Web browser to read more information about the e-mail network and browse an online archive of past postings. If you are interested in joining, you can subscribe by typing your e-mail address into the form, selecting a password, and clicking the "subscribe" button.



IMPORTANT

NETIQUETTE: THE TEN GOLDEN RULES OF ONLINE INTERACTIONS

There are many online conventions that have developed into what is called “netiquette.” Below are ten particularly important conventions that you should be aware of as you venture out into the big wide world of eNetworks!

1. **Lurk:** It is quite possible (and routinely done) to subscribe to an eNetwork and quietly “lurk” in the background for a while without saying a word, then to leave quietly again if the nature and content of the posts are not to your liking.
2. **Introduce yourself:** Once you have a sense of an eNetwork’s purpose, and have decided to stay for a while, introduce yourself to the other participants. Follow the list’s instructions to send a post to the list describing yourself and your background, your organization, and your role in it. Most importantly, tell the others what you hope to get from being on the list.
3. **Write well:** Most people in eNetworks will know you only by what you say and how well you say it. Take the time to make sure your posting will not embarrass you later. Minimize spelling errors, and make sure your message is easy to read and understand. Avoid the temptation to WRITE IN ALL CAPS when you want to make a point (people will think you are yelling at them).
4. **Always identify yourself:** Like with any letter, provide your full name, position, and contact details (including e-mail address) somewhere in your post. Conventionally, this information goes at the bottom of your message.
5. **Use descriptive subject lines:** The subject line enables people to quickly tell whether or not they want to read your message. If it isn’t meaningful, then you may lose an opportunity.
6. **Summarize what you are following up:** If you are responding to a message, your message will typically include the person’s full message in quotes, with the cursor at the top. Tempting though it is to just start typing your reply, do two things first:
 - Look at the quoted text and delete parts that are irrelevant.
 - Go to the bottom of the message and start typing there.Doing this makes it much easier for your readers to get through your post. They’ll have a reminder of the relevant text before your comment, but won’t have to re-read the entire message. And if they have not read the message you are replying to, they will still understand what you are talking about.



IMPORTANT (CONTINUED)

7. **Be brief:** While it may seem like you can send a lengthy e-mail, please keep in mind that many people pay for their Internet connection, and have to pay to retrieve your messages. In addition, reading on a computer screen is different than reading a newspaper article – if your post continues off the bottom of the screen, many people will lose interest before they’ve gotten to your main points.
8. **Be civil:** Keep in mind that what you say in an eNetwork is hard to retract. Unlike a phone conversation, the points you make may be archived for years on computers of other people around the world and on public Web sites. To avoid misunderstandings, be particularly polite, even while being informal. When you aren’t sure how someone will react to what you are saying, use a “smiley” to indicate your good intentions. :-) You can add a smiley by typing a colon, followed by a dash, and the left side of a parenthesis.
9. **Give others the benefit of the doubt:** The converse of being civil in your own messages is to assume that others mean well, even if the language of their post does not convey the exact meaning you have intended. Before responding angrily or with impatience to messages, try to think about where they are coming from. This is especially important in international eNetworks where you might be talking with people from varying cultural backgrounds and language fluency. If you can’t stop yourself from writing an angry message, don’t send it right away – wait 24 hours and decide then if it is still worth sending. If you do, send it directly to the person, and not to all participants in the eNetwork.
10. **Save mailing list subscription instructions:** After you subscribe to a mailing list, you will usually get an automated response with instructions on how the list works, and – perhaps most important – how to unsubscribe. Read and save these instructions. It’s considered bad Netiquette to send messages to a list of subscribers to request help with unsubscribing.

Source: SAUGUS.NET Netiquette How-To Guide (<http://www.saugus.net/>)

PUBLISHING YOUR OWN ENEWSLETTER OR RUNNING YOUR OWN ENETWORK



KEY INFORMATION

THE NEXT STEP – RUNNING YOUR OWN ENEWSLETTER OR ENETWORK

Once you have been benefiting for a while from newsletters and networks operated by other organizations, you may want to think about setting up and running your own. This will empower you even more since it will enable you to directly inform people about your work and issues. Perhaps most importantly, it helps your organization establish an identity on the Internet, even before the organization has its own Web site.

Why run your own eNewsletter or eNetwork?

Many organizations run lists for many different reasons, but here are a few common reasons to start your own eNewsletter or eNetwork:

- Inform people about new developments in your field and inside your organization
- Reach out to a specific group of stakeholders (i.e. donor agencies, employees, partners)
- Provide a space for discussion in a niche area that is not yet served by other eNetworks
- Conduct an advocacy campaign

When you set up a list, the Netiquette guidelines previously discussed still apply. In particular, you need to ensure that you do not send people information that they do not want to receive, or that they won't be able to access for technical reasons.



HOW DO I DO IT?

PLAN YOUR ENEWSLETTER OR ENETWORK

The exact process of setting up a newsletter or network will vary depending on the provider you choose, but the basic steps will be the same:

1. Define the purpose and audience
2. Decide which format (newsletter or network) is best for your purpose.
3. Perform market research - make sure there isn't already an excellent newsletter or network doing what you are planning
4. Choose a hosting provider (see a list of possible hosting providers on page 59)
5. Pick a name, which is used in the *From* line of messages - it should be short, memorable, and directly reflect the purpose. Example: womensrightswatch-nigeria
6. Establish rules on how people can participate (very important for eNetworks)
7. Send an announcement with sign up instructions to your colleagues and similar eNewsletters or eNetworks



KEY INFORMATION

ENETWORKS REQUIRE SPECIAL CONSIDERATION

eNetworks can provide very meaningful discussions and create ways to capture the collective knowledge of a group. Here are some extra points to keep in mind when considering an eNetwork for your organization:

- eNetworks allow you to specify content to one particular sector within your organization. For example, if your organization is working with HIV victims, you may want to have different e-mail networks for both children and parents of victims.
- eNetworks can be focused around a particular event. Many organizations have created e-mail networks for members participating in a workshop or conference.
- eNetworks make it is possible to tailor your language and information to a very specific audience, such as youth groups or academics.

Remember that because subscribers can communicate directly with other participants in the group, establishing network terms and norms is extremely important. Your procedures will define the tone and seriousness of your network.



CASE STUDY

Women of Uganda Network (WOUGNET) is an organization promoting the use of information and communication technologies among women, and has a range of eNewsletters and eNetworks. Some are public, providing information about and for women's organizations in Uganda for general consumption, and some are private working groups for WOUGNET staff and board members.



IMPORTANT

KEY DO'S AND DON'TS OF RUNNING YOUR OWN ENEWSLETTER OR ENETWORK

DO

- Do gain experience with other lists before starting your own
- Do establish and enforce consistent rules and policies
- Do be professional - remember that your list reflects your organization

DON'T

- Don't add people without their permission - invite them instead
- Don't ignore people who want to leave the list – remove them promptly and politely
- Don't distribute people's contact information to others without their permission



IMPORTANT

TIPS TO KEEP IN MIND WHEN CREATING YOUR FIRST LIST

- The most valuable "property" on e-mail messages is the *From* address and *Subject* line.
- Set up a *From* addresses (list name) that is informative and meaningful.
- Use very clear and specific *Subject* lines (never generic like "important", "Call to action," "newsletter 2", etc.)
- Tell people what they want to know first. (We need you to look at issue X for two minutes with us. We want you to do Y).
- Include full contact information from the sender.
- Design the content so that it can be scanned quickly – the top lines of the message are key. Yet, also offer complete thoughts by linking to additional and backup support.
- Be very brief and to the point.
- Make sure the e-mail answers key questions that the content might raise
- In general, eNewsletters have very low open and read rates.

Source: "How to Write Advocacy Email: Email Usability", December 2003, <http://www.network-centricadvocacy.net>



**ON THE
CD-ROM**

FURTHER LEARNING

Detailed and specific instructions for setting up e-mail networks and newsletters can be found on the Web sites of Mailing List Hosting providers (see below) as well as in the *Advice for Mailing List Owners* guide on the CD-ROM and on the Kabissa Web site here:

<http://www.kabissa.org/lists/mladvice.php>



KABISSA

KABISSA HOSTS MANY ENEWSLETTERS AND ENETWORKS

You can browse the lists at <http://lists.kabissa.org/mailman/listinfo>. Click on the hyperlinks to read more about these newsletters or networks. If you are interested in subscribing, scroll down to the bottom of the page and complete the subscription form.



**WEB
RESOURCES**

SELECTION OF MAILING LIST HOSTING PROVIDERS

✓ **Yahoogroups**

<http://www.yahoogle.com>

Well-designed and easy-to-use mailing list hosting provider already hosting serving thousands of networks and newsletters. Advertising based. Yahoogroups has limits and restrictions number of participants. If your organization plans on having a large list, you might want to consider another option.

✓ **DGROUPS**

<http://www.dgroups.org>

Starting point for fostering groups and communities in working in international development. A partnership which caters to both individuals and organizations by offering tools and services that bring people together. Whether you are trying to support a team, a group, a network, a partnership, or a community, DGROUPS provides the capacity to do this in an environment that is simple, non-commercial, respectful of privacy, and targeted at low bandwidth users in the South.

✓ **Kabissa**

<http://www.kabissa.org/lists>

Approved Kabissa members working in the African civil society sector can host mailing lists on Kabissa. You can opt to display all newsletter issues or network contributions in our publicly accessible Web archive.

SECTION REVIEW



SECTION POST TEST

1. eNewsletters have a _____ flow of information, while eNetworks have a _____ flow of information.
2. In an *unmoderated* eNetwork, who is allowed to post and receive information?
3. True/False: If you join an eNetwork, you must participate in the discussions.
4. To join an eNewsletter or eNetwork, the common protocol is to send a blank e-mail with the words _____ in the subject line. To unsubscribe, the process is similar except you type _____ in the subject line.
5. True/False: It is acceptable to submit information to an eNetwork without identifying yourself.
6. True/False: eNetworks can be set up just for a particular event.
7. Which of the following tasks is **not** necessary before starting an eNetwork?
 - A. Conduct market research
 - B. Choose a hosting provider
 - C. Establish rules and norms
 - D. Obtain a permit
8. List **at least two** popular eNewsletter hosting providers.
9. True/False: It is possible for your organization to have a strong online presence without having a Web site.

Answers to this Section Post Test can be found on the last page of these materials

CHAPTER 4: ESTABLISHING YOUR WEB PRESENCE



OVERVIEW

As you become a more experienced Internet user, you may consider building your own Web site. Your colleagues and friends may have their own Web sites, and they may encourage you to build one for your own organization.

There are several good reasons for having a Web site. Having a Web site can:

- Strengthen your online advocacy efforts
- Raise your profile globally
- Disseminate information to a wider audience
- Easily inform people about your on-going activities
- Promote communication and transparency between your organization and your supporters

Keep in mind that building and maintaining a Web site requires a great deal of time and energy. Before your organization goes online with its own Web site, you will need a detailed plan for how you intend to develop and maintain this site in the long term.



LEARNING OBJECTIVES

By the end of this chapter, you will be able to:

- Make detailed plans for developing and maintaining a Web site for your organization
- Manage the development of a Web site for your organization
- Ensure the success of your organization's Web site

WHERE DO I START?



KEY INFORMATION

ESTABLISHING A WEB SITE CAN SEEM LIKE A DAUNTING TASK.

Even though you may be under pressure to deliver a Web site as soon as possible, it is essential that you take time to develop your Web site properly. A Web site is a very public view into your organization – you want to make sure that it reflects the high quality of your organization’s work.

This chapter will take you through the three phases of establishing and maintaining your organization’s Web site.

Phase I: Planning Your Web Site

This is the most critical step. You must develop a Web site plan that includes all of the relevant people in your organization. A proper plan will ensure that you have enough time and resources to do the job well. Don’t skip this step!

Phase II: Developing Your Web Site

With your plan in hand, you can now start developing your site. Depending on the skills you already have in your organization, you may need to hire outside help for this phase. With a good plan, it will be easy for you to effectively manage the development process.

Phase III: Maintaining & Improving Your Web Site

Once your Web site is up and running, there are a number of things you will need to do to ensure its ongoing success.



WATCH OUT!

DON’T GIVE UP CONTROL OVER YOUR WEB PRESENCE

Many organizations are under pressure to “get a Web site” as soon as possible. You can always find a consultant or design company that is perfectly happy to provide a solution for you by providing you with a ready-made Web site. What they will do, in effect, is to set up a promotional “online brochure” for your organization based on information you give them – for a fee. They will provide the Internet address for your Web site, and charge you a fee for registering and hosting it. When you want to update information on your Web site (even just to change a phone number) you will have to pay them again. By educating yourself about the process, you can effectively manage consultants, and make sure that your organization maintains control over your site at all times.

PHASE I: PLANNING YOUR WEB SITE



**KEY
INFORMATION**

WHAT KIND OF PLAN DOES MY ORGANIZATION NEED?

Before actually developing your site, you will need to make some plans. Depending on your ambition and the resources you have at your disposal, this can be a simple plan (creating and maintaining a single Web page for your organization) or a detailed plan (creating and maintaining a Web site with many pages organized into sections).

The Web site plans you make are not fixed in stone, but they will guide you as you implement your Web site, and keep you focused on your goals.



IMPORTANT

INVOLVE YOUR COLLEAGUES

If you are serious about running your own Web site, then you will need to inform and involve all the people working in your organization. They are the ones currently working to pursue your organization's mission, so you will need to enlist their help in figuring out what you will be able to achieve with your Web site – as well as provide the materials (known on the Internet as “**content**”) that will go on your Web site. Running a Web site is not a one-time activity, but a continual process of updating and maintenance. For this reason, you may need to raise awareness about the Internet and consciously set Internet use as an organizational priority that must be integrated into your organization's existing communication infrastructure (see **Chapter 6**).



**KEY
INFORMATION**

SIX STEPS TO EFFECTIVE WEB SITE PLANNING

Source: *Twelve Principles for Effective Online Communications Planning*, ONE/NorthWest (<http://www.onenw.org/bin/page.cfm/pageid/349>)

Perhaps the most important action that you can take immediately – even if you do not have regular access to the Internet – is to establish a Web site implementation plan. We have boiled down the requirements to develop an effective Web site plan into a simple six-step process.

The Web site planning process often results in new documentation that can help you to evaluate and rethink your organization's priorities and ways of doing things. It might even usefully be included as part of a funding proposal!

The six steps are outlined on the following pages. Go through them in order the first time – and then revisit them frequently as your capacities to use the Internet grow and your needs change. As you review this chapter, you may want to make notes as you go along, then write up your thoughts in a new document that you can share with other people in your organization.



Step 1: Set your goals for your Web site

As with any project, the first step will be for you to define the broad goals for your Web site. These goals will guide you as you develop your Web site and help you to evaluate the success of your site. Use very general language that leads to action. For example, a newly established student organization in Togo might have the following goals:

- Establish our organization as a credible, reliable source of information on student issues
- Provide a space for the community to work together on student and youth issues

Rank your goals in order of priority, or pick one or two that are particularly important. You will still be able to accomplish the other goals, but focusing on one or two primary goals will enable you to effectively and directly communicate your message.

Step 2: Define the target audience of your Web site

List the types of people that you want to attract to your Web site. The new student organization in the example above may want to target the following groups:

- Students
- School administration
- Student organizations in other regions
- Community leaders

Rank the different types of people, in order of priority. Identify one or two types of people that are particularly important. This exercise will help you establish how you can achieve your goals by targeting specific people, and determine the writing style (and tone) that you should use.

Step 3: Define the objectives for each audience

Now that you have defined your Web site's goals and audiences, you can establish the primary objectives for that audience. Put your purpose in a sentence, like in the following example for the Togolese student organization:

- Inform community leaders about the issues that are most important to students and youth in our area



ACTIVITY
Establish your target audiences

The audiences you are targeting with your site will determine the tone and content of your entire Web site. Fill out the matrix below for your own organization to help you determine the impact of each of these groups on your site.

Audience	Ranking	Objective	Tone
<i>Example: Community Leaders</i>	3	<i>Inform them on issues important to students</i>	<i>Professional, credible</i>

Step 4: Define your Web site’s structure

This is where the fun starts. As you have seen in your explorations of the Internet, Web sites are made up of multiple Web pages. Good Web sites are organized into a logical, discrete structure that enables people to easily find the information that they are looking for.

Top-level sections of African civil society Web sites usually include the following “online brochure” type information:

- Contact details
- Organizational history
- How to get involved
- Press area

Additionally, you will want some other sections specifically related to your work, for example, newsletters, reports, campaigns, etc. Keep in mind that the structure of good Web sites is reflected in an intuitive navigation system that people will use to traverse the information you are providing. As a rule, your Web site’s navigation system should have no more than about seven top-level sections, and even fewer sub-level sections – otherwise the site becomes unwieldy and people get confused or lost.



HOW DO I DO IT? (CONTINUED)

Step 5: Lay out your site map

Web site planning gets really exciting with the creation of a **site map**. A site map is the equivalent of a complete, very detailed table of contents that displays how information on a Web site is laid out. They can be powerful tools for people looking for information on a Web site since they provide direct links to all (or almost all) Web pages on the site through hyperlinks. See Africa Action's Sitemap as an example:

<http://www.africaaction.org/sitemap.htm>

Create a site map by using your planned sections and sub-sections from Step 4 to create a very detailed list of Web page titles. This creative process will help you see if the structure you have come up with makes sense, and give you an idea of how much work you have ahead of you in order to create (and maintain!) all those pages!

This process may lead you to the conclusion that you need to develop your Web site in stages, starting with a simple "online brochure" Web site promoting your organization and issues you are working on, and then expanding to a fully fledged Web site as your capacity grows.

Step 6: Develop your home page content

People coming to your Web site usually see your front page first, so the information (content) displayed on it is particularly important. Thinking about your target audience, how might you engage them and draw them into the various sections of your Web site? Be sure to match the tone of the content to the needs of your audience. For example, if the purpose of your Web site is to attract international donors, your tone and language would be much different than if your primary audience is local youth groups.

Explore the Web sites of organizations similar to yours, and review their front pages. Are you able to easily get to the information that you think the Web site should offer? How easy is it to contact the organization? Can you find the organization's mission statement? Where is the information on their activities and their successes? How does the Web site invite people to get involved or to support the work of the organization?

Now take a piece of paper and draw your Web page – or use a word processor if you prefer. Don't worry too much about how it looks at this stage – you will get to that later on. For now, focus on the information you want to present on the front page.



**HOW DO I DO
IT?**
(CONTINUED)

Step 6: Develop your home page content (continued)

Some tips:

- Consider including an unchanging “teaser” sentence on your front page that leads people to more information about your organization and your campaigns or activities.
- Keep your Web site content looking “fresh” and up-to-date by including short summaries of time-sensitive press releases or news about your organization – with a link to the full story. This can be a major pitfall, however, since time-sensitive content only looks good when it is current – six-month-old press releases on a Web site’s front page will give your site the appearance of neglect.
- A “subscribe here” or feedback form where people can give you their e-mail address is always a good idea. It allows people to express their interest in your work, while allowing you to send them updates on your organization.



WATCH OUT!

BUDGET CAREFULLY!

In the end, it all comes down to budget and staffing. You may not be able to do everything you had hoped to do with your Web site – but at least you now have a good idea about what is possible. Plan your budget carefully and consider what you can achieve on a sustainable basis.

Budget the staff time it will take to create the materials for the Web pages that you have identified in your site map. Normally, your organization will not need to hire new people to do this work. It is the people already working in your organization who are in the best position to rewrite your existing materials for your Web site, and to write any new descriptions and texts that might be needed.



IMPORTANT

HOW TO PUT TOGETHER YOUR WEB SITE TEAM

There are usually four primary roles in developing and maintaining a Web site, though one person often takes on more than one role. You may already have people in your organization who are performing these types of tasks.

- *Content developer*
The content developer may write original content, or act as an editor for content written by others in your organization. He or she will make the material more Web-friendly, matching it with the tone and style already developed on your other materials. Content can initially be produced using a word processor and then transferred to Web pages by the Web site administrator.
- *Web site developer*
You will want to find an expert Web site developer to, at least, set up the site. This could be a staff member, consultant, or even a volunteer. Developers will be able to use Web design software (i.e. Macromedia Dreamweaver) to produce a visually attractive site, including logos, colors and navigation buttons. If you need more advanced functionality, then your developer will also need to know programming.
- *Web site administrator*
This person will be indispensable for your organization. He or she will bear the responsibility for taking materials provided by your staff, convert them into Web pages, and transfer them to your Web site. This is not usually a full-time position, nor does it require a highly skilled computer programmer. Anyone who knows how to operate computers to perform regular office tasks will also be able to learn how to maintain a Web site. Ideally, your Web site administrator is an existing staff person who plays a central communications role, and is familiar with the priorities and goals of your organization.
- *Contact person (correspondence)*
Another essential role is the person (or people) responsible for handling the additional correspondence that will be generated through your new Web site. This correspondence might come from around the world, from potential funders, collaborators and supporters – so you need to be able to respond to inquiries quickly and professionally, and use e-mail well to project your organization globally using the Internet. (see **Chapter 3**)

PHASE II: DEVELOPING YOUR WEB SITE



**KEY
INFORMATION**

Every Web site will need to go through the same basic steps of development. Depending on the sophistication of your Web site, you could complete all of these steps in one week or several months. Some of the steps can be done at the same time, but every project must go through each one of these steps:

Step 1: Get an Internet address that YOU control

Step 2: Find someone to host your site

Step 3: Design the site and develop your content

Step 4: Program the site

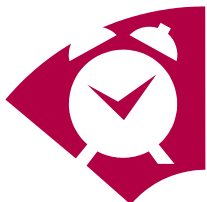
Step 5: Make the site available on the Internet



**KEY
INFORMATION**

STEP 1: GET AN INTERNET ADDRESS THAT YOU CONTROL

In order to make the best use of the Internet, regardless of your strategies and capacities, your organization needs a reliable Internet address that YOU control. This is usually referred to by its technical name, the **domain name**. Think of a domain name as a unique name that identifies your Web site and mailboxes. Like a street address, its essential function is to make it possible for people to find and contact you.



IMPORTANT

YOUR INTERNET ADDRESS IS CRITICAL

Your Internet address is almost more important than your Internet connection. You can do without Internet access for a few days, and eventually find another way to connect to the Internet, but you never want your organizational e-mail and Web site addresses to stop working! Once people get used to being able to find you on the Internet, they may become concerned if they can't reach your Web site or your e-mail addresses.

Your own Internet address gives you independence and flexibility

Kabissa advocates that you get a domain name for your organization that you control – preferably one that reflects your organization's name or acronym. By registering the domain yourself (or with a very trusted company), your domain name will stay the same no matter where the site is actually hosted. In the next section, we will discuss how to register a domain in your own name.



WATCH OUT!

WHY A YAHOO! ADDRESS IS NOT ENOUGH

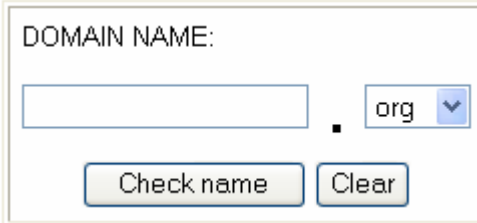
For this reason, a free account with Hotmail or Yahoo! is not adequate once you start using the Internet for the purposes of your organization. The mailboxes or Web site hosting you might have received from your Internet Service Provider (ISP) might also not be adequate, especially if they are in the form person@linkserve.com or www.linkserve.com/rights. If this were your address, you would be locked to Linkserve, a Nigerian ISP, for as long as you need the address – which can put you in a sticky position in the future if you ever need to switch to another ISP.



THERE ARE MANY DIFFERENT WAYS TO REGISTER YOUR OWN DOMAIN

When you register a domain, you are essentially “buying” the rights to use that name for a specific period of time – usually one or two years. After this period, your domain name will expire – you give up the rights to that name – unless you renew it again (and pay again).

The first thing you will need to do is check if the domain name you want is still available, or if someone else has already registered it. You can do this quick check by going to <http://www.kabissa.org/members/whois> and typing in the name you are looking for.



If it is already registered, keep trying variations until you find one that is available. Once you have decided on an available domain name, there are several ways in which you can register the name.

- **Go directly to a registrar**
For maximum independence, you can register the domain yourself – but that also means that you are responsible for making sure it doesn’t expire. Registrars often require a credit card or North American mailing address. (see also **Appendix 2**)
- **Through your hosting provider**
Most likely, the company you choose as a hosting provider (in the next step below) will also be able to register a domain for you – it may even be included in your hosting package. If you choose to do this, make sure that the company will ensure that the domain does not expire, and is willing to let you take your domain with you should you decide to switch to a different hosting provider.
- **Through your Internet Service Provider (ISP)**
Often times, your ISP will also offer domain registration and hosting services. Having your ISP be responsible for your Internet connection, your domain name registration, and hosting may be convenient, but it also makes your organization’s Web presence very dependent on one company. Be sure to talk to other people about their experiences with the ISP before taking this route.



IMPORTANT

MAKE SURE YOU ARE IN CONTROL OF THE WHOLE PROCESS

With your Web site plan, and your own Web address in hand, you can comfortably shop around for a consultant or design company that can help you develop your site. If you are willing and able to invest the time and effort into learning a new computer skill – creating Web pages and transferring them to a publicly accessible Web site – then you may find that you do not even need the consultant. However if you decide to hire someone, be sure that the end result puts you in control of the passwords required for the ongoing maintenance of your own Internet address and Web site.



**KEY
INFORMATION**

STEP 2: FIND SOMEONE TO HOST YOUR SITE

Every Web site needs to be “hosted”, which simply means that all of your Web site files need to be stored on a computer that is reachable through the Internet (a Web server). Technically, if your computer was on and connected to the Internet 24 hours a day, your own computer could act as your Web server.

However, hosting providers set up their servers specifically to serve the demands of a Web site. They have numerous backup and security measures in place to ensure that the servers are always on and protected from electricity outages, connectivity problems, or even natural disasters. They are also designed to handle a large amount of traffic (which your computer isn't), and are designed for the sole purpose of being a Web server.

Therefore, we recommend that you select a trustworthy hosting provider where all of your Web site files will be stored and made available on the Internet. (Later in this section we will explain how you move your Web site files to the hosting provider.)



KABISSA

KABISSA OFFERS AFFORDABLE SERVICES TO AFRICAN ORGANIZATIONS

Kabissa specifically set up hosting on our server to give organizations like yours an added sense of security. Eligible organizations can even host a *free* Kabissa sub-domain in the form www.yourorg.kabissa.org and you@yourorg.kabissa.org. As your capability to use the Internet grows, you can decide at any stage to invest in registering and hosting a Web site address like www.yourorg.org and you@yourorg.org on Kabissa.



KEY INFORMATION

OTHER HOSTING PROVIDERS

There are a number of companies that offer hosting services, each offering slightly different services at different prices. Some organizations prefer international companies (mostly US-based) for their reliability – like Yahoo!, for example. Other organizations prefer to select a local company in order to receive local support. Many local ISPs also offer hosting services. Whichever you choose, be sure to get recommendations from trusted colleagues to help you make the best possible decision.



HOW DO I DO IT?

MOST HOSTING PROVIDERS MAKE IT VERY EASY TO SIGN UP FOR HOSTING SERVICES

First, determine what your needs are – approximately how much disk space you will need, how much traffic you expect the site to receive, etc. Most hosting providers offer different packages of services for differing levels of sophistication.

When you are trying to determine how much disk space you will need, here are a few guidelines to help you.

- A single Web page of all text is quite small at around 20-30kb.
- The more graphics you add, the more space you will need.
- A few pictures will make little difference, but if you intend to have a photo gallery, you will need a lot of disk space.
- Be sure you are saving your graphics optimally. By adjusting the format, size, and resolution (quality) of a picture or a graphic, you can dramatically change the amount of disk space the file takes up, sometimes by up to 50 times!
- Heavy graphics can also have a negative impact on the people visiting your site. The larger the page, the longer it will take for the visitor to be able to see the page.

Next, be sure to do your research and select the hosting provider that best meets your needs, while still ensuring that you have ultimate control over your domain name and Web site.

Third, decide which of the hosting provider's packages best suit your Web site plans. Once you have determined which services are right for you, the hosting company should have a very simple online or phone-based process to order hosting services. You will need to provide or select a domain name, provide some basic information about yourself, and select the package you would like. Normally, you will have to pay a one-time set-up fee, followed by a monthly or annual fee. Once you are signed up, you will be given instructions on how to access your account to upload your Web site files (see general instructions in Step 4).



KEY INFORMATION

STEP 3: DESIGN THE SITE AND DEVELOP YOUR CONTENT

This step should be relatively simple, provided you have created a strong Web site plan. The first part of this step involves designing the visual layout of your Web site – what colors will be used, which font is appropriate, etc. Depending on the sophistication of your site, you may want to ask for some help from a graphic or Web designer. At this point, you are just making decisions about the layout – the actual implementation comes in the next step.

At the same time, you will need to develop the content for your site, filling in the structure you had outlined in your Web site plan. Your organization may have already written some content in the form of reports or brochures that can be also used on your site. Other content will need to be written for the first time. For both new and old content, realize that writing for the Web is slightly different than writing for print brochures or reports, so you will need to adapt your style accordingly. You can begin developing the content in a word processor, and then transfer it to Web pages later.



HOW DO I DO IT?

ACTIVITY

Review another organization's Web site for design and content

If you use the Internet regularly, you probably have noticed the differences in quality and depth of content between the sites that you have visited. Select a few Web sites for research and respond to the following questions.

- Can you easily find what you are looking for?
- Is the content useful to you?
- What content is missing?
- Is the home page clear and easy to understand?
- Do you like the colors and fonts used?
- What would you do differently?
- What ideas can you get for your own Web site?



IMPORTANT

TIPS ON WRITING FOR THE WEB

Usability studies show that Web readers tend to skim over information rather than read it. Why?

- It's hard on the eyes to read a great deal of information on a computer monitor.
- The reading speed on a screen is about 25% below reading the same material on paper.

The solution? Get your message across quickly, and use as few words as possible.

- Don't use all capital letters to emphasize headings or text. Instead, use formatting to highlight headings and sub-headings.
- Use the active voice, whenever possible.
- Most people are taught to look at the upper left hand corner of a page first – this is where you should put your most important ideas.
- Use tables to narrow the text as you have no doubt seen on other Web sites. Use no more than 15 words on a line.
- Keep your pages easy to read by using short paragraphs and bulleted lists.
- Keep scrolling to a minimum, and your content short. Try to limit each page to 500 words or less. If necessary, use multiple pages.
- Provide links to information that can help your visitors.



WEB RESOURCES

- **Usability – The Basics**

<http://wdvl.internet.com/Authoring/Design/Basics>

Developed by INT Media Group

Usability is something every aspiring Web designer has to keep in mind. This article is a simple introduction to the concept of building usable Web sites.

- **Web Style Guide**

<http://www.webstyleguide.com>

The Yale University Center for Advanced Instructional Media has an excellent site-design guide. The guide covers the fundamentals of Web site design including planning, site structure, page layout, typography, and use of graphics and multimedia.



KEY INFORMATION

STEP 4: PROGRAM THE SITE

This is the step where many organizations feel frustrated. Unless someone in your organization is already familiar with creating Web pages, you may not know where to begin.

Whether or not you can afford to pay a consultant to help you, we recommend talking to as many experts as you can about your Web site plan – go talk to at least three different people at different organizations. Find out about the costs, but also take advantage of the opportunity to learn as much as you can and allow them to give feedback on your plan. If you decide to hire a consultant, make absolutely clear that you intend to remain in control of the entire process.

If you do not have funds at the moment for hiring a consultant, then you, or the people designated as the Web site administrators, can do it, but you will need to set some time aside to learn new skills. It will take you a while to create the ambitious Web site you planned, but you can create a simple Web site very quickly. To start, all you need is an Internet connection and some basic computing skills.



HOW DO I DO IT?

YOU DON'T NEED TO KNOW HOW TO PROGRAM TO CREATE WEB PAGES – BUT IT HELPS.

In the past, to create a Web page, you had to know how to program in the language that all Internet browsers understand – HTML (see definition below).

Today, you can still program directly in HTML code using a simple text editor, like the Notepad program that comes free with Microsoft Windows or EditPlus. You can also use a graphical tool, such as Macromedia Dreamweaver that allows you to create a Web page without needing to understand the code behind it. See **Appendix 2** for more detail on these programs.



DEFINITION

WHAT IS HTML?

The Internet standard behind Web pages is called HTML (Hyper Text Markup Language). The HTML standard is based on “tags” that define the different elements of a Web page. Web browsers such as Internet Explorer interpret these elements to display the text and pictures in Web pages.

Note: Even if you are hiring a consultant to create your Web site, we recommend that you review the next section so that you understand what is happening and can manage the process intelligently.



BASIC HTML

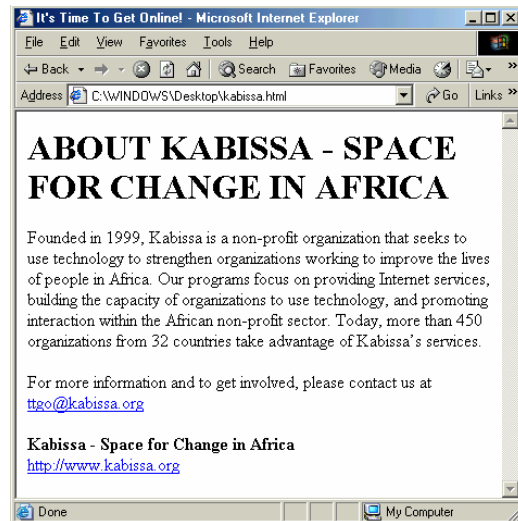
Below is an example of the HTML behind a simple Web page and the same Web page displayed in a Web browser.

```
<HTML>
<HEAD>
<TITLE> It's Time To Get
Online! </TITLE>
</HEAD>
<BODY>
```

```
<H1>ABOUT KABISSA -
SPACE FOR CHANGE IN
AFRICA</H1>
<P>Founded in 1999,
Kabissa is a nonprofit
organization that seeks
to use technology to
strengthen organizations
working to improve the
lives of people in
Africa. Our programs focus on providing Internet services,
building the capacity of organizations to use technology,
and promoting interaction within the African nonprofit
sector. Today, more than 450 organizations from 32 countries
take advantage of Kabissa's services.</P>
<P>For more information and to get involved, please contact
us at <A HREF="mailto:ttgo@kabissa.org">ttgo@kabissa.org</A>
</P>

<P><B>Kabissa - Space for Change in Africa</B>
<BR><A
HREF="http://www.kabissa.org">http://www.kabissa.org</A>

</BODY>
</HTML>
```





HOW DO I DO IT? (CONTINUED)

You can view the source HTML behind any Web page that you are viewing in a Web browser. Click on “View” from the browser menu bar at the top of the page. From here, select “Source” and a new window will appear. As you will see, the HTML behind Web pages can get quite complex as authors use codes to create visually attractive and functional Web pages. From here you can copy HTML codes to paste into your simple text editor to learn how they work.

You can also convert a Word document to HTML by selecting “File” from the Word toolbar, then selecting “Save as Web Page”. However, be aware that this method of creating Web pages is extremely inefficient – to reproduce Word formatting, the files created will be much larger than needed, which may become a problem if you have low disk space limits on your account.



HOW DO I DO IT?

WEB AUTHORING TOOLS

Your other option is to use a graphical Web authoring tool. These tools act more like a Word processing and graphic design tool. Whenever you write something or change the format of a page, the code is automatically created behind the scenes. It is useful for you to understand this code, but not necessary.

You will have to buy the license for one of these tools, adding to the cost of your Web site project. Although they are designed for non-programmers, they still take time to learn – be sure to make use of any tutorials provided and look into training classes that may be available in your area.



ON THE CD-ROM

✓ **Beginner’s Guide to HTML**

Excellent resources for learning HTML are plentiful on the Internet. We recommend the NCSA HTML Primer for Beginners, which we have provided on the CD-ROM. It can also be used online or downloaded from the NCSA Web site at:

<http://archive.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html>

✓ **Web authoring software**

Macromedia Dreamweaver is the best Web authoring software available, and also contains a comprehensive set of tutorials and step-by-step guides that will teach you how to create Web pages. A 30-day trial version is included on the CD-ROM.

✓ **EditPlus**

EditPlus is a great replacement for Notepad for coding HTML pages manually, and is an excellent program to use in order to become familiar with HTML.



KEY INFORMATION

STEP 5: MAKE THE SITE AVAILABLE ON THE INTERNET

Now that you have created your Web pages, you just need to make them available to the world via the Internet. Your hosting provider should have given you specific instructions on accessing your account on their server. Now you need to follow those instructions to transfer the files from your computer to their server.

Many tools that you might use for programming your site have tools to transfer the files built into them. Both of the tools recommended above, EditPlus and Dreamweaver, have this functionality included. However, if you are using another tool to program your site, you may need a separate software program to transfer the files via FTP (File Transfer Protocol).



HOW DO I DO IT?

TRANSFERRING FILES TO YOUR INTERNET SERVER

Every program has a slightly different way of transferring files, but you will most likely need to go through the same basic steps:

Step #1: Indicate the name of the server where your Web site is hosted and the directory/folder where your public Web pages are stored (information given to you by your hosting provider).

Step #2: Connect to the Internet and log into your account using your username and password. You should see **local files** (the files on your computer) displayed separately from **remote files** (files on the Internet server).

Step #3: Copy files from your computer to the server.



ON THE CD-ROM

✓ **FTP Software**

Included on the CD-ROM is **WS_FTP LE 5.08**, a freely distributable standard FTP client for Windows with an easy-to-use graphical interface and advanced features.

✓ **Further learning**

A more detailed step-by-step guide to using WS_FTP is provided on the CD-ROM and on the Kabissa Web site at:

<http://www.kabissa.org/members/wsftp/using-wsftp.php>

PHASE III: MAINTAINING AND IMPROVING YOUR WEB SITE



WATCH OUT!

THIS IS A CONTINUOUS PROCESS – NOT A ONE-TIME EVENT!

As you enter this process, you and your staff will likely be very excited about your new Web site. However, once things are up and running, you can easily get caught up in other projects – and your Web site suffers. In order to have a truly effective Web site, you need to ensure that you are continuously assessing and improving your Web site and adding new content. Make sure your organization can dedicate enough time to Web site before you start!



HOW DO I DO IT?

PROMOTING YOUR WEB SITE

Now that your Web site is up and running, you will want to make sure people know that you have a Web site and can easily find it. There are a number of simple steps you can take to make sure that the world knows about your organization and the important work you are doing.

- **Know your audience**

During the planning phase of your Web site project, you defined the audience you were trying to reach with the site, for example, people in your community, partner organizations, or potential funders. For each of these groups of people, you need to understand how to best reach them to tell them about your site. Each of the strategies below may be very effective for one group, but not as effective for another – devise a Web site promotion strategy that is appropriate to your target audience.

- **Link with other organizations**

If your partner organizations also have Web sites, you may want to consider a link exchange. In such an arrangement, you agree to provide a link (in text or a graphic banner) to your partner organization on your Web site, and they do the same. This can be an effective way to reach your target audience, though the “click-thru rates” (the number of times someone comes to your site through this link) tend to be low.

- **Promote your new site in all of your communications**

Your Web site address should be included in all of your brochures, on your business cards, on every document, and a part of your signature at the end of every e-mail.

- **Issue press releases**

Especially when you first launch your site, or when you have done a major redesign, you may want to issue a formal press release. You can send this press release via e-mail to friends and supporters of your organization, partners, and even eNewsletters. You may want to consider advertising your organization in an eNewsletter once you have a new Web site to direct people to.

Source: TechBridge,

http://www.techbridge.org/np_community/np_generatingtraffic.asp



KEY INFORMATION

ESTABLISH YOUR WEB SITE MAINTENANCE PROCESSES

Even before your site is launched, you should think through how you will be maintaining your Web site and keeping the content up-to-date. You will want to assign a “content owner” to every piece of content on your site – if your organization is small, one person may be maintaining all of the content, but larger organizations often have different people responsible for different parts of the Web site.

Everyone should have clear instructions about what is expected from them, including guidelines for writing style, content layout, and types of content that should be part of your site. You may also want to set up an approval process so that at least one other person checks all content for accuracy.



WATCH OUT!

BE SURE TO BACKUP YOUR WEB SITE FILES

Data – whether for your Web site or on your own computer – can be compromised by theft, become corrupted, be damaged by a computer virus, a leaky roof, or even human error. It is essential that your organization keep a backup of your files – a copy that can be used in the event that the original is no longer available. Having a data backup and recovery plan in place could save you some major headaches. You need to develop a plan and test it before you need it for a real crisis.



HOW DO I DO IT?

1. Identify Crucial Data

What are the files your organization can't live – or work – without? Discuss the importance of backups with your team and determine together what should be backed up.

2. Establish policies and processes

You will need to determine who is responsible for backups and how often this should be done. Is it critical that data be backed up every day, or is once a week sufficient for your organization?

3. Store a copy of your backup offsite

Your backup won't help you much if it is destroyed in the same fire that destroys your computers, so be sure to store one or two copies of your backup at another location.

4. Test your procedures

You don't want to find out that the backup wasn't working properly after a crisis has already happened. Test the backup and refine the procedures before it becomes critical.

Source: Covad, “Creating a Backup Plan that Works”
http://www.covad.com/connections/0703/0703_ccbiz_story1.html



KEY INFORMATION

MONITORING YOUR WEB SITE

So your Web site is in place, being kept up-to-date, and you are promoting it everywhere. Now, how do you know if your site is successful? Today, most hosting providers will provide you with a tool to analyze statistics about your Web site. These statistics can help you gauge the effectiveness of your site and optimize your site's functionality.

Unfortunately, every statistics tool uses slightly different language, but it is essential that you understand the following Web site statistics:

Number of hits – Often defined as number of incoming requests for your site. Be aware, however, that this counts requests for every file that is a part of your site – if your home page includes the main html page, plus 3 graphics files, one visit to your home page will result in four hits.

Number of page hits – Similar to the number of hits, but this statistic counts only the pages – not the graphics files or other files included – so it gives a better picture of the number of visits to your site.

Number of unique sites – This statistic shows you (roughly) how many unique people came to your site. For example, you may have 200 page hits, but only 20 unique sites, because each person came to your site an average of 10 times.

Referrer domains – The specific site that your visitors are coming from. This will show you how visitors are finding your site – do they come from a search engine? From a link on your partner's page?

By actively reviewing your statistics on how visitors get to your site and how they're using it, you can measure the effectiveness of your new Web site, and ultimately help increase the effectiveness of your programs.

Source: Covad, "Using Web site statistics to improve your bottom line",
http://www.covad.com/connections/0403/0403_ccbiz_story3.html



DEFINITION

EMERGING TREND: CONTENT MANAGEMENT SYSTEMS

One common issue that organizations face when establishing a Web site is the lack of technical skills among staff members. When only a very limited number of people in the organization know how to update the Web site, the content may not be updated as frequently or as accurately as it should be.

Content Management Systems (CMS) help to address this problem. A CMS is a Web-based software tool that allows even non-technical staff to quickly publish information to the Web site. A CMS can be particularly useful when you start to add different types of content to your Web site beyond basic text, such as press releases, photo galleries, or frequently asked questions. Most CMS tools also allow several different people to work on a piece of content, approve content before it is published, and establish design templates to standardize the look and feel of your site.

Even though a CMS can make establishing your Web site much easier, all of the principles discussed in this chapter still apply, and it is still necessary to have people with technical skills working with you in order to set it up according to your organization's needs.



WEB RESOURCES

- ✓ **Open Source CMS**
<http://www.opensourcecms.com>
This site provides information and demos of many open source content management systems which can be distributed and modified freely.
- ✓ **TechSoup article – Web Content Management System**
<http://www.techsoup.org/howto/articlepage.cfm?ArticleId=485&topicid=13>

SECTION REVIEW



SECTION POST TEST

1. Which phase is the most important step in building your Web site?
 - A. Phase I: Planning your Web site
 - B. Phase II: Developing your Web site
 - C. Phase III: Maintaining and improving your Web site
 - D. All of the above
2. True/False: Building a Web site is a one-time event.
3. Which information is usually **not** included on a civil society organization's Web site?
 - A. Contact details
 - B. Pictures of the director's family
 - C. Organization's history
 - D. Press Area
 - E. How to get involved
4. A complete, detailed table of contents for your Web site is called a _____.
5. Name three roles needed to build and maintain a Web site.
6. Even if you hire a consultant to create your Web site, you still maintain control over your _____.
7. Which is **not** a method for registering your domain name?
 - A. Go directly to the registrar
 - B. Call Microsoft
 - C. Through your hosting provider
 - D. Through an ISP/ or other commercial site provider
8. For effective Web communication, you should
 - A. Write in all-caps
 - B. Put as much information as possible on a single page
 - C. Avoid using links
 - D. Write short, direct sentences with 15 words or fewer.
9. True/False: You must know HTML to create a Web site.
10. Name the type of software that is used for uploading files to the Web.

Answers to this Section Post Test can be found on the last page of these materials.

CHAPTER 5: ADVOCATING FOR YOUR COMMUNITY



OVERVIEW

Once your organization has established its presence on the Internet, you can take the next step of integrating the Internet more fully into your everyday advocacy activities. The broad reach of the Internet can transform the way you advocate for your community, and enable you to have an even greater impact on the people you serve.

Online advocacy is a relatively new phenomenon in the civil society sector, so many of the examples in this chapter come not only from Africa, but also from organizations across the globe. By thinking of your Web presence as an advocacy tool, and adopting some of the ideas in this chapter over time, you are truly harnessing the power of the Internet for your organization.



LEARNING OBJECTIVES

By the end of this chapter, you will be able to:

- Identify ways to make your Web presence an effective advocacy tool
- Inform key audiences about the issues and concerns relevant to your mission
- Organize people and organizations around your cause
- Motivate people to action

WHAT IS ONLINE ADVOCACY?



DEFINITION

ANYONE CAN BE AN ONLINE ADVOCATE!

Every day, each of us in the civil society sector advocates for our causes and for our communities by looking for support to improve the lives of the people around us. This support can come in the form of words or actions; and it is crucial to the success of every organization.

Thanks to the Internet, you can now make your case to a much wider audience, and in turn, receive support from more people in many more places. Online advocacy involves not only taking your existing advocacy work to the Internet, but also creating entirely new ways to gain support for your work.



KEY INFORMATION

ONLINE ADVOCACY CAN TAKE MANY DIFFERENT FORMS

Advocating online can have different meanings to different organizations, depending on your mission, the people with whom you work, and the scope of your organization. For the purposes of this chapter, we have broken down online advocacy into three main activities:

1. Informing

A large part of any advocacy campaign is informing people about your cause. For example, you can target international media to take notice of the problems in your country, or inform the people in your community about their rights. Providing timely, compelling information about the needs of your community and the work that you are doing, can be the catalyst for rallying people to action.

2. Organizing

Once you have begun informing the public about your cause and your work, you will need to engage different individuals and organizations to make your campaign successful. This means identifying volunteers, sharing information within your organization and with partners, bringing people together to discuss ideas, and making plans for action.

3. Acting

Many of your campaign activities will occur *offline*, such as demonstrations, letter writing, or conferences. However, today, the Internet can add a whole new dimension to these activities, or even redefine your advocacy programs. Online actions can enable you to mobilize new audiences, reinforce the importance of your cause, and make your entire campaign more effective.



KEY INFORMATION

INFORMATION FOR ADVOCACY GOES BEYOND YOUR BASIC WEB SITE

Many organizations use their Web sites or newsletters simply to inform people about their mission and activities. These sites are often referred to as “online brochures.” While establishing such a site is an important first step, organizations aspiring to turn their Web presence into a tool for social change must take the next step.

- **Offer new information or viewpoints**
If your organization does research, publishes reports, or otherwise has unique knowledge of a situation, you should share this information through your Web site. By providing the public with information that no one else can, you establish your organization’s Web site as a valuable resource of information, making people even more interested in your work.
- **Keep information current**
Offering news, current events, or even regular press releases helps keep the content of your site fresh and more interesting. When visitors to your site see very recent content, they are more likely to come back again for the latest information.
- **Motivate people**
Make the information on your site inspiring. Visitors are more likely to turn into active supporters of your work. Wherever possible, give visitors to your site new ideas for ways they can help or get involved.
- **Provide relevant information to targeted groups**
Identify what information is most important to specific audiences that visit your Web site or read your eNewsletter, i.e., international donors, partner organizations, etc. By doing this, you can create different sections of your Web site or eNewsletter that provide specific and relevant information to each group in a targeted manner. For example, the section for donors may highlight the results of a recent project evaluation or audit, while the section for partner organizations may feature a schedule of upcoming events.

While there are many ways to achieve these goals, we have provided a few ideas here for enhancing your Web presence, making it a real tool for advocacy.



IDEA #1: ADD CURRENT EVENTS TO YOUR WEB SITE

While providing information on current events in your community, country, or region can make your site more interesting and engaging, it can be very time-consuming to try and publish news of your own, especially if news collection or reporting is not part of your mission or programs. It makes little sense to start huge endeavor now. Instead, you can leverage the news collected by other organizations by adding an **RSS Feed** to your site (definition on the next page).

In this example, Africa Focus (<http://www.africafocus.org>) uses RSS Feeds from several different news organizations to supplement the information on their home page.

Africa News
Jun 15, 2004

BBC | Africa
[Congolese stream into Burundi](#)
[S Leone war crimes court slammed](#)
[Somali terror suspect 'innocent'](#)
[Charges in 'dumped foetus' case](#)
[more BBC Africa](#)

AllAfrica | AIDS
PanAfrica: [Sub-Sahara Africa Losing 6,600 People to HIV/Aids Every Day](#)
Zimbabwe: [ARVs: Ball in Corporate World's Court](#)
South Africa: [Civil Society Assists Aids Drug Rollout](#)
[more news: AIDS](#)

AllAfrica | Southern Africa
Mozambique: [Commercial Bank Fraud: Verdict And Sentence](#)
Zimbabwe: [Wholesale Land Nationalisation Not Govt Policy](#)
Namibia: [Britain Willing to Assist Namibia On Land Reform](#)
[more news: Southern Africa](#)

Select a Country or Region [What is this?](#)



DEFINITION

NEWS FEEDS (OR RSS FEEDS)

One of the latest ways to include news on your site is through RSS* Feeds. RSS is a format for distributing and aggregating Web content, such as news headlines. Using RSS, Web content providers can easily create and disseminate feeds of data that include, for example, news links, headlines, and summaries. If you have an RSS reader on your site, you can grab content from other Web sites and display it as a completely integrated, continuously updated part of your site.

**RSS = Really Simple Syndication or RDF (Resource Description Framework) Site Summary*



**WEB
RESOURCES**

EXAMPLES OF RSS FEEDS FOR YOUR SITE*

- ✓ **Yahoo! News**
<http://news.yahoo.com/rss>
- ✓ **AllAfrica.com**
<http://allafrica.com/tools/headlines>
- ✓ **Earthwire**
<http://www.earthwire.org/africa/feedbasics.cfm>
- ✓ **Amnesty International**
<http://www.amnestyusa.org/news/index.do>
- ✓ **Feedster**
<http://www.feedster.com/>

**Each news organization above also provides instructions on how to add their news to your own site.*



**HOW DO I DO
IT?**

IDEA #2: LIVE REPORTS “FROM THE FIELD”

While it is important to have a professional Web site for your organization, many organizations have sites that are too institutional and impersonal. You can add a personal dimension to your site by having your staff provide regular reports that are posted on your Web site. Often times, staff provide updates from an event, a visit to another organization, or even just on what is going on in the community.

One great tool for providing these types of personalized reports is a Weblog (blog – see definition in **Chapter 2**). For example, some organizations use blogs for a particular campaign, which have a ‘note from a friend’ feel to them – much more personal than the same information presented on a static Web page.



CASE STUDY

IMMIGRANT WORKERS FREEDOM RIDE (IWFR)

“For the Seattle Coalition of the Immigrant Workers Freedom Ride, a couple of the riders used a blog to tell their story. They documented what their experiences were like on the journey to Washington D.C. to advocate for immigrant rights, sharing day to day details and personal responses to everything that was happening to them on a collective and individual level. Paired with the digital photos they sent in from each stop, along with the heightened media coverage as the campaign gained more and more exposure, the blogs added immensely to the sense of immediacy and excitement of the rides. Supporters of the IWFR were able to virtually accompany the riders on the bus by visiting the Web site and subscribing to the e-mail list for updates, becoming more engaged in the mission in the process.”

Source: *Project Alchemy*, <http://www.projectalchemy.org>



**ON THE
CD-ROM**

LEARNING RESOURCES ON USING BLOGS

- ✓ “What’s a Blog, and Why Should Nonprofits Care?”, Zafar S. Shah, *The Nonprofit Quarterly*
<http://www.nonprofitquarterly.org>



HOW DO I DO IT?

IDEA #3: ENCOURAGE VISITORS TO TAKE ACTION

Your advocacy role in your community does not end with publishing a report or writing an article. Instead, by informing the public about an issue, you are motivating them to take action in support of your cause. Give people concrete ways in which they can support your organization or your cause as often as possible.

More information on taking action can be found at the end of this chapter, but here are few suggestions:

- Newsletter sign up forms
- Online polls
- Online petitions
- Contact details for relevant government representatives
- Sample text for letter writing campaigns
- Instructions for donating funds, goods, or time to your organization, or another like-minded institution



WEB RESOURCES

WEB SITES THAT ENCOURAGE VISITORS TO TAKE ACTION

- ✓ **Greenpeace**
<http://www.greenpeace.org>
The Greenpeace site includes newsletter sign up forms, campaign information, and details on how to take action or to support Greenpeace at the end of every article.
- ✓ **Human Rights Watch – Africa**
<http://www.hrw.org/africa>
This site includes invitations to subscribe to the newsletter and ways to contribute to Human Rights Watch on nearly every page.
- ✓ **Africa Action**
<http://www.africaaction.org>
This site prominently features its current campaign, ways to support the organization, and an entire “Take Action” section.



THE MORE PEOPLE KNOW ABOUT YOUR CAUSE, THE MORE THEY WILL WANT TO BE INVOLVED

One of the most common challenges faced by civil society organizations is a lack of resources, not just financial, but also human resources. As you build broader awareness of your cause, people will be more willing to offer support.

More and more, organizations need to reach beyond their local communities to work with both traditional and “virtual” volunteers. Virtual volunteers are people working for your organization, but can be located anywhere in the world (and not in your office).

Managing advocacy campaigns across different locations, and even time zones, can be challenging. The Internet provides new opportunities for you to collaborate with people and organizations more easily and cost-effectively than ever before.

- **Recruiting volunteers**

Often times, people are eager to help, but don’t know where to start, or are located in a different city or even country as your organization. Many organizations are finding creative ways to make the most of this energy by identifying “virtual” tasks for their “virtual” team.

- **Sharing information and collaborating across locations**

Whenever staff members or volunteers are located in several different places, managing a single project can be difficult. Take advantage of Internet tools to manage schedules, work together on documents, and keep in touch.



HOW DO I DO IT?

RECRUITING VOLUNTEERS

The first step in building a team of volunteers – whether they work in your office or virtually - is to define the volunteer tasks. The Web resources on the next page provide guidance on how to define these tasks, especially the difference between traditional and virtual volunteers. Generally, those tasks that require a specific skill, involve limited team discussion, and have a clear start and end are the best suited for virtual volunteers.

There are several ways you can go about finding volunteers for your organization:

- Post volunteer position descriptions on your Web site and in your eNewsletters
- Ask for volunteers in calls to action
- Post virtual volunteer positions to volunteer clearinghouse sites (see next page)



CASE STUDY

CALL FOR VOLUNTEERS

Ikamva Lisezandleni Zethu (The Future is in Our Hands) is a South African by-youth for-youth organization that seeks to broaden post-school opportunities for students in Grades 11 and 12. The organization is volunteer-based. The Web site serves to inform visitors about their projects and generate support from new volunteers and funding organizations. Below is a *Call for Volunteers* from their Web site (<http://www.ikamva.kabissa.org>).

News

A call for Volunteers

Sunday 22 Feb 2004 posted by Dan

This is a call for anybody who is interested in volunteering to teach kids any matric subject. We offer maths, english, history, geography, science, biology, accounting and economics. We also do career guidance. Our classes are from 10.00 - 12.00 on a Saturday at the Nazeema Isaacs library in Khayalitsha. Any help we can get is much appreciated. No special teaching skills are required - most of our volunteers are students who have obviously just done these subjects to matric level. Volunteers are not expected to prepare lessons, but merely to act as a support mechanism for students. Students come with questions and volunteers help them with their problems.

For many volunteers this has been one of the most rewarding experiences of their lives. IF you have any questions or queries do not hesitate to contact us.

Please email Daniel Bieber at bbrdan002@mail.uct.ac.za or phone 082 739 3181 if you are interested.



WHERE TO FIND VIRTUAL VOLUNTEERS

- ✓ **Idealist.org**
<http://www.idealist.org>
Post job openings, volunteer opportunities, events, internships, campaigns, and resources. These postings will be seen by over 195,000 Idealist subscribers from around the world, as well as thousands of people visiting the Idealist site daily.
- ✓ **Online volunteering**
<http://www.onlinevolunteering.org>
A site founded by Netaid and the United Nations Volunteers programme that can help you identify appropriate tasks for virtual volunteers, and recruit them from all over the world.



SHARING INFORMATION AND COLLABORATING ACROSS LOCATIONS

Whenever you are managing a team of people in different locations, even the simple task of coordinate schedules can be difficult, and discussing complex issues can be almost impossible. Luckily, several Internet tools are available to make collaboration easier.

- **eNetworks**
When a small group simply needs to discuss issues, an e-mail discussion group may be the best option. For more on setting up eNetworks, see **Chapter 3**.
- **Forums/Bulletin Boards**
While you may be familiar with public bulletin boards, you can also set up private versions to allow your team to discuss ideas, post useful resources, and share files. The main difference between these discussion forums and eNetworks is that they are mainly Web-based, though many are also integrated with e-mail.
- **Extranets**
An extranet is a private space on the Internet which can be used to manage projects, communicate with staff members or partners, distribute data, and coordinate schedules. While extranets are also Web-based, they normally provide many more features designed around group collaboration, such as file sharing, group calendars, and a common address book.



WEB RESOURCES

MAILING LIST SOFTWARE

- ✓ See Chapter 3

BULLETIN BOARD/FORUM TOOLS

- ✓ phpBB

<http://www.phpBB.com>

Freely distributable, easy-to-use tool that is installed on your Web site for discussions and online interaction.

EXTRANET SOFTWARE

- ✓ eGroupWare

<http://www.egroupware.org>

Freely distributable extranet software for your Web site that enables your team to collaborate on tasks, projects, meetings, ideas or any initiative easily and efficiently all in one place. Users have access to centralized information and resources from their own personal Home Page.

ACTING



KEY INFORMATION

TIME FOR ACTION!

You've informed the public on the issues, organized a project team, and now you are ready for action. There are several ways you can make your Web presence a central part of your advocacy campaign, even when the action happens offline.

- **Publicizing your actions**
The more people know about both your planned and past activities, the more likely they are to take action themselves. Publicize your actions and reach a global audience on the Internet!
- **Providing tools for action**
Your Web site can be a resource center for effective action – both offline and online. Your actions are more likely to have a greater impact when you give people the appropriate resources for making social change happen.
- **Online action**
There are also ways to bring your actions directly onto the Internet, such as online polls, petitions, and calls to action.



HOW DO I DO IT?

PUBLICIZING YOUR ACTIONS

Whether you organize events every month or just once a year, it is important to let people know what actions you are taking to advance your cause. If the public is invited, it is even more important to keep them informed and involved.

- Publish a calendar of events organized by you and by related organizations on your Web site
- Make announcements about recent and upcoming events in your eNewsletter (see Chapter 3)
- Ask partners to put a link to information on your event on their Web sites or in their eNewsletters
- Post announcements on community sites where your organization is profiled (see chapter 2)
- Add your events to community calendars of events (see next page)



WEB RESOURCES

WEB SITES TO PUBLICIZE YOUR ACTIONS

✓ **Protest.net**

<http://www.protest.net>

This collection of worldwide activists publishes a public record of political activities on the Web. You can add your local events to the site, as well as adding a feed of Protest.net events to your own site.

✓ **Pambazuka News**

<http://www.pambazuka.org>

This weekly social justice eNewsletter has a section dedicated to Advocacy and Campaigns where you can highlight your actions and events.



HOW DO I DO IT?

PROVIDING TOOLS FOR ACTION

Often times, people read an article on a particular issue and want to take action, but don't know where to start. By providing an "advocacy toolkit" on your Web site of concrete suggestions for how to take action, samples of past work, or even detailed instructions on how to organize an advocacy event, you dramatically increase the chances that people will take action that effectively assists your campaign. Here are some examples to help you get started:

- Post the contact details of local government officials that people can contact regarding your organization or issue
- Provide sample letters, fact sheets, or speech text as guide for speaking out on the issue
- Produce electronic versions of posters and leaflets for people to print and distribute on your behalf



WEB RESOURCES

EXAMPLES OF WEB SITES WITH TOOLS FOR ACTION

✓ **United Nations Development Fund for Women – Gender and HIV/AIDS Portal**

<http://www.genderandaids.org>

Click on 'Tools' to access multi-media advocacy tools and materials on the role of gender in the fight against HIV/AIDS.

✓ **Appeals Worldwide**

<http://www.appealsww.com>

Appeals Worldwide specializes in producing appeals letters based on Amnesty International cases that you can send to the authorities in the countries concerned.



HOW DO I DO IT?

ONLINE ACTION

The most effective way to motivate people to action is to include the 'action' directly on your Web site. By fully integrating your advocacy activities into your Web presence, you can almost guarantee that you will have a wider audience for your cause, and make a greater impact with your campaign.

While many of the simple ways to integrate advocacy activities into your Web site have already been covered, one popular, more advanced tool is online petitions. Online petitions make it very easy for visitors to have an impact on your activities, since all they need to do is submit their contact details and click a button. At the same time, keep in mind that these petitions should be part of a larger advocacy campaign, not just a gimmick to bring people to your Web site. Provide links to more detailed information on your campaign. Be sure to let people know what will be done with the petition and, if possible, display the number of people who have already signed the petition.



WEB RESOURCES

ONLINE ADVOCACY TOOLS

- ✓ **Network for Good**
<http://www.networkforgood/npo/advocacy>
This site provides background information and links to useful online advocacy tools, including starting an online newsletter, creating petitions, and sending action alerts.
- ✓ **PetitionOnline**
<http://www.petitiononline.com>
Free online hosting of public petitions for responsible public advocacy.
- ✓ **Survey Monkey**
<http://www.surveymonkey.com>
Quickly and easily design surveys about specific issues, send them out to your mailing lists (or put them on your Web site), collect the results online, and analyze them.



BRINGING IT ALL TOGETHER

One popular way of both informing people and getting them involved in supporting your cause is to publish “Action Alerts” on your Web site, in an e-mail, or both. Action Alerts usually provide the latest news on an issue, such as the signing of a treaty, or piece of legislation, then give suggestions for taking action. For example, here is a great Action Alert from the People’s Forest Forum:

=====
GLOBAL BAN ON GM trees
People’s Forest Forum
<http://elonmerkki.net/forestforum>
=====

Dear XXX,

This is a message for ECA-WATCH NGOs around the world. We ask your participation and support for this dynamic Internet action:
<http://elonmerkki.net/forestforum>

Please sign the petition Global Ban on GM trees on this campaign site:
<http://elonmerkki.net/dyn/appeal>

There are now more than hundred NGOs and more than a thousand individuals who have signed the petition which should be presented for UN Forum on Forest on next May.

We hope that in these last 20 days the amount of signatories would still rapidly grow and we hope the support for that also by your ECA-WATCH network.

We have also opened several general forest workshops and country forums where we are collecting material and preparing other initiatives and reports for UNFF. Be free to make your contributions on these workshops:
<http://www.elonmerkki.net/forestforum/uk/ff2.html>

Campaign coordination

People’s Forest Forum
Global Ban on GM trees
<http://elonmerkki.net/forestforum>
=====



HOW DO I DO IT? (CONTINUED)

This Action Alert is especially effective because it accomplishes many things at once:

- Provides information for both individuals and like-minded organization on the issue and what People's Forest Forum is doing about it
- Includes short text and is easy to read, but provides links to more information for further reading
- Offers ways for the reader to quickly take part in the campaign through the online petition, or participate in longer-term discussions
- Motivates through statistics on who has already signed the petition
- Bridges between e-mail alert and the organization's permanent Web site

SECTION REVIEW



SECTION POST TEST

1. _____ is a format for distributing and aggregating Web content, such as news headlines.
2. True/False: Blogs can provide a more personal perspective on the work of your organization.
3. The Internet can be used to recruit both traditional volunteers and _____ volunteers.
4. Which tool is **not** recommended for sharing and collaborating across locations?
 - A. eNetworks
 - B. eDating
 - C. Forums/ Bulletin Boards
 - D. Extranets
5. List **at least** three recommended tools that you can have on your Web site that will bring people to action.
6. _____ provide the latest news on an issue, such as the signing of a treaty, or piece of legislation. They are followed by offering suggestions for taking action.

Answers to this Section Post Test can be found on the last page of these materials.

CHAPTER 6: NEXT STEPS – INTEGRATING THE INTERNET INTO YOUR ORGANIZATION



OVERVIEW

The previous chapters focused on making you feel comfortable with the Internet and some of the many information resources and tools that can be accessed. Now, you need to take the next step by bringing this expertise into your organization. Your organization needs to integrate the Internet into *all* of your activities in order to make a real impact on your advocacy work.



LEARNING OBJECTIVES

By the end of this chapter, you will be able to:

- Explain to others why your organization needs to be online
- Assess your organization's current capacity for using the Internet
- Identify the Internet tools and resources most appropriate for your organization
- Understand what is needed to integrate the Internet into your organization's advocacy work

WHAT ARE THE NEXT STEPS FOR ME AND MY ORGANIZATION?



KEY INFORMATION

You may think that getting your organization online means having a Web site. While you will eventually need a Web site, there are many other steps you can take to integrate the Internet into your work. Establishing a Web presence is an ongoing process that takes time, not an event that happens in one day. Most importantly, remember that you can't do everything at once. Here are the recommended steps in this process, each of which will be described in more detail in this chapter:

1. Be an **Internet champion** and make the most out of your connection.
2. Get everyone in your organization **connected and aware** of the power of the Internet.
3. Assess your organization's **strategies and capacity** for using the Internet.
4. Identify the **tools and resources** you can use today.
5. **Plan for the future** and build your organization's capacity.

STEP 1: BE AN INTERNET CHAMPION!



KEY INFORMATION

In order to transform your organization into a truly online organization, you will need someone to continuously educate and push for change. This person will make sure that everyone in the organization understands the benefits of the Internet and designs programs and projects with the tools and resources of the Internet in mind. This person will be indispensable to your organization – and may even be you!



HOW DO I DO IT?

The first step is to be certain that your organization is making the most of its current situation.

Use your network to learn more

Take advantage of your existing network of colleagues working in your field by asking them questions about their use of the Internet. Who are their computer consultants? How much did they charge? How effective have they been? How did your colleagues learn to use the Internet? Did they learn valuable skills that they can share with you? How are they connected? If your colleagues have Internet-connected computers in their office, visit them to try them out and learn about how they are set up. Think about the ways in which you might be able to have a similar configuration.

Take note of useful resources and creative Web practices

Think about your own organization as you make your way online. Explore Internet resources and services being offered by other organizations. When you visit Web sites on the Internet, think about elements that you would like to have on your own Web site. Take notes.

Be patient!

Once you're connected, what you can achieve on the Internet will appear to be boundless, limited only by your imagination. While this may be true, remember that Rome wasn't built in a day, and that your organization wasn't either. Focus on the tools and resources on the Internet that can provide real value to your work immediately – and then expand from that.

STEP 2: CREATING A CONNECTED AND AWARE ORGANIZATION



KEY INFORMATION

You know why the Internet is important. And you know how to access its wealth of resources. Now make sure everyone else in your organization can do the same. Only when everyone understands and appreciates the why and the how of using the Internet can your organization make the most of its resources.

Consider forming a technology team in charge of education and decision-making that brings together the technology and non-technology experts from different parts of your organization.



HOW DO I DO IT?

EDUCATE, EDUCATE, EDUCATE

Make everyone aware of how important the Internet is for your organization and its activities:

- Give them a copy of these materials (be sure to start at the beginning)
- Hold presentations and demonstrations for everyone in your organization
- Bring in people from other organizations that are already using the Internet
- Give concrete, real examples of what the Internet can do for your particular organization in your particular situation

PRACTICE, PRACTICE, PRACTICE

Even if you access the Internet in a cyber café, or if there are only one or two computers in your office, make sure every member of your staff gets hands-on time in front of the computer on a regular basis. Basic training courses are wonderful, but the skills learned are quickly lost if your staff cannot practice regularly.



WEB RESOURCES

✓ **itrainonline – Sharing Internet Knowledge**

<http://www.itrainonline.org>

This site (included in full on the CD-ROM) is a collection of technology training resources, ranging from basic computer skills to advanced technical topics. You can review articles and training manuals online or download them for future use.

STEP 3: ASSESSING STRATEGIES AND CAPACITY



KEY INFORMATION

To become a truly connected organization, you need to determine how your organization can use the Internet most effectively. There are many different Internet tools and resources available to you, but not all are appropriate for your organization. Each organization has a different advocacy strategy, organizational model, communications infrastructure, and capacity level. You need to find the Internet tools and resources that best suit your organization both right now and in the future. The first step is to assess your organization's current state of affairs.



HOW DO I DO IT?

The following questions are designed to guide you through a self-assessment of both your organization's strategies and capacities. This assessment will help you to find the Internet tools that best fit your organization.

Communications Strategy & Activities

- Which types of people and organizations do you work with (i.e., funders, general public, community groups, governments, etc.)?
- How do you communicate with each audience today? How often?
- Which of these have access to the Internet and/or e-mail?
- Do you need to increase your visibility with any of these? Why? How will your organization benefit?
- Which audience has the highest priority in your current activities? Future activities?
- Are there any new types of people and organizations you would like to reach?
- How can others find your organization today?
- What barriers do you face in communicating with each audience?

Read the following section, then complete the worksheet on page 109 to help you assess your organization's Internet communication needs.

STEP 3: ASSESSING STRATEGIES AND CAPACITY (CONTINUED)



KEY INFORMATION

The answers to these questions will help determine your Internet needs. Not every organization needs a computer on every desk and a fancy Web site. Here are two examples of organizations with very different needs:

- *Example #1: An organization fighting government corruption in Nairobi.* The all-volunteer team is currently looking for funding from the international donor community in order to get their programs off the ground. Their highest priority is establishing relationships with international funders and submitting proposals. They need to have reliable and regular access to e-mail because this is the main way that these funders communicate. As a result, they want at least one computer in their office with an Internet connection and an e-mail client to work on e-mails offline. This connection will also allow them to do lots of research on different funding agencies and their requirements. They will probably also need a Web site to establish their credibility and to act as their online brochure to the world.
- *Example #2: A human rights watchdog group that has advocates collecting information all over Southern Africa.* Since the staff is scattered all across the region, there is no need for this organization to have computers in an office. Instead, they need to be able to communicate quickly and cheaply with each other. They need Web-based e-mail accounts that allow them to access e-mail from any Internet-connected computer, anywhere in the country. The communities they serve don't use the Web regularly, so a Web site is not their highest priority. However, an e-mail network (***see also*** Chapter 3) would help them share information with a large group of people quickly, cheaply and effectively.

You can learn more about specific Internet tools like e-mail networks and Web sites in Chapters 3 and 4, but **use the worksheet on the next page to help you determine how the Internet fits into your organization's communication needs.**

COMMUNICATIONS STRATEGY WORKSHEET

Directions:

1. In the "Audience Type" column, list of the different groups with whom you communicate or would like to communicate. For example, you probably communicate with international funders, local governments, partner organizations, etc. *List these groups in order of priority for your organization both today and in the future.*
2. Work your way across the spreadsheet, answering all of the questions for each Audience Type.
3. Once you are done, review the results as whole to determine how the Internet best fits into your communications strategy.

Audience Type	How do you communicate with this audience today? How often?	Do you want to increase your visibility with this group? Why?	Is this audience a high priority for your organization today? In the future?	What barriers do you face in communicating with this audience?	Does this audience have access to the Internet and/or e-mail?	Can the Internet help you communicate with this group? What tool is best?*
<i>Example: International Funders</i>	<i>Phone calls and courier service to send proposals; infrequently</i>	<i>Yes, to increase the amount of funding received for local projects</i>	<i>Important for both current and future activities</i>	<i>High costs of phone calls, time delay to send documents, funders don't know anything about us</i>	<i>Yes</i>	<i>Today: Start communicating via e-mail Future: Establish a Web site as "online brochure" for funders</i>



**HOW DO I DO
IT?**
(CONTINUED)

Technology Capacity

- Are you accessing the Internet at your office?
- What percentage of your staff has regular access to the Internet?
- What percentage has basic computer skills? Internet skills?
- Do you have one key person in your organization that is very skilled with technology, or is there someone who is eager to learn more?
- Do you have any partner organizations that have a lot of experience using the Internet?
- Do you have the resources and ability to dedicate one person to technology issues, or do you have the resources to hire an outside consultant?
- Does senior management understand the importance of the Internet?
- Will senior management make technology a priority in your organization?

Eventually, as your organization grows, you will need to have computers for your staff and a Web site. However, each organization should use only those tools that it can properly maintain.

STEP 4: PLAN HOW YOUR ORGANIZATION WILL USE THE INTERNET



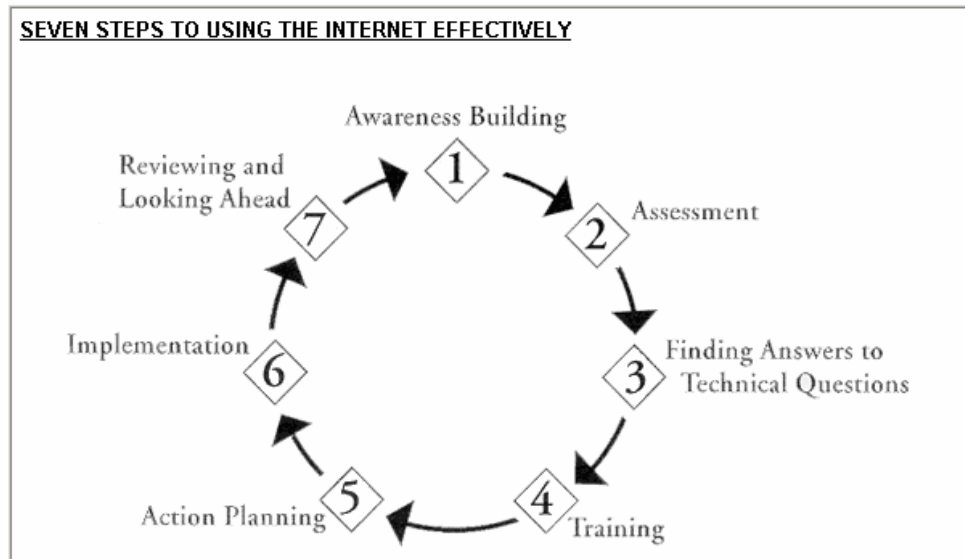
**KEY
INFORMATION**

By now, you will have no doubt realized that adopting and using the Internet is a continual process that will require a certain investment of your organization's staff time and resources. If you work for a large organization, or a long-standing one that would have to undergo significant organizational change to start using the Internet, don't be cavalier about taking on the Internet. You will have to plan it carefully.



**ON THE
CD-ROM**

On the CD-ROM, you will find a useful resource as you embark on this process: **Making the Internet Connection Count: Effective Use of the Internet in Seven Steps**. Although it was published in 1998, it contains helpful hands-on exercises and worksheets to help your organization to cover the essentials of connecting to and adopting the Internet.



Source: *Making the Internet Connection Count*, USAID Leland Initiative

The booklet presents a circular process involving seven steps (see picture), full of structured activities. If you are one of the only people in your organization who will be using the Internet, you can use it simply as a roadmap. If you want to get more people in your organization connecting to the Internet and using it effectively, you can use the worksheets to carry out brainstorming sessions and structured meetings to collaboratively work on how to put the Internet to work for you.

The book can also be requested through the Leland Initiative Web site at <http://www.usaid.gov/leland>

TERM	DEFINITION
Address book	An e-mail client or Webmail feature that allows you to store and access contact details of people with whom you correspond, such as e-mail addresses, phone numbers, mailing addresses, and other details. Increases your efficiency by saving you the trouble of having to remember e-mail addresses or type them into the computer from a piece of paper each time you want to send an e-mail message.
Back-up	A process which involves copying, saving and storing all of your important computer files in a safe, secure area to protect against the loss of data. It is highly recommended that computer, e-mail, and Web site back-ups are done regularly and often.
Bandwidth	Bandwidth is used to mean how fast data flows on a given transmission path, such as a network. Bandwidth is important because it is a determining factor in setting the speed that information flows around the world and into your computer.
Blogs	Weblogs. A Web page made up of usually short, frequently updated posts that are arranged chronologically—like a “ <i>what’s new</i> ” page or a journal. The content and purpose of blogs varies greatly and can include links and commentary about other Web sites, news about a company/person/idea, diaries, photos, poetry, mini-essays, and project updates.
Browser	Software program which must be installed on your computer in order to access and view Web pages . The top Web browsers are Microsoft’s Internet Explorer (comes installed on Microsoft Windows computers), Netscape and Opera.
Bulletin Boards	Often referred to as forums or discussion boards, bulletin boards are normally subject-specific sites where people can post information or questions and read other people’s posted public information. Some bulletin boards require participants to become a member before accessing and posting information.
Community Web sites	These are subject-specific sites that bring together like-minded people and organizations to share information and network with each other. While each site has a different focus and offers different things, you can typically find information on organizations or individuals working on the given topic, past or ongoing projects and activities, upcoming events, job opportunities, and even online discussions.
Content	The information that is posted on a Web site.
Content management system (CMS)	A Web-based software tool that allows a content manager or author, who may not know HTML , to manage the creation, modification, and removal of content from a Web site without needing the technical expertise of a Webmaster. A CMS often includes Web site administration tools such as format management, revision control, and indexing, search, and retrieval.

TERM	DEFINITION
Cyber café	A place or location that has a shared Internet access point. Also referred to as an Internet café or Telecenter. An increasingly important means for accessing the Internet. Provides access to e-mail and the Web on a fee basis, as well as regular computing services such as letter writing and printing.
Domain name	Unique names that identify your Web site and mailboxes. Like a street address, its essential function is to make it possible for people to find and contact you on the Internet. They consist of two or more parts, separated by periods (dots). For example, www.kabissa.org is the domain name of the Kabissa Web site. Also used in e-mail addresses and to access FTP and Mail servers . See domain name registration .
Domain name registration	Process of gaining ownership of a domain name . Domain names are maintained in centralized databases held by companies and institutions known as registrars.
E-mail (electronic mail)	Most commonly used application on the Internet. Provides direct, low-cost person-to-person or person-to-group communication. E-mail messages can be delivered almost instantaneously.
E-mail address	Unique name that, like a postal address, enables people on the Internet to send you personal messages. Identifiable via the @ ("at") symbol in the middle of the address. The portion before the @ identifies your personal e-mail mailbox, and the portion after the @ is the domain name of the server where your e-mail is hosted. Example: info@kabissa.org (write to us!).
E-mail client	Software program you can install on your computer to read and write e-mail messages, even when you are not connected to the Internet. Examples of popular e-mail clients include Microsoft Outlook and Outlook Express.
eNetwork	"Two-way" electronic discussion groups. eNetworks have an immediate, dynamic quality, bringing people together around a particular issue, concern, or need. Used by organizations that want to facilitate and encourage information sharing or coalition building amongst a group of like-minded people. Network mailing lists can be moderated or unmoderated, depending on the size of the group and the volume of messages.
eNewsletter	"One-way" electronic newsletters. Designed to reach a wide audience for the purposes of information sharing. Used by organizations that want to send regular mailings to a group of people. For example, you might have a newsletter to keep people informed of your organization's activities that anyone can subscribe to via your Web site, or you might to publish a regular informative newsletter for your region covering an issue on which you are working.

TERM	DEFINITION
Encryption	Scrambling of messages to ensure privacy. Often compared to sealing a letter in an envelope rather than sending a message on a post card. PGP (also called "Pretty Good Privacy") is a computer program that encrypts (scrambles) and decrypts (unscrambles) data. For example, PGP can encrypt "Andre" so that it reads "457mRT&%%\$354." Your computer can decrypt this garble back into "Andre" if you have PGP.
Extranet	A private space on the Internet which can be used to manage projects, communicate with staff members or partners, disseminate information, and coordinate schedules. They normally provide many features designed around group collaboration, such as file sharing, group calendars, and a common group address book.
FAQ	Frequently Asked Questions (and their answers). A commonly used convention on the Internet to deal with questions which come up frequently in a question and answer format.
FTP	File Transfer Protocol. Standard means for transferring and managing files on the Internet, particularly for Web site files. Requires an FTP Client .
FTP Client	Software program that you need to have installed on your computer to access and use FTP . Usually used to transfer files from your computer to the server on which your Web site is hosted. An example of an FTP Client is WS_FTP (see Appendix 2).
Hits	The number of times your Web site's server has been "hit" by a request for a Web page or a graphic image. Each person visiting your site usually results in several hits.
Home page	The first Web page displayed after starting a Browser . Also refers to the intended first page of a Web site .
Hosting	Process of housing, serving, and maintaining files for one or more Web sites. More important than the computer space that is provided for Web site files is the fast connection to the Internet. Every Web page , e-mail , file, or online service is stored ("hosted") on a server that is connected to the Internet.
HTML	Hypertext Markup Language. The underlying standard for creating Web pages . Determines how Web pages are formatted and displayed using a Browser . To see how HTML files look, access a Web page using your Browser and select "View Source" from the menu.
HTTP	Hypertext Transfer Protocol. Standard used for accessing Web pages via a HTTP Server on the Internet. Requires a Browser .
HTTPS	Secure Hypertext Transfer Protocol. Same as HTTP , but via a secure, private connection using encryption .

TERM	DEFINITION
Hyperlink	A system of writing and displaying text that enables the text (images, graphics, etc.) to be linked to other documents. Hyperlinks are usually underlined and placed throughout Web pages, and are used to access other Web pages containing more information about that particular subject.
IMAP	Internet Mail Access Protocol. A more sophisticated protocol than POP for accessing e-mail in which e-mail is received and held for you by your Internet server. You can view just the heading and the sender of the mail and then decide whether to download the mail to your own computer. You can also create and manipulate folders or mailboxes on the server, delete messages etc.
Instant Messaging (IM)	Popular system for chatting with people in real-time (almost instantaneous communication). Requires fairly good access to the Internet and IM software program installed on your computer. Common IM services are AOL Instant Messenger (AIM), ICQ, and Microsoft Messenger (see Appendix 2).
Internet	A global network of people and organizations connected to each other using computers and phone lines
IP Number	Internet Protocol Number. Every computer that is connected to the Internet has a unique IP number to identify it. It consists of 4 numbers, each between 0 and 255, separated by periods (e.g. 201.0.57.254.) The IP number is also called a "IP address".
ISP	Internet Service Provider. Organization providing access to the Internet. Usually provides an e-mail address and other services such as Web site hosting.
Keywords	Essential words or phrases used in searching for content on the Internet using a search engine .
Kilobyte (KB)	A measure of the size of a file, the capacity of a disk, or transmission rate. 1024 bytes but sometimes used to refer to 1000 bytes.
Megabyte (MB)	1024 kilobytes (KB). A megabyte usually refers to one million (1,000,000) bytes when used to describe file size, disk capacity and transmission rates.
Message	Usually refers to text sent to a person (or a group of people) via e-mail . In its simplest form, an e-mail message is composed of a header and a body. The body contains the text of the message, while the header contains information required for the handling of the message – date, to address, from address and subject.
Modem	Device which connects your computer to another computer (usually your ISP's server) usually via a phone line.

TERM	DEFINITION
<i>Online/Offline</i>	A comprehensive term embracing the Internet . Online means that you are connected to the Internet, offline means you are working without a connection. Your phone line is not engaged when you are offline. Sometimes documents are also referred to as being online (accessible via the Web) and offline (accessible via traditional media, such as print).
<i>Open source software</i>	To be considered open source, software must be distributed under a license that guarantees the right to read, redistribute, modify, and use the software freely. Open source promotes software reliability and quality by supporting independent peer review and rapid evolution of source code.
<i>Password</i>	Protected/private string of letters and/or numbers used to authenticate your identity and to authorize access. Usually you have to specify a Username and password to access your e-mail Account or Web site files using FTP . Many Web sites you will access will also require you to set up a username and password to log in. If data privacy/security is a concern for you, be sure to use different passwords for your various accounts on the Internet. It is important for measure of security that you do not use the same password for e-mail as on the Web sites that you visit and that you change your passwords frequently.
<i>POP</i>	Post Office Protocol. System by which a mail server on the Internet lets you pick up your e-mail and download it to your computer through and e-mail client .
<i>RSS feed</i>	A format for distributing and aggregating Web content, such as news headlines. Using RSS, Web content providers can easily create and disseminate feeds of data that include, for example, news links, headlines, and summaries.
<i>Search engine</i>	A searchable database of Web sites collected by a computer program. When you enter a word or phrase, the search engine looks for keywords in its database, and any Web pages containing these keywords are displayed. Google (http://www.google.com) is an example of a popular search engine.
<i>Server</i>	A computer on the Internet or a network that is dedicated to a particular purpose and which stores all information and performs the critical functions for that purpose. For example, a Web server stores all files related to a Web site and performs all work necessary for hosting the Web site.
<i>Site map</i>	A simplified, structured view of all of the content on a Web site. Site maps are similar to a Table of Contents in a book.
<i>Spam</i>	An inappropriate use of e-mail by sending messages (usually for solicitation purposes) simultaneously to numerous people who didn't ask for them. Many e-mail services have "spam filters" to help reduce the amount of spam e-mails you receive.

TERM	DEFINITION
Subdomain	A subsection of a domain. For example, African civil society organizations can apply for a free subdomain through Kabissa. With a subdomain, the organization's Web address would look like http://www.yourorg.kabissa.org .
Subscribe/ Unsubscribe	The process of adding (removing) your name and e-mail address to the list of recipients of eNetworks and/or eNewsletters .
Telecenter	See Cyber café .
URL	Uniform Resource Locator. Also called a Web address . Every Web page, file or resource on the Internet has its own unique URL. The URL can be typed into a browser to access the resource. Example: http://www.kabissa.org/interested-in-joining.php
Username	A string of letters and/or number used by a computer service to identify a specific person. Usually refers to the name of the person, and can be used as part of the e-mail address for the person. Sometimes referred to as UserID. Usually used together with a Password .
Virus	A program that can spread across computers and networks by making copies of itself, usually without your knowledge. Viruses can have harmful side effects, ranging from annoying messages to deleting all the files on your computer.
Web	Short form of World Wide Web, or WWW. See Internet .
Web address	See URL .
Web browser	A program that lets you read information from the Internet
Web page	Any document written in HTML which has its own Web address , or URL .
Web site	A collection of interlinked Web pages with a related topic or institutional purpose, usually under a single domain name, which includes an intended starting file called a home page .
Webmail	A Web-based mail reader that allows you to perform common e-mail tasks without requiring an additional program on the computer you are using. It allows you to read and send mail over the Web rather than using a separate program, such as Outlook Express. Yahoo! and Hotmail are common Webmail systems. Kabissa also offers Webmail access to mailboxes hosted on our server.
Whois	Internet utility program that obtains information (such as owner and contact info) about a domain name from the database of a domain name registry. If the search result returns "No match", the domain name is probably available, and you can apply to register it. Use the Kabissa Whois to check domain name availability.

TERM	DEFINITION
WYSIWYG	What You See Is What You Get! A WYSIWYG program is one that allows you to create and edit a Web page , text, or graphical user interface so that you can see what the end result will look like while the document is being created. WYSIWYG Web page editors conceal the markup language (HTML) so as to allow the user to think entirely in terms of how the page should appear.
Zip	The process of “shrinking” large files into a more manageable size. Zip programs, allow you to compress a file so that you can more easily attach it to your message. You can also put multiple files into one “zipped” file.

NEWS & CURRENT EVENTS



WEB RESOURCES

- **Africa Blog**
<http://africa.resurrectionsonq.com/>
The Africa Blog project allows people interested in African policy to submit blogs and search through archived blog submissions.
- **Afrol News**
<http://www.afrol.com>
Afrol News is an independent news agency dedicated specifically to Africa on social, political, and environmental topics. Member services also include free Web mail, discussion forums, games and chat rooms.
- **AllAfrica**
<http://www.allafrica.com>
Comprehensive source of news from sources across the continent
- **BBC News – Africa**
<http://news.bbc.co.uk/2/hi/africa/default.stm>
Wide variety of up-to-date African news articles, audio clips and discussions in multiple languages
- **Blog Africa**
<http://allafrica.com/afdb/blogs/>
The BlogAfrica project supports African news and views in an effort to identify Webloggers in Africa, and to raise the profile of Africa in the world of Weblogs.
- **International Freedom of Expression Exchange** <http://www.ifex.org>
Regular reports on free expression violations and victories, upcoming events, awards, and important announcements on freedom of expression issues. Print and e-mail versions are available in English, French, and Spanish.
- **OneWorld Africa**
<http://www.oneworld.net/africa>
News, alerts, and opinion pieces on human rights and sustainable development issues
- **Nigerianet**
<http://www.nigerianet.org>
A community Web site designed for civil society and donor agencies working in and around the field of human rights in Nigeria.
- **Pan African News Agency**
<http://www.panapress.com>
“News from an African Perspective” on the economy, technology, politics, environment, health, culture, and sports. Archives contain over 15 years of African news. PANAPRESS also offers a personalized service based on your needs (content, format, frequency). Available in English, French and Portuguese.
- **Sustainable Africa**
<http://allafrica.com/sustainable/>
This AllAfrica Foundation site is designed to promote the advancement and diffusion of knowledge and understanding. It has a directory of organizations and many resources on sustainable development



MAILING LISTS

- **Africa Action**
<http://www.africaaction.org/listinfo.htm>
or e-journal@africaaction.org
Receive an average of two-to-three policy-relevant documents relevant to African policy issues each week, with a particular focus on broad continent-wide issues with implications for international and U.S. policy
- **Pambazuka News – Advocacy Tool for Social Justice**
<http://www.pambazuka.org> or
pambazuka-news-request@pambazuka.org
Weekly newsletter on current events and resources concerning social justice in Africa
- **World Health Organisation Regional Office for Africa**
<http://www.afro.who.int/en/>
WHOROA identifies, organizes, and disseminates health information in order to trigger more effective action to improve health and decrease inequalities in health outcomes. They offer information on a variety of health topics and services



ON THE CD-ROM

- **Pambazuka News Back Issues**
The complete archive of Pambazuka News back issues is accessible on the CD-ROM.

CIVIL SOCIETY RESOURCES



GENERAL

- **Africa Pulse**
<http://www.africapulse.org>
Community Web site for the civil society sector in the Southern African Development Community. It uses state-of-the-art technology to allow organizations throughout the region to publish content directly to the site.
- **Development Gateway**
<http://www.developmentgateway.org>
The Development Gateway is an interactive portal for information and knowledge sharing on sustainable development and poverty reduction. It offers a comprehensive database of development projects, an international procurement marketplace, and knowledge sharing on development issues
- **ELDIS Gateway to Development Information**
<http://www.eldis.org>
ELDIS is a gateway to information on development issues, providing free and easy access to wide range of high quality online resources. This site provides summaries and links to online documents and a directory of Web sites, databases, library catalogues and e-mail discussion lists.
- **Idealist – Action without Borders**
<http://www.idealist.org>
Directory of nonprofit organizations in over 150 countries, as well as postings for jobs and volunteer opportunities in the development sector.
- **Kabissa African Civil Society Contact Directory**
<http://www.kabissa.org/contact/browse.php>

FUNDING RESOURCES

- **The Foundation Center**
<http://www.fdncenter.org>
Review and download information on specific funders, writing
- **Funders Concerned About Aids (FCAA)**
<http://www.fcaids.org>
Latest news, publications, and events around AIDS-related funding proposals, developing budgets, etc.
- **The Resource Alliance**
<http://www.ifrg.org.uk>
International network working to build the fundraising and resource mobilization capacity of voluntary sector, non-governmental and community based organizations. News, events and resources on funding for the nonprofit sector.



MAILING LISTS

- **Dev-Zone – Updates from the Knowledge Centre**
<http://www.dev-zone.org> or info@dev-zone.org
Three different e-mail newsletters – focusing on resources (books, articles, reports), jobs, or practitioner’s information (news, consultancies, events). Based in Australia, but with very international content.
- **DemocracyNews**
<http://www.wmd.org> or demnews-on@free.ned.org
Features postings from World Movement for Democracy participants and others about their pro-democracy activities in various regions and in different areas of democracy work
- **Derechos Human Rights**
<http://www.derechos.org/human-rights/lists/>
A variety of lists, providing information on human rights issues, opportunities to sign letters and petitions, and news on human rights developments.
- **eCivicus**
<http://www.civicus.org> or news@civicus.org
Weekly e-mail bulletin designed to help connect citizens and their organizations worldwide and to spread information across national and regional borders about opportunities for and threats to civil society
- **Kabissa Mailing Lists**
<http://lists.kabissa.org/mailman/listinfo/>
Lists hosted by Kabissa all run by the African non profit sector



ON THE CD-ROM

- **Kabissa African Civil Society Contact Directory**
The full contents of the Kabissa African Civil Society Contact Directory are provided in the WEBSITES folder on the CD-ROM, including contact details and profiles.

TECHNOLOGY RESOURCES FOR CIVIL SOCIETY



GENERAL

- **itrainonline – Sharing Internet Knowledge**

<http://www.itrainonline.org>

This site is a portal of technology training resources, ranging from basic computer skills to advanced technical topics.

You can review articles and training manuals online or download them for future use. The full Web site is also on the CD-ROM.

- **Kabissa**

<http://www.kabissa.org>

Kabissa offers Africa civil society organizations a wide range of affordable, secure Internet services, including e-mail accounts, Web site hosting, and e-mail networks. The full Web site is also on the CD-ROM.

- **Taking IT Global**

<http://www.takingitglobal.org>

Taking IT (Information Technologies) Global is a community Web site that brings together young people in more than 200 countries within international networks to collaborate on concrete projects addressing global problems and creating positive change. You can register your organization on the Web site and search for other organizations in their database.

- **TechSoup**

<http://www.techsoup.org>

Technology news, community discussions, and free software downloads, all focused on the non profit community. Please note that some services are only available to organizations registered in the US. You can review articles and training manuals online or download them for future use.

- **World Computer Exchange**

<http://www.worldcomputerexchange.org>

World Computer Exchange (WCE) is a global non profit organization committed to helping the world's poorest youth bridge the disturbing global divides in information, technology and understanding. WCE does this by keeping donated PCs, Macs, and laptops out of landfills and giving them new life, connecting youth to the Internet in Africa, Asia, and Latin America.



**WEB
RESOURCES
(CONTINUED)**

ADVOCACY

- **Appeals Worldwide**
<http://www.appealsww.com>
Appeals Worldwide specializes in producing appeals letters based on Amnesty International cases, for you to send to the authorities in the countries concerned.
- **Digital Partners**
<http://www.digitalpartners.org>
Digital Partners taps the power of the digital economy to develop market-based solutions that benefit the world's poor. They support a small number of projects each year and have recently launched a new African Initiative.
- **DotOrg Media**
<http://www.dotorgmedia.org>
This organization offers information about how nonprofits are using technology for advocacy. They provide suggestions and case studies on using newsletters.
- **Network-Centric Advocacy**
<http://www.network-centricadvocacy.net>
This organization offers stories, tips and lessons for using information communication technologies for advocacy.
- **Network for Good**
<http://www.networkforgood/npo/>
This site provides background information and links to useful online advocacy tools, including starting an online newsletter, creating petitions, and sending action alerts.
- **Online volunteering**
<http://www.onlinevolunteering.org>
A site founded by Netaid and the United Nations Volunteer s programme that can help you in identifying appropriate tasks for virtual volunteers, and recruiting them from all over the world.
- **PetitionOnline**
<http://www.petitiononline.com/>
Free online hosting of public petitions for responsible public advocacy.
- **Protest.net**
<http://www.protest.net>
This collection of worldwide activists publishes a public record of political activities on the Web. You can add your local events to the site, as well as adding a feed of Protest.net events to your own site.



MAILING LISTS

- **Balancing Act – News Update**
<http://www.balancingact-africa.com>
or info@balancingact-africa.com
Weekly e-letter on the Internet and new media in Africa with particular focus on initiatives between government, private sector and NGOs
- **Communication Initiative – The Drum Beat**
http://www.comminit.com/subscribe_drumbeat.html
or dheimann@comminit.com
Offers information on topics concerning the use of communication technologies in the realm of development
- **Global Knowledge for Development**
<http://www.gkdknowledge.org>
The GKD List is a unique virtual learning community of more than 2,500 members from more than 100 countries, with strong representation from developing countries. The GKD List has become a premier source of global knowledge-sharing about the role of information/communications technologies in sustainable development.
- **Soul Beat Africa**
<http://www.comminit.com/africa/>
This forum for ideas, stories and actions seeks to connect readers to information about communication and social change in Africa.
- **UN ICT Task Force African Stakeholders Network**
<http://www.unicttaskforce.org/regional/africa/>
A United Nations-efforts to bridge the digital divide in Africa are better co-ordinated, more inclusive and reflective of the significant efforts already underway to develop an African information society.



ON THE CD-ROM

- **Using the Internet for Outreach and Organizing**, Netaction
Filename: *Netaction - Using the Internet For Outreach and Organizing.htm* and *Netaction - Using the Internet for Outreach and Organizing.pdf*
Web site: <http://www.netaction.org/training/reader-html/>



COMMUNICATION TOOLS

- **DGROUPS**

<http://www.dgroups.org>

Starting point for fostering groups and communities in working in international development. A partnership which caters to both individuals and organizations by offering tools and services that bring people together. Whether you are trying to support a team, a group, a network, a partnership or a community,

- **eGroupWare**

<http://www.egroupware.org>

Freely distributable extranet software for your Web site that enables your team to collaborate on tasks, projects, meetings, ideas or any initiative easily and efficiently all in one place. Users have access to centralized information and resources from their own personal Home Page.

- **MSN Messenger**

<http://messenger.msn.com>

Free service that lets you talk online, in real time, with friends, family, and colleagues.

- **NPO Groups**

<http://www.npogroups.org>

Group communications and list service for nonprofits: No advertisements, no spam. Fast, friendly, customizable, secure... and low-cost for the nonprofit sector.

- **Survey Monkey**

<http://www.surveymonkey.com>

Quickly and easily design surveys about specific issues, send them out to your mailing lists (or put them on your Web site), then collect the results online and analyze them

- **Yahoogroups** (<http://www.yahoogroups.com>)

Well-designed and easy-to-use mailing list hosting provider already hosting serving thousands of networks and newsletters. Advertising based. Yahoogroups has limits and restrictions number of participants. If your organization plans on having a large list, you might want to consider another option.

- **Yahoo! Messenger**

<http://messenger.yahoo.com/>

Free service that lets you communication via text in real time



WEB RESOURCES (CONTINUED)

SPAM AND VIRUS INFORMATION

- **SpamBayes**
<http://spambayes.sourceforge.net/>
Anti-spam filter that classifies incoming email messages as 'spam', 'ham' (good, non-spam e-mail) or 'unsure'. Messages automatically filed in a different folder, where it won't interrupt your e-mail reading.
- **Spamhilator**
<http://www.spamihilator.com>
Works between your e-mail client and the Internet and examines every incoming e-mail. Useless spam mails (Junk) will be filtered out.
- **Sophos anti-virus and anti-spam for business**
<http://www.sophos.com/virusinfo/hoaxes/>
Provides useful information on how viruses work, how to prevent them, warnings on current viruses and hoaxes, and more.
- **Truth or Fiction**
<http://www.truthorfiction.com/>
Checks out rumors, inspirational stories, virus warnings, humorous tales, pleas for help, urban legends, prayer requests and calls to action to see if they are truth or fiction.

WEB DESIGN & AUTHORING

- **Beginner's Guide to HTML**
<http://archive.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html>
Excellent resources for learning HTML are plentiful on the Internet. We recommend the NCSA HTML Primer for Beginners, also on the CD-ROM. It can be used online or downloaded from the NCSA Web site.
- **Open Source CMS**
<http://www.opensourcecms.com>
This site provides information and demos of many open source content management systems which can be distributed and modified freely.
- **PhpBB**
<http://www.phpBB.com>
PhpBB is a high-powered, fully scalable, and highly customizable open-source bulletin board package. It is a freely distributable tool that is installed on your Web site for discussions and online interaction.
- **Usability – The Basics**
<http://wdvl.internet.com/Authoring/Design/Basics>
Simple introduction to the concept of building usable Web sites. Review articles and training manuals online or download them.
- **Web Style Guide**
<http://www.webstyleguide.com/>
The Yale University Center for Advanced Instructional Media has an excellent site-design guide. The guide covers the fundamentals of Web site design including planning, site structure, page layout, typography and use of graphics and multimedia.



WEB RESOURCES (CONTINUED)

RSS FEEDS

- **Earthwire**
<http://www.earthwire.org/africa/feedbasics.cfm>
Integrate regional environmental news into your website or intranet by choosing one of two XML news feeds. Using any server-side scripting language, you can transform our XML news feeds and integrate the headlines into your site
- **Feedster**
<http://www.feedster.com>
A source of news-feeds available to be placed on your Web site. Offers users access to an index of over 1,000,000 weblog posts and, up to the minute access to weblogs on an hourly basis.
- **Yahoo! News**
<http://news.yahoo.com/rss>
Web content providers can easily create and disseminate feeds of data that include, for example, news links, headlines, and summaries. Other sites using RSS to deliver content to a wider audience include Christian Science Monitor and CNET News.com.



MAILING LISTS

- **Gerry McGovern – Web Content Expert**
<http://www.gerrymcgovern.com/publications.htm>
or new-thinking-join-request@list.adventive.com
Weekly newsletter covering the role and function of content on the Web
- **Topica**
<http://www.topica.com/about/index.html>
Topica hosts many e-mail lists. Use the Search to locate the list you are interested in, for example, lists about Ghana
- **Yahoo! Groups**
<http://www.egroups.com/>
eGroups has many listed groups relating to [Africa](#) but some of them have few members and few messages. Use the Search to locate many discussion lists on Africa.



ON THE CD-ROM

LEARNING MATERIALS

The following materials are provided in the FURTHER LEARNING folder on the CD-ROM.

- **Accessing The Internet By E-mail: Guide to Offline Internet Access (Version 10.2 - April 04, 2002)**
Filename: access-via-email.htm
Web site: <http://www.faqs.org/faqs/internet-services/access-via-email/>



LEARNING MATERIALS (CONTINUED)

- **Advice for Mailing List Owners**
Filename: *Advice for Mailing List Owners.htm*
Web site: <http://www.kabissa.org/lists/mladvice.php>
- **Making the Connection Count: Effective Use of the Internet in Seven Steps (September 1998)**
Filename: *Making the connection count.pdf* (English) and *Pour que la connexion à l'Internet compte.pdf* (French)
Web site: <http://www.info.usaid.gov/leland>
- **NCSA HTML Primer**
Many people use the NCSA Beginner's Guide to HTML as a starting point to understanding the hypertext markup language (HTML) used on the World Wide Web. It is an introduction and does not pretend to offer instructions on every aspect of HTML. Links to additional Web-based resources about HTML and other related aspects of preparing files are provided at the end of the guide.
Filename: *NCSA HTMLPrimer.pdf*
Web site:
<http://archive.ncsa.uiuc.edu/General/Internet/WWW/index.html>
- **WS_FTP LE to transfer files to Kabissa**
Filename: *Using WS_FTP LE to transfer files to Kabissa.htm*
Web site: <http://www.kabissa.org/members/wsftp/using-wsftp.php>

OFFICE SOFTWARE

- **602 Pro Suite**
Free alternative to Microsoft Office that produces files compatible to Word/Excel. The suite is composed of four full-featured applications: a word processor, spreadsheet, graphics editor and digital photo organizer.
Filename: *ls2004.exe*
Web site: <http://www.software602.com/products/>
License: Freely distributable
- **Adobe Acrobat Reader 6.0 English**
Read, search and print Adobe Portable Document Format (PDF) files.
Filename: *rp505enu.exe*
Web site: <http://www.adobe.com/products/acrobat/readstep.html>
License: Freely distributable
- **Belarc Advisor 6.1**
Builds a detailed profile of your installed software and hardware and displays the results in your Web browser. All of your PC profile information is kept private on your PC.
Filename: *belarc_advisor.exe*
Web site: <http://www.belarc.com>
License: Only for personal use. See *belarc_advisor_readme.txt*



ON THE
CD-ROM
(CONTINUED)

OFFICE SOFTWARE (CONTINUED)

- **eCleaner 2.01**
Utility that enables you to 'clean up' e-mail messages you have received. Removes those annoying '>' symbols that accumulate when an e-mail is forwarded several times, word wraps fragmented sentences, and removes HTML code and headers.
Filename: *clean201.zip*
Web site: <http://www.simtel.net/pub/dl/13283.html>
License: Freely distributable
- **Microsoft Word 97-2000 Viewer**
View and print documents that were created in Word.
Filename: *wd97vw32.exe*
Web site: <http://www.microsoft.com/downloads/>
License: Freely distributable
- **Microsoft PowerPoint Viewer 97-2000 Viewer**
Display PowerPoint presentations on your computer.
Filename: *ppvview97.exe*
Web site: <http://www.microsoft.com/downloads/>
License: Freely distributable
- **Norton Antivirus 2004**
Scans and cleans instant-message attachments as well as email messages. Removes viruses from your computer automatically.
Filename: *NAV10ESD.exe*
Web site: <http://www.symantec.com>
License: 15-day trial version
- **Stuffit Expander 8.5**
Enables you to easily expand and decode files you download from the Web or receive in your e-mail. It quickly accesses Stuffit files, unzips zip files created by WinZip and other zip utilities, plus decompresses tar, gzip and bzip files for Unix users. Expander works seamlessly with Web browsers such as *Internet Explorer* and *Netscape Navigator*.
Filename: *StuffitStandard85Setup.exe*
Web site: <http://www.aladdinsys.com/expander/index.html>
License: Freely distributable
- **WinZip 9.0**
Enables you to create and extract many types of compressed archive files for sending over the Internet or making backups. This is an unlimited evaluation version of a commercial software program – if you do not need to create archive files then Stuffit.
Filename: *winzip90.exe*
Web site: <http://www.winzip.com>



**ON THE
CD-ROM**
(CONTINUED)

WEB SITE AUTHORIZING AND MANAGEMENT

- **Dreamweaver MX 6.1 Trial version**

Macromedia Dreamweaver is the best WYSIWYG (what you see is what you get) Web authoring software available, and also contains a comprehensive set of tutorials and step-by-step guides that will teach you how to create Web pages.

Filename: *dreamweaverMX61_trial_en.exe*

Web site: <http://www.macromedia.com>

License: Freely distributable 30 day trial

- **Edit Plus 2.12**

EditPlus is an Internet-ready text editor, HTML editor and programmers editor for Windows. While it can serve as a good replacement for Notepad, it also offers many powerful features for Web page authors and programmers.

Filename : *epp212_en.exe*

Web site : <http://www.editplus.com>

License : Freely distributable try before you buy

- **HTMLDOC 1.8.23**

Program that generates indexed HTML, Adobe® PostScript®, and PDF files from HTML "source" files that you create using your favorite HTML editor. Includes a simple Graphical User Interface to manage your HTML files and automatically (re)generate files for viewing and printing. Can also be used on your Web server to generate files on-the-fly. Does **not** convert from PDF or PostScript back to HTML.

Filename: *htmldoc-1.8.23-winfree.exe*

Web site: <http://www.easysw.com/htmldoc>

License: Freely distributable

- **IrfanView 3.91**

A very fast, compact graphic viewer for Windows 9x/ME/NT/2000/XP. Simple for beginners and powerful for professionals.

Filename: *iview391.exe*

Web site: <http://www.irfanview.com>

License: Freely distributable for non-commercial use

- **PuTTY Telnet/SSH Client**

Enables you to log into Telnet/SSH servers.

Filename: *putty.exe* and *puttydoc.txt* (manual)

Web site: <http://www.chiark.greenend.org.uk/~sgtatham/putty/>

License: Freely distributable open source

- **SnagIt 7.1**

Makes it easy to take a screenshot of any part of your screen (Web images, toolbars, menus, etc), apply edits, and then send the screen capture directly to the printer, a file, an e-mail or the Web.

Filename: *snagit.exe*

Web site: <http://www.techsmith.com/products/snagit>

License: Freely distributable try before you buy software



**ON THE
CD-ROM**
(CONTINUED)

WEB SITE AUTHORIZING AND MANAGEMENT (CONTINUED)

- **WinHTTrack Web Site Copier 3.32-2**
Free and easy-to-use offline browser utility. Allows you to copy Web sites to your computer. Arranges the original site's relative link-structure. Simply open a page of the "mirrored" Web site in your browser, and you can browse the site from link to link, as if you were viewing it online.
Filename: *httrack-3.32.exe*
Web site: <http://www.httrack.com>
License: Freely distributable open source
- **WS_FTP LE 5.08**
Standard FTP client for Windows with an easy-to-use graphical interface and advanced features. It contains profiles that can be set up to toggle between commonly visited FTP sites.
Filename: *ws_ftple.exe*
Web site: <http://www.ipswitch.com>
License: Free for non profit, academic use

INTERNET TOOLS

- **AOL Instant Messenger 95**
Allows Internet users to communicate via private text messages, and indicates when friends, family members, and business colleagues are online. Features include a Buddy List and Instant Messages, which enable you to send and respond to messages.
Filename: *aim95.exe*
Web site: <http://www.aim.com>
License: Freely distributable
- **Eudora 6.12 e-mail client**
Full-featured free e-mail client. The free version is supported by advertisements displayed on the screen as you use e-mail. Purchasing the full license removes the advertisements.
Filename : *Eudora_6.1.2.exe*
Web site: <http://www.eudora.com/products/eudora/download/>
License: Freely distributable adware
- **Internet Explorer 6.0 Web Browser**
Allows you to browse Web sites.
Filename: *ie6setup.exe*
Web site: <http://www.microsoft.com>
License: Freely distributable



**ON THE
CD-ROM**
(CONTINUED)

INTERNET TOOLS

- **Mozilla 1.7 Web browser**

World-class open source browser designed from the ground up to support open internet standards across a variety of platforms including Windows, Linux, Mac OS X, OS/2, Solaris, and many more. Mozilla provides users with browsing convenience along with power features such as pop-up blocking and tabbed browsing.

Windows: mozilla-win32-1.7.1-installer.exe (11.6 MB)

Web site: <http://www.mozilla.org>

License: Freely distributable open source

- **SpamBayes**

SpamBayes will attempt to classify incoming email messages as 'spam', 'ham' (good, non-spam email) or 'unsure'. This means you can have spam or unsure messages automatically filed away in a different mail folder, where it won't interrupt your email reading.

Filename: *Spambayes-1.Orc2.exe*

Web site: <http://spambayes.sourceforge.net>

- **Spam Buster V.1.10.2**

Run Spam Buster before your email program as the first line of defense against the junk. Spam Buster compares the email message, header information, sender, and size to the spam settings you've defined to see if the message is spam.

Filename: spambustersetup.exe

Web site: <http://www.contactplus.com/products/spam/spam.htm>

License: Freely distributable adware

- **Spamihilator**

Spamihilator works between your E-Mail client and the Internet and examines every incoming E-Mail. Useless spam mails (Junk) will be filtered out. This process runs completely in the background.

Filename: *Spamihilator 0.9.8.3.exe*

Web site: <http://www.spamihilator.com>

- **Trillian**

Trillian is a multinet network chat client that currently supports mIRC, AIM, ICQ, MSN, and Yahoo Messenger. It supports docking, multiline edit boxes, buddy alerts, multiple connections to the same medium, a powerful skinning language, and easy importing of your existing contacts.

Filename: *Trillian-v0.74i.exe*

Web site: <http://www.download.com/Trillian>

ANSWERS TO SECTION POST TESTS

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|------------------|---|--------------------|
| CHAPTER 1 | 1. A friend's house/office, your own office, an Internet cafe | 6. True |
| | 2. Web browsers | 7. False |
| | 3. False | 8. "Zipping" it up |
| | 4. Hotmail, Yahoo!, Kabissa | 9. True |
| | 5. C | 10. True |
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|------------------|-------------|--|
| CHAPTER 2 | 1. Keywords | 5. B |
| | 2. True | 6. Newsletters, media searches, news Web sites |
| | 3. False | 7. False |
| | 4. False | 8. C |
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|------------------|-------------------------------|--|
| CHAPTER 3 | 1. One-way; two-way | 6. True |
| | 2. All members of the network | 7. D |
| | 3. False | 8. Yahoogroups, NPO Groups, DGROUPS, Kabissa |
| | 4. Subscribe; unsubscribe | 9. True |
| | 5. False | |
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|------------------|--|--|
| CHAPTER 4 | 1. D | 6. Web address/domain name |
| | 2. False | 7. B |
| | 3. B | 8. D |
| | 4. Site map | 9. False |
| | 5. Web site administrator, content developer, contact person, Web site developer | 10. FTP (File Transfer Protocol) program |
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|------------------|------------|---|
| CHAPTER 5 | 1. RSS | 4. B |
| | 2. True | 5. Fact sheets, electronic versions of posters and letters, contact details of government officials, online petitions, letter templates |
| | 3. Virtual | 6. Action alerts |
-