TakingITGlobal Initiatives

Platform and Tools Overview

The goal of the final project submission is to build on your previous work with Sprout using the tools, strategies and skills obtained through the e-course to create a comprehensive initiative page.

What is an Initiatives Page?

TakingITGlobal designed the Initiative Platform to provide members like you with tools and features to highlight your Initiative, along with your objectives, challenges and progress within a unique online space.

To get started, go to: http://www.tigweb.org/action-tools/initiatives

What should my Initiatives Page include?

BASICS

Basic info

Title: Choose and add the formal title of your project.

Description: Tell the world about your initiative in 100 words or less. Describe the challenge you are addressing and how your initiative is innovative. (**Hint**: Use the language and content you developed for your Sprout Addressing Issues assignment).

Location: Add the city/town and country in which your project will be implemented. We'll map your initiative so others can find it!

Related Issues: You can select from Millenium Development Goals, World Program of Action on Youth areas, and TakingITGlobal's list of Global Issues. Check off one or more issues that relate to your initiative.

Web Address: Pick a permanent URL for your initiative that quickly describes your work. The URL can be on either projectpage.info, campaignpage.info, ourcoalition.info, or ourtaskforce.org.

Title: `Initiatives Tour`

Description:

Location:

Related Issues: `TakingITGlobal Issues`

- Media
- Culture
- Environment
- Health
- Human Rights
- Education
- Peace & Conflict
- Technology
- Globalization

Description
Tell the world about your initiative in 100 words or less.

The mission, vision and theory of change come later - these can be added via the **create a page tab**.

Describe the challenge you are addressing and how your initiative is innovative.

Location
We'll map your initiative so others can find it! Enter in the name of the city your initiative is based in.

Related Issues
You can select one or more issues that relate to your initiative. You can select from Millenium Development Goals, World Program of Action on Youth areas, and TakingITGlobal's list of Global Issues.

Your Web Address
Pick a permanent URL for your initiative that quickly describes your work. You may want to use an acronym or short hand version of the initiative title. Only letters and numbers are allowed.

Choose a web address: http:// `projectpage.info` `initiatives-tour`

Notifications: ☐ Email admins when a new supporter joins

Save changes **Cancel**

You may want to use an acronym or short hand version of the initiative title. Only letters and numbers are allowed. Your web address can only be changed within 72 hours of when you first started your page, so make sure you're satisfied with your address by then!

FEATURES

Select a layout for your initiative.

You have three layouts to choose from, they all provide the same features so feel free to try them all out and decide which you like the best!

Select your tools: Drag and drop the tools from the table into your initiative page layout. These tools include: calendar, pages, flickr, gallery images, twitter and videos. You can delete or swap tools at any time. You can hit "edit" to change criteria or the pathway for the page, so for example if you made a path "welcome" the URL to the page would be projectpage.info/initiative/welcome

> **Wall**: The Wall is the ideal tool to have in your Tab 1 slot (the first tab users see when they go to your page.) It will include posts from Twitter, Facebook, Flickr, and you can posts updates to it directly from the live page on your site!

> **Calendar**: The Calendar does not require any setup, events can be added from the live initiatives page.

> **Supporters**: The supporters box simply shows off the number of supporters you have! The supporters in the box will be shuffled every time the page reloads.

> **Twitter**: The Twitter tool allows you to embed your live twitter feed right into your page! To add your Twitter account, go to the Social tab on the left of the page and type in your handle, starting with @. Please note it may take a few minutes for the tweets to show up on the page.

> **Facebook**: Much like the Twitter tool, the Facebook tool will pull posts from your Facebook page to put on your site. To add, go to the Social tab and type in the suffix of the page's URL, for example, if the page's URL is 'https://www.facebook.com/takingitglobal' you would type in takingitglobal.

> **Facebook Likes**: If you've linked your Facebook page, you can have your page display a box featuring those who have liked you on Facebook.

> **Flickr**: The Flickr tool will pull images directly from your photostream and put them on your page. In the Social tab, type in the suffix of the URL, so if the URL were to be 'http://www.flickr.com/photos/tigphotos/' you would type in tigphotos.

Global Gallery: The Global Gallery tool will automatically pull content from your Global Gallery portfolio, simply select which set you want to use and voila! Keep in mind that you need to have made a set in the global gallery for this import to work.

Videos: The Videos tool lets you enter a Youtube or Vimeo link and have it put in the videos section for all to see! Tip: You can delete the video by clicking it from the list and hitting [delete].

Files: This tab allows you to upload all sorts of files to your page for download by users, alternatively you're able to add a link for users to click. When uploading you can specify whether you want Admins, Supporters or Everyone to be able to see it.

Page: See Pages below.

Spotlight Control allows you to embed a Youtube/Vimeo video or image to the left of the text in your spotlight box. Because your spotlight is displayed on every page of your site, the video or photo will be as well,

Google Analytics: If you wish, you can set up google analytics on your Initiative to track your audience and provide insights as to when, who and where people are visiting your Initiative online. Enter your 8 digit Google Analytic Account ID here to start tracking traffic to your initiative. You will have to have (or create) a google account to make this happen – follow the link to get started.

Note: When you create more than one page, you will find them all in the drop down under Pages, but you may have to first remove original pages from your initiative (moving the Pages widget back into the features list) then select each page to display in your profile.

PAGES

Give your Initiative page some depth! Create dedicated content pages to allow key information to stand out. Pages are HTML enabled, so you can embed videos, images, widgets and many other interactive elements.

Pages create a new page

Give your Initiative page some depth! Create dedicated content pages to allow key information to stand out. Once a new page has been added here, it will appear in Features, where you can position it within your Initiative page.

| Welcome | ✏ ✖ | Custom Page | ✏ ✖ |

Welcome Page: This is your default page, Include your project **pitch** along with a summary of your project.

Adding a page: Once you create a page it will appear in the Features tab and can be added by clicking edit on the tab, selecting the page in the drop down menu, filing in a name and path for it, then it can be dragged into your layout.
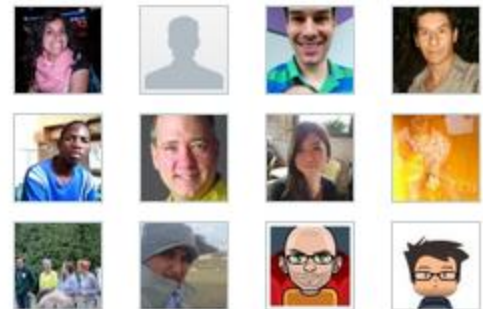
Other pages could include:

- Background: Add information that is relevant to your project, including your **problem statement, mandate** (purpose, mission, vision) and **scope**.
- Objectives: Identify and include your project's **SMART goals**.
- Milestones: Include your project's **action plan** and **schedule,** along with the actions you and/or your team will undertake.
- Budget: Add a brief breakdown in text or jpeg of your project **budget**.
- Outcomes (or Impact): Outline some of the key outcomes and achievements of your initiative if it is already up and running. If you have undertaken the necessary evaluation to determine social impact, include that as well!

SUPPORTERS

Once you have created your project page, you can see all your supporters and new supporters, and manage which supporters you would like to give admin access to, those with admin access will have access to all the customization tools you do.

SOCIAL

Link your Twitter, Facebook and Flickr accounts. We'll automatically import content from your other social media platforms around the web and display them on the wall of your Initiative page. Once you've updated them here, visit Features to add separate page tabs to display the content. Instructions for implementing each network can be found above under Features.

DESIGN

Choose from 3 base themes then you have the option to add your own branding with a unique header and background image or colours plus your own fonts and accent colours.

Further Questions? Please contact info@takingitglobal.org and we can answer any of your questions that were not answered here. Good luck and have fun!