

# SOCIAL CAPITAL MAPPING

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Cross-Office Meeting, February 2011

# Learning Objectives



- Define social capital
- Identify the power of social capital
- Describe a process for mapping social capital

# What is social capital?



Resources available to us,  
based on the networks to which  
our relationships give us access

# The Power of Social Capital



- Developing new business
- Developing strategic alliances
- Building coalitions
- Mobilizing for policy change

# Importance of Mapping



- Better access social capital
- Identify areas for development
- Develop staff

# Two Forms of Social Capital



- Bonding—friends and allies
- Bridging—acquaintances

# Social Capital—Strong Ties



- Trust
- Reciprocity
- Durability
- High level of emotional investment
- Much in common—bonding social capital

# Social Capital—Weak Ties



- Lower levels of trust, reciprocity and durability
- Lower level of emotional investment
- Less in common—bridging social capital

# Mapping Social Capital



- Identify groups and organizations
- Determine the strength of the ties
- List resources
- Analyze the map
- Set next steps



# Analyzing Your Map



- What resources do our strong ties give us access to?
- What resources do our weak ties give us access to?
- Are there ties we want to strengthen? How?

# Analyzing Your Map



- Are there relevant groups/organizations with which we lack social capital? How will we access them/their resources?
- How can we leverage our ties to have access to more groups, organizations and resources?

**PRACTICE—  
SOCIAL CAPITAL MAPPING**



# Applications



- Staff development
- Board development
- Technical assistance
  - ▣ Building coalitions
  - ▣ Creating strategic alliances
  - ▣ Mobilizing for policy change