

High Impact Online Communications

Creating Your Social Media Presence

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Our Goals

- ▶ Explore the importance of social media in reaching online audiences and their appropriate uses
- ▶ Learn some basic workflows for common social media tools that you can use in your work
- ▶ Demonstrate a process framework for coordinating social media
- ▶ Answer your questions

What is Social Media?

- ▶ Online platforms that enable users to communicate, share, and collaborate with friends, friends of friends, even strangers
 - Social Media (YouTube, Flickr)
 - Sharing digital content
 - Social Networks (Facebook, Twitter, LinkedIn)
 - Having conversations
 - The lines blur :^)

What is Social Media Today?

- ▶ Conversations with people online
 - *Social* media
- ▶ Made for people, not organizations
 - It's not going to work perfectly
- ▶ Not your virtual megaphone



Advantages of Social Media

► Get Relevant News

- Allows you to receive curated news from other people in your issue space

► Increase Exposure

- Gives you easy access to new networks of people through sharing

► Generate Conversation & Feedback

- Allows two-way conversations

Caveats of Social Media

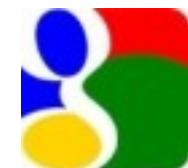
- ▶ Can take a lot of time

- Time = Money



- ▶ Big corporations want your data

- You are the product



- ▶ There are a billion tools

- It can take time to figure out which ones you need

- ▶ Tools change EVERY. SINGLE. DAY

- You have to keep up

Limitations of Online Organizing

- ▶ **Digital Divides**
 - Never forget who is left out by “e” strategies
- ▶ **Trust relationships are best built in person**
 - Online organizing is most effective when it leverages established social networks and communities
- ▶ **Each community and campaign is different**
 - Your mileage will vary

Social Media Housekeeping

- ▶ Lock down your virtual real estate
 - Reserve any accounts you could envision using now or in the future
 - Facebook, Twitter, YouTube, Flickr
- ▶ Set them up to look like a family
 - Strive for name consistency, usually an organizational domain name



Let's Jump Into
Some Tools

Facebook

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-  rabbleca @rabbleca 9m @JimboStanford shares ideas for progressive change. Share your ideas too - 'If You Could Change One Thing' rabble.ca/columnists/201... #cdnpoli  Retweeted by Marco Campana Expand
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Aspiration Tech Excited to lead a "Creating Your Social Media Presence" training with the Center for Volunteer and Nonprofit Management of Marin tomorrow!

 Event Location Map
cvnl.org
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Join us for a collaborative, skill-based training designed to help nonprofits make sense of using online social media tools like Facebook, Twitter, and more! More and more organizations are benefiting from using social media...

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ASPIRATION

Our Mission
Aspiration helps nonprofits and foundations use software tools more effectively and sustainably. We serve as ally, coach, strategist, mentor and facilitator to those trying to make more impactful use of information technology in their social change efforts.



Recap

- ▶ Remember to define your social media goals to make the most of your time/resources
- ▶ Don't feel like you have to be on everything
 - Baby steps; Bite off as much as you can chew
- ▶ Think about which tool is right for your goals and audiences

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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