

# High Impact Online Communications

## Creating Your Social Media Presence

These training materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5



# 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

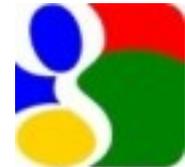
- Gives you easy access to new networks of people through sharing

## ▶ 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

A large, yellow, multi-pointed starburst shape with a red outline and a grey drop shadow, centered on the page. The text is written inside this shape.

**Let's Jump Into  
Some Tools**

# Facebook

The screenshot shows the Facebook profile for the California WIC Association. The page header includes the Facebook logo, a search bar, and the user's name 'Matt Garcia' with a 'Home' dropdown menu. The profile picture is a collage of three photos: the WIC logo, a man, and two women. The cover photo is a banner with the WIC logo and the text 'California WIC Association' and 'WORKING FOR BETTER HEALTH'. Below the cover photo, the page name 'California WIC Association' is displayed with '811 likes · 20 talking about this'. Navigation tabs include 'About', 'Photos', 'Likes', 'RSS/Blog', and 'Events'. The 'About' section identifies it as a 'Non-Profit Organization' with the website 'www.calwic.org'. The main content area features a 'Write something...' text box and a post from the California WIC Association, 23 hours ago, celebrating their annual conference in Palm Desert. To the right, a section titled 'Recent Posts by Others on California WIC Association' shows three posts from Laurie Carter Haessly V, Kimberly Wisler-Daggs, and Haydee Herrera. Below that, a 'Likes' section lists 'WEConnect' and 'National WIC Association'. A right-hand sidebar contains a 'Create a Page' button, a 'Like' button for a post with 73 likes, a 'The Progressive Mess' post with 16,128 likes, and a vertical timeline with years from 2010 to 2012.

# Twitter

The screenshot shows a Twitter profile for 'Aspiration'. The profile header includes the name 'Aspiration', a blue triangle logo, and the text 'View my profile page'. Below this, statistics are shown: 755 TWEETS, 135 FOLLOWING, and 290,441 FOLLOWERS. A text input field for 'Compose new Tweet...' is visible. The left sidebar contains 'Who to follow' with three suggestions: Lauren Weinstein, Joanne Fritz, and Morgan Allan Knutson. Below that is a 'San Francisco trends' section with various hashtags like #MastersOfMovement, #InstantTurnOn, and #WaysToTellPplTheyreUgly. The main 'Tweets' column displays five tweets, each with a user profile picture, name, handle, text, and timestamp. The tweets include links to external content and mentions of being retweeted by Marco Campana.

**Home** **Connect** **Discover** Search

**Aspiration**  
View my profile page

755 TWEETS | 135 FOLLOWING | 290,441 FOLLOWERS

Compose new Tweet...

**Who to follow** · Refresh · View all

- Lauren Weinstein** @laurenweinstein  
Followed by Julia Angwin and others  
Follow
- Joanne Fritz** @joannefritz  
Follow
- Morgan Allan Knutson** @rnorgan  
Followed by Amara and others  
Follow

**San Francisco trends** · Change

- #MastersOfMovement Promoted
- #InstantTurnOn
- #WaysToTellPplTheyreUgly
- SlideShare
- #ThatsWhatIHate
- Galaxy S III
- Cinco de Mayo
- Poetic Justice
- Floyd Mayweather
- Pacquiao

**Tweets**

**rabbleca** @rabbleca 9m  
@JimboStanford shares ideas for progressive change. Share your ideas too - 'If You Could Change One Thing' [rabble.ca/columnists/201...](http://rabble.ca/columnists/201...) #cdnpoli  
Retweeted by Marco Campana  
Expand

**Irfan Dhalla** @IrfanDhalla 17m  
'Unsavoury' is right. This is not the Canada I know and love. Read this by @ArmineYalnizyan [tgam.ca/D9m9](http://tgam.ca/D9m9)  
Retweeted by Marco Campana  
Expand

**Piali Roy** @PialiRoy 14m  
"@hji: RT @ethnicaisle: Terrific quote on white privilege by Fran Lebowitz in @laineygossip post on @aplusk brownface [bit.ly/KhhGIL](http://bit.ly/KhhGIL)"  
Retweeted by Marco Campana  
Expand

**CPEHN** @CPEHN 7m  
RT @calhealthline: TV Ads Linked to Unhealthy Diets in Young Adults (via @medpagetoday) [bit.ly/luwagN](http://bit.ly/luwagN)  
Expand

**Iain Marlow** @iainmarlow 18m  
hahaha RT @JProskowGlobal: Odd. Cinder blocks behind fords house today, compared to last night. [bit.ly/IZsjFz](http://bit.ly/IZsjFz) [pic.twitter.com/POxhTOLs](http://pic.twitter.com/POxhTOLs)  
Retweeted by Marco Campana  
View photo

**Robert Cerjanec** @robcer 19m

# LinkedIn

**LinkedIn**  Account Type: Basic | Upgrade

Home Profile Contacts Groups Jobs Inbox **13** Companies News More Companies

[Direct Mail Fundraising - An Agency Without the Agency Rates. We Work With Over 200 Non](#)

Companies > Aspiration Tech

Overview Careers Products & Services Page Statistics

This page was last edited on 05/03/2012 by Jessica Steimer

Share an update

 Attach a link Share with: All followers 

**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  
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...

Shared with all followers  
Like · Comment · Share · 3 minutes ago

 **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!

These training materials have been prepared by Aspiration

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0

