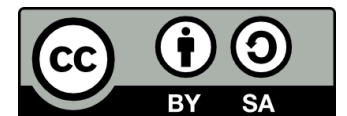


Online Tools

Introduction to Social Media



These training materials have been prepared
by Aspiration.



Who is Aspiration?

- ▶ 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.
- ▶ www.aspirationtech.org/services

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

Today's Agenda

- ▶ We're going to talk about:
 - ▶ Using social media as a tool
 - ▶ Compare common online communications tools
 - ▶ Social media workflows



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

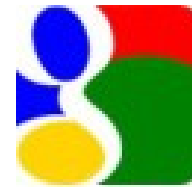


Advantages of Social Media

- ▶ **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 Online Tools

- ▶ Can take a lot of time
 - ▶ Time = Money
- ▶ Big corporations who want your data
 - ▶ You are the product
- ▶ There are billion of tools
 - ▶ Which ones do we need?
- ▶ Tools change **EVERY. SINGLE. DAY.**
 - ▶ How can we 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



California WIC Association





Jessie

Home










California WIC Association

Non-Profit Organization

Like

Follow

Message

...

Timeline

About

Photos

Likes

More

PEOPLE

1,312 likes

Invite your friends to like this Page

ABOUT

www.calwic.org
<http://www.calwic.org/>

Suggest Edits

Post

Photo / Video

Write something on this Page...



California WIC Association

shared a link.

3 hours ago

It's Wellness Wednesday! What tiny step will you take to begin a new habit?



Change Your Life With 'Tiny Habits'

www.huffingtonpost.com

By Leigh Newman B.J. Fogg, PhD, a social scientist and behavior researcher at Stanford University, helps people kickstart positive changes in their lives with the science of Tiny Habits.

Create Page

Recent

2014

2013

2012

2011

2010

2009

Founded

Sponsored

Advanced Online Forms

formstack.com



Easy-to-use online forms w/ advanced features for digital marketing success. Free trial!

Protect What's Important

lifelock.com



See how LifeLock

info@aspirationtech.org

www.aspirationtech.org/training

Twitter



Home Notifications Discover Me Search

Upwell
@upwell

The ocean is our client. We amplify stories, fly the ocean flag, and make change. Tweets by @rachelannys ("RW") @rdearborn ("RD") @fitz350 ("MF")

San Francisco
upwell.us
Joined January 2012

Tweet to Upwell

20 followers you know

Tweets Tweets and replies

Upwell @upwell · 47m
Rich countries pay zombie fishing boats \$5 billion a year to plunder the seas bit.ly/UJYHXL by @sinoceros #missionocean

Upwell @upwell · 54m
Can we save sharks through art? @PangeaSeed thinks so. Check out these incredible murals: huff.to/UJXDTy

Upwell @upwell · 1h
A pivotal moment for #TeamOcean, which has recently seen great progress in ocean protection huff.to/UJWCLm #oceanoptimism

Who to follow · Refresh · View all

Karen Reilly @akareilly
Follow

Robert Guerra @netfreedom
Follow

Chris Doten @cdoten
Follow

Popular accounts · Find friends

United Kingdom Trends · Change

#BendTheRules
Promoted by HP

#NGAvsARG
#askraff

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 Nor](#)

Companies > Aspiration Tech


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Attach a link Share with: All followers Share

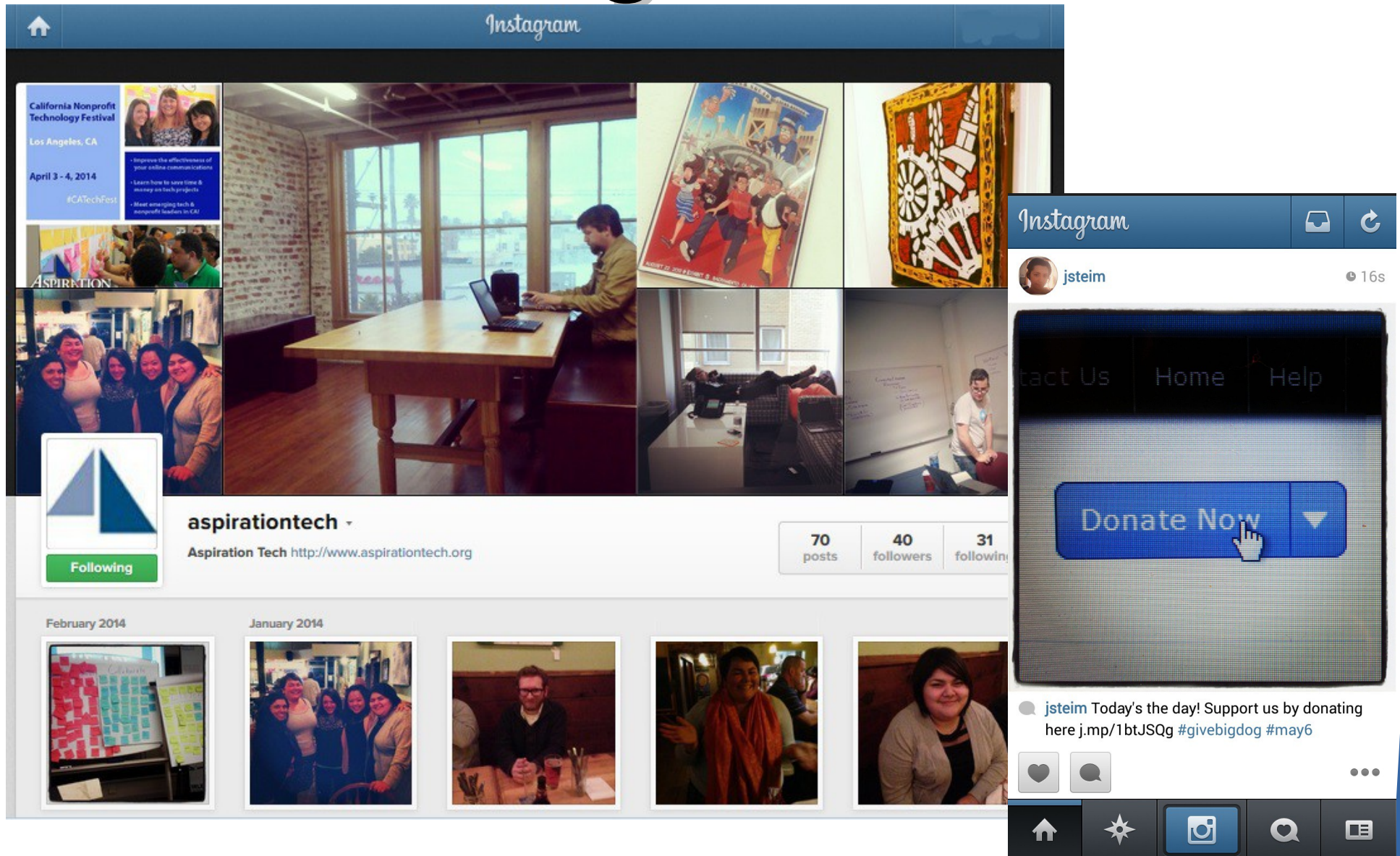
Aspiration Tech Excited to lead a "Creating Your Social Media Presence" training with the Center for Volunteer and Nonprofit Management of Marin tomorrow!

 [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

 **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.

Instagram



The screenshot shows the Instagram app interface. At the top is the 'Instagram' header with a home icon. Below it is a grid of images, including a person working on a laptop, a group of people, and a 'Donate Now' button. The main profile section for 'aspirationtech' is visible, showing 70 posts, 40 followers, and 31 following. A post by 'jsteim' is highlighted, featuring a 'Donate Now' button and a caption about supporting the organization.

Instagram

California Nonprofit Technology Festival
Los Angeles, CA
April 3 - 4, 2014
#CATechFest

Improve the effectiveness of your online communications
Learn how to save time & money on tech projects
Meet emerging tech & nonprofit leaders in CA!

aspirationtech
Aspiration Tech <http://www.aspirationtech.org>

70 posts 40 followers 31 following

February 2014 January 2014

jsteim Today's the day! Support us by donating here j.mp/1btJSQg #givebigdog #may6

Donate Now

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

Thank You!

- ▶ Questions?
- ▶ Comments?



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We love to hear about how you are improving and remixing what we've done.

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