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
Non-Profit Organization

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, Ph.D., a social scientist and behavior researcher at Stanford University, helps people kickstart positive change with tiny habits.

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Upwell

Tweets

Upwell @upwell: 47m
Rich countries pay zombie fishing boats $5 billion a year to plunder the seas bit.ly/1UWIHxy by @scubadiving /missionocean

Upwell @upwell: 54m
Can we save sharks through art? @PangeaSeed thinks so. Check out these incredible murals: bit.ly/1UWCIty

Upwell @upwell: 54m
A pivotal moment for #TeamOcean, which has recently seen great progress in ocean protection bit.ly/1UWCLlm #oceanoptimism

United Kingdom Trends: Charge
#BandTheRules
@ Promoted by www.nationaltrust.org.uk
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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

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...

Our Mission

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Instagram
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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