

Facebook & Twitter 101



These training materials have been prepared by Aspiration.
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First things

- Training envisioned as a dialogue.
- Please ask questions early and often.
- The slides are here to guide, but we don't need to follow them.

Limitations of Online

- There is no magic bullet for online.
- Don't forget who's left out by “e” communication.
- Trust is always best built in person.

What's your strategy?

- What value can you give your users?
 - Figure out your goals first
 - Don't reinvent the wheel. Use content you already create and use it online:

Events

Website Updates

Breaking News

Volunteer Opportunities

Interesting News & Articles

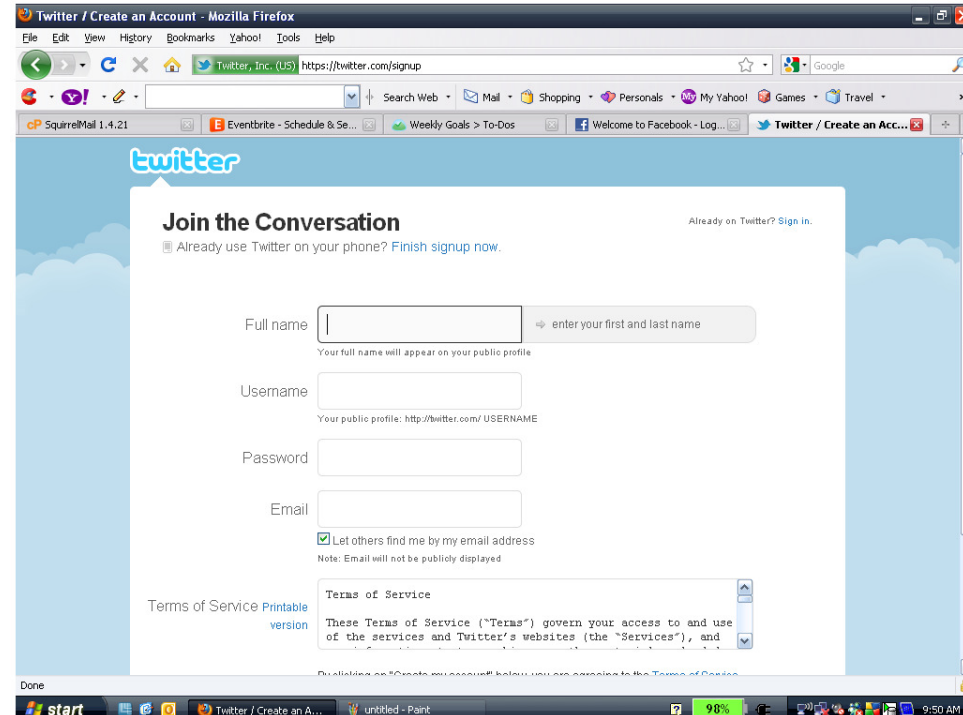
Things to keep in mind...

- Meet people where they are at.
- Tools go away and change.
- They do not replace person to person.
- Privacy & Data are unsolved issues still.

Twitter Basics – what is it?



- A public online network made up of 140-character messages called Tweets.
- You can follow the latest news & issues you care about.

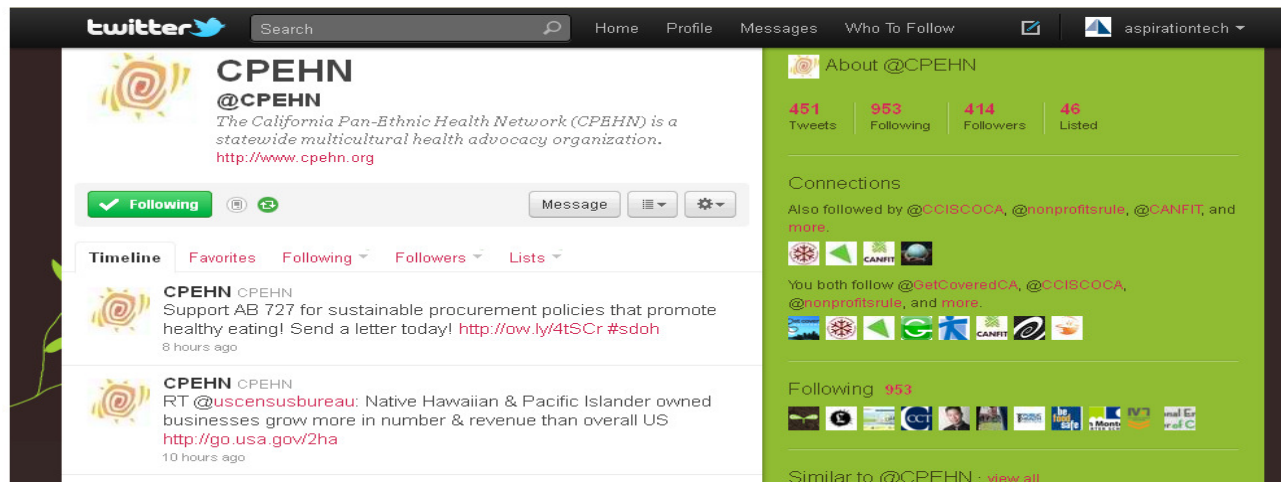




What's in a Tweet?

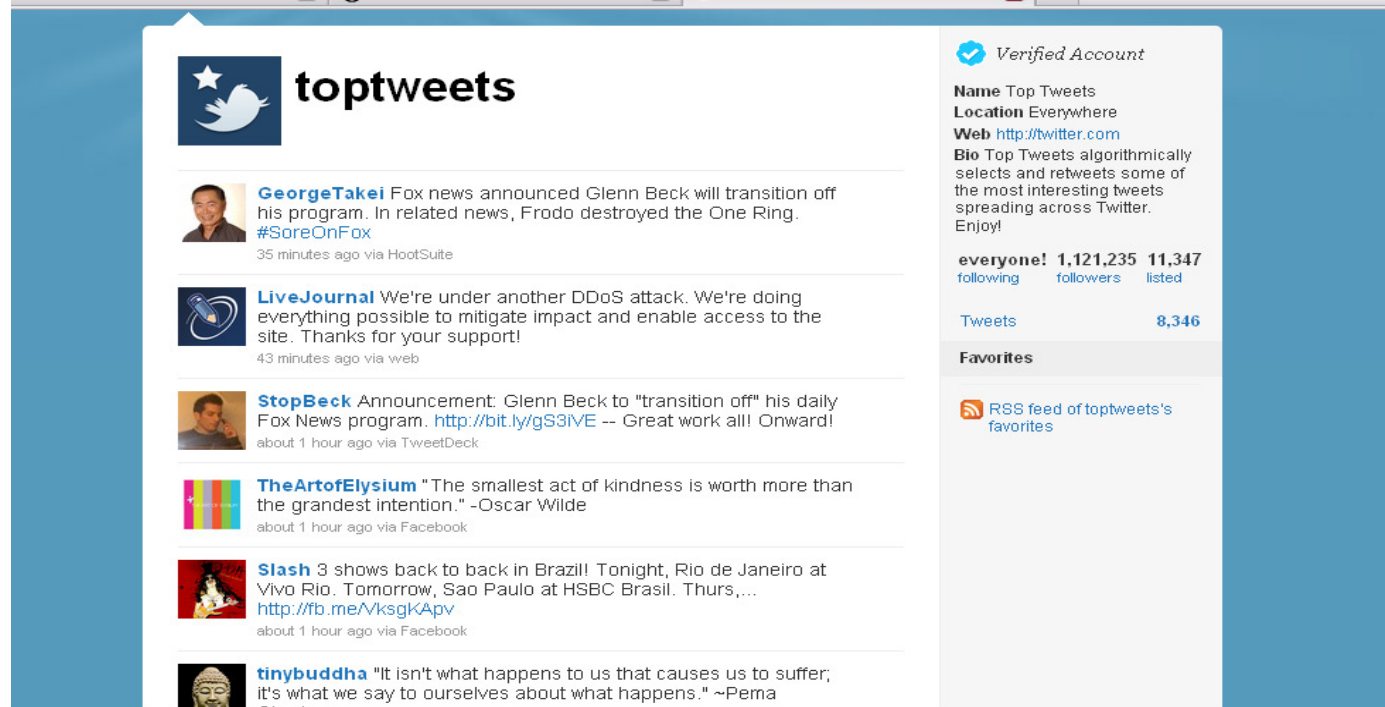
- Username = Handle
- Links
- @ Mention
- **140** Character Limit
- # Hashtag

example: @aspirationtech



Twitter Stream

- The people you choose to follow show up in the twitter stream.
- Stream is not weighted.
- Your tweets are public by default.



Make a Link Smaller

- URL shorteners help save space for links in tweets.
 - Bit.ly
 - Tiny URL





Let's Follow a Tweet

We posted this...



What Happens Next?



- Retweet: **RM**
- Direct Message: **DM**
- Mentions and **@replies**

And the conversation continues...



The Message Spreads Fast

Name Aspiration
Location San Francisco, CA
Web <http://www.aspira...>
Bio Better tools for a better world

112 301,362 933
following followers listed

Tweets 499

Name TechSoup Global
Location Global
Web <http://www.techso...>
Bio The technology place for nonprofits. #TechSoup #NPtech #dyb #NPSL @NPSL

1,060 8,907 1,042
following followers listed

Tweets 5,272

- # Followers
- Reaches large audience
- Recruit new people to your org



I have an account. Now what?

- Follow People
- Search Key Words
- Listen
- Be responsive
- Say Thanks
- Be you
- Ask Questions



Twitter for Organizing



- Retweets & Mentions
- Org Handle
- Network Hubs
 - Hashtags
 - Search
- Event Hashtags



Facebook



Welcome to Facebook - Log In, Sign Up or Learn More - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://www.facebook.com/

Search Web Mail Shopping Personals My Yahoo! Games Travel


SquirrelMail 1.4.21 Eventbrite - Schedule & Send Email R... Weekly Goals > To-Dos

facebook

Email Password [Login](#)

☒ Keep me logged in [Forgot your password?](#)

Facebook helps you connect and share with the people in your life.



Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

[Why do I need to provide this?](#)

[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)

Done

start Welcome to Faceboo... 98% 9:50 AM

Facebook News Feed

- Weighted Feeds

The more comments & likes on a post, the more it shows in different news feeds.

- Likes

- Comments

- Share

- @ Mentions



Canfit Nonprofit

What's in a Coke? Stuff u can't pronounce & now cancerous? Young people, Drink h2O instead! <http://t.co/g5wxt4X>



FDA Urged to Prohibit Carcinogenic "Caramel Coloring"
~ Newsroom ~ News from CSPI ~ Center for Scien
t.co

February 28 at 12:49pm · Like · Comment · Share



Canfit Nonprofit

Need a Job? Improve our Country's Health. Apply now! VIDEO: <http://youtu.be/5s4YbLP5KtY> @FoodCorps



FoodCorps - Join Us!






youtu.be

FoodCorps is a national service program seeking young leaders for a year of public service. Visit www.foodcorps.org to learn more and apply!

February 10 at 8:44am · Like · Comment · Share

Facebook Wall Post



Share:  Status  Question  Photo  Link  Video

What's on your mind?

- Change your Status
- Add a Video/ Link/Photo
- Tag Photos
- Default Private - Hard to Search

Org Group Vs. Org Page

- Group: Private
+ Messages

- Page: Public
+ Custom URL



This screenshot shows a Facebook group page. The header includes the group name and a "Join" button. The left sidebar contains an "Invite People to Join" link, a description of the group's mission, and an "Information" section with category and description details. The main content area shows a post by Lisa J. He about a walk-a-thon, with a "Share" button and a comment box. A "News Feed" sidebar on the right lists "Messages" (3), "Updates" (8), "Sent", "Events", and "Friends".

This screenshot shows a Facebook page. The header includes the page name and a "Like" button. The left sidebar lists navigation options: "Wall", "Info", "Photos", "Discussions", and "Events". The main content area shows a "Wall" post by Greenaction for Health and Environmental Justice, with a "Like" button and a "Share" button. The right sidebar lists "Add to My Page's Favorites", "Create a Page", "Report Page", and "Share".

Profile – For People only	Page – For Organizations	Group – For People or Org
5000 friends max	Unlimited Likes	Unlimited Joins
Private	Public – In news feeds & search engines	Private – Only in member's news feeds & <u>not</u> in search engines
Need approval to friend	Anyone can like	Anyone can join or invite only
Posts from person	Posts from org Admin not listed	Posts from person Admins listed
No Tracking Visitors	Yes Tracking Visitors (Insights)	No Tracking Visitors

Facebook for Organizing



- Events
- Tag Photos
- Threaded Conversations
- Insights on Feeds
- Engage known Contacts



Aspiration

Just another day in the office...



723 Impressions · 1.94% Feedback

Friday at 2:33pm · Like · Comment · Share

9 people like this.

View all 5 comments



Aspiration Thanks! Nah, it's Bernal Hill, baby

Friday at 4:09pm · Like

Looks suspiciously like the lounge just outside of my own office.

Friday at 6:29pm · Like

Write a comment...