Facebook & Twitter 101

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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
  
  example: @aspirationtech

- **140** Character Limit
- # Hashtag
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...

Great HTML newsletter editing survival guide from @npshana & @seanpowell: http://t.co/Q4kkbAz #11ntc #nptech

10:07 AM Mar 19th via Twitter for Mac
Retweeted by 1 person
What Happens Next?

- Retweet: RM
- Direct Message: DM
- Mentions and @replies
And the conversation continues...
The Message Spreads Fast

- # 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
Facebook News Feed

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

- Likes
- Comments
- Share
- @ Mentions
Facebook Wall Post

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

What's on your mind?
Org Group Vs. Org Page

- **Group: Private + Messages**
- **Page: Public + Custom URL**

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**Greenaction for Health and Environmental Justice**

- **Group:** Private + Messages
- **Page:** Public + Custom URL

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**Greenaction for Health and Environmental Justice**

- **Wall**
- **Info**
- **Discussions**
- **Photos**
- **Events**

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**Greenaction for Health and Environmental Justice**

- **Wall**
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**Greenaction for Health and Environmental Justice**

- **News Feed**
- **Messages**
- **Updates**
- **Sent**
- **Events**
- **Friends**
<table>
<thead>
<tr>
<th>Profile – For People only</th>
<th>Page – For Organizations</th>
<th>Group – For People or Org</th>
</tr>
</thead>
<tbody>
<tr>
<td>5000 friends max</td>
<td>Unlimited Likes</td>
<td>Unlimited Joins</td>
</tr>
<tr>
<td>Private</td>
<td>Public – In news feeds &amp; search engines</td>
<td>Private – Only in member's news feeds &amp; not in search engines</td>
</tr>
<tr>
<td>Need approval to friend</td>
<td>Anyone can like</td>
<td>Anyone can join or invite only</td>
</tr>
<tr>
<td>Posts from person</td>
<td>Posts from org Admin not listed</td>
<td>Posts from person Admins listed</td>
</tr>
<tr>
<td>No Tracking Visitors</td>
<td>Yes Tracking Visitors (Insights)</td>
<td>No Tracking Visitors</td>
</tr>
</tbody>
</table>
Facebook for Organizing

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