



Social Media

Connecting to your
volunteers online.

HandsOn

TWIN CITIES



Dangers of Social Media

- Updates are usually permanent and public
- **ALWAYS** consult your marketing/communications department before starting any public profile.
- Determine the time commitment you can assign to this project
- Rarely can you actually control a conversation



Social Media Tips

- The golden rule, don't spam
- Be sincere, people respond better to personal responses.
- Know upfront, you are there to join the conversation. Be useful to the community.
- Active users tend to be more female than male (54% to 46%)
- Find out where your volunteers are and target them there

Types of Social Media





What We'll Cover

- Blogs – Wordpress & Blogger
- Microblogs – Twitter
- Photo sharing - Flickr
- Social Networking - Facebook



Blogs



- Two basic options; Wordpress & Blogger
 - www.wordpress.com
 - www.blogger.com
- Updates are completely open to anyone who finds your posts
- Tends to be more information distribution than conversation
- Comments can be turned on or off, allowing greater control of the content
- 15% of fortune 500 companies have blogs, although they tend to be tech and product focused



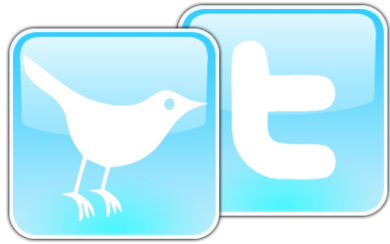
Blogs Pros and Cons

- Pros

- Tends to be more authoritative than other social media
- No sign-ups required to read

- Cons

- Besides comments there is very little audience participation.
- Readers must subscribe to RSS updates or constantly check the site for updates.
- Largest time requirement



Microblogging



- Main microblogging service is Twitter
 - Updates limited to 140 characters or less
- Provides option to “lock” updates so only people following you can see your posts.
- Fastest growing online community
- Allows you to join the conversation, without any ability to control it.



Unique Twitter Commands

- @replies
 - A message to another user that everyone can see. (@HOTC looking forward to seeing your presentation tomorrow)
- Direct Messages (D)
 - A private message to another user that only that user can see. (D HOTC If you get lost call my cell at 555.5555)
- Retweet (RT)
 - A Retweet is when you repeat another users message. It's like forwarding an email. (RT @HOTC find summer volunteer opportunities on our website, www.handsontwincities.org)
- Hashtags (#topic)
 - A hashtag associates your update with a keyword so that it shows up easier in searches (Does anyone have any tips for a twitter training? #twitbertips)



Twitter Services

- Photos (Twitpic.com or yfrog.com)
 - Allows you to upload a photo and automatically creates a twitter update with a link to the photo.
- Links (tinyurl.com or bit.ly)
 - Shortens a long url into a much smaller one so that you can easily post it on twitter.
- Video (12seconds)
 - Not used as often, but allows you to upload a video and link to the video.
- Desktop Clients (TweetDesk, Twirl, Seismic)
 - Allows you to easily sort your followers into columns.



Twitter Pros and Cons

- Pros

- Very little time commitment.
- Users tend to be very active (or inactive)
- Incredibly useful at up to the minute updates
- Search.twitter.com can show you what others are saying about you.

- Cons

- Relatively small user base
- Unable to send mass communications to specific users (event invites and such)
- Updates can be lost in the noise
- Updates are permanent



Photo Sharing



- Flickr (and google's Picasa) are photo sharing sites.
- Basic accounts are free, a pro account is only \$24 a year and allows unlimited uploads and sets
- Potential volunteers are much more likely to participate after seeing others.



Flickr Pros and Cons

- Pros
 - Largest photo sharing site user base
 - Great to promote past opportunities which increases future participation
 - Allows you to share large amount of photos with volunteers without filling people's email inboxes
- Cons
 - Learning curve on uploading photos, groups and sets.
 - Very little interaction with audience

Social Networking

- Facebook (Myspace, Hi5, LinkedIn) are considered Social Networks.
- They allow you to quickly create an online identity and connect to other people.
- Facebook account VS. Facebook Page
 - Friends vs. Fans
- Not just text and images, Facebook has many applications such as games and quizzes that engage users.
- Ning.com allows you to create your own social network around your own brand



Facebook Pros and Cons

- Pros
 - Over 42 million users in the US.
 - 2/3 of users are between 18 and 34
 - Users spend the longest period of time logged into this service.
 - Can invite friends/fans to upcoming events
- Cons
 - Can only communicate with other Facebook users
 - Basic updates can be missed in the stream of content