Communicating Schumicating

Social Media—What is it?

- **Social media are a set of online services to publish and share content to:**
  - Exchange messages of any type
  - Host conversations
  - Collaborate
  - Allow individuals and groups to gather for personal or professional purposes

What is Social Media?

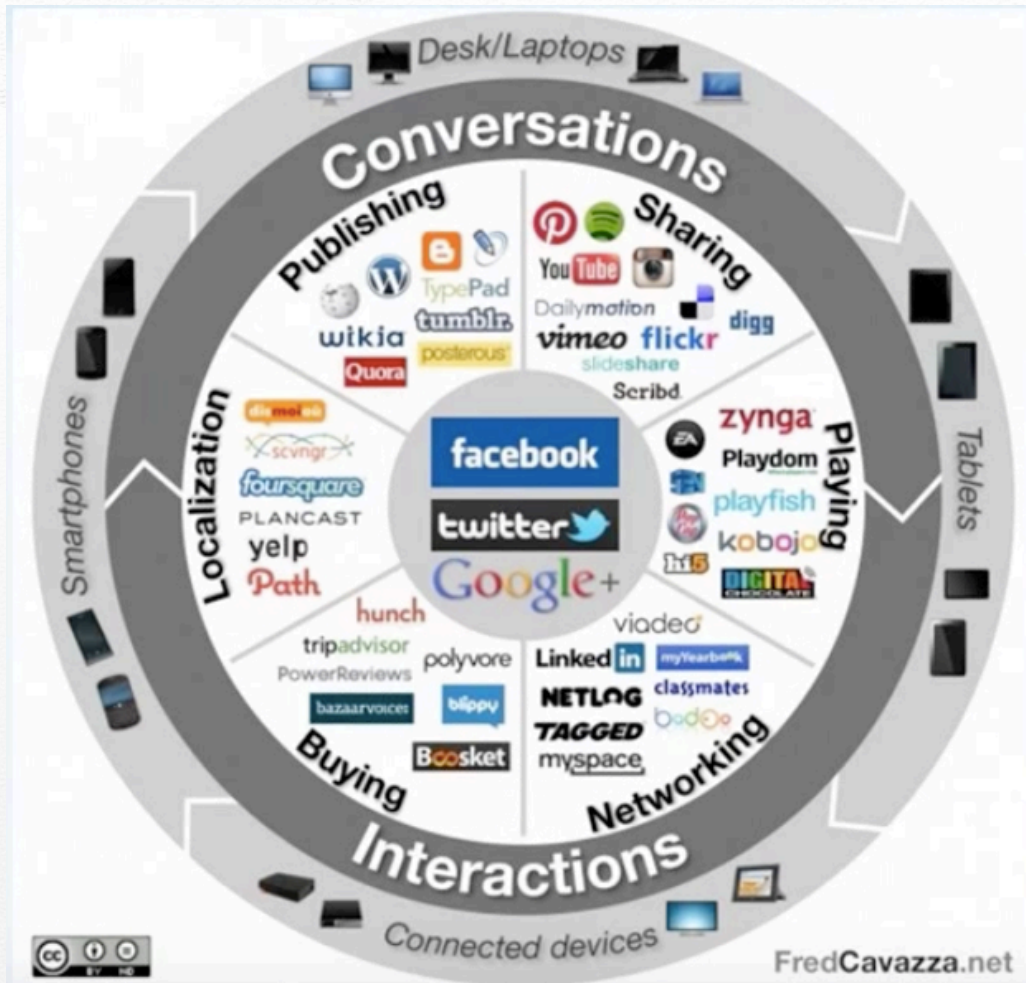| Friendship	Sharing	Community
• Keeping in Touch • Developing new relationships	• Photos • Links • Interests	• Causes • Beliefs • Advocacy

Why We Use Social Media?

> Facebook
> Google+
> Twitter

The Big Ones

Social Media Landscape

- **Creating a two-way street. Readers have a direct channel to the writer by using blogs, wikis, social networking platforms to:**
- Offer feedback
- Ask questions
- Have conversations

Publishing

☆ **A type of social network service that focuses solely on interactions and relationships:**
☆ Business
☆ Nonbusiness
☆ Personal

Professional Social Networks

- **Instant messaging—an informal and quick way of communicating:**
- Facebook Messenger
- Twitter
- Google Hangouts

Messaging

- **Exchanging information**
  - Twitter
  - Facebook
  - Linkedin
  - Google+
  - Pinterest
  - YouTube

Sharing

- **Simplest of all social media platforms**
  - Limited to 140 characters
  - Can share an image or writing
- Setting up a profile
  http://www.twitter.com/
- https://twitter.com/signup

Twitter

- Can find friends, colleagues and relatives
- Share experiences, information, advertise businesses, etc.
  - Sharing photos, links, quick thoughts of a personal nature
  - Support info about organizations or business or organization
  - Setting up a profile
- http://www.facebook.com/
- Sign-up

Facebook

✔ **Geared towards business:**

✔ Good way to network

✔ Keep up with latest in business or industry news

✔ Setting up a profile is easy

✔ http://www.linkedin.com/

✔ Sign-up

Linkedin

Google+

- **Google+ is giving users a social site that has a little of everything for everyone:**
  - Add content
  - Highlight topics
  - Place contacts in circles
  - Google Drive
  - Google Docs
  - Easy set-up
- http://plus.google.com/
- Create a Google+ account

☆ **This site is used as a giant virtual idea and inspiration board:**
☆ DTY projects
☆ Share pictures
☆ Share creative thoughts
☆ Setting up a profile
☆ http://www.pinterest.com/
☆ https://www.pinterest.com/join/

Pinterest

- **This site is a video sharing service:**
  - World's second-largest search engine
  - Great for product reviews
  - How–to instruction
  - Promotional clips
- http://www.youtube.com/

YouTube

- **Facebook:**
  - Give general info to members
  - PR of events
  - Post member awards accomplishments
  - Post photos of events
- **Twitter:**
  - Tweet fun facts at meetings and conferences
  - Retweet content of our organization or event to others
  - PR for events

Using Social Media in Your Organization

- **Pinterest:**
  - Pin ideas for planning events
  - Pin ideas for food, drink or decoration preferences
  - Pin ideas of websites, workshops, speakers, etc.
- **Linkedin:**
  - Networking
  - Sharing ideas
  - Finding Information

Using Social Media in Your Organization

- **Free Conference Call:**
  - Free calling service
  - Free Online meetings
  - Record and share any call
  - Available on demand
- https://www.freeconferencecall.com
  - Sign Up is located in the upper right

Social Media Organization Productively

- **Doodle:**
  - Creating a survey or poll
  - Scheduling tool you can email to people to find a date for a meeting.
  - Do not need to sign up. Just click on Schedule an event and follow the directions.
  - http://doodle.com

Social Media Organization Productively
(Continued)

- **Google Drive:**
  - Safe place for all your files
  - Free-15 GB
  - See your files from any device
  - Share files and folders
  - Collaborate on all files
  - https://www.google.com/drive/

Social Media Organization Productively
(Continued)

- **Yammer:**
  - Start a group for a project
  - Share ideas and questions
  - Collaborate
  - Upload files, photos, and videos and have conversations
  - https://www.yammer.com
  - Click the button to sign up for free

Social Media Organization Productively
(Continued)

- **Constant Contact—$19.99 per month**
- User friendly
- Upload files photos and vides (like setting up a word document)
- Links directly to your Social Media site
- Creating Online Newsletters and eBlasts
- Upload entire email lists at one time

Constant Contact

- ✔ **More Info**
  - ✔ Informs you on how people use site
  - ✔ Develop group emails
  - ✔ Templates
  - ✔ Online support
- ✔ Contant Contact site
- ✔ Sign-up located in upper right hand corner

Constant Contact
(continued)

- **Our New WRJ Mid-Atlantic District Website**
  - [Home](#)
  - [Mid-Atlantic District News](#)
  - [Sisterhood News](#)
  - [Contact](#)
- Newsletters
- [Facebook](#)

WRJ Mid-Atlantic Website

☐ **District Online Sites**
  ☐ District Website
  ☐ Newsletter
  ☐ Facebook
☐ **District to Sisterhood--Spreading the word**
  ☐ Brief event description
  ☐ Flyer
  ☐ Pictures of our event

Which One is Best to Use? And When?

???????????

Any Thoughts or Questions?

Marilyn Morrison
(Newsletter and Facebook)
mmorrison@vaaccses.org

Marcia Bornfriend
(Website)
marcia410@comcast.net

This presentation will be found on
www.wrj.org/mid-atlantic

Contact Information