

# GETTING SOCIAL

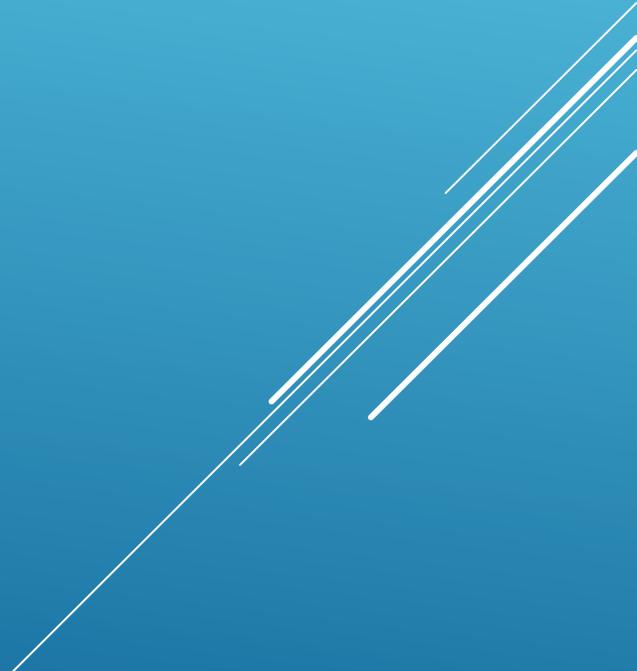
The Basics of Using Social Media  
to Promote Chapter Activity

- ▶ Can be websites or applications
- ▶ Allows users to create and share content, or participate in social networking
- ▶ Can be purely for fun, purely for business, or a mix
- ▶ Allows broader exposure of your community, and frequently easier to update than a website.
- ▶ Should generally NOT be considered a substitute for traditional community websites, websites, but rather a supplement to existing internet presence

## WHAT IS SOCIAL MEDIA?

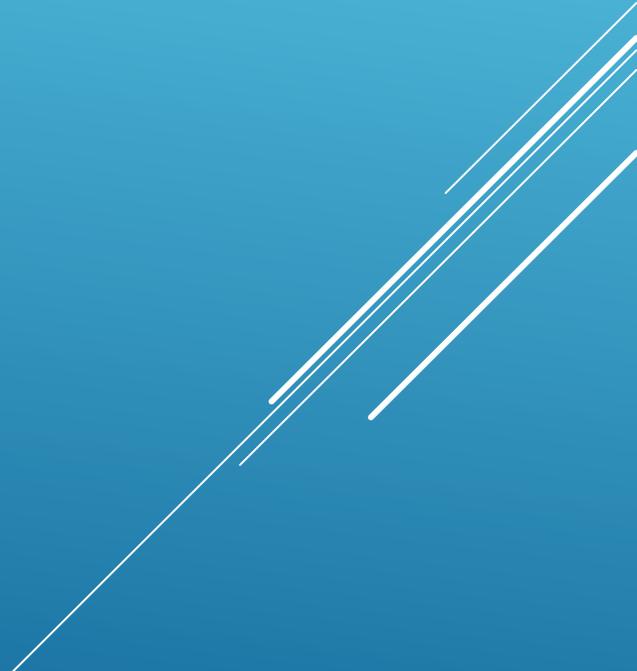
- ▶ It's free
- ▶ It's widespread
- ▶ It increases your visibility
- ▶ It promotes your activity

WHY USE SOCIAL MEDIA?



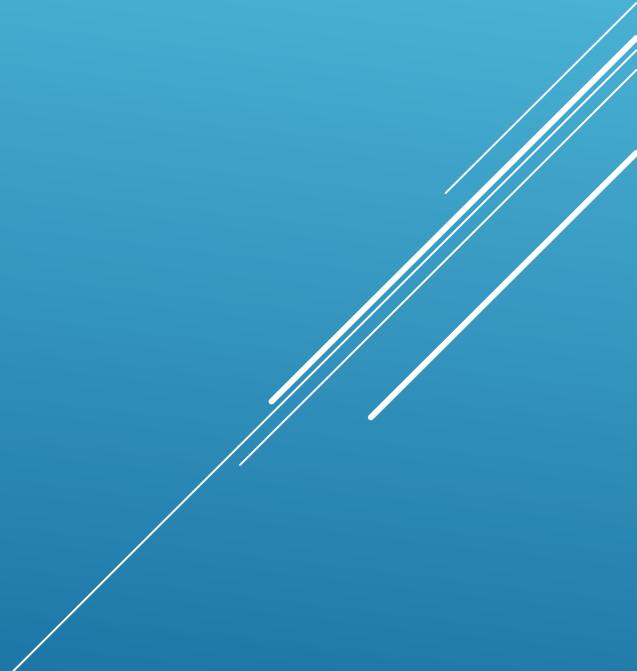
- ▶ Facebook
- ▶ Twitter
- ▶ LinkedIn

THE BIG THREE



- ▶ Instagram
- ▶ Snapchat
- ▶ Vine
- ▶ Pinterest

...AND THE REST

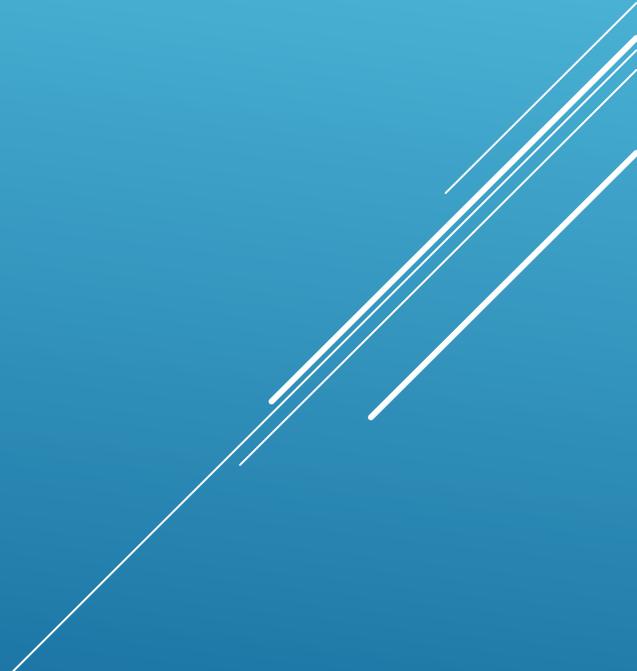
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- 1) Choose your social media.
- 2) Designate a “Social Butterfly Media Manager”
- 3) Choose your social media community logo (try to keep it the same across all accounts).
- 4) Let the manager set up the actual accounts.
- 5) Decide who (plural) gets the passwords and access.
- 6) Start posting.
- 7) Don't stop posting.

## THE BASIC PLAN

- ▶ Don't limit the posting to just one person. The more people you have providing input, the more lively your community's social media feeds will be. You will each come up with ideas that the others haven't, you will each find things the others didn't.

SHARE THE EXPERIENCE

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- ▶ Social media sites are often defined as either a “feed” or a “page.”
  - ▶ Feeds are streams of information in small bits, and then are superseded by other messages in the feed. If you’re not checking frequently, you’ll miss something. Example: Twitter
  - ▶ Pages are more like the concept of a website page: more static, and easier to access recent post. Example: Pinterest

Facebook and LinkedIn are somewhat hybrid.

## FEED VS. PAGE

- ▶ The 800 pound gorilla of social media
- ▶ Set up a page for your chapter
- ▶ Designate people who are permitted to post “in the name of the chapter”
- ▶ Post announcements of upcoming activities as soon as possible.
- ▶ Pin the upcoming activity announcements to the top of the page, so that people see them first.

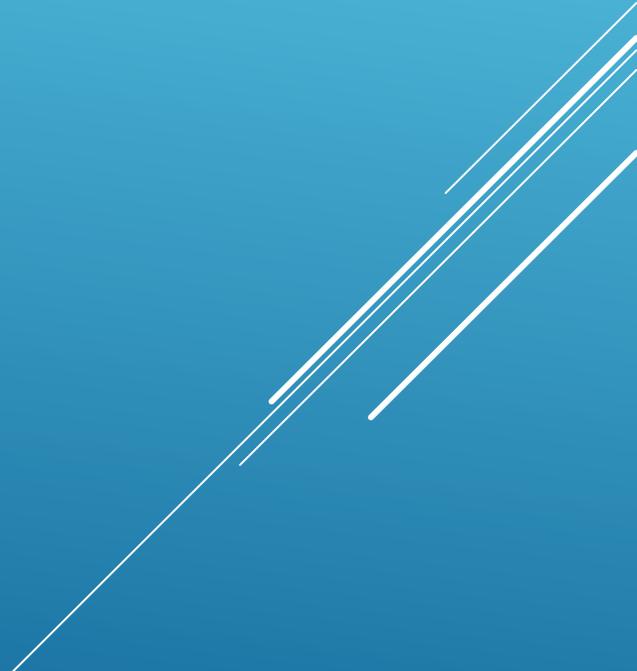
The screenshot displays the Facebook interface for the STC New England Chapter. At the top, the search bar shows "STC New England Chapter" and the user profile "Rick" is visible. The navigation menu includes "Page", "Messages", "Notifications", "Insights", "Publishing Tools", "Settings", and "Help". The main content area features a cover photo of a beach at sunset and a profile picture of a blue award badge that reads "AWARD WINNER Community of Excellence". The page name is "STC New England Chapter" with the handle "@STCNewEngland". Below the name are buttons for "Sign Up", "Liked", "Message", and "More". The "Timeline" tab is selected, showing a post from "STC New England Chapter" published by Patty Gale 11 hours ago. The post text reads: "Here's a summary of our chapter's accomplishments this past year. Many thanks to the officers, council members, and volunteers who made it all possible." The right sidebar shows a "Promote" dropdown menu and a "THIS WEEK" summary with the following metrics: 123 Post Reach, 22 Post Engagement, 0 Sign Up, 0 Website Clicks, 0 of 0 Response Rate, and 29 minutes Response Time.

# FACEBOOK

## To Boost or not to boost?

- ▶ STC New England tried, mixed results.
- ▶ No measurable increase in registrations for programs.
- ▶ Stats on boosted posts suggest click-throughs were from out of our region and did not appear to have tech comm interests.
- ▶ We concluded that the only people who clicked through were “professional clickers.”

FACEBOOK (CONTINUED)



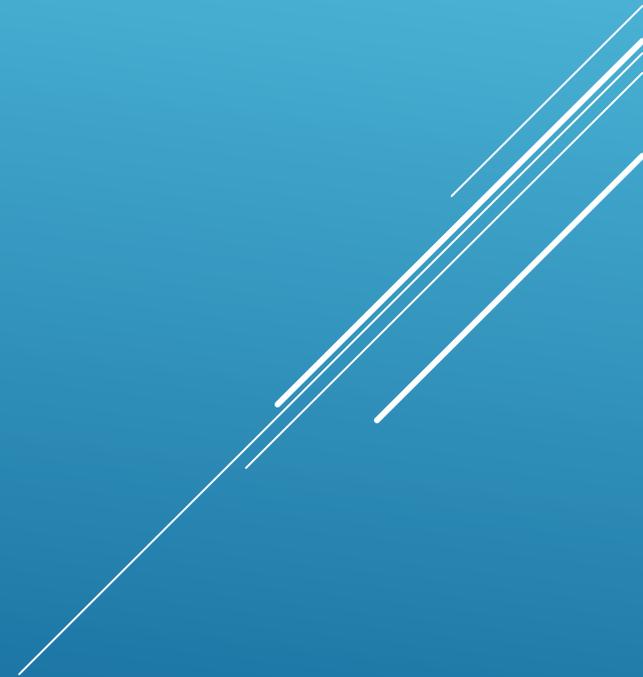
- ▶ Program meeting announcements
- ▶ Community news and announcements
- ▶ Photos of events as they happen
- ▶ Shared posts related to tech comm
- ▶ STC news of relevance to your readers
- ▶ Ongoing events, with or without photos.

Facebook is an avenue for discussion, promotion, and sharing. It is “fun” social media and allows room for humor, but is still a representation of your community.

## THINGS TO POST TO FACEBOOK

- ▶ Facebook now offers live streaming
- ▶ Share your events
- ▶ Easy to do, wide audience available.

LIVESTREAMING?

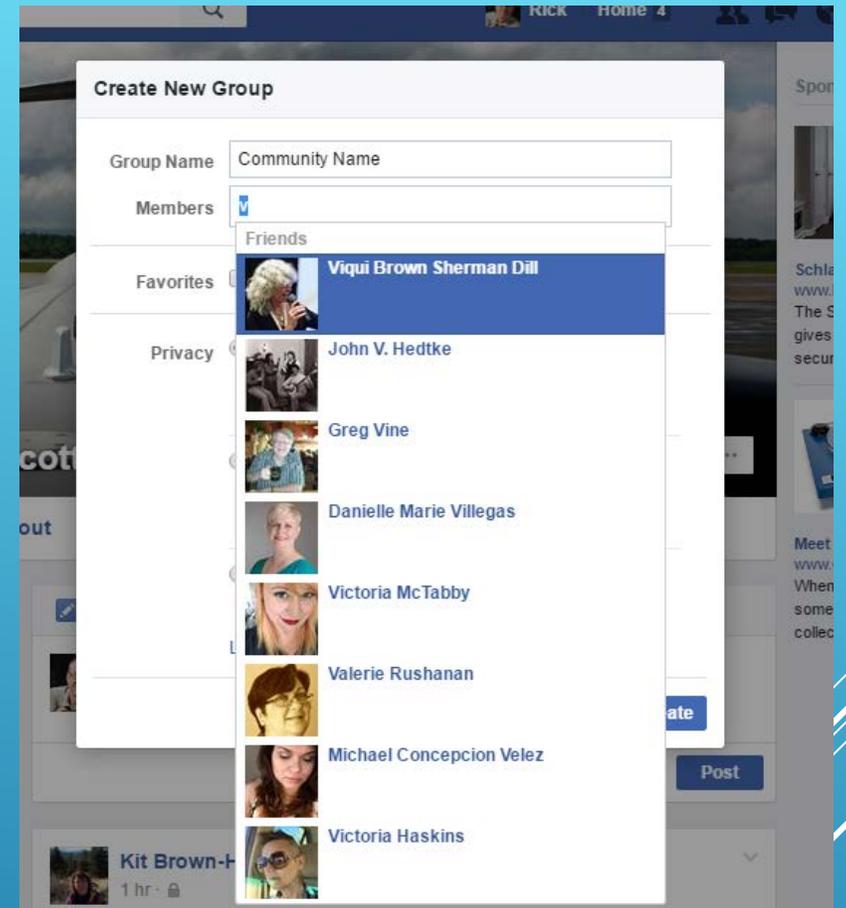


- ▶ Plan ahead: choose your Community name, create a graphic for identification
- ▶ Choose Administrators (people who can post in the community name and approve requests to join)
- ▶ Click Group icon on your page, opens the group menu
- ▶ Click Create Group



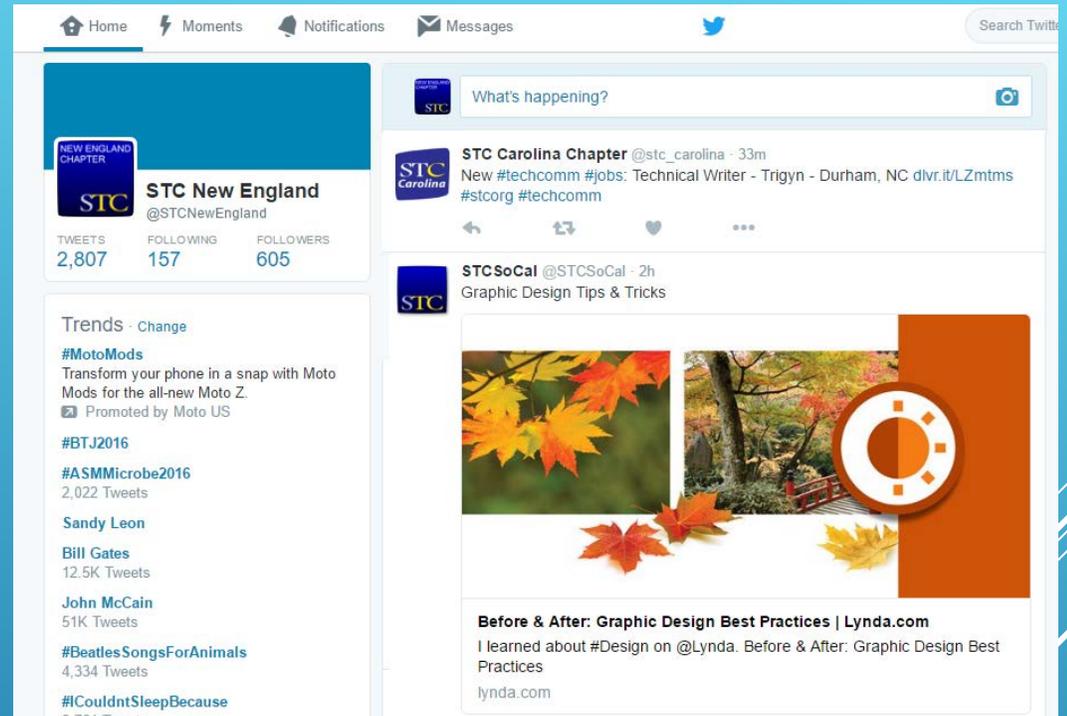
# HOW TO SET UP A COMMUNITY FACEBOOK PAGE

- ▶ New menus open and walk you through the rest of the process
- ▶ Next step? Start inviting community members to join
- ▶ Next step after that? Start posting!



## CREATING A GROUP PAGE (CONT'D)

- ▶ Short but frequent messages
- ▶ 140 character limit
- ▶ Can send photos/videos
- ▶ Repeating is OK.
- ▶ Frequent posting is the key to success.
- ▶ PW should be held by several people.
- ▶ Use it to promote events and link back to news items.
- ▶ RETWEET!



# TWITTER

- ▶ Tweet scheduled events as soon as possible.
- ▶ Tweet links to event registration and detail.
- ▶ In final week of registration, tweet daily.

PROMOTING YOUR COMMUNITY EVENTS



- ▶ Tweet events & activities that may not be directly related to your community but are still STC or tech comm related.
- ▶ Tweet the Summit!
- ▶ Tweet presentations (“The Brenda Huettner Model”)
- ▶ Keep the chatter going!

## PROMOTING OTHER EVENTS

- ▶ Arguments
- ▶ Politics
- ▶ Arguments about the STC

You are representing your community, don't give it a bad name.

## WHAT TO AVOID

- ▶ Graphics, account name, admins
- ▶ Go to [www.twitter.com](http://www.twitter.com)
- ▶ Attract attention: start following other STC communities or other tech comm personalities.
- ▶ Start tweeting **and re-tweeting!**

Join Twitter today.

Full name

Phone or Email

Password

Tailor Twitter based on my recent website visits. [Learn more.](#)

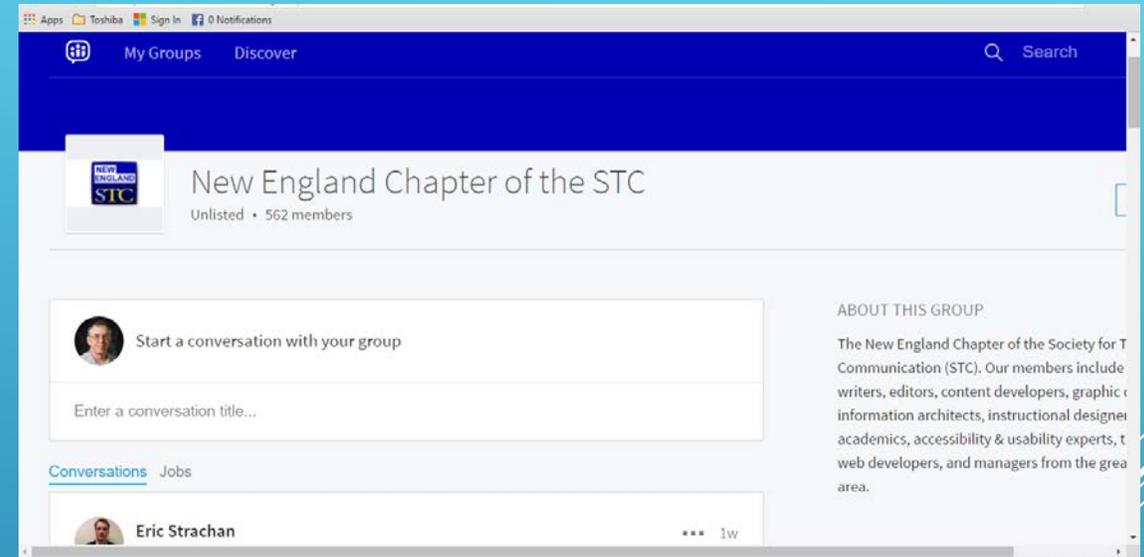
Sign up

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

# HOW TO SET UP A TWITTER FEED

- ▶ The “professional” social media
- ▶ Pages can be set up for communities
- ▶ Is becoming less formal (Facebook influence?)
- ▶ Recently purchased by Microsoft



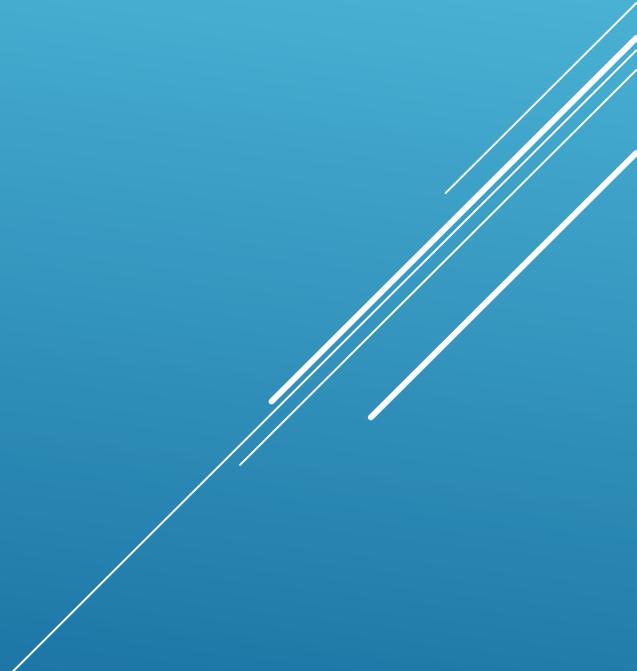
# LINKEDIN

- ▶ Better format for posting and following discussions
- ▶ Will not try to decide which is the post you want to see
- ▶ Allows wider dissemination of event information
- ▶ More serious, more professional, more scholarly

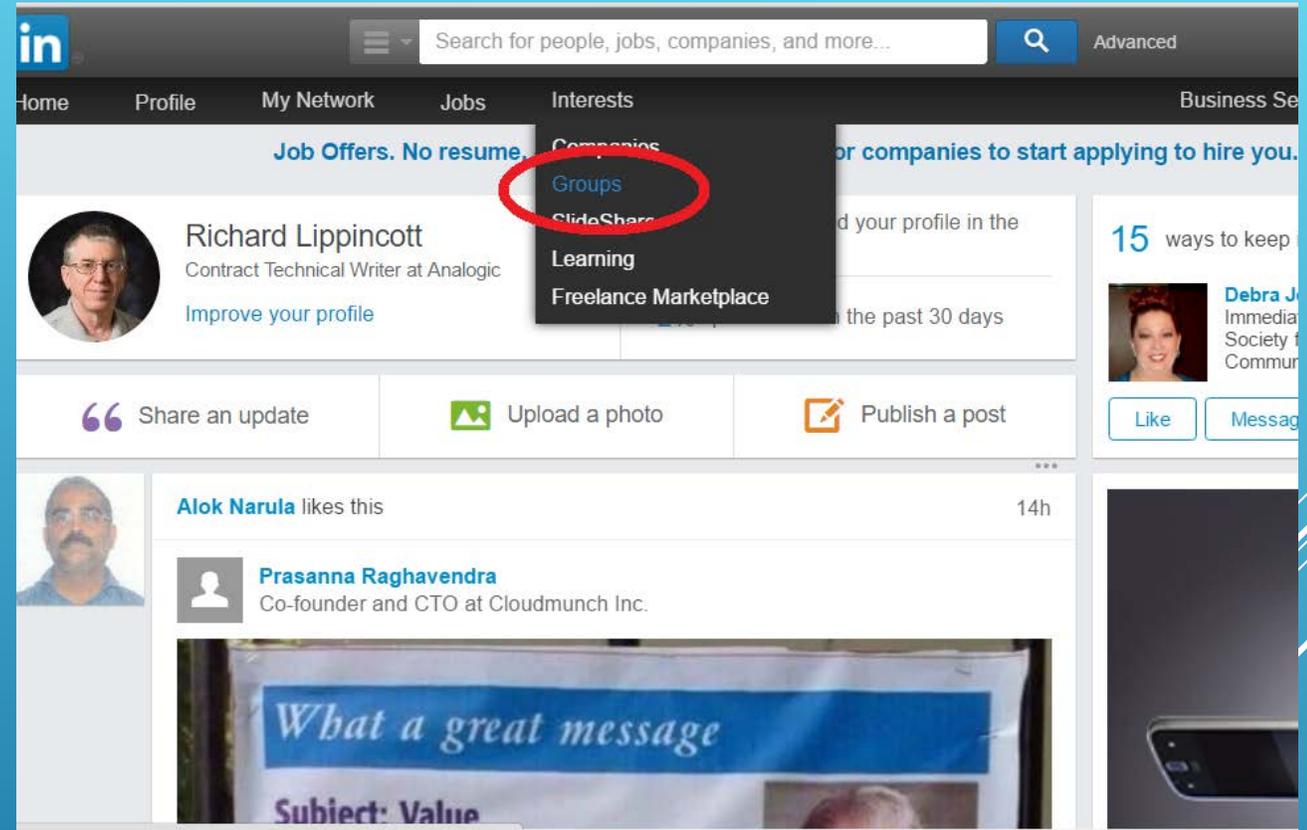
## PAGES AND DISCUSSIONS

- ▶ Try to keep it professional
- ▶ Humor OK, but this represents your community
- ▶ Avoid politics or flame wars

ATTITUDE

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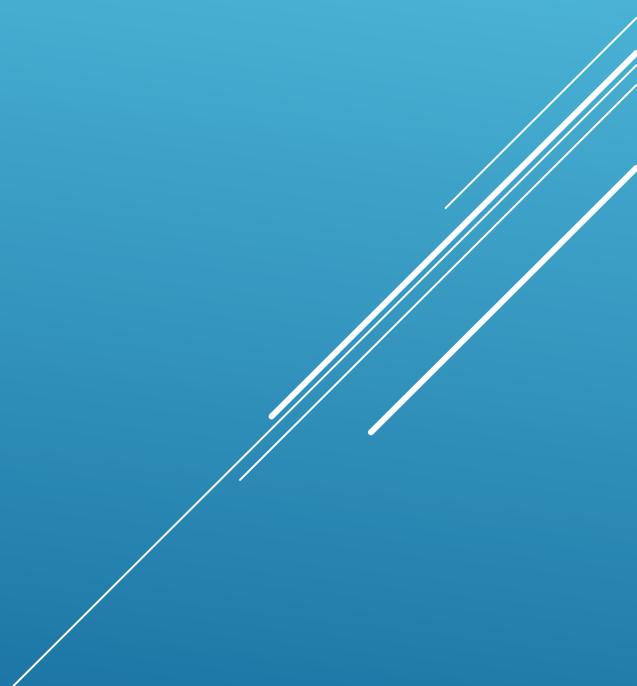
- ▶ You've done the prep work, right?
- ▶ From your LinkedIn page, select the down arrow, then **Groups**
- ▶ Click **My Groups**, then look for the **Create Groups** button
- ▶ Enter the required information, and start adding members!



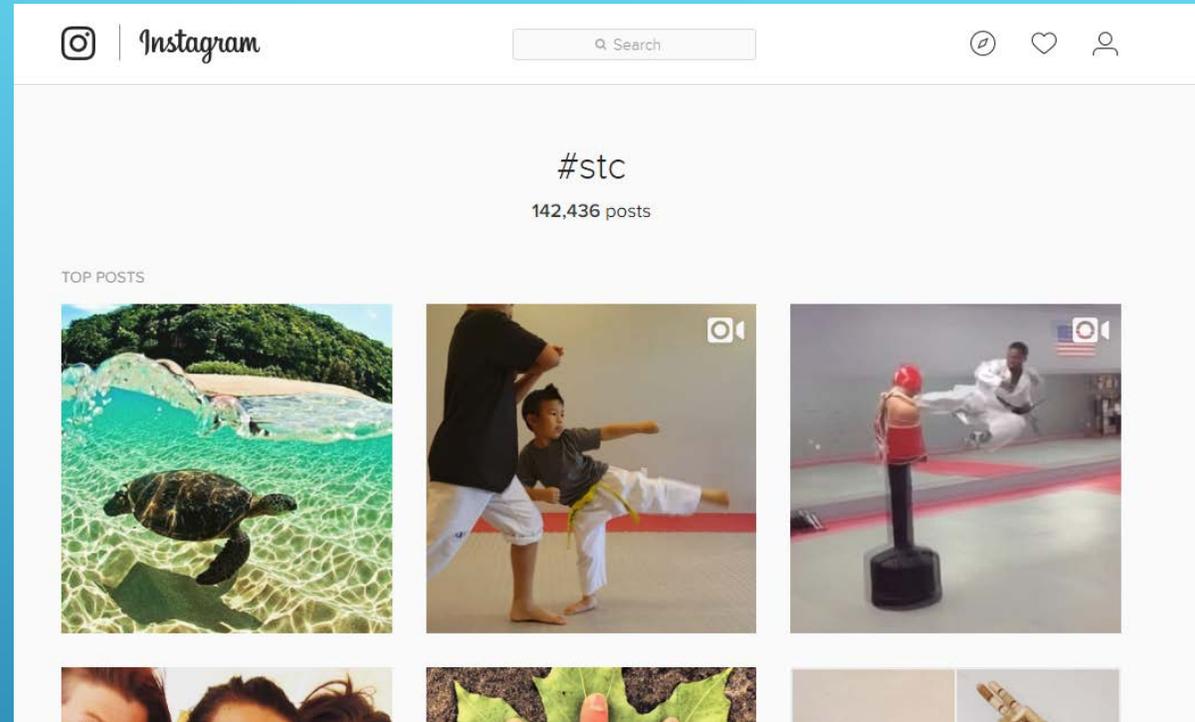
# HOW TO SET UP A LINKEDIN PAGE

- ▶ Instagram,
- ▶ Snapchat,
- ▶ Vine
- ▶ Pinterest
- ▶ Google+

## OTHER SOCIAL MEDIA



- ▶ Photo & Video sharing service
- ▶ About 90% of users are under age 35
- ▶ Posts allow short, twitter-like comments
- ▶ Good for posting community events & activities
- ▶ Apparently no STC communities currently using

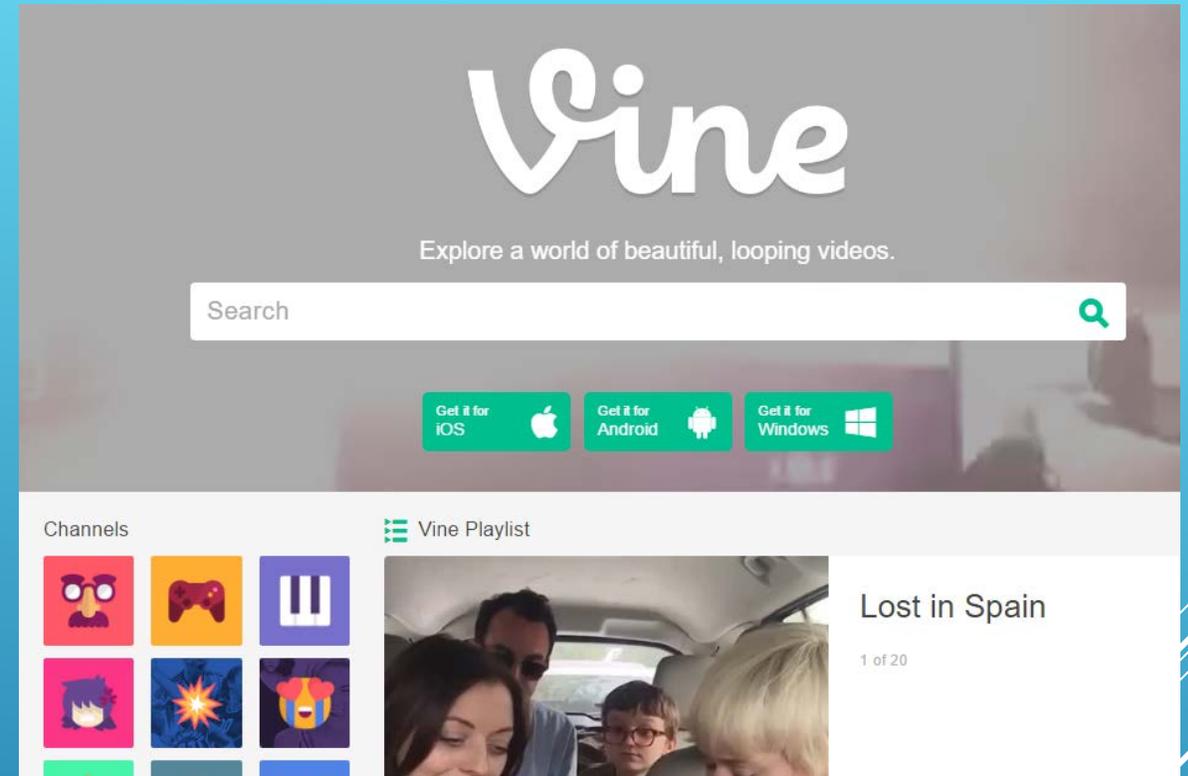


# INSTAGRAM

- ▶ Photo, Video, Messaging service
- ▶ Originally aimed at young people, teens still biggest users
- ▶ Safe messaging media: messages self-destruct after ten seconds
- ▶ Unable to find evidence of any STC community on Snapchat

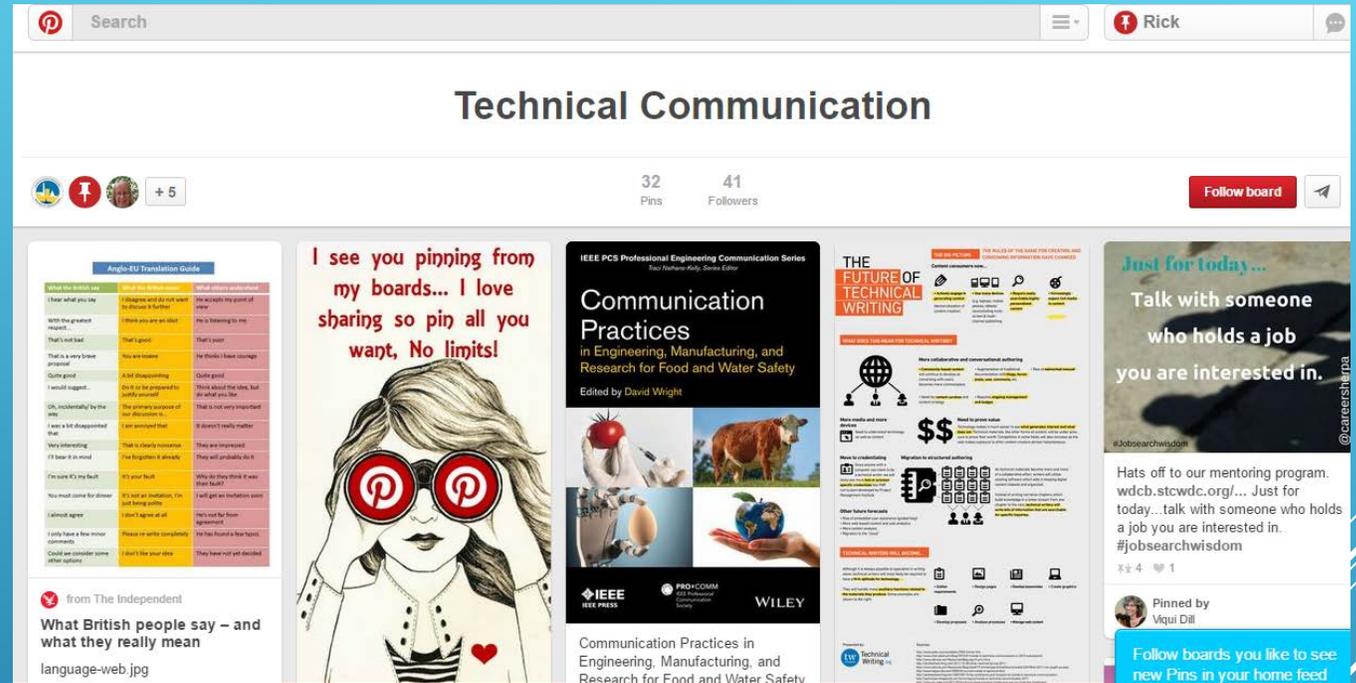
# SNAPCHAT

- ▶ Video sharing service
- ▶ Video maximum duration: six seconds
- ▶ Videos typically consist of short (1-2 second) segments connected to form 6-second "vine."
- ▶ Does not play well with Facebook (won't connect with Facebook friends/followers list)
- ▶ No evidence of any STC community presence on Vine



VINE

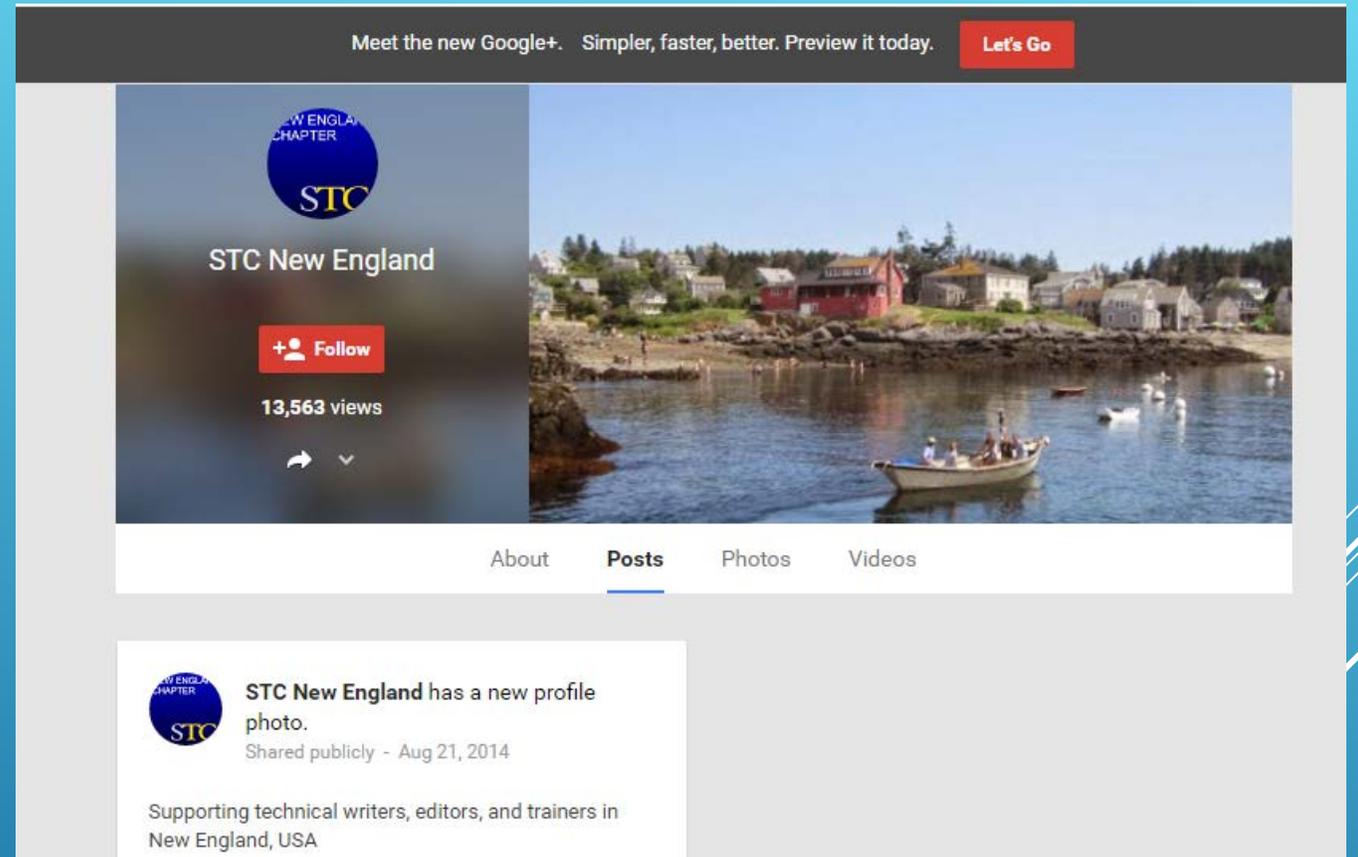
- ▶ Photo & graphic sharing service
- ▶ Pins are typically links to web pages
- ▶ Upload, save, sort, & manage photos, videos, links based on themes
- ▶ Save (pin) content from websites or other Pinterest users
- ▶ Not widespread, but some techcomm content & users.



# PINTEREST

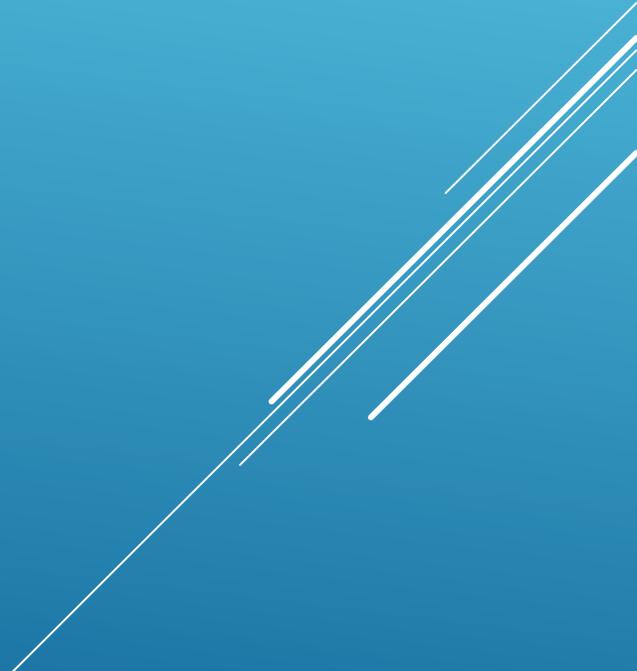
- ▶ Google's answer to Facebook
- ▶ Never quite took off as expected
- ▶ Contacts are arranged in "circles" (Family, Friends, Acquaintances)
- ▶ Somewhere between LinkedIn and Facebook in terms of tone.
- ▶ Some STC and tech comm presence

# GOOGLE+



- ▶ Social media is free promotion
- ▶ Regular effort is needed to make it work
- ▶ Successful social media builds community presence
- ▶ If you're not doing it, what are you waiting for?

CONCLUSION

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