STC13
Leadership Program
Communications & Publicity
Part Two: Social Media
Viqui Dill, STC Senior Member
Eeny, meeny, miney, mo

- Who needs all these social media outlets anyway?
  - Blogs
  - Facebook
  - Flickr
  - LinkedIn
  - Pinterest
  - Twitter
  - YouTube
How much or how little you plan to communicate depends on
• # volunteers
• communication skills of volunteers
• preferences of volunteers
• preferences of members

How much or how little you plan to communicate depends on how many volunteers you have, their communication skills and preferences, and the preferences of your members. Keep in mind that any communication is better than none, that your community members understand that we are staffed by volunteers, and that we have successful communities all across the spectrum.
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Since it’s going to take more than 140 characters to explain the who/what/why, I am going to suggest that we start with a good meaty blog post. You can map out all the info, provide links to existing material, give testimonials, and generally gush about the project in the blog post.
Once the blog post is done, then we can compose a series of inviting tweets about it. I'd go ahead and do a lot of tweeting. Tweets can be scheduled to appear in the feed on different days, at different times of day. Something like these:

Did you know STC keeps a library of member work samples? Want to be a part of it? Find out more at http://notebook.stc.org/xxx #STCorg #TechComm

STC needs member work samples! Want to be a part of it? Find out more at http://notebook.stc.org/xxx #STCorg #TechComm

Want to see some great #TechComm? @STC_org keeps a library of member work samples. Find out more at http://notebook.stc.org/xxx #STCorg #TechComm

STC members, share your work with the next generation of #TechComm! Find out more at http://notebook.stc.org/xxx #STCorg #TechComm
Choose the best tweet to post in the **STC linked in group**. Ask community leaders to post also and we'll help spread the word community to community.
Take the Linked In post and use it in your next emailed newsletter.

Email was the #1 most preferred method of getting STC news, according to a recent survey.

You can usually just reuse the Linked In post word for word.
Say cheese

- Make a simple graphic
- 3 inch by 2 inch format
- Faces and text
- Any picture is better than no picture
- Power point to png

Last of all, consider making a simple graphic for the Facebook post. Facebook’s edgerank loves graphics. Facebook users love graphics.
The facebook post can be long but needs to have the following:

- A short introductory sentence or two
- A link to the blog post within the first few lines of text
- A simple graphic that looks good in a 3” x 2” format
- Tag the graphic as much as possible
- Most of the text after the link

Facebook posts can be scheduled. Weekdays and mornings are usually best. Experiment with your group.
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Questions

- Do you have any of these forms of Social Media?
- Do you have a Social Media guru for your group?
- What’s your super power?
- What’s your kryptonite?
Communication and Publicity 2.0

1950:
Communication faces in
Publicity faces out

2013:
Communication faces in
Publicity faces out
Social Media faces both directions
Keep in mind that any communication is better than none
Viqui would love to connect with you. Email her at social_media@stcwdc.org, follow her on twitter @viqui_dill https://twitter.com/viqui_dill, connect with her on Linked In http://www.linkedin.com/pub/viqui-dill/15/79/7a5, or make her your friend on Facebook https://www.facebook.com/viqui.dill.