Expose yourself online:
Websites, wikis, email, and *Social Media*

Problem

Seven social media outlets!?!? Seriously

Progression Objective

As attendees, you will:

- ✓ Learn that one is greater than zero.
- ✓ Appreciate the super powers of your community. Understand the kryptonite of your community
- ✓ Understand that your basic plan will be uniquely your own.
- ✓ See a sample Social Media plan and share your story with us.

Best Practices

The flow of social media:

1. Start with a blog post.
2. Tweet your blog post.
3. Link In your best tweet.
4. Email your Linked In post.
5. Facebook your news with a simple graphic.

Social Media Basic Plan

This is a basic Social Media plan, based on a Community with limited super powers. Since your community will have a different set of super powers and different kryptonite, your basic plan will be your own. Use these as a sample and then share your story with us.

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.

Start with a blog post

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.

Tweet the blog post

Once the blog post is done, then we can compose a series of inviting tweets about it. 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
- Want to see some great #TechComm? STC 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

Linked In

Choose the best tweet to post in the STC linked in group, translating it back into simple English. Ask community leaders to post also and we'll help spread the word community to community.

Email

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.

Facebook with graphics

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 inch by 2 inch 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.

Resources

HootSuite - http://hootsuite.com   TweetDeck - http://tweetdeck.com
http://www.slideshare.net/viqui_dill/stc13-ld-communications-publicity

S T C L e a d e r s h i p D a y 2 0 1 3 – L e s s i s m o r e !