



Social Media Tips and Tricks

Presented by the Communications Team

#105mForum2013



What will we be covering?

- What is Social Media?
- A guide to privacy on facebook
- Communicating on facebook
- A beginner's guide to twitter
- Questions and Answers
- What help is available?



WHAT IS





Social media is **interactions**
and **conversations**
supported by online tools.



EXAMPLES OF

**SOCIAL
MEDIA**





EXAMPLES OF SOCIAL MEDIA SITES

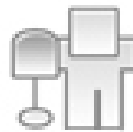
LinkedIn

Pinterest

YAHOO!



YouTube



reddit

Quora



BuzzFeed



Technorati

WordPress

myspace®
a place for friends

tumblr



Alltop

del.icio.us

facebook



THE RELUCTANT FACEBOOK-ER'S GUIDE

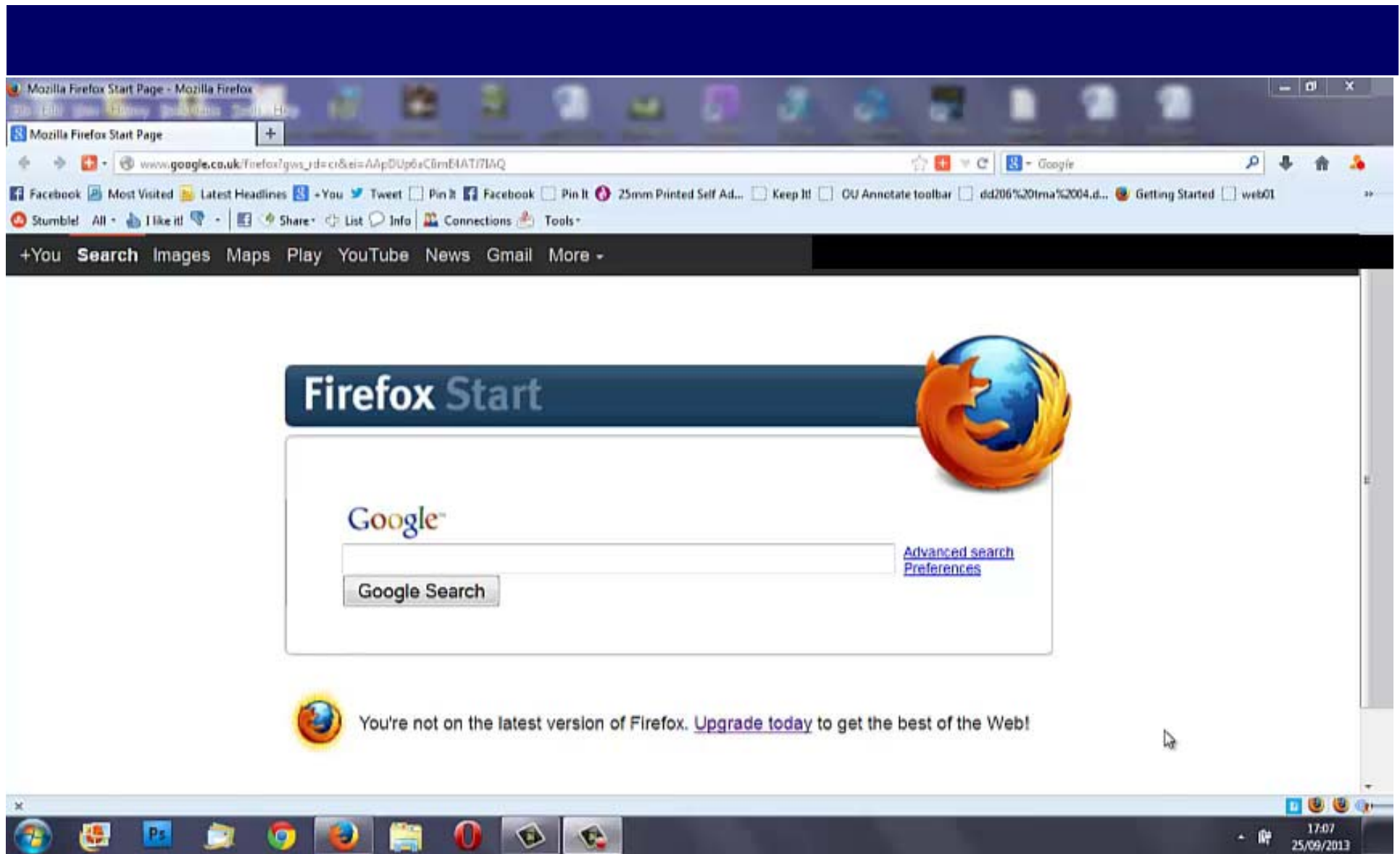


Privacy concerns





**You don't have to have a personal facebook
"profile" to create a club page.**



Creating a facebook page



Facebook works best when you share the posts from your club page on your personal profile so more people see them.



But maybe you don't want everyone to see photos of your children or grandchildren.



You can use the facebook privacy controls to protect your personal information.

Terrie Knibb - Mozilla Firefox
https://www.facebook.com/terrie.knibb/?sk=info&edit=eduwork

Facebook Most Visited Latest Headlines +You Tweet Pin It Facebook Pin It 25mm Printed Self Ad... Keep It! OU Annotate toolbar dd206%20tma%2004.d... Getting Started web01

Stumble! All I like it! Share+ List Info Connections Tools

Terrie Knibb

IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE.
KNOWLEDGE IS LIMITED;
IMAGINATION ENCIRCLES THE WORLD.



Terrie Knibb

Update Info Activity Log

Timeline About Photos 2 Friends 65 More

About

Sponsored

Breast Cancer Campaign



Be a hero and support Breast Cancer Campaign on 25 October and help beat breast cancer.

Like Victoria Louise Sprigg and Niloca Thirkettle like Breast Cancer Campaign.

iStock by Getty Images



Half our images are now half the price. Search. Find. Save.

Chat (Off)

22:55 05/10/2013



SHOEBOXBLOG.COM



It doesn't interest me, I don't want to read about what somebody's having for breakfast or that they're having a tea break.





Why do people use facebook?



57% of people talk to other people more online than they do in real life.



Source: Bloomberg



Facebook is less
about what you **do**
and more about
who you **are**.



**Effective use of facebook is
about building friendships, trust
and rapport.**



How do you build relationships?



WWF - Mozilla Firefox

File Edit View History Bookmarks Tools Help

WWF


https://www.facebook.com/WWF

Facebook Most Visited Latest Headlines +You Tweet Pin It Facebook Pin It 25mm Printed Self Ad... Keep It! OU Annotate toolbar dd206%20tma%2004.d... Getting Started web01

Stumble! All I like it Share List Info Connections Tools

WWF


WWF Timeline Recent Like Create Page



Happy World Animal Day everyone!

Are tigers your favourite wild animal or is it a different creature that gets your vote? Perhaps you think all animals are equally amazing?

Tell us about your favourite species and why you think they're so special...



Like · Comment · Share 968

Sponsored

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iStock.
by Getty Images

Half our images are now half the price. Search. Find. Save.

Chat (off)

16:30
06/10/2013



Ask Questions, Listen & Respond

A screenshot of a Mozilla Firefox browser window displaying the WWF Facebook page. The browser's address bar shows the URL 'https://www.facebook.com/WWF'. The page content includes a post with a photo of a gorilla eating, the text 'Happy World Animal Day everyone!', a poll question 'Are tigers your favourite wild animal or is it a different creature that gets your vote? Perhaps you think all animals are equally amazing?', and a text prompt 'Tell us about your favourite species and why you think they're so special...'. Below the text is a close-up photo of a tiger's face. The right sidebar shows a 'Recent' section with '2010s', '2000s', and 'Founded' categories, and a sponsored advertisement for 'iStock by Getty Images'. The bottom of the browser window shows the Windows taskbar with various application icons and the system clock displaying '16:30' on '06/10/2013'.

Evoke Emotion



Save the Children - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Save the Children

https://www.facebook.com/savethechildren

Facebook Most Visited Latest Headlines +You Tweet Pin It Facebook Pin It 25mm Printed Self Ad... Keep It! OU Annotate toolbar dd206%20tma%2004.d... Getting Started web01

Stumble! All I like it! Share+ List Info Connections Tools

Save the Children

Home Find Friends Terrie

Save the Children Timeline Recent

Liked Create Page

Recent

2010s

2000s

1993

1981

1976

1966

1958

1941

1939

Founded

Save the Children shared a link. October 4

In Episode 3 of our 3 part series "In Their Words", Noor speaks about arriving at a Syrian refugee camp while 8 months pregnant. She worried about where she would give birth. Thankfully, Save the Children was there in the camp, ready to help: <http://bit.ly/16K3vS0>

SYRIA - IN THEIR WORDS: Episode 3, Noor 8 months pregnant

In Episode 3 of our 3 part series "In Their Words", Noor speaks about arriving at a Syrian refugee camp while 8 months pregnant. As the violence gets worse e...

Like · Comment · Share 135

1,509 people like this. Top Comments

Write a comment...

Ebunobi Roseline Obianuju *we are saved to save others* ...!!!

Like · Comment · Share 68

514 people like this. Top Comments

Chat (Off)

16:51 06/10/2013



Tell the story of those who have benefitted from your work

A screenshot of a Mozilla Firefox browser window displaying the Facebook page for 'Save the Children'. The browser's address bar shows the URL 'https://www.facebook.com/savethechildren'. The Facebook page header includes the organization's name, a search bar, and navigation links like 'Home', 'Find Friends', and 'Terrie'. The main content area shows a post from 'Save the Children' dated October 4. The post features a video thumbnail of a woman and a child in a refugee camp, with the title 'SYRIA - IN THEIR WORDS: Episode 3, Noor 8 months pregnant'. The text of the post describes a woman named Noor who arrived at a Syrian refugee camp while 8 months pregnant. The post has 135 likes and 68 comments. A comment from 'Eburnobi Roseline Obianuju' is visible, stating '*we are saved to save others* ...!!!'. The browser's taskbar at the bottom shows various application icons and the system clock indicating 16:51 on 06/10/2013.

Use personal endorsements



National Autistic Society - Mozilla Firefox

File Edit View History Bookmarks Tools Help

National Autistic Society

https://www.facebook.com/NationalAutisticSociety

Facebook Most Visited Latest Headlines +You Tweet Pin It Facebook Pin It 25mm Printed Self Ad... Keep It! OU Annotate toolbar dd206%20tma%2004.d... Getting Started web01

Stumble! All I like it! Share List Info Connections Tools

National Autistic Society Home Find Friends Terrie

National Autistic Society Timeline 2013 Liked Create Page

Cast your minds back to 2011. We launched our 'Great Expectations' campaign aiming to make school better for children with autism. Your support meant the Government finally tried to do that.... but we don't think the legislati... See More

We've got GREAT EXPECTATIONS

Support my child to Succeed

Help me, don't doubt me

I want teachers who

I want to be a mechanic

Let's work together

Don't Shut me out

National Autistic Society February 17

Hi everyone,

Can you help NAS member, Emma. She's spending this half-term week to potty train her 4 year old daughter who has autism. She's had from professionals before but nothings worked yet. Does anyone have any tips for potty training a child with autism?

Like · Comment · Share 81 220 29

National Autistic Society February 16

Hi all,

Could you help the NAS in Stratford upon Avon?

Chat (Off)

Recent

- 2010s
- 2013
- 2012
- 2011
- 2010
- 2000s
- Founded

17:21 06/10/2013



Greet people and make them feel welcome and included

A screenshot of a Mozilla Firefox browser window displaying the Facebook page for the National Autistic Society. The browser's address bar shows the URL https://www.facebook.com/NationalAutisticSociety. The page header includes the Facebook logo, the page name "National Autistic Society", and navigation links for Home, Find Friends, and Terrie. The main content area shows a post from the National Autistic Society dated February 17, 2013. The post text reads: "Cast your minds back to 2011. We launched our 'Great Expectations' campaign aiming to make school better for children with autism. Your support meant the Government finally tried to do that.... but we don't think the legislati... See More". Below the text is a cartoon illustration of a group of people holding signs that say "We've got GREAT EXPECTATIONS", "Support my child to Succeed", "Help me, don't doubt me", "I want teachers who", "I want to be a mechanic", "Let's work together", and "Don't Shut me out". To the right of the post is a "Liked" button and a "Create Page" button. Below the main post is another post from the National Autistic Society dated February 16, 2013, which says "Hi all, Could you help the NAS in Stratford upon Avon?". The right sidebar shows a "Recent" section with a list of years from 2010 to 2013, and a "Founded" section. The bottom of the browser window shows the Windows taskbar with various application icons and the system clock displaying 17:21 on 06/10/2013.

Feel of a forum or community board



**How do you label
something so that it's
easily found by others?**



Castle Bromwich & District Lions - Mozilla Firefox

Castle Bromwich & District Lions

https://www.facebook.com/castlebromwichlions

Facebook Most Visited Latest Headlines +You Tweet Pin It Facebook Pin It 25mm Printed Self Ad... Keep It! OU Annotate toolbar dd206%20tma%2004.d... Getting Started web01

Stumble! All I like it! Share List Info Connections Tools

facebook Search for people, places and things Castle Bromwich & District Lions Suggested Pages Home

Castle Bromwich & Distric... Timeline Recent Promote Page

10 hours ago

Terrie Knibb #LionsGoodDeedWeek 22 hours ago

Terrie Knibb Kirstie Hughes 22 hours ago

More Posts

Likes See All

Sheldon Lions Club Non-Profit Organization

Lions Club of Windsor Sports Venue & Stadium

Sandwell Lions Club

Castle Bromwich & District Lions 2 minutes ago

It's been really inspiring seeing all the kind acts that Lions have revealed during #LionsGoodDeedWeek

Like Comment Share

Castle Bromwich & District Lions 3 minutes ago

It's been really inspiring seeing all the kind acts that Lions have revealed during Lions Good Deed Week.

Like Comment Share

Windows taskbar: Ps, Firefox, Internet Explorer, Chrome, and system tray showing 23:15 on 06/10/2013.





What is twitter?





Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting.

(7) Twitter - Mozilla Firefox

(7) Twitter | Last chance to become one of 50 ne... | +

Twitter, Inc. (US) | https://twitter.com

Facebook Most Visited Latest Headlines +You Tweet Pin It Facebook Pin It 25mm Printed Self Ad... Keep It! OU Annotate toolbar dd206%20tma%2004.d... Getting Started web01

Stumble! All I like it! Share List Info Connections Tools

Home @ Connect # Discover Ma Search

Is Alistair related to a well-known vicar? #AntiquesRoadshow
pic.twitter.com/r9RSVEnxeT
View photo

Guardian Voluntary @GdnVoluntary 2h
How can ethical investing work for your charity? Join our Q&A
theguardian.com/voluntary-sect...
View summary

Sally Bournier @SolPolCommander 2h
if you have the REAL #xfactor try for a career where YOU help change
OTHER people's lives as @wmpolice PCSO west-midlands.police.uk
/latest-news/pr...
Expand Reply Retweet Favorite More

BridgendBites @BridgendBites 3h
@RobBrydon what about taking part in Strictly Come Dancing :-)
Retweeted by Bridgend Lions Club
View conversation

Matthew Ward @HistoryNeedsYou 2h
#AntiquesRoadshow is from @NewsteadAbbey this eve. David
Livingstone's family visited in 1874. #blackhistorymonth
pic.twitter.com/LUCaHjqJb
View photo

Windows taskbar: Ps, Firefox, Internet Explorer, Chrome, and system tray showing 22:37 on 06/10/2013.





What help is available?