

# Social Media 101

How to get started with Facebook and Twitter



# We want everyone to know what great work F2FHICs and SAOs do

- ▶ Thank You's to begin...
- ▶ We all want to keep SAOs/F2Fs funded!
- ▶ Social Media is an inexpensive way to get the word out about the great work you do.
- ▶ Together we can get info out quickly and easily with a network of social media sites, & National FV can feed you info to share.
- ▶ “Facts tell, but stories sell!” We want to tell the stories of how you are helping families.
- ▶ A recent example.
- ▶ This will help us help you stay funded.

# Why use Facebook?

- ▶ FB monthly active users now total nearly 850 million
- ▶ 250 million photos are uploaded every day
- ▶ 20% of all page views on the web are on Facebook
- ▶ 2.7 billion “likes” per day
- ▶ 57% of users are female



find us on

**Facebook**

# Why use Twitter?

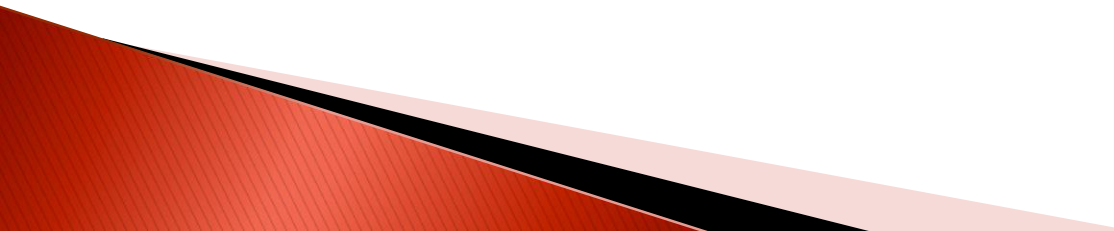
- ▶ There are over 465 million Twitter accounts
- ▶ 175 million tweets a day
- ▶ 1 million accounts are added to Twitter every day
- ▶ 36% of Twitter users tweet at least once per day



# More benefits of Facebook

- ▶ **Facebook Pages are indexed in search engines** – increasing the likelihood of folks finding your organization through a Google search.
- ▶ **A Page can have multiple administrators.** This lightens the workload of maintaining a page
- ▶ **Analyze Traffic.** Facebook Pages captures data on visitors.
- ▶ **There are no limits to the number of fans you can have on a page.**
- ▶ **Sending messages and updates to all your fans at once is quick and easy.** And fans receiving those messages can easily forward the message OR post the message to their Facebook Wall.

# First, create a page

- ▶ Go to <https://www.facebook.com/pages/create.php>
  - ▶ Click “Company, Organization or Institution”
  - ▶ Choose Category “Non-profit organization”
  - ▶ List Your F2FHIC or SAO Name
  - ▶ Agree to terms and Get Started!
- 

# How to add a profile pic

- ▶ Pic should be 180 pixels wide. If you are unsure of whether or not your picture meets this requirement, you can right-click on the picture to see the photo properties, which should include the photo dimensions (ex: 100 x 91 would be too small).
- ▶ Choose something that will be noticed in a newsfeed stream

# More on how to add a profile pic

- ▶ Hover over your current profile picture or temporary image and click on the pencil icon to edit your profile picture
- ▶ Click on one of the options provided to “upload a picture” or take a new one (using your computer)
- ▶ Follow the on-screen instructions to choose or take a photo





# How to add a cover photo

- ▶ To get the best quality image and fastest load times for your Page, upload a JPG file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes.
- ▶ Landscape mode works best b/c picture will be horizontal

# More on adding cover photos

- ▶ Click “Add a Cover” or hover over current cover photo to get pencil edit option
- ▶ Choose whether you want to “upload a new photo” or pick a photo from one of your existing photo albums
- ▶ Once you choose a photo, you can “reposition” it by clicking on the image and dragging it up or down
- ▶ Click “Save Changes”



# How to control posts by others

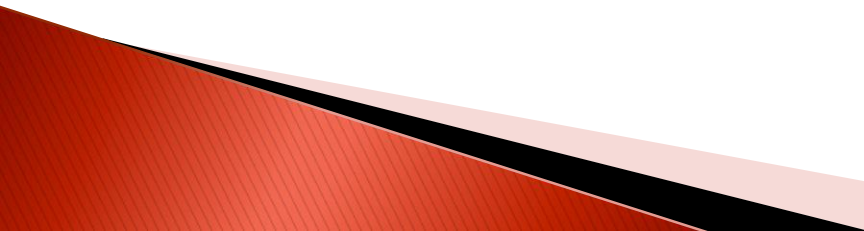
- ▶ At the top of your admin panel, click “edit page”
- ▶ Select “manage permissions”
- ▶ Choose appropriate options for:
  - “posting ability”
  - “post visibility”
  - “tagging”
- ▶ Click “Save Changes”

# How to control who posts on your page

Only managers can edit admins for a Page. To add another admin to your Page:

- ▶ At the top of your Page, click “Edit Page”
- ▶ Select Admin Roles
- ▶ Type the names of other people you'd like to add in the open field
- ▶ Click Manager below the name to choose what kind of admin you want to add
- ▶ Click “Save Changes”

# How to post

- ▶ Type a Status or share a Link
  - ▶ Try to add a short description or some other form of engagement
  - ▶ A “hot link” will open a visible preview for most items
  - ▶ Links sent between 1:00 p.m. and 4:00 p.m. get the most traction, with Wednesday at 3:00 p.m. being the best time to post on Facebook all week.
- 

# How to post a photo

- ▶ Click “Add Photo/Video” at the top of your home page.
- ▶ Pick “Upload Photo / Video”.
- ▶ Click the “Browse” button to choose a photo file from your computer.
- ▶ Adding a “say something about this” will link it to photo as others share it
- ▶ After you've selected your photo, click “Post”.
- ▶ This photo will be posted to your profile (timeline) and added to the Wall Photos album so you can access it later.

# How to LIKE others on FB

- a. Log in to your Facebook account
- b. Go to National Family Voices Facebook page, <http://www.facebook.com/#!/pages/Family-Voices-Inc-National/137783182902269>
- c. Click on 'Like' near the top of the page to add National Family Voices to your newsfeed.
- d. Go to the 'Likes' box in the middle right of the page. Click on 'See All.' Scroll down and click 'Like' for each of the other F2Fs. This will add their posts to your newsfeed.
- e. A couple of times a week, if possible, go into your Facebook account, scroll through your newsfeed, and click 'Share' for any posts by National Family Voices and other F2Fs that you think your audience would appreciate.



# Include a link in email to increase visibility

- ▶ Wisestamp
- ▶ Gmail:  
<http://www.youtube.com/watch?v=bvpbzkaGK5w>
- ▶ Also, include it on your website, in your newsletter, etc





# Linking FB to Twitter: Why/Why Not

- ▶ Twitter is a different language: it relies on “#”s and “@”s to function and uses abbreviations
- ▶ Twitter is faster paced. We tend to use Twitter for meetings and other events where the audience wants “real time” updates
- ▶ Instead, consider syncing both your Twitter account and your FB account to a dashboard like HootSuite, and selecting the platform that is most appropriate
- ▶ Disclaimer: We link FB and Twitter at this time

# Questions?



# Next, create a Twitter account

- ▶ Go to <http://twitter.com> and find the sign up box, or go directly to <https://twitter.com/signup>.
- ▶ Enter your name, your email address, and a password.
- ▶ Click Sign up for Twitter.
- ▶ On the next page, select a username – type your own or choose the one that's suggested. They'll tell you if the one you want is available. (Usernames are unique identifiers on Twitter.)
- ▶ Double-check your name, email address, password, and username.
- ▶ Click Create my account. (You may be asked to complete a Captcha to let them know that you're human.)

# How to tweet

- ▶ Type your Tweet into the box at the top left of your home screen, or click the blue compose new Tweet button at the top of your screen (blue quill icon)
- ▶ Make sure your update is fewer than 140 characters. They'll count the characters for you. Remaining characters show up as a number below the box.
- ▶ Click the Tweet button to post the Tweet to your profile.



# Retweeting (RT)


- ▶ If you're a new user, others are more likely to find your messages if they are Retweets or @replies.
- ▶ Hover over a Tweet.
- ▶ Click the Retweet link, highlighted below.
- ▶ A pop-up will show you the Tweet you're about to retweet and will ask you to confirm.
- ▶ Click the blue Retweet button.
- ▶ The Tweet will then be shared with all of your followers

# How to FOLLOW others on Twitter

- a. Log in to your Twitter account
- b. Click on the '#Discover' link at the top of your home page.
- c. On the left side of your screen, click on the link for 'Who to Follow.'
- d. In the 'Search Twitter' box on the right side of your screen, type in @FamilyVoices and click on 'Search Twitter.'
- e. When the information for National Family Voices comes up, click on 'Follow.' You are now following National Family Voices on Twitter.
- f. Next, click on 'Family Voices Nat'l' to take you to National Family Voices account.
- g. Then click on "Following" Scroll down and find the F2F/SAO and click the "follow" link for each one. You are now following them.



# Add your info so others can find you

- a. Log in to the DCS System you use to update your information on the National Family Voices website.
  - b. Note that new, optional fields have been added for Facebook, Twitter, Pinterest, and Youtube.
  - c. Enter any appropriate links for existing social media accounts.
  - d. Click 'Save.' This information will automatically be posted on the page for your F2F on the National Family Voices Web site, which will help more people find out about and use the information you are making available through these accounts
- 

# Starting with baseline info

- ▶ Jennifer, please add notes here to direct them of what we are asking them to collect, re: reach, etc.?



Next up.....Social Media 110  
Tuesday, August 21, 2:30 PM EST



# Questions?

