



# Social Media Monday

virtual workshops · real social change

facebook

## Making Friends and Gaining Fans to Help Address Poverty

**VISTAs, sponsors, community leaders, alumni, and other national service organizations can use Facebook to:**

- Bring awareness to poverty issues
- Cultivate new relationships
- Discover critical resources and tools
- Create events
- Mobilize community members
- Give examples of promising practices and procedures
- Share service stories

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## WELCOME

### Facebook: Making Friends and Gaining Fans to Help Address Poverty!

How VISTAs, sponsors, community leaders, alumni, and other national service organizations can use Facebook



**Suzanne Knizner**  
Project & Corporate  
Coordinator  
Campaign  
Consultation, Inc.

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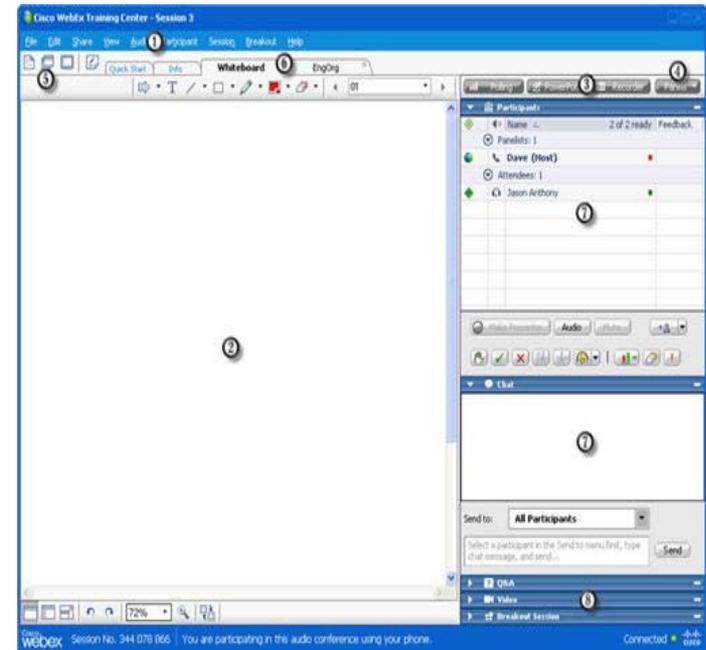


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## Tips for using WebEx (this virtual workshop tool)

1. If you'd like to be recognized in the Chat click "raise hand"
2. To mute the call hit \*6
3. To unmute the call hit #6
4. If you lose your internet connection, reconnect using the link that was emailed to you
5. If you lose your phone connection, re-dial the phone number and re-join
6. WebEx Support: 1-866-229-3239 (U.S. and Canada Toll-Free)



**Social Media Monday:**

**Facebook: Making friends & Gaining Fans to help address poverty!**

**Conference Call: 1-888-329-3585 code 43165037#**

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## ALSO PLEASE KNOW...

- This webshop is being recorded and will be available on the VISTA Campus
- Links used during the webshop will be made available at the end of the presentation

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## TODAY'S PRESENTERS...



**Michelle Bond**  
Project  
Manager  
Campaign  
Consultation,  
Inc.



**Elizabeth L. Matthews**  
VISTA Alumni  
Outreach and Support  
Specialist  
Corporation for  
National &  
Community Service



**Danielle Ricks**  
Social Media  
Specialist  
Campaign  
Consultation,  
Inc.



**Stephanie Ross**  
e-Project  
Specialist  
Campaign  
Consultation,  
Inc

Sponsored by The logo for the Corporation for National & Community Service, featuring the text 'CORPORATION FOR NATIONAL & COMMUNITY SERVICE' with three stars.

Provided by The logo for Campaign Consultation Incorporated, featuring a green circle with a white dot inside, followed by the text 'CAMPAIGN CONSULTATION INCORPORATED'.



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## OVERVIEW....

- Why Social Media can help VISTA and other national service organizations impact communities for good by advancing social change
- How VISTA uses Facebook
- Facebook page preview



**Elizabeth L. Matthews**  
VISTA Alumni Outreach  
and Support Specialist  
Corporation for National  
& Community Service

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## INTRODUCTION...

Each month ***Social Media Monday (SMM)*** webshops:  
***virtual workshops – real social change***

will provide you - **members, sponsors, community leaders, alumni,** and others - with:

- **Hands-on access** to social media applications such as social networking, blogging, video/photo sharing, bookmarking, etc.
- An opportunity to learn how to **strategically use** these tools to create social change.

**In addition, SMM webshops are:**

- Hosted by **technology experts** along with a variety of VISTAs and guests with on-the-ground experience
- Aimed to give you a **specific set of skills** each month to assist you in your VISTA role and social change efforts.



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## TODAY'S SMM AGENDA...

- Introduction of VISTA guests
- How to use Facebook for individuals and organizations
- Review of Common Facebook term
- Group page vs. Fan page
- Hands on Facebook strategies
- Preview of VISTA's new Facebook page(s) and features



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## SMM Poll: Facebook Usage

**Are you currently using Facebook:**

- A. Daily
- B. Weekly
- C. Monthly
- D. Never

**Are you using it for your VISTA project?**

- A. Yes
- B. No

**I use Facebook For :**

- A. Volunteer Recruitment
- B. Organize Events
- C. Fundraising
- D. Other

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## SMM FACEBOOK GUESTS....



**VISTA**  
**Robyn Stegman**

Michigan Community Service  
Commission



**VISTA**  
**Ali Keeney**

Volunteer Frederick

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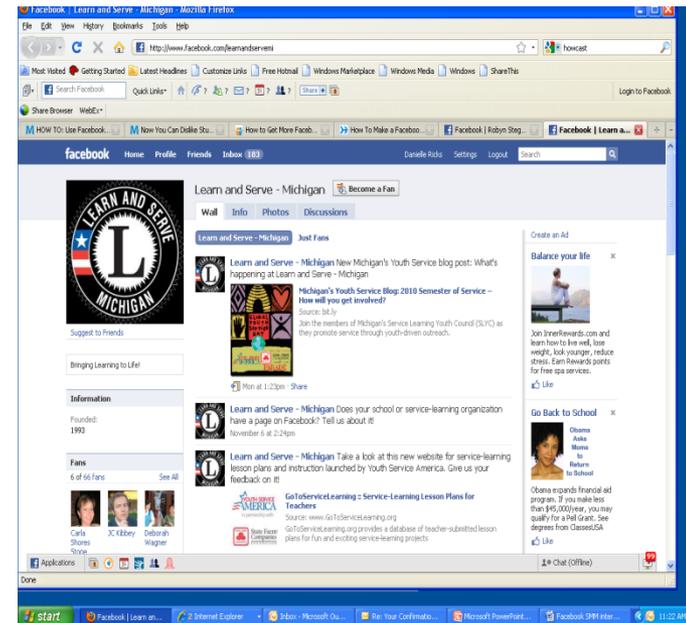
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## SHARE RESOURCES AND SPREAD THE WORD

A Case Study with Robyn Stegman  
Learn and Serve VISTA  
Michigan Community Service Commission

- How do you use Facebook?
- Difference between an individual's page versus an organization page



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Facebook | Learn and Serve - Michigan - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.facebook.com/learnandservi

Most Visited Getting Started Latest Headlines Custom Links Free Hotmail Windows Marketplace Windows Media Windows ShareThis

Search Facebook Quick Links Share Browser WebEx

Share Browser WebEx

HOW TO: Use Facebook... Now You Can Dislike Stu... How to Get More Facebo... How To Make a Faceboo... Facebook | Robyn Steg... Facebook | Learn a...

facebook Home Profile Friends Inbox (183) Danielle Ricks Settings Logout Search

**Learn and Serve - Michigan** Become a Fan

Wall Info Photos Discussions

Learn and Serve - Michigan Just Fans

**Learn and Serve - Michigan** New Michigan's Youth Service blog post: What's happening at Learn and Serve - Michigan

**Michigan's Youth Service Blog: 2010 Semester of Service - How will you get involved?**  
Source: bit.ly  
Join the members of Michigan's Service Learning Youth Council (SLYC) as they promote service through youth-driven outreach.

Mon at 1:23pm Share

**Learn and Serve - Michigan** Does your school or service-learning organization have a page on Facebook? Tell us about it!  
November 6 at 2:24pm

**Learn and Serve - Michigan** Take a look at this new website for service-learning lesson plans and instruction launched by Youth Service America. Give us your feedback on it!

**GoToServiceLearning :: Service-Learning Lesson Plans for Teachers**  
Source: www.GoToServiceLearning.org  
GoToServiceLearning.org provides a database of teacher-submitted lesson plans for fun and exciting service-learning projects

**Balance your life**  
Join InnerRewards.com and learn how to live well, lose weight, look younger, reduce stress. Earn Rewards points for free spa services.  
Like

**Go Back to School**  
Obama Asks Moms to Return to School  
Obama expands financial aid program. If you make less than \$45,000/year, you may qualify for a Pell Grant. See degrees from ClassesUSA  
Like

Applications Chat (Offline)

start Facebook | Learn an... 2 Internet Explorer Inbox - Microsoft Ou... Re: Your Confirmatio... Microsoft PowerPoint... Facebook SMM inter... 11:22 AM

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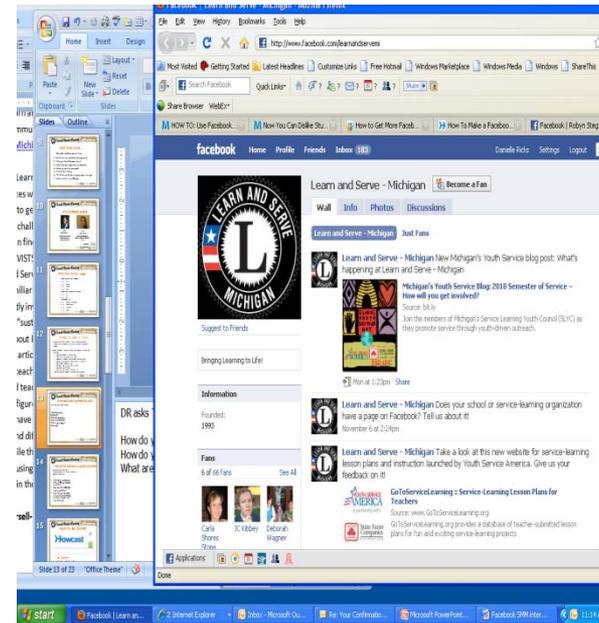
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## SHARE RESOURCES AND SPREAD THE WORD

A Case Study with Robyn Stegman  
Learn and Serve VISTA  
Michigan Community Service Commission

### Q & A from chat room



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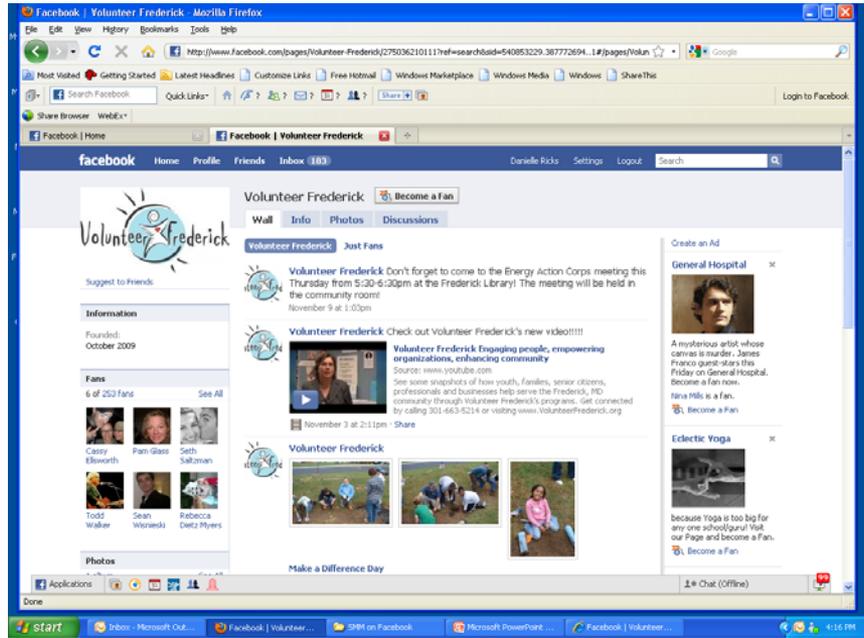
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## PROMOTING PROGRAMS AND SPECIAL EVENTS

A Case Study with Ali Keeney  
Youth Service Coordinator  
Volunteer Frederick

- What advice would you give other VISTAs just starting out on Facebook?
- How have you used Facebook in your service?





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## CONNECT

- Build your network
- Connect with supporters
- Connect with other organizations

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## SHARE YOUR STORY

- Share information
- Share photos and videos
- Start a discussion

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## FUNDRAISE

- Find supporters and donors
- Promote and manage events
- Receive donations

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## BRANDING

- Start a group page
- Update your status regularly
- Organize an event

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## TIPS FOR YOUR PAGE

- Invite colleagues, Board members, community members, grantees and partners
- Make it interesting
- Engage your supporters – start conversations
- Brand your page
- Provide opportunities to get involved
- Give supporters updates on your progress
- Fan other service organizations

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## COMMON FACBOOK TERMS

### •Events

- Event Management tool
- Manage event information and invitations

### •Causes

- Fundraising tool
- Receive donations through Facebook

### •Groups

- Communities with similar interests
- Network around a common interest

### •Pages

- Establish Official presence on Facebook
- Website within Facebook



## CREATING EVENTS

DARIM ONLINE

### Events

- Event details
- Send invite to group/fans
- See who's coming
- Option to share with others



### Events

- Event Management tool
- Manage event information and invitations

INTERNET STRATEGIES FOR JEWISH ORGANIZATIONS AND THEIR COMMUNITIES

share



16 / 18

close



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## CAUSES

### DARIM ONLINE

#### Causes

- 27 million users
- Create general or specific causes
- Instant online donations
- Urgency helps



#### Causes

- Fundraising tool
- Receive donations

INTERNET STRATEGIES FOR JEWISH ORGANIZATIONS AND THEIR COMMUNITIES

share



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close

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## GROUPS

### DARIM ONLINE

#### Groups

- Info/description
- Members
- Discussion board
- Events
- Wall
- Photos/Video



INTERNET STRATEGIES FOR JEWISH ORGANIZATIONS AND THEIR COMMUNITIES

#### Groups

- Communities with similar interests
- Network around a common interest

share



9/18

close

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## PAGES

DARIM ONLINE

### Pages

- Wall
- Fans
- Events
- Videos/Photos



INTERNET STRATEGIES FOR JEWISH ORGANIZATIONS AND THEIR COMMUNITIES

### Pages

- Establish Official presence on Facebook
- Website within Facebook

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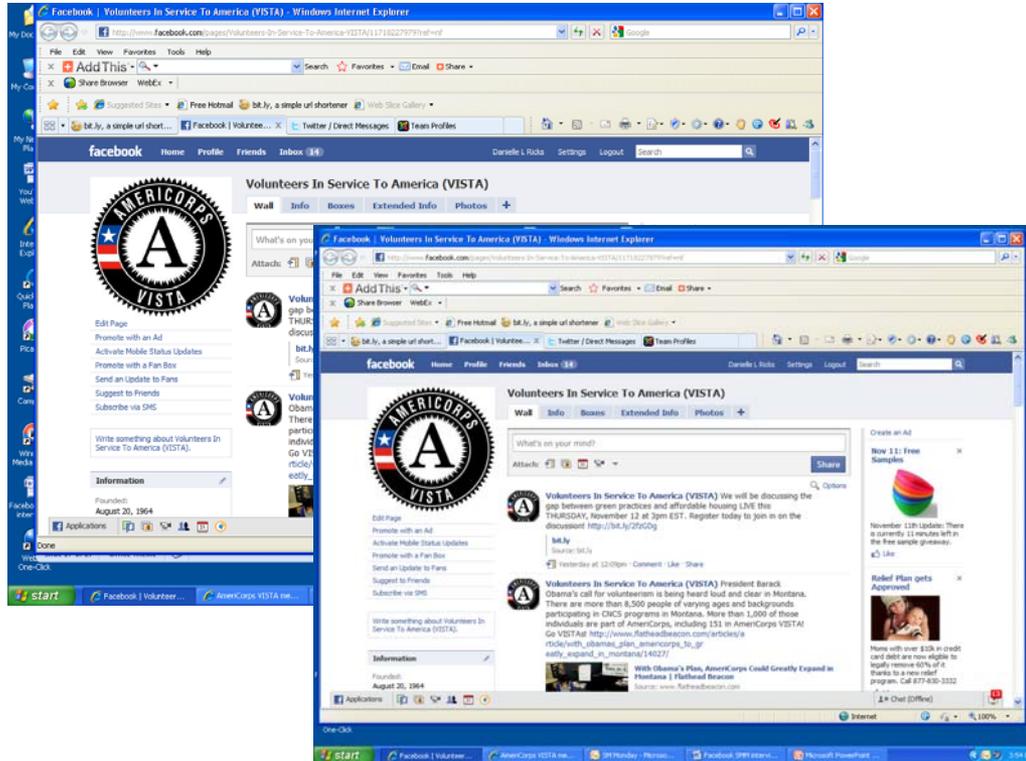
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## VISTA has a new Facebook page!



**Elizabeth L. Matthews**  
VISTA Alumni Outreach and Support Specialist  
Corporation for National & Community Service

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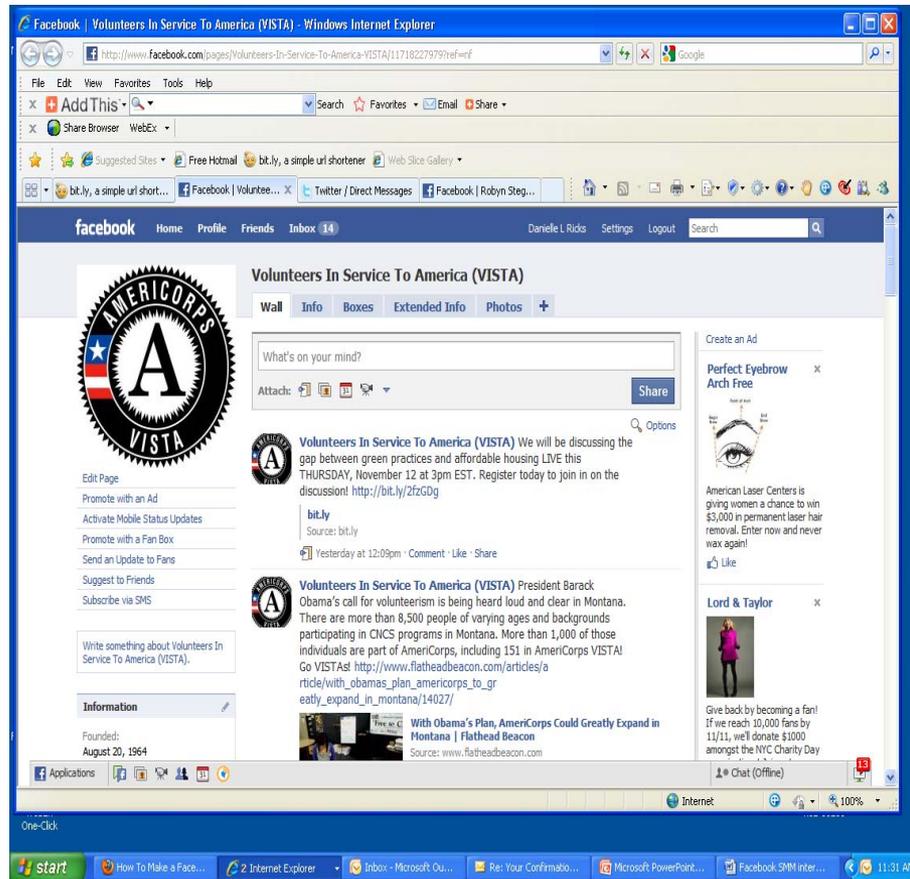
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## VISTA's new Facebook page...



**Stephanie Ross**  
e-Project Specialist  
Campaign  
Consultation, Inc

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## YOUR QUESTIONS!

The screenshot shows a Microsoft PowerPoint window titled "SMM Facebook Deck [Compatibility Mode] - Microsoft PowerPoint" with a standard ribbon interface. Below it is a Windows Internet Explorer browser window displaying the Facebook page for "Volunteers In Service To America (VISTA)". The browser's address bar shows the URL: <http://www.facebook.com/pages/Volunteers-In-Service-To-America-VISTA/11718227979?ref=nf>. The Facebook page header includes the name "Volunteers In Service To America (VISTA)" and navigation tabs for "Wall", "Info", "Boxes", "Extended Info", and "Photos". The main content area features a post from the organization with the text: "We will be discussing the gap between green practices and affordable housing LIVE this THURSDAY, November 12 at 3pm EST. Register today to join in on the discussion! <http://bit.ly/2fzGDg>". Below this is another post mentioning President Barack Obama's call for volunteerism in Montana. The left sidebar of the Facebook page shows the AmeriCorps VISTA logo and various page management options like "Edit Page", "Promote with an Ad", and "Write something about Volunteers In Service To America (VISTA)". The Windows taskbar at the bottom shows the Start button, several open applications including Internet Explorer and PowerPoint, and the system clock displaying 11:27 AM on 11/11/11.

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## YOUR TAKE AWAYS....

### During this webshop you learned:

1. How to fan a page as an individual and organization
2. Who you should become a fan of
3. How to get your organization recognition on Facebook
4. How to create an event for social good
5. The difference between a group page vs. fan page
6. Features of the new VISTA page

✓EVALUATION COMING UP

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## THINGS TO KEEP IN MIND...

1. **Hatch Act**- *restrictions on political activity by federal government employees and by employees of certain state and local government agencies*
2. **Staying Safe online** - protecting yourself, your company and organization while online:
  - Keep your passwords in a secure place
  - Do not share your password with anyone
  - Be Selective in choosing your username and email address
  - Don't give out information simply because it is requested
  - Block or ignore unwanted users
  - Don't allow others to draw you into conflict
  - Watch what you "say" online
  - Never use a work account for personal use
  - *Useful links will be provided at the end of the presentation*

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## CONTINUE THE CONVERSATION

- Visit the V Café on the VISTA Campus to keep the discussion going  
<http://vistacampus.org/mod/forum/discuss.php?d=315>
- Twitter hashtag: #VFBSMM
- Following the webshop, VISTAbuzz will host a free, day-long online event, where you can post additional questions on TWITTER: <http://twitter.com/VISTAbuzz>

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## A GOOD RESOURCE

The Howcast logo, which consists of a blue arrow pointing to the right followed by the word "Howcast" in a bold, blue, sans-serif font.A small orange starburst icon.

Refresh!

HowCast Video <http://www.howcast.com/videos/205883-How-To-Make-a-Facebook-Page-in-Less-Than-Four-Minutes>

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## WEBSHOP LINKS...

HowCast Video on “Creating an Organization Group page”

<http://www.howcast.com/videos/205883-How-To-Make-a-Facebook-Page-in-Less-Than-Four-Minutes>

SlideShare Presentations

▪ <http://www.slideshare.net/darimonline/facebook-groups-pages-and-causes>

▪ <http://www.slideshare.net/tylerbaby2007/how-to-upload-photos-to-facebook>

▪ <http://www.slideshare.net/MyCharityConnects/facebook-101-1136458> \*\*

Fan us on Facebook!

• <http://facebook.com/AmeriCorpsVISTA>

• <http://facebook.com/AmeriCorpsVISTAAlumni>

Hatch Act Information

<http://www.americorps.gov/help/vistahandbook/chapter14.html>

Staying Safe On Line

<http://www.staysafeonline.info/>

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## THANK YOU FOR JOINING US FOR Social Media Monday

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“See” you... next time:

3:00 PM EST January 25<sup>th</sup> on Flickr

*Flickr: Capacity building through photo sharing*

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