



Social Media Monday

virtual workshops · real social change



Geolocation Services: *How you can check-in for good*

Geolocation technologies have transformed how we experience the world around us. Learn how you can use this technology for your VISTA assignment or organization. We'll show you how to use your smartphone to:

- Learn about geolocation apps
- Connect in meaningful ways
- Network around a cause

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WELCOME

Geolocation Services: How you can check-in for good



Suzanne Knizner
Project & Corporate
Coordinator
Campaign
Consultation, Inc.

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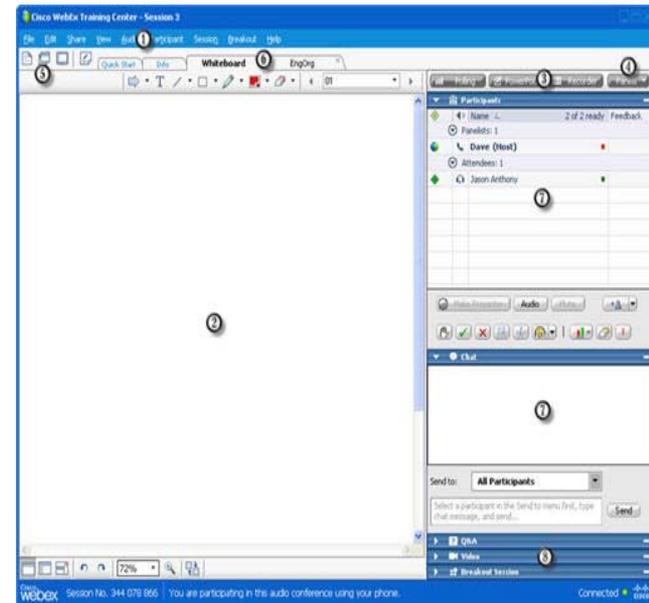


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Tips for using WebEx (this virtual workshop tool)

1. If you lose your internet connection, reconnect using the link that was emailed to you
2. If you lose your phone connection, re-dial the phone number and re-join
3. WebEx Support: 1-866-229-3239 (U.S. and Canada Toll-Free)



Social Media Monday:
Geolocation Services
Conference Call: 1-877-297-9359

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ALSO PLEASE KNOW...

- This webshop is being recorded and will be available on the VISTA Campus Social Media Monday (SMM) landing page along with the archives of previous webshops at <http://vistacampus.org/mod/resource/view.php?id=1957>
- All Links used during this 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.

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OVERVIEW

**Why social media is
important to VISTA
and other
national service
organizations**



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

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PURPOSE...

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

We 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...

- What are geolocation services?
- What tools do you need to use it?
- Where would you “check in”?
- VISTA case study
- Geolocation tips
- Questions and answers



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Geolocation Poll

Are you a VISTA using a geolocation service?

- a. Yes
- b. No

Do you use Foursquare?

- a. Yes
- b. No

Do you use Gowalla?

- a. Yes
- b. No

Do you use another another geolocation service other than the ones above?

- a. Yes
- b. No

How are you using these sites?

- a. For marketing and communications?
- b. Building a community?
- c. Sharing your organization's mission?
- d. Recruiting volunteers

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What are Geolocation Services?

- Provides real-world location experience
- Works by automatically looking up an IP address
- Requires you to sign up with a service and download an app
- Can be integrated into social networks

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Geolocation Devices



- A smartphone, such as iPhone, Blackberry, Android or Windows Phones



- An iPad or Tablet

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Geolocation Services



Foursquare – Gives you new ways of exploring a city or particular location. Earn points and unlock badges for discovering new things.

✓ **POLL RESULTS**

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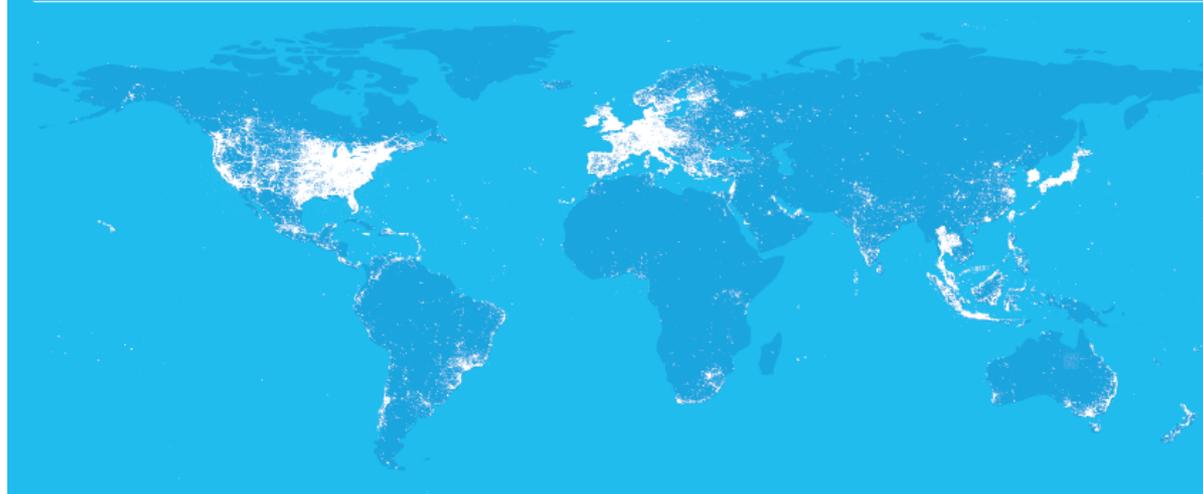
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foursquare™

2010: OUR YEAR OF 3400% GROWTH

GLOBAL CHECK-INS



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TOTAL CHECK-INS

381,576,305

IN EVERY SINGLE COUNTRY
LAST COUNTRY TO CHECK IN: N. KOREA



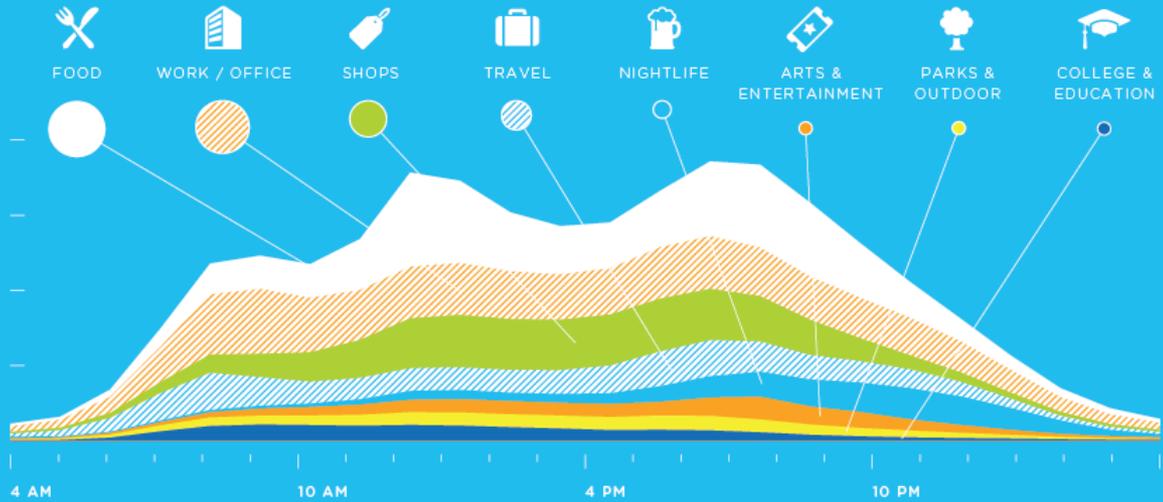
CHECK-INS FROM SPACE

1



FROM THE INTERNATIONAL SPACE STATION
OCTOBER 22, 2010

CHECK-INS BY CATEGORY THROUGHOUT THE DAY



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[Me](#) [History](#) [Badges](#) [Stats](#) [Friends](#)

Search places, people and tips



VISTA BUZZ

Baltimore, MD



DAYS OUT

29

CHECK-INS

49

THINGS DONE

10

[Tips](#) [To-Do List](#)

[POPULAR](#) [RECENT](#)

Adding tips is easy. Just [find your favorite spots](#) and get started!



Waverly Elementary School

Learn about opportunities to get involved here by joining your neighborhood listserv. There are often postings for community input as well as events to support local kids. Not to mention the band!

✓ 1 | 3 weeks ago



Food Depot

Deep food discounts, food stamps accepted, and a modest selection of fresh produce

You have 1 pending friend request

Badges (7)

[See All](#)



Mayorships (3)



Campus Tour HQ



Enoch Pratt Free Library - Baltimore, MD



T/TA Conference Room

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VISTA Case Study



Ashley Laflin

VP, Minnesota InterCorpCouncil
Tutoring Program Coordinator/VISTA
Neighborhood House

Neighborhood House
Developing Skills, Knowledge & Confidence

help people build **COMMUNITY**

[DONATE](#)

[VOLUNTEER](#)

[Search](#)

- Home
- Donate
- Rent Space
- About Us
- Events
- Volunteer
- Employment
- Publications
- Wellstone Center
- Cultural Proficiency Workshops
- Contact Us
- Achievement Fund
- Testimonial

News & Events

NEW! Adoption of East Side Family Center
Neigh's plan to adopt non-profit Family Services Center.

News Archive
Neighborhood House in the News

[Video Gallery Archive](#)

[Photo Gallery](#)

[Video Gallery NEW](#)

[Links](#)

Joe Maurer
is coming to
El Rio Vista Recreation Center
Neighborhood House
Twins Winter Caravan Exclusive St. Paul Stop

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Danielle in Washington, DC | [Apps](#) | [Help](#) | [Settings](#) | [Log Out](#)

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Search places, people and tips



Ashley L.

Minneapolis, MN

DAYS OUT
93

CHECK-INS
153

THINGS DONE
0

Tips

[POPULAR](#) [RECENT](#)

Ashley L. hasn't added any tips near Washington, DC yet.

Add As Friend

Badges (9)

[See All](#)



Mayorships (3)

Bread Coffee & Cake
St Paul, MN

Eli's
Minneapolis, MN

Neighborhood House
St Paul, Minnesota

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VISTA Case Study



Landon Hoyt
Main Street Coordinator
AmeriCorps*VISTA
NEDCO
(Neighborhood Economic
Development
Corporation)

NEDCO Neighborhood Economic Development Corporation

Welcome to NEDCO

Helping people and neighborhoods build assets through home ownership, business development, and neighborhood revitalization.

Donate Now
Secure donations through Network for Good

News

- NEW! Hatch: A Business Incubator**
Grow your small business! If you have five or fewer employees, income quality and are getting ready to take your business to the next level Hatch might be right for you. [Download the application packet](#) to learn more and apply.
- Springfield Farmers' Market**
Season starts May 7th- Fresh and Lively Every Friday 3-7PM!
- Employment Opportunity at NEDCO:** [Click Here to view the description for the Bilingual Office Manager, Admin Support.](#)

Classes and Events

- ABC's of Homebuying** in Springfield and Salem.
- Threshold Homeownership Education and Counseling** in Springfield and Salem
- The Home of Your Own Program (HOYOP)**, in partnership with St. Vincent de Paul
- Default and Foreclosure Intervention Workshops and Services**
 - [DHST Mortgage Payment Assistance Program](#)
- Accepting applications for:**
 - [Nonprofit Marketing Intern](#)

Navigation: About NEDCO, Homeownership Centers, Individual Development Accounts, Housing Development, Community Economic Development, News & Events, Contacting Us, Home

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Search places, people and tips



Springfield Farmers Market

+ ADD TO MY TO-DO LIST

Main St
btw 5th St and 6th St
Springfield, Oregon 97477

[Twitter](#)

[Like](#)



Categories: Farmer's Market, Music Venue

Tags: organic, local, fresh, live music, chef demonstrations, friday afternoon, farmers' market, farmer's market

[edit](#)

Tips

[POPULAR](#) [RECENT](#)

Example: Order the burger and ask for the secret sauce! [\[Add link\]](#)

[SHARE](#)



Landon H.

Get free produce for checking in here!

✓ 1 | 2 days ago

SPECIAL OFFER

Fresh produce (for free) on your first check-in at the market. Just stop by the NEDCO booth and flash your phone.

| YOUR CHECK-INS | TOTAL PEOPLE | TOTAL CHECK-INS |
|----------------|--------------|-----------------|
| 0 | 12 | 23 |

Mayor

Last 60 Days



Landon H.
7 checkins



Photos

No photos here yet!

Staff



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[Me](#) | [History](#) | [Badges](#) | [Stats](#) | [Friends](#)

Search places, people and tips

Second Friday Art Walk

+ ADD TO MY TO-DO LIST

300 Main Street
Main Street
Springfield, Oregon 97477



Like

Categories: Art Gallery, Arts & Crafts

Tags: art, music, food, culture,

[edit](#)

Do you manage this venue? [Claim here](#)

| YOUR CHECK-INS | TOTAL PEOPLE | TOTAL CHECK-INS |
|----------------|--------------|-----------------|
| 0 | 2 | 3 |

Mayor

Last 60 Days



Lee W.
2 checkins



Photos

No photos here yet!

Tips

[POPULAR](#) [RECENT](#)

Example: Order the burger and ask for the secret sauce! [\[Add link\]](#) [SHARE](#)



Lee W.

Check out downtown Springfield every Second Friday. A few must visits: The Rabbit Hole, Washburne Cafe and NEDCO. Hit Noodle n Thai or Chelitas for dinner!

✓ 1 | December 10, 2010

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Other Top Services continued



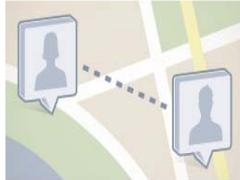
Places

Who. What. When. And now Where.

Share Where You Are



Connect With Friends Nearby



Keep up with your friends, share the places you go, and discover the extraordinary in the world around you.



Facebook places - A forum for VISTAs to connect, inform and inspire their Facebook “friends” in a real-time information network.

Gowalla - Keep up with your fellow VISTAs, share the places you go, discover the world around you - and using your smartphone stamp - your virtual Passport at each place you visit.

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Gowalla

Home (1)

Spots

Trips

Passport

Q Search People and Places

Blog

Settings

Sign Out

Spots you have visited

All 7

Featured 0

Created 3



MLK Day 2011 Hope W...

Baltimore, MD



Community Mediation...

Baltimore, MD



Baltimore Museum Of...

Baltimore, MD



32nd Street Farmers...

Baltimore, MD



T/TA Conference Room

Baltimore, MD



Miller's Court

Baltimore, MD



Village Learning Place



VISTA Buzz

7
Stamps

5
Pins

AmeriCorps VISTA is the national service program designed specifically to help alleviate poverty. Founded as Volunteers in Service to America in 1965, VISTA has been working to address poverty in America for more than 40 years.

[Website / Twitter](#)

Activity

Highlights NEW

Notes NEW

Photos 5

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Services to Watch



Google Latitude - See where your friends are right now; enjoy Google Latitude on your phone, computer, or both.



Brightkite - Discover communities, make the connection and start a conversation with unlimited text.

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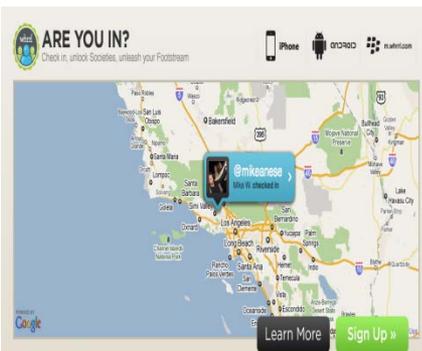
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Services to Watch continued



Whrrl - Check in and discover Societies: real world groups organized around your passions, tastes or interests. If you don't see a Society you like, you can create your own Society and add your own recommendations to inspire others to go out and try something new.



Loopt - see what's happening around you – which friends (from Loopt and Facebook) are nearby and which places other VISTAs like to go to. Use Loopt's free location-based text messaging ("Ping") to connect with friends, and find places to go when you're out and about.

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Geolocation Tips

- Make sure your device is supported
- When possible, make changes to your account from a computer
- Set appropriate privacy settings
- Explore all available features (tips, comments, photos, etc.)

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YOUR QUESTIONS...

Checkin Services

foursquare



brightkite



Google Latitude

✓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. **Being Tasteful and Appropriate**– remember you’re representing VISTA
3. **Staying Safe online** –protecting yourself, and your 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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LEARN MORE ON USING SMM...

Social Media Monday
virtual workshops - real social change

Virtual workshops... real social change.

Follow us on:

VISTA's Social Media Monday (SMM) webshops provide members, sponsors, community leaders, alumni, and others with hands-on access to social media applications to learn how to strategically use these tools to create social change. SMM webshops are hosted by technology experts, along with a variety of guest with on-the-ground experience, to give you a specific set of skills to assist you in your VISTA role and social change efforts.

Upcoming Session

Geolocation Services: How you can check-in for good

February 7, 2011 @ 3pm EST

[Click here for registration information!](#)

What you'll take away:

- Learn about geolocation apps
- Connect in meaningful ways
- Social Network around a cause

Geolocation technologies have transformed how we experience the world around us. The combined forces of smartphones, mobile broadband and location-aware applications will connect us in more meaningful ways to the people, organizations, events, information and companies that matter most to us-- namely, those within a physical proximity of where we are. Learn how you can use this technology for your VISTA assignment or organization.

Useful Links

[Continue the conversation](#)

SMM Archives

November

Social Media Top Three:
The places YOU want to be!

[Download a PDF of this webshop](#)

September

Social Media Success:
Thinking ahead and keeping it going

[Download a PDF of this webshop](#)

August

The VISTA Campus & Your Project

<http://vistacampus.org/mod/resource/view.php?id=1597>

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WEBSHOP LINKS

Foursquare

<http://foursquare.com>

Facebook

<http://facebook.com>

Gowalla

<http://gowalla.com>

Whrrl

<http://whrrl.com>

Loopt

<http://www.loopt.com/>

Springfield Farmers' Market

<http://foursquare.com/venue/6117208>

Second Friday Art Walk

<http://foursquare.com/venue/13975904>

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VISTA Social Media Links

VISTA Campus SMM Course Page

<http://vistacampus.org/mod/resource/view.php?id=1597>

Hatch Act Information

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

Staying Safe On Line

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

VISTA on Twitter

<http://twitter.com/VISTAbuzz>

VISTA on Facebook

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

VISTA on Foursquare

<http://foursquare.com/vistabuzz>

VISTA on Gowalla

<http://gowalla.com/users/VISTAbuzz>

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THANK YOU FOR JOINING US FOR Social Media Monday

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“See” you... next time:

April 4, 2011 3:00 PM EST

Social Media Monday:

V Blogs: Telling your story through video

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