



Social Media Monday

virtual workshops · real social change

Google Plus for Nonprofits

To join the audio portion, please dial:

1.877.917.6905

Passcode: 2668187

This session will begin shortly

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Google + for Nonprofits



If you and your nonprofit have steered clear of Google+ (G+) during its “people only” phase, now is a good time to reconsider. Yes, your presence on Facebook and Twitter is still important — and will continue to be — but G+ offers many great features that you can take advantage of now. From Google Hangouts and customized Circles, to ways to unite volunteers in a Hangout, you’ll find that Google+ has a lot to offer AmeriCorps VISTAs in the social media space.

Our guest speaker, Ben Weaver of Pittsburgh Cares and the HandsOn Tech VISTA project, will walk us through:

- **The basics of how to set up a G+ account**
- **The importance of creating and managing your circles**
- **How to use G+ to collaborate with team members and volunteers**
- **Planning and executing a G+ hangout**
- **Using G+ as a clearing house for photos and video**

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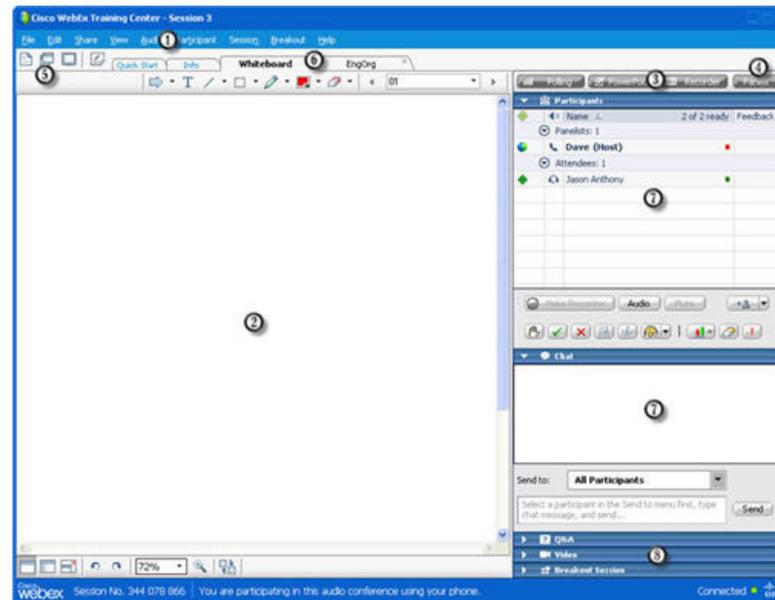


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Tips for Participating

- Submit questions to the presenter at any time using the Q & A feature.
- Share tips, resources, and ideas with other attendees using the Chat feature.
- The phone lines will be open later in the presentation for Questions and Answers.



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Also Please Know ...

- This webshop is being recorded and will be available on the VISTA Campus Social Media Monday (SMM) course page along with the archives of previous webshops at:
<http://vistacampus.org/mod/resource/view.php?id=1597>
- All links used during this webshop will be made available at the end of the presentation

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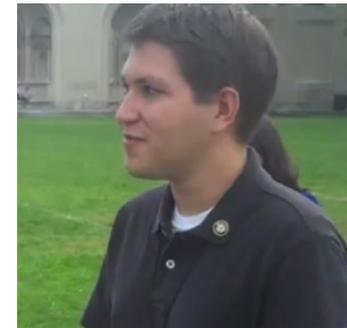
Today's Presenters ...



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



Danielle Ricks
Social Media Specialist
Campaign Consultation, Inc.



Ben Weaver
Community Programs &
Technology
Coordinator
Pittsburgh Cares

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Today's SMM Agenda

- Review of Google products
- Review Google products for nonprofits
- How to set up your organization's G+ account
- Making the most of your organization's account through Hangouts, Circles and collaboration
- Q&A

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Poll

In what capacity are you working with a nonprofit?

- a. AmeriCorps VISTA
- b. Staff member
- c. Not affiliated

Did you know there were Google products specifically for nonprofits?

- a. Yes
- b. No

Are you using a Google+ personal account?

- a. Yes
- b. No

Will you be setting up and/or managing your nonprofit's Google+ professional account?

- a. Yes
- b. No
- c. Unsure

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Google Products for Nonprofits



Google Apps for Nonprofits



Google Grants



YouTube for Nonprofits



Google Earth Outreach



Google Analytics



Google+

<http://www.google.com/nonprofits/products/>

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Google for Nonprofits



Improve how your organization operates with Google for Nonprofits

http://www.youtube.com/watch?v=SikNqEnZjTg&feature=player_embedded#!

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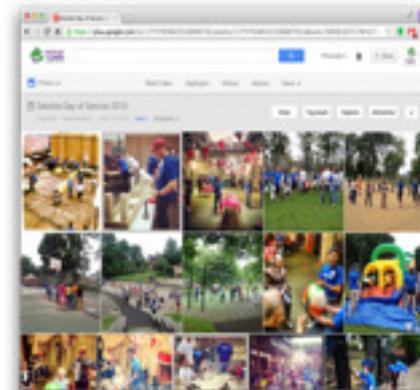
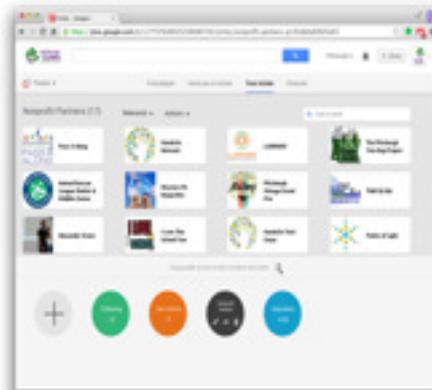
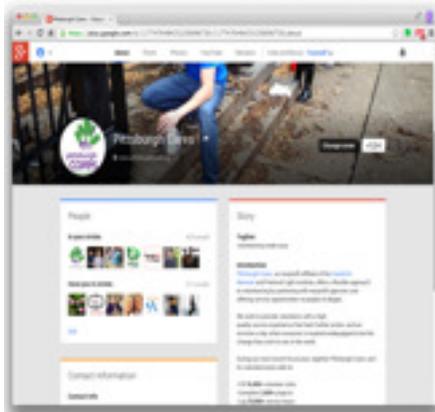
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Google +



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Set Up

1. Create a Google account (gmail or apps)
 - Multiple managers possible later
2. Create your own Google+ page
 - Click the “+” in the top left corner
3. Create your organization’s page
4. Link to website, YouTube and more

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General Organization Page

Pittsburgh Cares | www.pittsburghcares.org Change cover +524

People

In your circles 434 people

Have you in circles 511 people

Story

Tagline
volunteering made easy

Introduction
Pittsburgh Cares, a nonprofit affiliate of the HandsOn Network and Points of Light Institute, offers a flexible approach to volunteering by partnering with nonprofit agencies and offering service opportunities to people of all ages.

We work to provide volunteers with a high-quality service experience that fuels further action, and we envision a day when everyone is inspired and equipped to be the change they wish to see in the world.

During our most recent fiscal year, together Pittsburgh Cares and its volunteers were able to:

- Fill 18,400+ volunteer slots
- Complete 2,400+ projects
- Log 70,000+ service hours

Contact Information

Contact info

Pittsburgh Cares

<http://plus.google.com/117747648425226696730>

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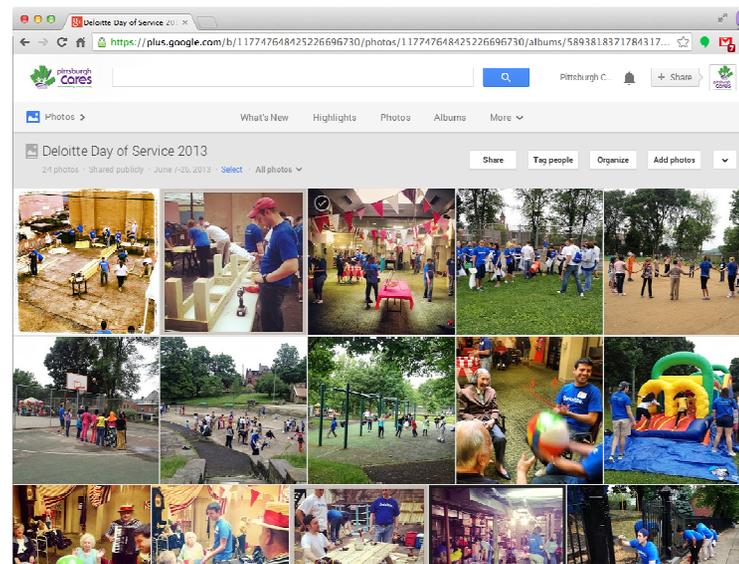


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Photos and Media

- Store a virtually unlimited number of photos
- Easy to share and use on your page



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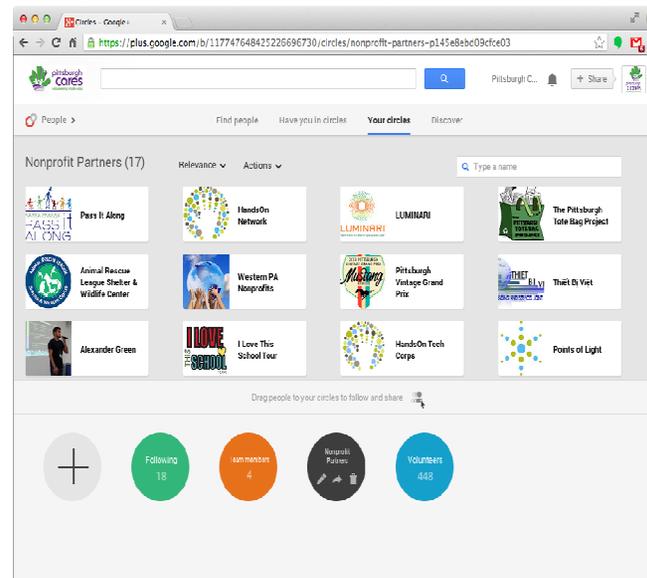


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Circles

- Add, organize and communicate with contacts
- Target your message



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Your Chat Questions



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Hangouts

- Quick collaboration
- Add circles or individual contacts
- Hangouts on air - public hangouts
 - Community Meetings
 - Q&A
 - Appears on YouTube Channel



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Start from organization dashboard

The screenshot shows the Google+ organization dashboard for Pittsburgh Cares. The dashboard includes a navigation bar with 'Overview', 'Notifications', 'Managers', 'Connected services', 'For your site', and 'Settings'. The main content area is divided into several sections:

- Share what's new...:** A section for sharing content, with options for Text, Photos, Link, Video, and Event.
- Check your YouTube channel:** A section displaying YouTube channel statistics: 125 Views, 316 Minutes watched, 30 Total subscribers, and 3 New subscriptions. A 'Visit YouTube' link is provided.
- Start a video call with your followers:** A green section with a 'Start a Hangout' button.
- Notifications:** A section showing recent notifications, such as 'JP Enterprises changed the time.' and 'Kingsley Association invited you to an event.'
- Managers:** A section listing people who can act as Pittsburgh Cares on Google+, including Benjamin Weaver (Owner) and Amanda Trocki (Manager).

The dashboard also features a profile card for Pittsburgh Cares, showing 511 followers and the last post on 08/30. An 'Edit page' button is located below the profile card.

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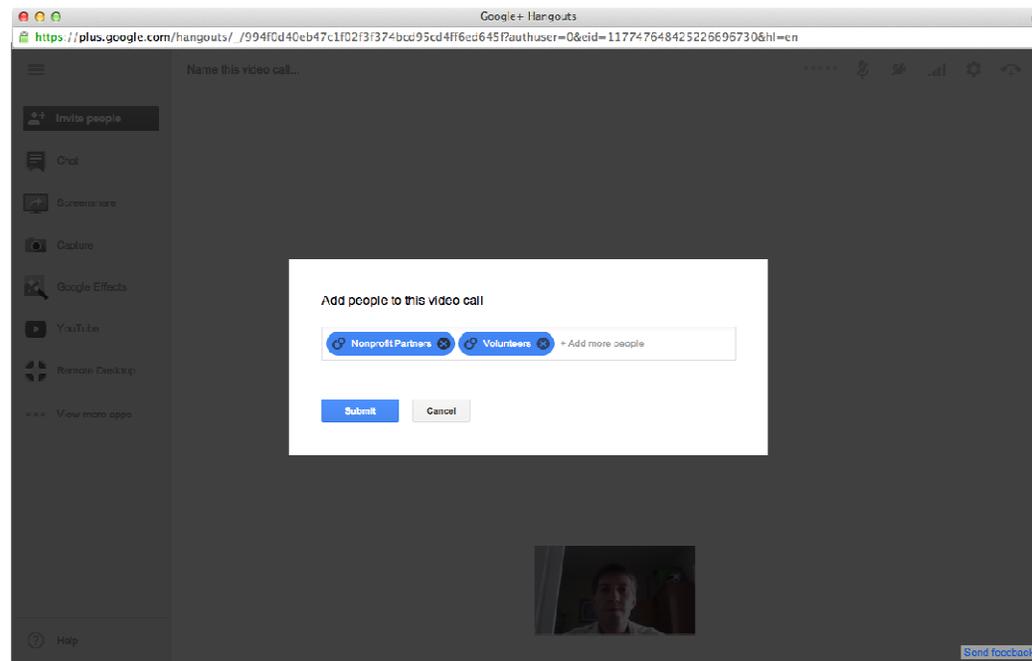
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Invite Circles



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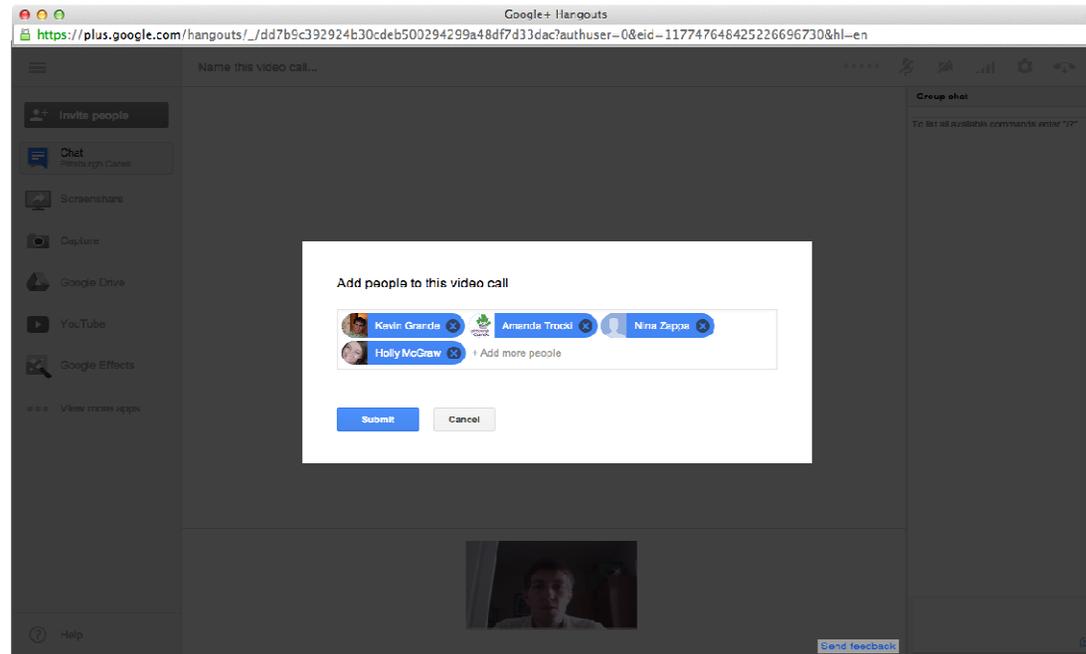
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Invite co-workers and other individuals



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Screenshare

The screenshot shows a Google+ Hangouts window with a URL: https://plus.google.com/hangouts/_/5bdaeabe6a4d293ed2a9477a9cb7f1362a674222?authuser=0&eid=117747648425226696730&hl=en. The main content is a screenshare of a web application titled "PC Occurrences and Partners".

The web application interface includes a navigation menu with items like Home, Organizations, Contacts, Volunteer Events, Volunteer Opportunities, Volunteer Teams, Connections, Documents, Reports, Dashboards, Control Panel, CMS, SMH Ratings, and Grants. The main content area is titled "PC Occurrences and Partners" and features several data visualization components:

- Upcoming Occurrences - All:** A table listing various volunteer events with columns for Start Date, Volunteer Opportunity Name, and Days of Volunteer Spots Needed.
- Recent Volunteer Connections:** A horizontal bar chart showing connections between organizations and volunteers.
- Current and Upcoming Volunteer Opts:** A horizontal bar chart showing the status of volunteer opportunities, categorized by Active, Archived, and Inactive.
- Upcoming Occurrences - Needs/Requires:** A table listing specific volunteer needs with columns for Start Date, Volunteer Opportunity Name, and Days of Volunteer Spots Needed.

At the bottom of the Hangouts window, there are four video thumbnails of participants in the session. A "Send feedback" link is visible in the bottom right corner of the Hangouts interface.

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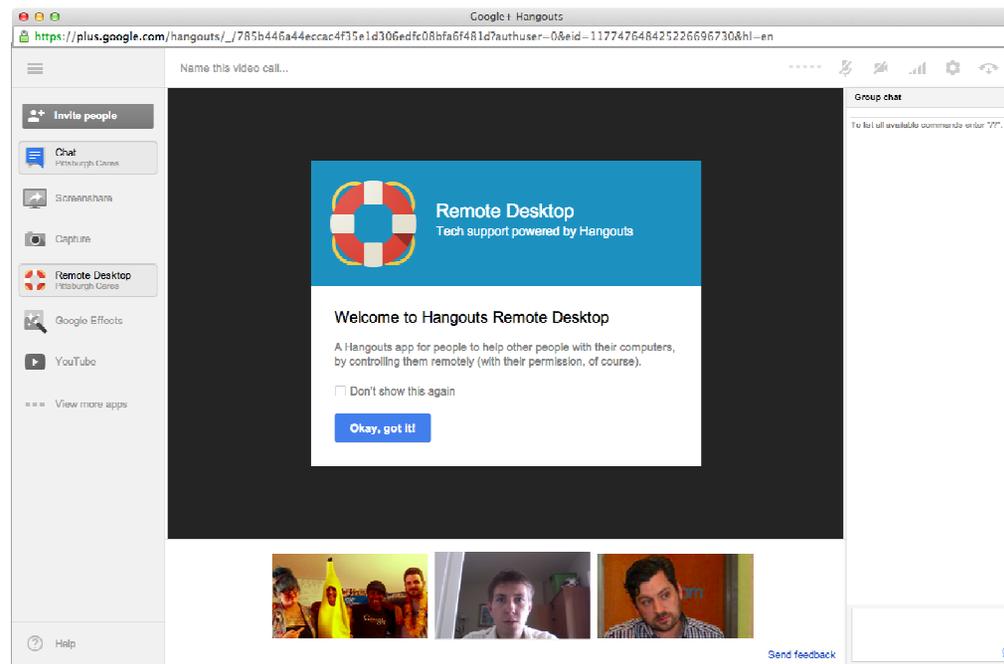
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Remote desktop



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Watch YouTube

The screenshot shows a Google Hangouts window with a YouTube video player and search results. The video player is titled "Pittsburgh Cares with Charlie Batch by Pittsburgh Cares" and shows a man speaking into a microphone. The search results are for "pittsburgh cares" and include several video thumbnails with titles like "AmeriCorps Week 2012 Contest Submission: Han...", "Pittsburgh Cares Birthday Flash Mob", "Pittsburgh Cares VOL VIDEO", "Who Cares? Pittsburgh Cares Video Response Co...", "Pittsburgh Cares' 26th Anniversary Contest Inter...", "Pittsburgh Cares with Charlie Batch", and "Pittsburgh CARES Circle of the National CARES ...".

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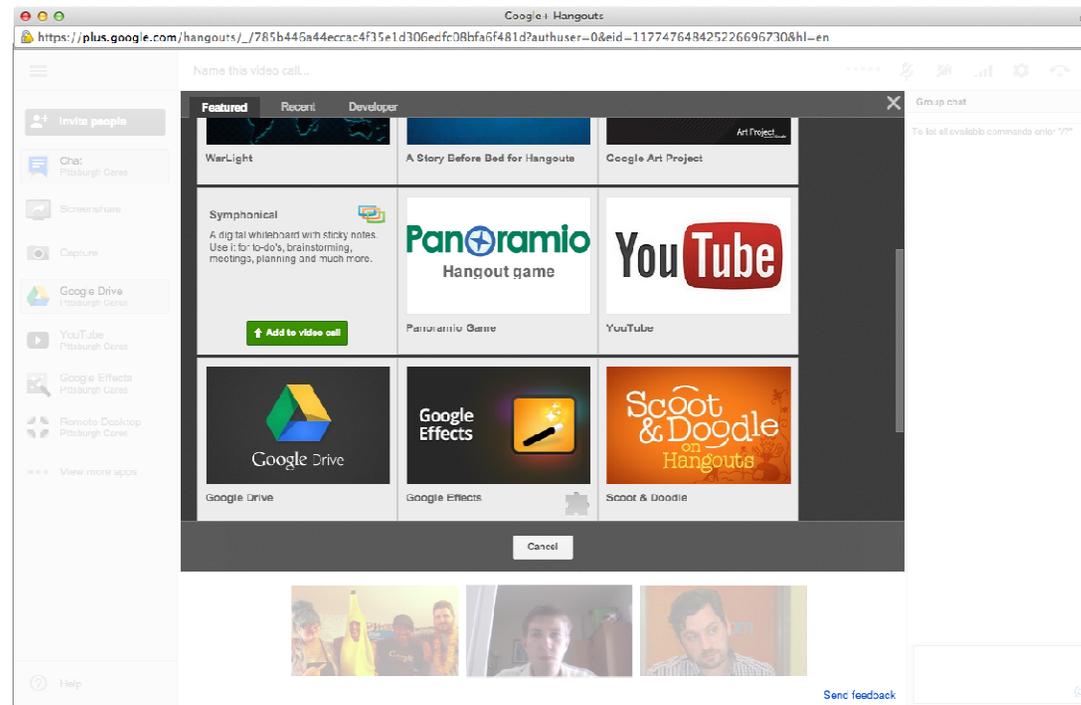
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Google Drive and other apps



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Hangouts on air

The screenshot shows a Google+ Hangouts On Air page. The browser address bar displays the URL: <https://plus.google.com/b/117747548425226696730/hangouts>. The page header includes the Pittsburgh Cares logo and a search bar. Below the header, there are two live hangout cards:

- David Locke**: Shared publicly - 10:03 AM. The video thumbnail shows David Locke with a play button and an "ON AIR" badge. The title is "TIP OFF - September 4th - Do we Agree" and it notes "David Locke and 7 others are participating".
- Bert Bledsoe**: Shared publicly - 10:01 AM. The video thumbnail shows Bert Bledsoe with a play button and an "ON AIR" badge. The title is "WU&SYD 9/4" and it notes "Bert Bledsoe and 2 others are participating".

Each card includes a "+1" button, a share icon, and a comment input field.

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Your Questions



✓EVALUATION COMING UP

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Evaluation

Please take a few moments to share your feedback. How can we improve these sessions? What topics should we include in future webinars?

Thank you very much for your time and participation!

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Useful Links

Google for Nonprofits

http://www.youtube.com/watch?v=SikNqEnZjTg&feature=player_embedded#!

YouTube for Nonprofits

youtube.com/nonprofits

Google+ Hangouts

www.google.com/+learnmore/hangouts

Hangouts FAQ for administrators

<http://support.google.com/a/bin/answer.py?hl=en&answer=1261833>

WikiHow

<http://www.wikihow.com/Use-Google%2B-Hangouts>

HandsOn Tech Pittsburgh

<http://tech.pittsburghcares.org/>

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Social Media Links

VISTA on Twitter

twitter.com/VISTAbuzz

VISTA Facebook Page

facebook.com/AmeriCorpsVISTA

VISTA on YouTube

youtube.com/user/VISTAO outreach

VISTA Flickr Group Pool

<http://www.flickr.com/groups/visfor>

VISTA Forums

vistacampus.org/mod/forum/view.php?id=1905

VISTA Campus SMM Course Page

vistacampus.org/mod/resource/view.php?id=1597

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THANK YOU for your participation!

If you have further questions or for more information,
contact us:

VISTAwebinars@CNS.gov

Coming up next:

The Intersection of Poverty, Race and Health Webinar

Tomorrow, September 17, 2013

2:00 PM ET

<https://etr.webex.com/etr/onstage/g.php?t=a&d=920180039>



Visit the **Webinars for VISTA Course Page** on the **VISTA Campus** for registration links and more for more info at this [link](#)

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