



# Social Media Monday

virtual workshops · real social change



## **Ning and Blogs: *Involving and engaging your communities***

**Learn how to use the Ning sites and Blogs to:**

- Communicate daily on a variety of activities taking place in your community or organization
- Generate interest in and support for your group or cause
- Keep your community involved and engaged through resources and discussions
- Chronicle your VISTA experience

Sponsored by  
Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE**

Provided by  **CAMPAIGN  
CONSULTATION  
INCORPORATED**



# Social Media Monday

virtual workshops • real social change

## WELCOME

### Ning and Blogs: Involving and engaging your communities

How VISTAs, sponsors, community leaders, alumni, and other national service organizations can use Ning and Blogs to connect daily!



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

Sponsored by Corporation for NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED

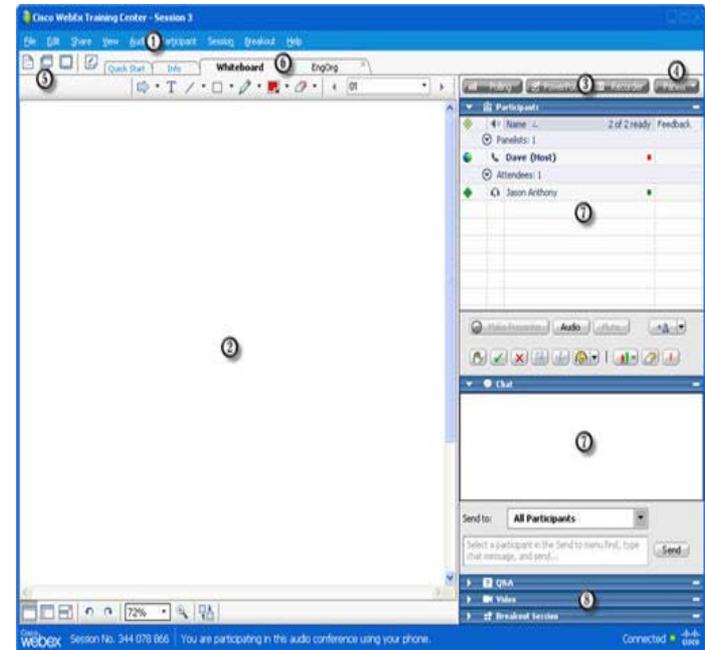


# Social Media Monday

virtual workshops - real social change

## 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. To mute the call hit \*6
3. To unmute the call hit \*6
4. If you lose your phone connection, re-dial the phone number and re-join
5. WebEx Support: 1-866-229-3239 (U.S. and Canada Toll-Free)



**Social Media Monday:**

**Ning and Blogs:** *Involving and engaging your communities*

**Conference Call:** 1-877-297-9359

Sponsored by  
Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE**

Provided by  
 **CAMPAIGN  
CONSULTATION  
INCORPORATED**



# Social Media Monday

virtual workshops · real social change

## 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=1367>
- All Links used during this webshop will be made available at the end of the presentation

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops • real social change

## 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-Specialist  
Campaign  
Consultation,  
Inc.

Sponsored by  Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops · real social change

## OVERVIEW....

Social Media can help VISTA and other national service organizations communicate and connect on a variety of activities taking place in your community or organization.



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

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

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



# Social Media Monday

virtual workshops - real social change

## PURPOSE...

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

Each month, we 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



Sponsored by  
Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE**

Provided by  **CAMPAIGN  
CONSULTATION  
INCORPORATED**



# Social Media Monday

virtual workshops · real social change

## TODAY'S SMM AGENDA...

- Why Ning and Blogs
- Introduction of guests
- Getting started on a Ning
- Using your blog
- What to share
- Questions and Answers



Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops · real social change

## SMM POLL: Ning and Blogs...

**Are you in a Ning network?**

- a. Yes
- b. No

**Do you have a blog?**

- a. Yes
- b. No

**As a VISTA, I'm using Ning and Blogs to:**

- a. Communicate with other VISTAs
- b. Promote my project
- c. Share ideas and stories
- d. Stay connected

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops · real social change

## WHY Ning and Blogs...

- You are in control of your content
- On the Ning network you can express common interests and meet new people around shared ideals
- On a blog you can share your thoughts, allowing readers to interact with you by leaving comments

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## GETTING STARTED...



Create a Ning Network

Danielle Ricks Sign Out

Discover Ning Networks Settings

WELCOME BACK, DANIELLE RICKS

[CREATE A NING NETWORK >>](#)

### DISCOVER NEW NING NETWORKS

Click on an interest below to see Ning Networks in that category. Then, click on a Ning Network and you'll be able to visit it and see similar ones.



[Edit Your Profile](#)

### MY NING NETWORKS



Sponsored by Corporation for NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change



Create and discover Ning Social Networks for your interests and passions

Already have an account? [Sign In](#) or [Join Now](#)

## CREATE YOUR OWN NING NETWORK

Ning Network Name

My Ning Website

Ning Network Address

MyNingWebsite .ning.com

CREATE »

## DISCOVER NING NETWORKS YOU'LL LOVE



**AMPED 4-A-CURE**  
Bringing people together at concerts and events to support cancer research



[Discover More »](#)

[ABOUT NING](#)

[WHY YOU'LL ♥ NING](#)

[FROM THE NING BLOG](#)

Sponsored by NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change



SIGN UP  
...OR SIGN IN

## SIGN UP FOR A FREE NING ACCOUNT

Your Ning ID lets you create Ning Networks and join existing social networks on Ning. Already have a Ning ID? [Sign In](#).

Name

Email Address

You'll use this email to sign into any Ning Network.

Password

Retype Password

Birthday

Type the 2 Words  
on the Right



By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#).

**SIGN UP**





# Social Media Monday

virtual workshops - real social change



[ABOUT YOUR NING NETWORK](#)

[FEATURES](#)

[APPEARANCE](#)

## DESCRIBE YOUR NING NETWORK

[LAUNCH!](#) or [NEXT >](#)

Give everyone a reason to join your Ning Network. Want to make your Ning Network private or use a language other than English? Do that here too.

### Network Name

My Ning Website

### Privacy

- Public** - Anybody can see or join it
- Private** - Only invited people can join and see it

### Tagline

Create a fun catchy tagline.

Appears in the header of your Ning Network

### Description

This is where you would describe your Ning network. Your description will appear in search results and on your Home page, if desired.

6

### Keywords

community, social change

Separate each keyword with a comma

176

Sponsored by NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change



[ABOUT YOUR NING NETWORK](#)

[FEATURES](#)

[APPEARANCE](#)

## ADD FEATURES TO YOUR NETWORK

[LAUNCH!](#) or [NEXT >](#)

Select the features you want for your Ning Network by dragging from the list on the left to the layout on the right.

### FEATURES

- Forum
- Groups
- Blog
- Chat
- Music

[View all features](#)

Drag Here  
to Remove Feature

### LAYOUT

My Ning Website

Activity	Photos	Username Password Ads Created By Badges
Members	Videos	
	Events	

[NEXT >](#)

Sponsored by

Provided by





# Social Media Monday

virtual workshops - real social change

NING Create a Ning Network!

Stephanie Sign Out

Search My Ning Website



MAIN INVITE MY PAGE MEMBERS PHOTOS VIDEOS FORUM EVENTS BLOGS CHAT MANAGE

## My Ning Website

CREATE A FUN CATCHY TAGLINE.

NING

Welcome to My Ning Website, Stephanie!  
Here are a few things you can do right now...

- Invite Members
- Add Profile Photo
- Add Content

### LATEST ACTIVITY

Edit



### MEMBERS

Edit



+ Invite More

View All

### EVENTS

Edit

+ Add an Event

### FORUM

Edit

+ Start Discussion

### PHOTOS

Edit

+ Add Photos

### VIDEOS

Edit

+ Add Videos

### BLOG POSTS

Edit

+ Add a Blog Post

### CHAT

Edit

### STEPHANIE

Sign Out

Inbox

Alerts

Friends - Invite

Settings

Quick Add...

#### Music For Relief

Linkin Park, Dave Matthews Band and more team up with Music for Relief to aid earthquake victims .  
Learn More...

#### Haiti Rewired

Join the ongoing conversation about technology, infrastructure and the future of Haiti.  
Learn More...

Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops · real social change

## SMM Ning and Blogs GUESTS...



**Paul Best**  
VISTA Alumnus  
Scholar Services  
Associate  
STARFISH INITIATIVE



**Michael Ewing**  
Communications and  
Outreach Coordinator  
The Volunteer Center of  
Northwest Suburban Chicago



# Social Media Monday

virtual workshops - real social change

## A CASE STUDY...



**Paul Best –**  
VISTA Alumnus  
Scholar Services  
Associate  
STARFISH INITIATIVE  
Indianapolis, Indiana



Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change

Starfish Scholars - Filling emp... Starfish Mentors - An Onli... X

Starfish Mentors  
online community

AN ONLINE COMMUNITY FOR STARFISH INITIATIVE MENTORS...

HOME MY PAGE MENTORS EVENTS GROUPS FORUM BLOGS PHOTOS VIDEOS STARFISH INITIATIVE

**MEMBERS**

VIEW ALL

**LATEST ACTIVITY**

- Geneva Rawlins and Lisa Sims are now friends January 30
- Paul D. Best left a comment for Dealtra Tillman January 29
- Dealtra Tillman and Kishia Byrd joined Starfish Mentors January 28
- Kishia Byrd updated their profile January 28

Welcome to Starfish Mentors

**Sign Up**  
or Sign In

Ads by Google

**Graduation Invitations Photos**  
Modern & Trendy Photo Graduation Announcements At Affordable Prices!  
www.PearTreeGreetings.com

**Travel For College Students**

Sponsored by Corporation for NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change



**Michael Ewing**  
Communications and  
Outreach Coordinator  
The Volunteer Center of  
Northwest Suburban Chicago

**TVC Pulse**  
*A group blog by the staff at The Volunteer Center of NW Suburban Chicago*

**FEB 16** New Blog post:

We just sent out the latest issue of "Volunteer Management Monthly," and included one of its stories on our blog. This way we can get more use out of our content and also encourage people to sign up for our newsletter. And we can share this great resource with more people! Here's a selection from the post:

  
Compassion Takes Action

*This is the first post by and AmeriCorps VISTA Volunteer Management Monthly.*

---

**COMPASSION TAKES ACTION**

Resources, thoughts, and inspiration for—and by—non-profits Home About

[Click here to go back to volunteerinfo.net](#)

**The Takeaway: 9 Ways to Reduce Stress**  
MARCH 15, 2010

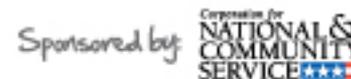
by Mike Ewing  
*The Takeaway is a series of posts about important lessons, insights, or stories that we've learned from our professional development workshops at The Volunteer Center. Our latest workshop at The Volunteer Center was presented by Jerry Finney, who is a professional coach and . The workshop was all about how people in the non-profit world can reduce the amount stress both in their lives and in their workplaces. His lessons seemed especially valuable in our current situation, with so many organizations facing rising needs for their services but decreasing funding from state and other sources. Needless to say we're all just a little*

SEARCH  
type and press enter

RECENT POSTS

- The Takeaway: 9 Ways to Reduce Stress
- VISTA Update from Chile
- How to: Write an Effective Volunteer Opportunity Listing

TOPIC CLOUD  
[Charity](#) [Events](#) [From the Web](#) [Inspiration](#) [Marketing](#) [Nonprofit](#) [Professional](#)





# Social Media Monday

virtual workshops - real social change

## COMPASSION TAKES ACTION

Resources, thoughts, and inspiration for- and by- non-profits

[Home](#) [About](#)

[Click here to go back to volunteerinfo.net](#)

### The Takeaway: 9 Ways to Reduce Stress

[LEAVE A COMMENT](#)

MARCH 15, 2010

by Mike Ewing

*The Takeaway is a series of posts about important lessons, insights, or stories that we've learned from our professional development workshops at The Volunteer Center.*

Our latest workshop at The Volunteer Center was presented by Jerry Pinney, who is a professional coach and . The workshop was all about how people in the non-profit world can reduce the amount stress both in their lives and in their workplace. His lessons seemed especially valuable in our current situation, with so many organizations facing rising needs for their services but decreasing funding from state and other sources. Needless to say we're all just a little

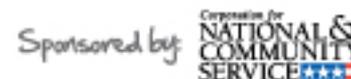
#### SEARCH

#### RECENT POSTS

- > [The Takeaway: 9 Ways to Reduce Stress](#)
- > [VISTA Update from Chile](#)
- > [How to: Write an Effective Volunteer Opportunity Listing](#)

#### TOPIC CLOUD

[Charity](#) [Events](#) [From the Web](#) [Inspiration](#)  
[Marketing](#) [Nonprofit](#) [Professional](#)





# Social Media Monday

virtual workshops · real social change

- **Blogs** are a publishing tool that allows for easily sharing of thoughts, text, photos, and video
- **Ning** networks are sites that allow you to create and/or join various social networks that you may be connected with via a common interest or mission

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## JOINING A NING...

**Service Connection: United We Serve Online Community**

Corporation for NATIONAL & COMMUNITY SERVICE



Home Invite My Page Groups Forum MultiMedia Members

Welcome to Service Connection, Danielle Ricks!  
Here are a few things you can do right now...

- Invite Friends
- Add Content
- Add Apps

**Get Started**

Welcome to Service Connection.

The online community where you can stay connected with others and discuss / share ideas around

**Groups**

- [Group 1]
- [Group 2]
- BUILDING A BLUEPRINT for change
- [Group 3]
- [Group 4]

**Danielle Ricks**

- Sign Out
- Inbox
- Alerts
- Friends - Invite

Service Connection Chat | 1 Online

<http://www.serviceconnectiononline.org/>

Sponsored by Corporation for NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change

## CREATING YOUR PAGE...

Service Connection

**Service Connection: United We Serve Online Community** Corporation for NATIONAL & COMMUNITY SERVICE

Home Invite **My Page** Groups Forum MultiMedia Members

**Welcome, Danielle Ricks!**

What are you doing for others?   140

**Gifts Received**

You have not received any gifts yet

**Latest Activity**

**Danielle Ricks**  
Sign Out  
Inbox  
Alerts  
Friends - Invite  
Settings  
Quick Add...  
**Latest Activity**  
Danielle Ricks left a comment for Whitney Casey on Monday.

Service Connection Chat | 1 Online

Sponsored by Corporation for NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change

## SHARING YOUR BLOG...

Follow Share Report Abuse Next Blog» vistabuzzsmm@gmail.com New Post Customize Sign Out

### The VISTAbuzz Blog

*VISTA supports low-income communities by strengthening local organizations, encouraging volunteer service, and generating the commitment of private sector resources. Our Volunteers, with a commitment to social justice, and utilizing the gifts of others, bring individuals and communities out of poverty.*

---

**About Me**



VISTABUZZ  
Volunteers In Service To America (VISTA), the AmeriCorps program dedicated to help alleviate poverty, is operated by the federal agency, the Corporation for National & Community Service.

[View my complete profile](#)

**Video Bar**



TUESDAY, MARCH 23, 2010

### VISTA Soical Media Monday

Social Media Monday: Virtual workshops... real social change

VISTA's Social Media Monday (SMM) webshops are offered each month to provide members, sponsors, community leaders, alumni, and others with hands-on access to social media applications and an opportunity to learn how to strategically use these tools to create social change.

SMM webshops are hosted by technology experts along with a variety of guests with on-the-ground experience. Each month, we aim to give you a specific set of skills to assist you in your VISTA role and social change efforts

Posted by VISTAbuzz at 9:38 AM 0 comments

Subscribe to: [Posts \(Atom\)](#)

Sponsored by Corporation for NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops • real social change

## HOSTING YOUR BLOG...

### THE MOST POPULAR BLOG SITES

- Blogger
  - [www.blogger.com](http://www.blogger.com)
- WordPress.com
  - [www.WordPress.com](http://www.WordPress.com)
- Typepad
  - [www.Typepad.com](http://www.Typepad.com)

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## Blogger

[www.blogger.com](http://www.blogger.com)

1 CREATE ACCOUNT 2 NAME BLOG 3 CHOOSE TEMPLATE

### 1 Create a Google Account

**Google Accounts**

This process will create a Google account that you can use on other Google services. If you already have a Google account perhaps from Gmail, Google Groups, or Orkut, please [sign in first](#)

Email address (must already exist)	<input type="text"/>	You'll use this address to log in to Blogger and other Google services. We'll never share it with third parties without your permission.
Retype email address	<input type="text"/>	Type in your email address again to make sure there are no typos.
Enter a password	<input type="password"/> <a href="#">Password strength:</a>	Must be at least 8 characters long.
Retype password	<input type="password"/>	
Display name	<input type="text"/>	The name used to sign your blog posts.
Email notifications	<input type="checkbox"/> Send me feature announcements, advice, and other information to help me get the most out of my blog.	
Birthday	<input type="text"/>	MM/DD/YYYY (e.g. *3/23/2010*)

Sponsored by  
Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE**

Provided by  **CAMPAIGN  
CONSULTATION  
INCORPORATED**



# Social Media Monday

virtual workshops - real social change

## WordPress.com

[www.WordPress.com](http://www.WordPress.com)

The screenshot shows the WordPress.org homepage. At the top is a dark navigation bar with the WordPress logo and 'WORDPRESS.ORG' text, followed by menu items: Home, Showcase, Extend, About, Docs, Blog, Forums, Hosting, and a highlighted 'Download' button. The main content area is light blue and features a 'Add New Post' section on the left with a title 'Fascinating Adventures in User Interfac...', a rich text editor toolbar, and the text 'It's finally here, the moment you've all been waiting for!'. To the right, a text block describes WordPress as a state-of-the-art publishing platform. Below this, a 'Ready to get started?' section includes a 'Download WordPress 2.9.2' button. At the bottom, there are three columns: 'WordPress Books' with a book cover for 'Summer of WordPress 2010: Act I', 'It's Easy As...' with a two-step list, and 'WordPress Users' with logos for eBay and Martha Stewart.

Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change

## Typepad

[www.Typepad.com](http://www.Typepad.com)

The screenshot shows the TypePad website interface. At the top left is the TypePad logo. To the right is a login section with fields for "Email Address" and "Password", a "Sign In" button, and a "Remember me" checkbox. Below the login section is a navigation menu with links for "Home", "PRO", "Features", "Why TypePad", "Resources", "Business", and "Pricing". A yellow "Get a Pro Blog" button is positioned to the right of the navigation menu. The main content area features a large image of three different blog themes: "Soule Mama", "HELLO my name is Heather", and another theme with a green apple. To the right of the image is the heading "Blog Like a Pro" and the text "The best bloggers use TypePad Pro". Below this is a list of three benefits: "Beautiful", "Connected", and "Supported". A yellow "Start your free trial now" button is located below the list. At the bottom of the main content area, there is a link "Learn more »". Below the main content area is a section titled "Looking for a simpler blog?" with a green "Create a Micro blog now" button.

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  
CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

About Why Service? Authors Comment Policy

## The New Service

### Subscribe by Email

Click here to receive  
The New Service posts  
through your email

### Categories

Select Category

Search

### Can't find what you are looking for?

Do you have a question or need advice that we haven't written about yet? Email us at

### Emerging Corps: Blue Engine's Nick Ehrmann

March 4, 2010 — Amy Potthast, Idealist.org



Blue Engine's Nick Ehrmann

The New Service podcast show features a service program tackling the challenges of college completion for students from low income families. *Blue Engine is now accepting applications for its 2010-11 corps.*

In 2010, a new national service corps is getting off the ground. Blue Engine, based in New York City, aims to recruit a corps of about a dozen fellows for the 2010-2011 school year to facilitate daily, differentiated, small-group instruction for high school freshmen.

Our guest is Nick Ehrmann—Blue Engine's engine and a Teach For America alum— who says that we know how to get high-needs kids into college, or getting them "college eligible" — nonprofits and schools have been

targeting and tackling hurdles like high school completion, college admissions, and financial assistance.

But, while the high school drop-out problem is far from solved, groups are paying far less attention to college completion rates for high-needs kids, or "college readiness."



### Catalyzing Service

The New Service from Idealist.org and partners offers resources, tips, and news for the service-minded. Read more...

### Career and Alumni Links for Corps Members

A career transitions book just for you: Service Corps to Social Impact Career from Idealist.org

Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops • real social change

## TIPS FOR YOUR Ning and Blogs...

- Set up an interesting profile
- Keep your blog up to date
- Share content and updates
- Control your settings
- Manage widgets
- Use those tags

✓ **EVALUATION COMING UP**

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## YOUR QUESTIONS...

**NING** Create a Ning Network

Danielle Ricks Sign Out

[Discover](#) [Ning Networks](#) [Settings](#)

WELCOME BACK, DANIELLE RICKS

[CREATE A NING NETWORK »](#)

### DISCOVER NEW NING NETWORKS

Click on an interest below to see Ning Networks in that category. Then, click on a Ning Network and you'll be able to visit it and see similar ones.



[Edit Your Profile](#)

### MY NING NETWORKS



Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops · real social change

## 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*

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## LEARN MORE...

**Social Media Monday (SMM)**

**Social Media Monday** virtual workshops - real social change

Virtual workshops... real social change. Follow us on: YouTube, Twitter, Facebook, Flickr

VISTA's Social Media Monday (SMM) webshops are offered each month to provide members, sponsors, community leaders, alumni, and others with hands-on access to social media applications and an opportunity 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. Each month, we aim to give you a specific set of skills to assist you in your VISTA role and social change efforts.

**Upcoming Session**

January 25th 3pm EST

**Flickr:**  
Capacity building through photo sharing  
Register now!

**What you'll take away**

In this workshop, you will learn to:  
Engage supporters and heighten interest through photos for the "V is for..." campaign, your PSO experience, community service project, or special event.

**Comments?**

Continue the discussion on using social media for social change in the Social Media forum!

**Useful Links**

The VISTA Map - NEW! Connect with VISTAs and Alumni using this new application. Enter a pin showing where you serve(d) and find others based on location, program type and year(s) of service.

VISTA Facebook Page - NEW!  
VISTA Alumni Facebook Page - NEW!

**SMM Archives**

**October**

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

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

... all using less than 140 characters

Download a PDF of this webshop

**November**

**Facebook:** Making friends and gaining fans

<http://vistacampus.org/mod/resource/view.php?id=1367>

Sponsored by  
CORPORATION FOR  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  
CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## CONTINUE THE CONVERSATION...

twitter



On Twitter use the hash tag #NingBlogsSMM  
And don't forget to follow @VISTAbuzz

VISTA on Twitter

<http://twitter.com/VISTAbuzz>

twitter

Home Profile Find People Settings Help Sign out

Name AmeriCorps VISTA  
Location USA  
Web <http://vistacampus.org>  
Bio Follow and share the buzz... AmeriCorps VISTA (Volunteers in Service To America) ... working to end poverty since 1964

2,002 following 1,810 followers 82 listed

Tweets 1,206

Favorites

Lists

- @VISTAbuzz/vista-supporters
- @VISTAbuzz/vistas-service-learning
- @VISTAbuzz/vista-alumni-who-tweet
- @VISTAbuzz/vistaswhotweet

View all

Following

That's you!

Your lists: @VISTAbuzz/vista-supporters

TY! RT @Kwistenn Signed up 4 another SMM Webshop Love 'em! RT @VISTAbuzz Photo sharing 2 build capacity SMM webshop <http://bit.ly/8pkPz8>  
10 minutes ago from web

Photo sharing to build capacity in our next Social Media Monday Webshop. Sign up today! <http://bit.ly/8pkPz8>  
about 4 hours ago from web

Social Media Monday webshop on using Flickr to build capacity THIS Monday, 1/25 at 3:00 PM EST. Register 2day!  
<http://bit.ly/8pkPz8>  
about 4 hours ago from bit.ly

Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change

## WEBSHOP LINKS...

Service Connection Ning

<http://www.serviceconnectiononline.org/>

Starfish Scholars Social Network:

[www.starfish.ning.com](http://www.starfish.ning.com)

Starfish Mentors Social Network

[www.starfishmentors.ning.com](http://www.starfishmentors.ning.com)

Volunteer Info Blog

<http://compassiontakesaction.wordpress.com/>

Top Blogs

[www.blogger.com](http://www.blogger.com) [www.wordpress.com](http://www.wordpress.com) [www.typepad.com](http://www.typepad.com)

The New Service Blog

<http://thenewservice.wordpress.com/>

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## WEBSHOP LINKS continued...

Social Media Monday Webshop

<http://vistacampus.org/mod/resource/view.php?id=1367>

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>

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  
CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## THANK YOU FOR JOINING US FOR Social Media Monday

*Virtual workshops – real social change*

“See” you... next time:

**3:00 PM EST April 26<sup>th</sup>**

**LinkedIn: Making it *work* for you!**

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED