



Social Media Monday

virtual workshops · real social change



Powerful Presentations: Engaging and building communities online

At some point in your VISTA assignment you will probably have to do a presentation. In this webshop we'll give you ways to make powerful presentations that are engaging and will help build an online community. We'll introduce:

- A variety of new and standard tools
- Good communication techniques for online presentations
- Ways to maximize presentation software
- Guidelines for creating effective online presentations

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WELCOME

**Powerful Presentations:
Engaging and building
communities online**



Suzanne Knizner
Project & Corporate
Coordinator
Campaign
Consultation, Inc.

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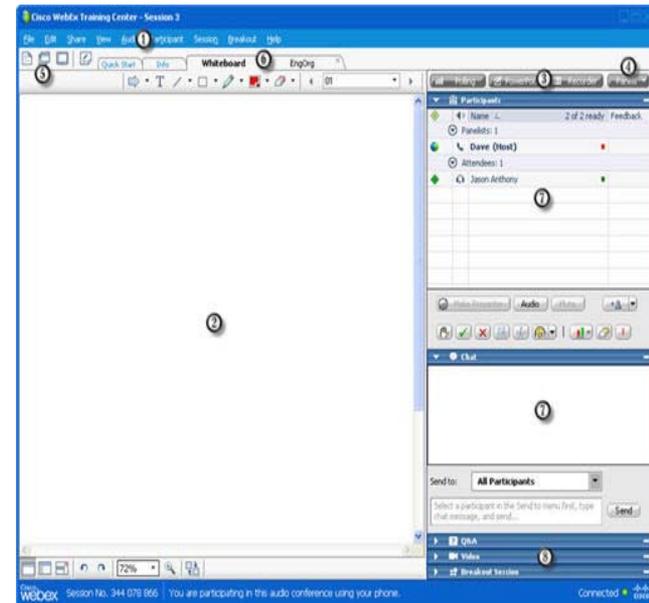


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Tips for using WebEx (this virtual workshop tool)

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)



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Powerful Presentations: Engaging and building communities online

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,
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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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WELCOME

Elizabeth L. Matthews

VISTA Alumni Outreach and
Support Specialist
Corporation for National and
Community Service



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WELCOME OUR GUESTS



Julie Yorkshire
Google HandsOn Tech
Pittsburgh, PA



Robert E. Simmons, Jr.
AmeriCorps VISTA at PEI Kids
Lawrence Township, NJ

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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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Powerful Presentations Poll

In your role, are you responsible for creating presentations?

- a. Yes
- b. No

How proficient are you in PowerPoint?

- a. Not at all
- b. Somewhat
- c. Very

Have you tried any other presentation software other than PowerPoint?

- a. Yes
- b. No

How will developing better presentations help you in your service? Please check all that apply:

- a. Allow me to communicate more effectively
- b. Help me build better partnerships with stakeholders
- c. Other



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TODAY'S SMM AGENDA...

- Getting Started
- Introduction of online presentation platforms
- Case Studies from our VISTAs
- Now What?
- Q & A



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Getting Started

1. Create an outline
2. Determine the look and feel
3. Use contrasting colors
4. Keep text to a minimum
5. Use visuals that support your topic
6. Think about the show flow
7. Consider using Multi-Media elements

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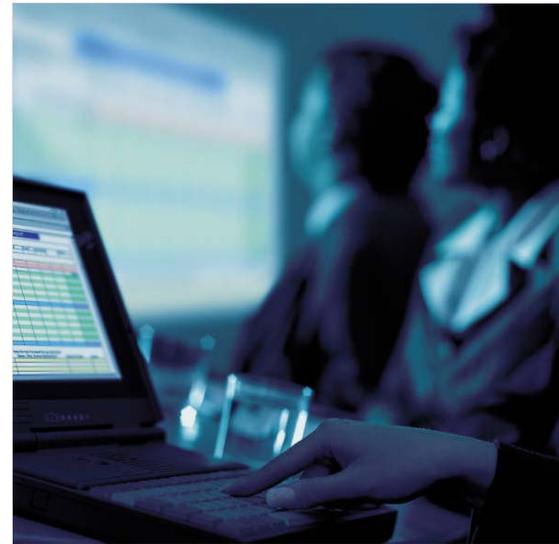


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Five Powerful Online Programs...

- PowerPoint
- Google Docs
- Prezi
- SlideShare
- SlideRocket



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PowerPoint

- Part of Microsoft Office
- Commonly used for presentations
- Best used for quick presentations
- Easy to learn



<http://office.microsoft.com/en-us/powerpoint>

✓ **Poll Results**

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- Experiment with transition and animations
- But not to the point of distraction
- Insert multi-media to make it interesting



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Google Docs

- Desktop feel makes editing easy
- Share and collaborate with your team
- Easily upload your existing presentations



http://www.google.com/google-d-s/presentations/#utm_campaign=en&utm_source=en-ha-na-us-bk&utm_medium=ha&utm_term=google%20presentations

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Prezi

- A cloud-based presentation software
- Work off a white space
- Great for storytelling
- Requires some prep time



<http://prezi.com>

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Prezi Case Study



Julie Yorkshire
Google HandsOn Tech
Pittsburgh, PA



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PREZI

Your prezis Learn Explore

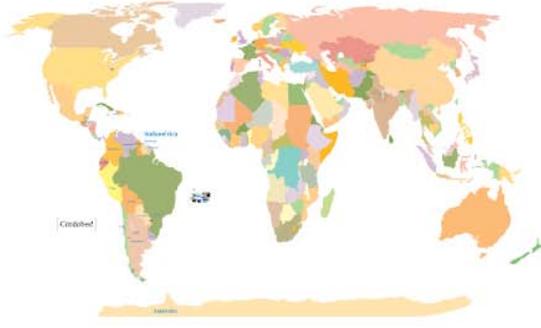
Sign up Pricing Log in

Search prezis Search

Argentina Prezi

Case Study Review of Grade 8 Geography

Julie Y
30 August 2011



<http://www.mozilla.com/en-US/firefox/central/>

<http://prezi.com/nyihbfsxwryx/argentina-prezi/>

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Sharing your Presentation

- Largest community for sharing presentations
- Upload and share publicly or privately



www.slideshare.net

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Case Study



Robert E. Simmons, Jr.
AmeriCorps VISTA at PEI Kids
Lawrence Township, NJ



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Non-Profit Organizations & Facebook 1 week ago

Email Favorite Download Embed Request Webinar More...



<http://www.slideshare.net/RobertSimmons/nonprofit-organizations-facebook>

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SlideRocket

- Create and share presentations
- Import existing PowerPoint or Google presentations
- Measure your presentation effectiveness
- Online, offline or mobile access



<http://www.sliderocket.com>

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Now What?

1. Determine how much time you have to devote to creating the presentation
2. Pick the best platform based on your needs
3. Decide on your visuals
4. 10-20-30 rule
5. Think about how your presentation will be shared

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YOUR QUESTIONS...



✓EVALUATION COMING UP

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Take a Campus Tour...

LIFE AS A VISTA

THE WORK

CONNECT WITH VISTAS

 **Starting VISTA**
What to know before you begin.

VISTA Events

June 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



Life as a VISTA



The Work



Connect with VISTAs



<http://vistacampus.org/mod/forum/discuss.php?d=1083>

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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

✓ **LOAD EVALUATION**

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Useful Links

PowerPoint

<http://office.microsoft.com/en-us/powerpoint>

Google Docs

http://www.google.com/google-d-s/presentations/#utm_campaign=en&utm_source=en-ha-na-us-bk&utm_medium=ha&utm_term=google%20presentations

Prezi

<http://prezi.com>

SlideShare

www.slideshare.net/

SlideRocket

<http://www.sliderocket.com>

Julie Yorkshire's Presentation

<http://prezi.com/nyihbfsxwryx/argentina-prezi/>

Robert Simmons' Presentation

<http://www.slideshare.net/RobertSimmons/nonprofit-organizations-facebook>

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VISTA Social Media Useful Links

Hatch Act Information

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

Staying Safe On Line

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

VISTA Campus SMM Course Page

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

VISTA on Twitter

<http://twitter.com/VISTAbuzz>

VISTA Facebook Member Page

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

VISTA Facebook Alumni Page

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

VISTA on YouTube

<http://www.youtube.com/user/VISTAO Outreach>

Flickr

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

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THANK YOU FOR JOINING US FOR Social Media Monday

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“See” you... next time:

December 5, 2011 3:00 PM ET

Sustaining Social Media Momentum: Keeping your Audience Engaged

Upcoming SMM Schedule <http://vistacampus.org/mod/forum/discuss.php?d=1090#p4428>

Keep the conversation going <http://vistacampus.org/mod/forum/discuss.php?d=483#p2435>

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