



# Social Media Monday

virtual workshops · real social change



## Social Media Success: *Thinking ahead and keeping it going*

Whether you are a new VISTA or about to wrap up your service year, you'll want to keep the end in mind for your social media plan. We will cover:

- Maximizing your long term social media strategy
- Setting up a system for social media maintenance
- Ensuring that social media becomes a part of your organization's long term assets

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## WELCOME

### The VISTA Campus Tour

How VISTAs, sponsors,  
community leaders, alumni,  
and State Office staff can maximize their  
social media to go beyond the tools!



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

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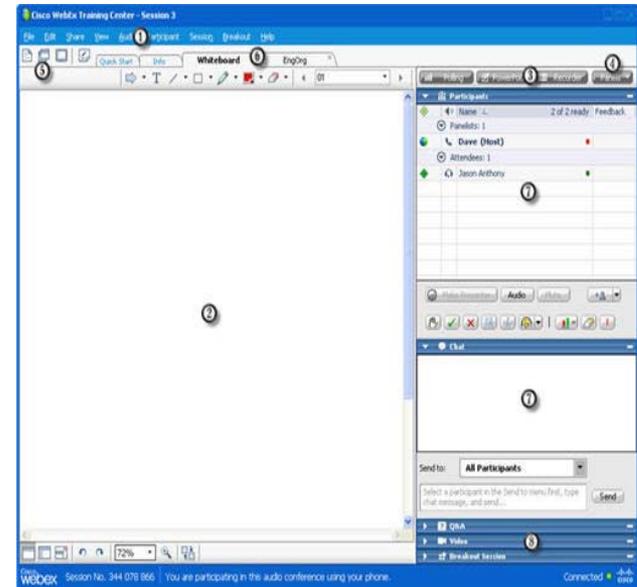


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## Tips for using WebEx (this virtual workshop tool)

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:**

**Social Media Success: Thinking ahead and keeping it going**

**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...

- Developing a Social Media Plan
- Creating a Social Media Timeline
- VISTA Case Studies
- Creating A Social Media Exit Strategy
- Questions and Answers



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## Social Media Success Poll

**Are you a new VISTA?**

- a. Yes
- b. No

**Are you about to transition out of your service position?**

- a. Yes
- b. No

**Is social media a part of your current role?**

- a. Yes
- b. No

**Do you have a social media plan/strategy?**

- a. Yes
- b. No

**Are you looking to?**

- a. Develop a social media plan
- b. Learn how to prioritize your SM tools
- c. Pass the torch to the next person



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## It Starts With A Plan

### Develop a Project Scope and Timeline to Include:

1. Evaluation of current social media sites
2. Determine which social media sites would work best for your organization
3. Identify the content that you want to share
4. Develop a timeline for when and how you will engage your social media communities
5. Make sure the community you are serving is aware of how to use social media tools

✓ **POLL RESULTS**

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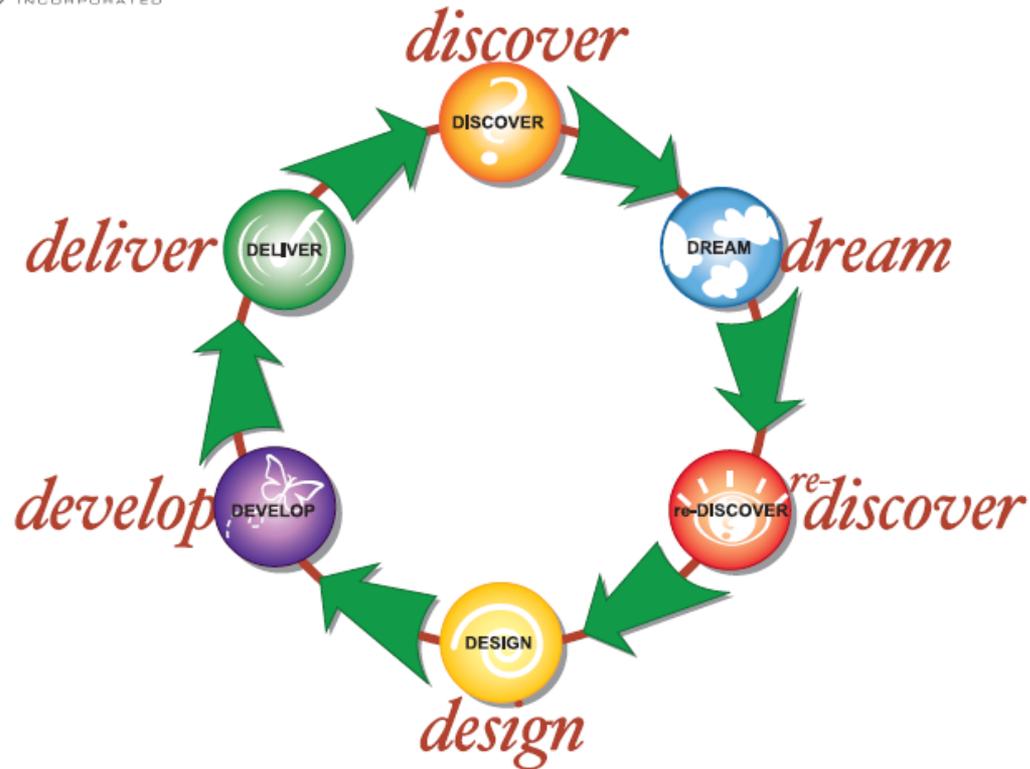
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## THE 6D'S OF DYNAMIC DEVELOPMENT



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## Plan A Year Out



### VISTA: Social Media Monday

*A series of webshops on the use of emerging technology to create Social Change*

Social Media is an emerging technology that can be used to create lasting social change.

As such, VISTA is hosting a series of web-based workshops -- on the last Monday of each month -- to help expand the use of these new resources to address poverty and social justice issues.

VISTA's *Social Media Monday* will provide you [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. Hosted by technology experts along with a variety of guest with on-the-ground experience, these sessions aim to give you a specific set of skills each month to add to their repertoire as social change agent.

#### SOCIAL MEDIA MONDAY TIMELINE



DATE	TOPIC	THEME	TOOLS/RESOURCES Via WebEx e-Seminar
<b>OCTOBER</b> 10/26 <i>Completed</i>	<b>Twitter</b>	Use Twitter to break news quickly, share stores, give examples of promising practices and procedures, bring awareness to poverty issues, cultivate new relationships and discover critical resources and tools in under 140 characters.	<ul style="list-style-type: none"> <li>Slide presentation "Social Media for Social Good: Progress and Predictions"</li> <li>"How To" video via YouTube video from CommonCraft.com and HowCast.com</li> <li>Live real-time demo w/ VISTAs</li> </ul> <p><b>Guests:</b> VISTAs who are using Twitter in their service</p>
<b>NOVEMBER</b> 11/23 <i>Completed</i>	<b>Facebook</b>	Create a Facebook page and learn how to use various applications like the VISTA Map to connect with thousands of people who share in the VISTA mission.	<ul style="list-style-type: none"> <li>Slide Presentation "Facebook Class for Beginners"</li> <li>Live demo w/ 2 VISTAs</li> </ul> <p><b>Potential Guests:</b> VISTAs staff, using Facebook, Stephanie Ross from Campaign Consultation</p>
<b>DECEMBER</b> 12/21 <i>Completed</i>	<b>OFF</b>	Hosted a "TweetChat." Audience sent in Social Media questions via @VISTAbuzz and continued the conversation on the VISTA Campus.	

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## Social Media Plan



**Javier Flores**

2<sup>nd</sup> Year VISTA

WhatcomCounts Coordinator

Whatcom Coalition for

Healthy Communities

Bellingham, WA

The screenshot shows the homepage of WhatcomCounts.org. At the top, there's a navigation bar with 'About Us', 'Contact Us', and 'Editorial Policy'. Below that is a banner with the slogan 'A Healthy Community Is Up to You...Click Learn Act' and a 'whatcomcounts.org' logo. The main content area is titled 'COMMUNITY DASHBOARD - How do we compare?' and features several circular icons representing different health indicators: Preschool Child Care Cost, Unmet Medical Need, Early Prenatal Care, Women in Poverty, Influenza and Pneumonia Death Rate, Apartment Rental Affordability, Suicide Death Rate, and High School Drop Out Rate. Below the dashboard is a section 'IN OUR COMMUNITY' with a featured story titled 'No Surprise: Walking, Cycling Linked to Healthier Weights'. To the right, there's a 'Did You Know?' section with a fact about Bellingham's commercial fishing fleet and an 'Air Quality Index' section showing a 'Good' forecast for Bellingham.

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## Social Media Exit Strategies



**Robyn Stegman**  
2<sup>nd</sup> Year VISTA  
Spencer Center for Civic  
and Global Engagement  
Mary Baldwin College  
Staunton, VA



**boldlybaldwin**

MBC Mail • myMBC • Directories • A-Z Index

- Spencer Center Home
- Artists-In-Residence
- Community Partner Directory (PDF)
- Inside The Spencer Center
- International Students
- Local, National, and Global Partners
- MBC Green
- News & Events
- Resources and Forms
- Spencer Citizens
- Study Abroad
- Contact Us
- Who are Samuel R. Jr. and Ava Spencer?

Find Your Gateway

Global Engagement

Community Service

International Beliefs and Values Institute

Samuel & Ava Spencer  
**Center for Civic & Global Engagement**  
AT MARY BALDWIN COLLEGE

The Spencer Center for Civic and Global Engagement opened in 2007 to promote engaged learning and service, both locally and internationally. The center offers a clearinghouse of community service and study or volunteer abroad opportunities, as well as service-learning and international education resources for faculty. It is also a forum for dialogue on an array of civic and global topics.

The center organizes dozens of programs to support civic and global learning: guest lectures, faculty development seminars, and panel discussions on topics such as hunger, healthcare, and human rights. The Spencer Center hosts a study abroad



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## Social Media Messaging

### VISTA Outreach – NCVS 2010

Sunday June, 27, 2010	Monday June 28, 2010	Tuesday June 29, 2010	Wednesday June 30, 2010
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### Messaging for Social Media

<p><b>Twitter</b></p> <p>June 22 – June 30, 2010</p>	<p>NCVS is in NYC June 28-30. Can't be there? Follow <a href="#">@VISTAbuzz</a> for live updates &amp; <a href="#">@NCVS</a> for conference news</p> <p>Going to <a href="#">#NCVS</a>? New to NY or 1st time there? Come 2 our Meet &amp; Greet on 6/27, 11 AM in the Hilton lobby 4 a <a href="#">#VISTANCVSTweetUp</a></p> <p>We'll be back next month with our regular SMM Webshop. Mon 6/28 join our TweetChat from <a href="#">#NCVS</a> for LIVE coverage at <a href="#">#VISTANCVS</a></p> <p>Are you proud of your VISTAs? Meet other VISTAs who are making a difference Tue &amp; Wed at <a href="#">#NCVS</a> in the VISTA Coffeehouse for our 11 Am MeetUps <a href="#">#VISTANCVS</a></p> <p>Find out what other VISTAs are doing in their community at our MeetUps, 6/29 &amp; 6/30, 11AM in the VISTA Coffeehouse <a href="#">#NCVS #VISTANCVS</a></p>
<p><b>Facebook Members Page</b></p> <p>June 22, 2010- June 30, 2010</p>	<p>The National Conference on Volunteering and Service is in New York City, June 28-30. If you'll be in the Big Apple during that time we would love to meet up with you. Can't be there? Let us know what panels and events you'd like us to report back on and follow <a href="#">@VISTAbuzz</a> on Twitter for live updates and <a href="#">@NCVS</a> for conference news.</p> <p>If you missed the VISTA photo gallery in DC but you will be in NY for NCVS, you have another chance to see the photography of Federico Santi and you are invited to attend the Photo Gallery Opening &amp; Reception, VISTA Redux: 1969 from 7-8:30 AM.</p>

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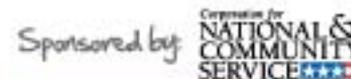
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## Social Media Messaging cont.

Learn and Serve – Michigan  
Scheduled Messages  
August 2010 – December 2010

<p>Week of August 23, 2010 through August 27, 2010</p> <p><b>Twitter</b> August 23, 2010 11:45am</p> <p>August 26, 2010 2:30pm</p> <p><b>Facebook</b> August 26, 2010 4:20pm</p> <p><b>Blog</b></p>	<p><b>#FactoftheDay:</b> 24% of America's elementary and secondary schools have adopted service-learning</p> <p>Families can be a valuable part of a school's service-learning program. Find out how to engage them: <a href="http://bit.ly/9oCs29">http://bit.ly/9oCs29</a></p> <p>Recycling can be an easy service-learning project that can make big results. Here's a way you can integrate recycling into classroom instruction Attachment: : <a href="http://www.servicelearning.org/slice/resource/school-wide-recycling-0">http://www.servicelearning.org/slice/resource/school-wide-recycling-0</a></p> <p>The blog for this week is saved at: S:\Learn and Serve and VIG\Learn and Serve\10-11\Blog Reserve\Aug. 25</p>
<p>Week of August 30, 2010 through September 3, 2010</p> <p><b>Twitter</b> August 31, 2010 11:45am</p> <p>September 3, 2010 2:05pm</p>	<p><b>#FactoftheDay:</b> 5,500 service-learning classes were created as a result of Learn and Serve America funds.</p> <p>Remember the 9/11 spirit of service in your classroom with this great educational resource: <a href="http://bit.ly/9Y2qzg">http://bit.ly/9Y2qzg</a></p>

A digital copy of this guide can be found at: S:\Learn and Serve and VIG\Learn and Serve\10-11\Social Media\2010\Schedule Messages.doc





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## Sample VISTA Social Media Guide

### Section One:

- Introduction and purpose of Guide
- Explanation of Social Media Tools
- Scheduled Messages
- Special Initiatives
- Things to Keep in Mind

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## Sample VISTA Social Media Guide cont.

### Section Two - Twitter:

- Accessing Accounts
- Scheduled Messaging
- Average Tweets
- Content
- Best Practices and Tips
- Policy to Keep in Mind
- Who to follow
- Additional Resources
- Examples

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## Sample VISTA Social Media Guide cont.

### Section Three - Facebook:

- Accessing Accounts
- Average Tweets
- Content
- Landing Page
- Best Practices
- Policy to Keep in Mind
- Resources

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## Sample VISTA Social Media Guide cont.

### Blog Guidelines:

- Standards
- Reserve blog
- Series
- Guest Blogging
- Resources
- Examples

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## Social Media Plan Tips

- Have more than one administrator
- Set up an easy to remember logins and passwords
- Agree who will be responsible for daily check-ins
- Determine:
  - » Frequency of posts
  - » Who will answer complex questions
  - » What your online “voice” will be

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## Social Media Exit Strategy Check List

- Create a password folder
- Create a folder with login information
- Set up a generic email account and share with team
- Identify who will carry on the social media duties
- Create an event that will carry on through the transition
- Create automatic posts to cover the transition
- Provide an alternative email to your social media contacts once you transition out of your position
- Create a Guide Book and/or folder where this info is stored

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## YOUR QUESTIONS...



✓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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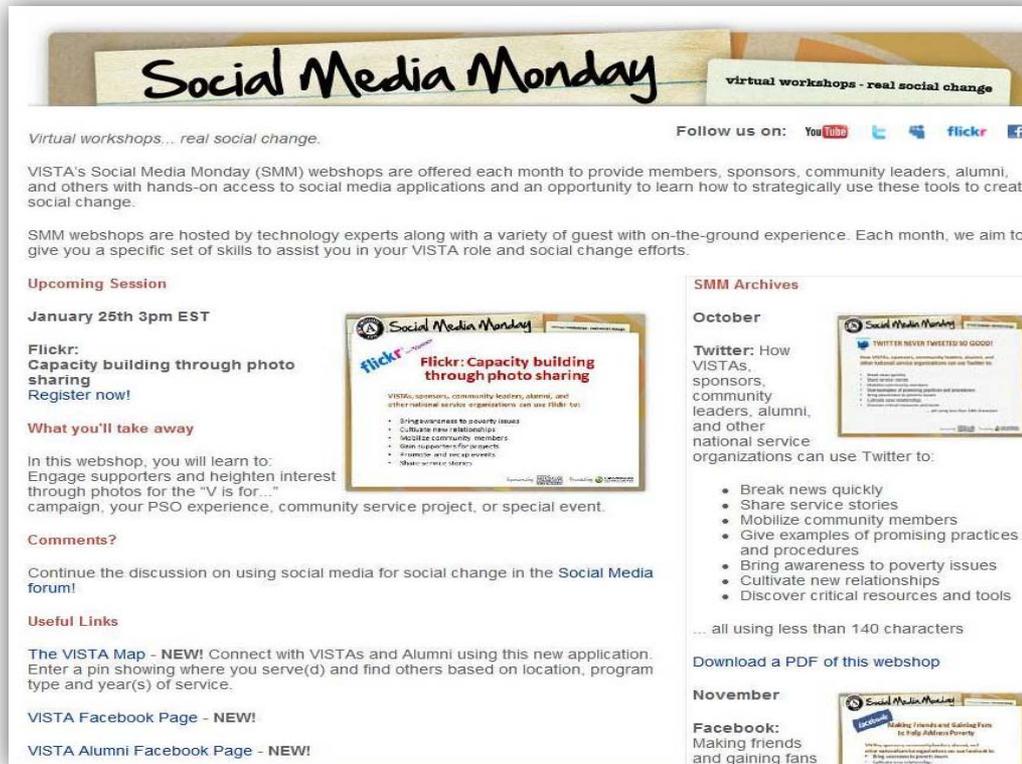
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## LEARN MORE ON USING SMM...



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Virtual workshops... real social change.

Follow us on: YouTube, Twitter, Facebook, flickr, LinkedIn

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 webshop, 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=1597>

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## WEBSHOP LINKS continued...

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>

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## THANK YOU FOR JOINING US FOR Social Media Monday

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“See” you... next time:

**November 22, 3:00 PM EST**

**Social Media Monday:  
The Three Places YOU want to be!**

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