



Social Media Monday

virtual workshops · real social change



Sustaining Social Media Momentum: Keeping your Audience Engaged

Whether you are going away for a conference, vacation or holiday, there are times when you will not be able to personally manage your social media sites. In this webshop we'll teach you how to keep your sites active and your audiences engaged even when you are offline for a short or extended period of time by:

- Managing multiple accounts
- Taking inventory of your sites, content and audience needs
- Developing a social media short term messaging plan
- Setting up automatic posts

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WELCOME

Sustaining Social Media Momentum: Keeping your Audience Engaged



Suzanne Knizner
Project & Corporate
Coordinator
Campaign
Consultation, Inc.

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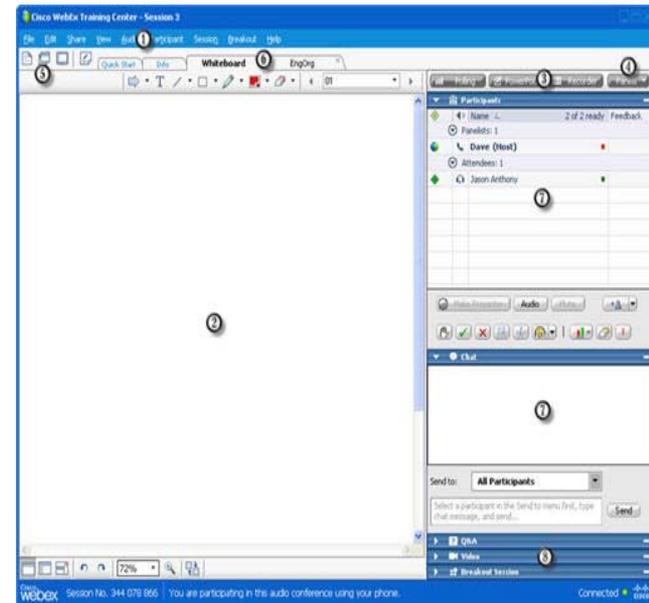


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Tips for using WebEx (this virtual workshop tool)

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:

Sustaining Social Media Momentum: Keeping your Audience Engaged

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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WELCOME

Elizabeth L. Matthews

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



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WELCOME OUR GUESTS



Michael Dummeyer
VISTA Outreach Coordinator,
Coalition for Compassion and Justice
Prescott, Arizona



Mario Quinones
Social Media Coordinator
Human Rights Initiative of North Texas
Dallas, Texas

Sponsored by The logo for the Corporation for National & Community Service, featuring the text 'Corporation for NATIONAL & COMMUNITY SERVICE' with a stylized American flag graphic 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'.



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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...

- Social Media Management Explained
- Getting Started
- Social Media Management Tools
- Social Media Messaging Plan
- Case Studies from our VISTAs
- Q & A



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Poll

In your role, are you responsible for social media?

- a. Yes
- b. No

How many social media sites are you currently managing?

- a. None
- b. 1-2
- c. 2-3
- d. 3 or more

Are you currently using social media management tools?

- a. Yes
- b. No

Have you developed a social media messaging plan?

- a. Yes
- b. No



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What is Social Media Management?



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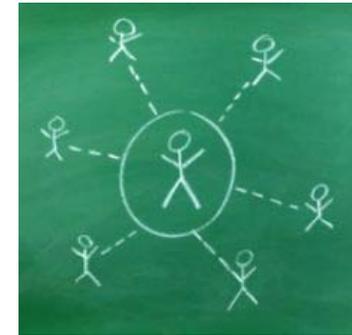


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Why Social Media Management

- You can't be everywhere at once
- Saves time when you really need it
- Keeps your audience engaged
- Continues to promote your organization's mission
- Helps you stay on message



✓ **Poll Results**

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Getting Started

- Analyze the content
- Examine the audience for each of your platforms
- Determine the SM management tools
- Develop a SM messaging plan

Social Media



Management

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Five Superior Social Media Management Tools

1. TweetDeck



2. CoTweet



3. HootSuite



4. Seesmic/Ping



5. SocialOomph



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TweetDeck

A screenshot of the TweetDeck website announcement page. The background is dark with a faint world map. The text reads "TweetDeck is now part of" followed by the Twitter logo and the word "twitter" in a large, white, lowercase font. Below this, there are two buttons: "Learn more about what that means to you »" and "Download TweetDeck for the desktop »". At the bottom, there are four icons representing different platforms: Desktop (a computer monitor), iPhone (a smartphone), Android (a smartphone with the Android robot), and Chrome (a desktop monitor with the Chrome logo). The text "1 MILLION POSTS PER DAY" is visible above the Android icon.

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

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CoTweet

Follow CoTweet Become a fan We are hiring! Support Sign In Contact Sales

cotweet[®]
by ExactTarget

Home Products About Blog Contact

How Business Gets Social
Empower teams to engage across the social web

Contact Sales or Sign Up for Free!

NTD Sales

Messages 20
Friends' Updates
Sent Messages
Scheduled
Assigned to Me
Archive

Inbox

roadsherpas Do you like hiking? If so, h...
10:43 AM Sep 13

roadsherpas @ntdsales most definitely
10:40 AM Sep 13 in reply to mssales

Northern Trail Outfitters Get prepped for win...
http://www.facebook.com/photo.php?pid=2...
6:54 AM Aug 18

John Brown This is really cool!
10:37 AM Sep 13

John Brown I love Northern Trails!
10:36 AM Sep 13

Unified Inbox
View all conversations in one combined stream

Workgroups
Form brand-focused teams to collaborate across social accounts

Leader Control
Viewer

Roles & Permissions
Control team member access & engagement levels

<http://cotweet.com/>

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YouTube

Search

Browse

Movies

Upload

Create Account

Sign In



CoTweet's Channel

Subscribe

All

Uploads

Favorites



Info Favorite Share Flag

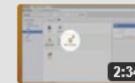
Sending and scheduling Updates in CoTweet 3.0 Enterprise Edition

Like



Search

Date Added | Most Viewed | Top Rated



CoTweet Enterprise
RSS Publisher - Setup
602 views - 5 months ago



How to create
workgroups in
110 views - 6 months ago



Managing Facebook
Content in CoTweet -
306 views - 7 months ago



GeoTargeting for
Facebook Messages
167 views - 7 months ago



Setting-up Email
Notifications in
168 views - 10 months ago

<http://www.youtube.com/user/CoTweet?blend=3&ob=5#p/u/11/1XlgKItITz>

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HootSuite

Social Media Dashboard

The leading social media dashboard to manage and measure your social networks



- Manage multiple social profiles
- Schedule messages and tweets
- Track brand mentions
- Analyze social media traffic
- 2 million+ satisfied users

View Plans and Pricing



<http://hootsuite.com/>

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Seesmic / Ping

Seesmic

HOME CRM SOCIAL ABOUT BLOG

Seesmic SOCIAL

MOBILE. DESKTOP. WEB.

WITH APPLICATIONS ON NEARLY EVERY PLATFORM, YOU'RE IN CHARGE.



Mobile

SOCIAL ON THE GO, AS MOBILE AS YOU ARE.

[More Information](#)



Desktop & Web

POWERFUL. CUSTOMIZABLE. COMPATIBLE.

[More Information](#)

<https://seesmic.com/seesmic-social/>

Ping.fm

Ping.fm is a simple and FREE service that makes updating your social networks a snap!

Post From Anywhere » To Anywhere

MOBILE PHONE / SMS / MMS



iPhone, iPod Touch, WAP and SMS text messaging for US, Canada and Europe.

INSTANT MESSAGE / E-MAIL



Post to all of your favorite services!



Signup is free. So get crackin'!

<http://ping.fm/>

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SocialOomph

SOCIAL OOMPH Boost Your Productivity

"The new Friend Finder feature is brilliant and nicely integrated as always; no wonder you broke the 100,000 mark," Rishobh Pannu wrote.

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Join more than 379,130 satisfied users today -->
We are the trusted and preferred productivity solution for more than 447,880 Twitter accounts. [REGISTER NOW](#)

Base Features	Free	Professional
Schedule tweets — Plan, set & forget [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Track keywords — Empower yourself [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Extended Twitter profiles — Promote yourself [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Save and reuse drafts — Save hours of typing [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
dld.bz URL shortening — Track your clicks [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
View @Mentions & Retweets — Efficiency [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Purge your DM Inbox — Keep it tidy [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Secure Twitter access — No passwords [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Personal status feed — Your own tweet engine [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Respect StatusNet site limits — Be nice [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Unlimited accounts — No charge [more]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

- Login
- Register
- Access Issues?
- Read Our Blog
- What's New
- Help
- Follow On Twitter
- Fan Us On Facebook
- Affiliate Program
- DM Opt-Out
- Get Our Newsletter
- Developers API
- Contact Us

<https://www.socialoomph.com/>

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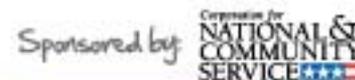
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Social Media Messaging Plan

VISTA NCVS Messaging for Social Media

Twitter	<p>Come to our Meet & Greet in NY at #NCVS June 27, 11 AM in the Hilton lobby for a #VISTANCVS TweetUp</p> <p>Join us in NY at #NCVS June 28, 11 AM in Hilton lobby for a #VISTANCVS Conference “Must See” TweetUp</p> <p>NCVS is in NYC June 28-30. Can't be there? Follow @VISTAbuzz for live updates & @NCVS for conference news</p> <p>Going to #NCVS ? New to NY or 1st time there? Come 2 our Meet & Greet on 6/27, 11 AM in the Hilton lobby 4 a #VISTANCVS TweetUp</p> <p>MeetUp in the Hilton lobby, Mon 6/28, 11 AM to find out which panels & events should be on your schedule! #VISTANCVS</p> <p>Our VISTA TweetUp is Mon 6/28 at 11AM in the Hilton lobby. Come meet VISTA Tweepers IRL & find #NCVS must sees #VISTANCVS</p> <p>Our TweetChat from #NCVS is Mon, 6/28 at 4PM. Join us for live conference coverage & follow the convo throughout at #VISTANCVS</p>
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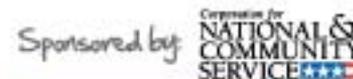


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SM Messaging Plan continued

<p>Facebook Members Page</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 @VISTAbuzz on Twitter for live updates and @NCVS for conference news.</p> <p>In NYC for The National Conference on Volunteering and Service? Come to our MeetUp on Monday, June 28 in the Hilton Lobby as we help you "unpack" the NCVS Schedule.</p> <p>Stop by the VISTA Coffeehouse in the Hilton New York, 3rd Floor, Petit Trianon on Tuesday from 7AM- 4:30 and on Wednesday from 8AM- 12noon to share your experiences, highlights of the conference and to find all the places you won't want to miss at NCVS.</p> <p>We'll be back next month with our regular SMM Webshop but this month, follow our TweetChat from #NCVS on Mon, 6/28 4PM EST for LIVE coverage from the conference #VISTANCVS</p>
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SM Messaging Plan continued

Facebook
Members Page

June 22, 2010-June
30, 2010

VISTA Coffeehouse at the Hilton New York, 3rd Floor, Petit Trianon. We'd love to meet you!

Don't miss **Measuring Poverty: Approaches, Implications and Response** 6/29 at 8:30 to learn how leading social and economic thinkers on poverty measurement will examine and challenge how the current system of measurement impacts government services and non-profit programming.

Trying to find a workshop to attend during NCVS? Then you won't want to miss "Practice Active Belonging: Using Artistic Tools for Community Engagement, Tuesday, June 29 at 2:30 PM. Can't make it to the conference? Don't worry, we'll report back LIVE!

There are lots of to use from at NCVS but you don't want to miss **Practice Active Belonging: Using Artistic Tools for Community Engagement** 6/29 at 2:30 PM- through movement, dialogue, and hands-on interaction, participants will gain new insight into leadership and themselves.

Wondering where to go during The National Conference on Volunteering and Service? Here are three events you will not want to miss. Tuesday, June 29 make sure you attend:

- 7:00 - 8:30 AM - VISTA Coffeehouse: Photo Gallery Opening & Reception
- 8:30 - 10:00 AM - Measuring Poverty
- 2:30 PM - 4:00 PM - Practice Active Belonging

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SM Messaging Plan continued

Foursquare
June 22 –
June 30, 2010

Are you on Foursquare? If so, we have three ways for you to win VISTA prizes at the National Conference on Volunteering and Service: Be the first to check in at the VISTA Coffeehouse Photo Gallery Opening & Reception, check in first at Measuring Poverty, or become the mayor of the VISTA Coffeehouse by the last day of the conference

Facebook

The first person to check-in on Foursquare at **The VISTA Coffeehouse: Photo Gallery Opening & Reception** will get a special VISTA prize! Just show up at the VISTA Coffeehouse in the Hilton New York on the 3rd Floor, Petit Trianon by 11:00 AM and show us your Smartphone for a chance to win!

Be the first person to check-in on Foursquare at the **Measuring Poverty** will get a special VISTA prize! Meet us at the VISTA Coffeehouse in the Hilton New York on the 3rd Floor, Petit Trianon by 12 noon and show us your Smartphone for a chance to win!

The first person to **PROVE** they became the **Mayor** of the VISTA Coffeehouse will get a retro VISTA T-shirt!! Come to the VISTA Coffeehouse in the Hilton New York on the 3rd Floor, Petit Trianon, by 11 AM and show us your Smartphone for a chance to win!

Check in first on **@foursquare** the VISTA Coffeehouse Photo Gallery Opening Reception and win a VISTA PRIZE!

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VISTA Case Study



Michael Dummeyer
VISTA Outreach Coordinator,
Coalition for Compassion and Justice
Prescott, Arizona



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

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VISTA Case Study



Mario Quinones
Social Media Coordinator
Human Rights Initiative of
North Texas in Dallas

HUMAN RIGHTS INITIATIVE donate to HRI >

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Our mission is to promote **international human rights** through local service to refugees & immigrants who have suffered human rights abuses.

follow hri's blog

- [Inside HRI: The Women and Children's Program](#)
November 10, 2011
- [Attorney General Expresses Concern Over Alabama Federal Order Towards Schools](#)
November 4, 2011
- [Immigration Reforms in South Carolina Lead to Lawsuits by the U.S.](#)
November 1, 2011
- [HRI Supports "We Belong Together" Efforts](#)
November 1, 2011
- [ICE Disclose Fiscal Year Results: Nearly 400,000 Deported](#)
October 26, 2011

how you can help

Human Rights Initiative depends on two major sources of support in order to fulfill its mission: financial support and volunteers.

Whether you want to give your time, your treasure or both, HRI needs your support to continue to provide services of the highest quality. Please visit the [financial support](#) and [pro bono opportunities](#) pages to find out how you can help.

[learn more about how you can help >](#)

hri news

- [Save the Date: HRI's 5K in March 2012](#)
November 15, 2011
- [Eat a Burger, Support HRI!](#)
November 14, 2011

stay informed
Sign up for HRI updates:
Email address here >

- General List
- General Volunteer List
- Medical Volunteer List
- Legal Volunteer List

[donate to HRI now >](#)

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

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HRI Online

@HRlonline Dallas, Texas

Human Rights Initiative of North Texas, Inc. promotes human rights through local services to refugees and immigrants suffering human rights abuses.
<http://www.hrionline.org/>

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Text follow HRlonline to your carrier's shortcode

Tweets Favorites Following Followers Lists



HRlonline HRI Online

Join HRI for a Burger at MooYah! #constantcontact conta.cc/rYvCvo
18 Nov



HRlonline HRI Online

#Dallas #Charity #MooYah Eat a burger, help our cause! MooYah Spirit Night for HRI on Dec. 1st! ictip.com/?e=10585
14 Nov



HRlonline HRI Online

Learn about HRI's role helping conditional residents and immigrants that have been victims of brutal crimes
hrionline.wordpress.com/2011/11/10/ins...

facebook

Search



Human Rights Initiative of North Texas, Inc.

Like

Community Page about Human rights · Dallas, Texas



Wall Human Rights Initiative o... · Everyone (Top Posts)

Share: Post Photo

Write something...



Human Rights Initiative of North Texas, Inc.

Dont forget to RSVP to our MooYah Spirit Night for HRI! that will take place this Thursday...

Like · Comment · Share · Yesterday at 2:35pm



Human Rights Initiative of North Texas, Inc.

Good Morning! Today we share this story about how the DR Congo is today "The Rape Capital of the World" and traces the horrific events Congolese women have been forced to endure in the past decade.

http://www.cnn.com/2011/11/24/world/africa/democratic-congo-rape/index.html?hpt=hp_t3



Why eastern DR Congo is 'rape capital of the world' - CNN.com
www.cnn.com

From the first time you step into eastern Congo, you find yourself surrounded by the exotic and extraordinary, be it flora and fauna or the just plain incongruous -- the severed wing of a Russian aircraft stored on the side of the road, or a boy with a gun.

Wall

Info

Friend Activity

Welcome

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Questions

Videos

Links

Notes

Photos

About

Promoting international human rights through local service to refugees and...

More

929

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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

Hatch Act Information

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

Staying Safe On Line

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

✓ **LOAD EVALUATION**

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Useful Links

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

CoTweet

<http://cotweet.com/products/>

Hootsuite

<http://hootsuite.com/>

Ping.fm

<http://ping.fm.com/>

Seesmic

<https://seesmic.com/>

SocialOomph

<https://www.socialoomph.com/>

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VISTA Social Media Useful Links

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/VISTAOutreach>

Flickr

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

Foursquare

<https://foursquare.com/vistabuzz>

Gowalla

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

MeetUp

<http://www.meetup.com/VISTA-MeetUp/>

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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:

February 6, 2012 3:00 PM ET

**Google: Building Capacity through
Technology**

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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