



# Social Media Monday

virtual workshops - real social change



## Facebook: New ways to use the world's largest social network

Facebook has made a lot of changes to their site but it remains the most used social networking platform. In this webshop you will learn how to:

- Make the most of the new Timeline
- Identify and build your audience using new features
- Revisit your Facebook page objectives
- Develop engagement strategies

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  
CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## WELCOME

**Facebook: New ways to use the world's largest social network**



**Stephanie Grocott**  
Project & Corporate  
Coordinator  
Campaign  
Consultation, Inc.

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

Provided by  **CAMPAIGN  
CONSULTATION  
INCORPORATED**

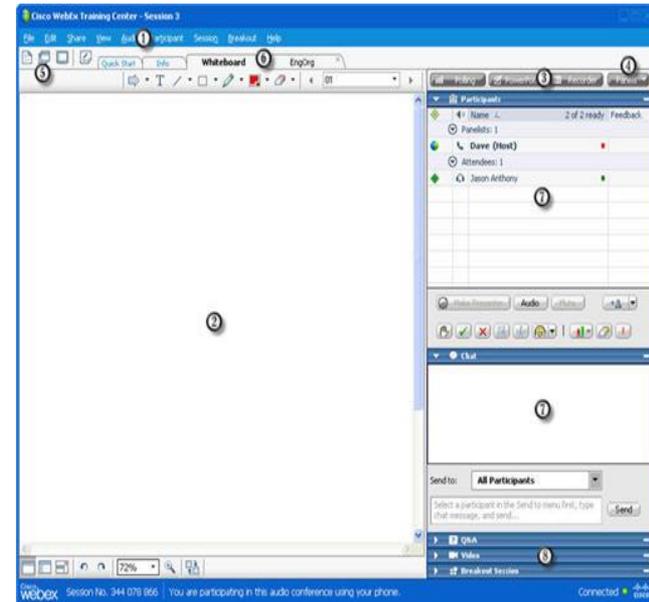


# Social Media Monday

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. 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:**

**Facebook: New ways to use the world's largest social network**

**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=1957>
- 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**  
Vice President  
Campaign  
Consultation, Inc.



**Danielle Ricks**  
Social Media Specialist  
Campaign  
Consultation, Inc.

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

Provided by  **CAMPAIGN  
CONSULTATION  
INCORPORATED**



# Social Media Monday

virtual workshops - real social change

## 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

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  
CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops • real social change

## TODAY'S SMM AGENDA...

- What's new in Timeline
- Examples of the changes
- How to make the most out of Timeline
- Case Studies
- Facebook Strategies
- Engagement Strategies



Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  
 CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## Poll

**Are you responsible for managing your organization's Facebook page?**

- a. Yes
- b. No

**Are you aware of the key changes to Facebook?**

- a. Yes
- b. No

**Are you looking to:**

- a. better understand Timeline?
- b. maximize your Facebook Page?
- c. engage your audience on Facebook?
- d. other?



# Social Media Monday

virtual workshops - real social change

## What's New

1. Cover Photo
2. About Section
3. Landing Tab
4. Interest
5. Likes
6. Milestones
7. Wall Filters and Defaults
8. Messages
9. Apps vs. Tabs
10. Admin Panel

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

The most striking new feature. It is the face of your organization. Cover Image is displayed as 851 x 351 pixels. Facebook rules prohibit adding contact info, CTAs, or arrows pointing to your Like/Share button

Your Profile picture is always a square and is displayed at 125x125 pixels, depending on the size of someone's screen. It is recommend that you do NOT change this image. It is your primary, instantly-recognizable image

Use this area for details about your business & links. This can include contact info and Twitter handles.



Admin Panel (only visible to Admins). Opens at the top of your Page. Access your Insights, Notifications, Messages & More

With "Message" enabled, any user can send Pages a private message

Hover over "Liked" button for option to "Add to lists"

Click to jump to any year/month on Page

Click this button for more apps/views (12 max). Admins can then rearrange: over & click on apps



# Social Media Monday

virtual workshops - real social change

Click Highlights for additional wall

Pinned posts have an orange ribbon

Posts are displayed in chronological order on either side of the Timeline

Highlight any post across both columns (double wide): hover & click star icon

All Pages are personalized depending on the viewer. Number of friends, and one post (Friend activity) show here. Privacy settings always prevail: posts shared only with Friends are visible just to that person's friends

All posts made by others (fans and visitors) are displayed in this box. Click "See All" to view, respond & moderate in a popup box. See also the "Post by Others" view at the top middle of the wall, which is often easier for responding/moderating

When logged in logged in as your Page, click anywhere on the Timeline to add a "Milestone"

Other Pages that you liked as you Page. "Featured Likes" (favorites) are displayed in this box and rotate with each visit/refresh



# Social Media Monday

virtual workshops - real social change

facebook

Search

Danielle L Ricks Home



Danielle L Ricks

FAVORITES

- News Feed
- Messages 6
- Events 3

PAGES

- AmeriCorps VISTA - Volun...
- AmeriCorps VISTA Alumni ...

GROUPS

- Women Grow Busin... 14
- Howard University A... 20+
- Create Group...

APPS

- Washington Post Social Re...
- Apps and Games 8
- Photos
- Music
- Links

INTERESTS

- Government and Nonpr...
- Add Interests...

MORE

## Government and Nonprofit Resources

By Danielle L Ricks

Share Manage List



**AmeriCorps VISTA - Volunteers In Service To America**  
Ohio Campus Compact VISTA positions evolve into new jobs!

<http://www.ohiocampuscompact.org/blog/2012/05/16/ohio-campus-compact-vista-positions-evolve-into-new-jobs/>



**Ohio Campus Compact VISTA positions evolve into new jobs - Ohio Campus Compact**  
[www.ohiocampuscompact.org](http://www.ohiocampuscompact.org)

Like · Comment · Share · 5 likes · 1 comment · May 18 at 2:52pm



**AmeriCorps VISTA - Volunteers In Service To America**

VISTA, Katie Burnham, is working at the Prescott Farm Environmental Education Center on White Oaks Road and made the news with her edible garden plan! Go VISTA!

<http://www.laconiadailysun.com/index.php/newsx/local-news/58578-a-620-edible-shakespeare-gardens-coming-to-laconia-high-school>

**Edible Shakespeare Garden coming to Laconia High**  
[www.laconiadailysun.com](http://www.laconiadailysun.com)

Like · Comment · Share · May 17 at 4:00pm

5 people like this.

1 share

Write a comment...

Featured On This List (1)

See All



+ Add to this list

List Suggestions



AmeriCorps Week

Add



AmeriCorps Alums

Add



Corporation for National and Community Service

Add



AmeriCorps VISTA Alumni - Volunteers In Service To America

Add



AmeriCorps

Add

Sponsored by NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change

facebook  Danielle L. Ricks Home

AmeriCorps VISTA - Volunt... Timeline Now Highlights Liked Admin Panel

**AmeriCorps VISTA - Volunteers In Service To America** Liked Message

8,852 likes · 146 talking about this

Government Organization  
AmeriCorps VISTA is the national service program designed specifically to help alleviate poverty. Founded as Volunteers in Service to America in 1965, VISTA has been working to

About Photos Likes Welcome! VISTA Map

TIMELINE  
2012  
2011  
2010  
2009  
2008

8,852

facebook 6

Sponsored  
Nutrition Science School  
Earn your Nutrition Science Degree online. You may qualify for Financial Aid. Request info

Luxury Link  
"Like" us if you love travel.  
Like · Shannon R Mouton likes this.

Now  
April  
2012  
2011  
2010  
Joined Facebook

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

Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops · real social change

## Case Study



**Lindsay Bridges**

Communications/Events Coordinator

Reno, Nevada



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

Provided by  
 **CAMPAIGN  
CONSULTATION  
INCORPORATED**



# Social Media Monday

virtual workshops - real social change

facebook  Danielle



The header image shows a group of volunteers participating in a community cleanup. A woman in a blue shirt is in the foreground, and others are pushing a wheelbarrow and using tools. The Nevada Volunteers logo is visible in the bottom right corner of the image.

**nevada volunteers**

**Nevada Volunteers**

269 likes · 11 talking about this · 0 were here

Community/Government  
639 Isbell Road, Suite 220, Reno, NV.  
1 (775) 825-1900

About Photos Join My List News Welcome

Highlights

<https://www.facebook.com/NevadaVolunteers>

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

Provided by  **CAMPAIGN  
CONSULTATION  
INCORPORATED**



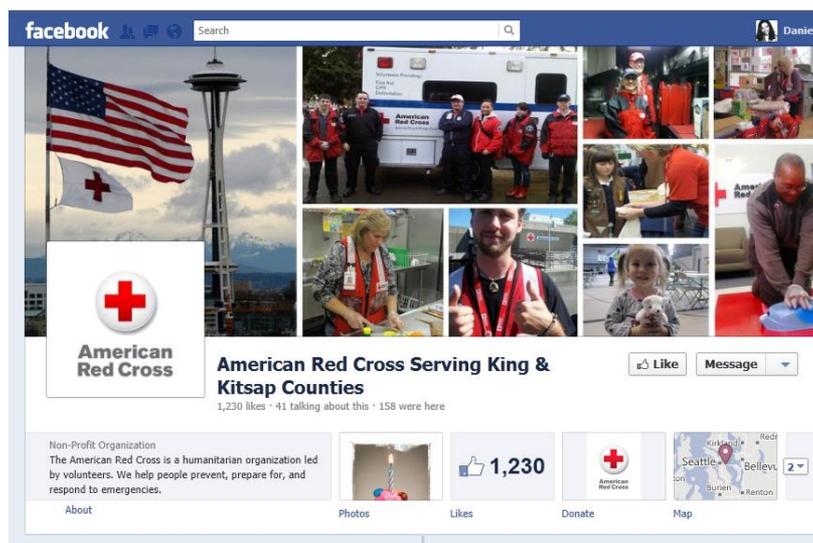
# Social Media Monday

virtual workshops · real social change

## Case Study



**Kathryn Blucher**  
AmeriCorps Communications Coordinator  
American Red Cross  
King & Kitsap Counties  
Seattle, WA





# Social Media Monday

virtual workshops · real social change

facebook Search Daniel

**American Red Cross**

**American Red Cross Serving King & Kitsap Counties**

1,230 likes · 41 talking about this · 158 were here

Like Message

Non-Profit Organization  
The American Red Cross is a humanitarian organization led by volunteers. We help people prevent, prepare for, and respond to emergencies.

About Photos Likes Donate Map

1,230

Seattle Kirkland Redmond Bellevue Burien Renton

[www.facebook.com/seattleredcross](http://www.facebook.com/seattleredcross)

Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change

A screenshot of a YouTube video player. The video title is "New Pages: Customizing Your Page" by the channel "theofficialfacebook". The video content is a solid blue background with the word "facebook" written in white lowercase letters in the center. The video player interface includes a search bar, "Browse" and "Movies" links, a "Subscribe" button, and a "38 videos" dropdown menu. The video progress bar shows 0:01 / 3:34.

[http://www.youtube.com/watch?feature=player\\_embedded&v=TMBD0vNYqs](http://www.youtube.com/watch?feature=player_embedded&v=TMBD0vNYqs)

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  
CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## Learn About Facebook Pages

This interactive course will help you use Facebook Pages to tell your story, express your identity, and connect with your audience.

This course is currently available in English, Spanish, French, German, Italian, and Japanese.

To launch the course, make sure any pop-up blockers are disabled. When you click the button, the course will open in a new window.

[Start Course](#)

[Ver en español](#) • [Lire en français](#) • [Auf Deutsch aufrufen](#) • [Visualizza in italiano](#) • [日本語で見る](#)

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



Sponsored by NATIONAL & COMMUNITY SERVICE

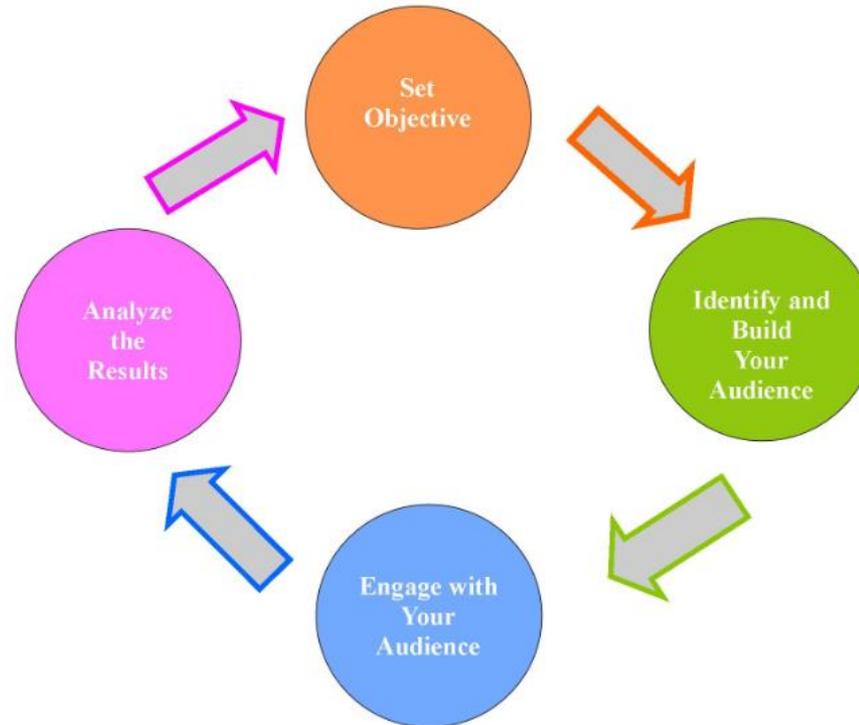
Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change

## Facebook Strategies



Sponsored by Corporation for NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change

## Engagement Strategies

- Understand your audience
- Write about things that are important to your audience
- Balance what they want with what they need to know
- Ask questions
- Analyze results and make adjustments that make sense according to your objectives

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops · real social change

## YOUR QUESTIONS...



✓EVALUATION COMING UP

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

Hatch Act Information

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

Staying Safe On Line

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

✓ **LOAD EVALUATION**

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  
CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## 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		



1 2 3 4 5

Life as a VISTA

The Work

Connect with VISTAs

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

Sponsored by CORPORATION FOR NATIONAL & COMMUNITY SERVICE

Provided by CAMPAIGN CONSULTATION INCORPORATED



# Social Media Monday

virtual workshops - real social change

## Useful Links

VISTA Facebook Page

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

Nevada Volunteers

<https://www.facebook.com/NevadaVolunteers>

Nevada Volunteer Seattle Red Cross

[www.facebook.com/seattleredcross](http://www.facebook.com/seattleredcross)

Customize Your Facebook Page – video tutorial

[http://www.youtube.com/watch?feature=player\\_embedded&v=TMBTD0vNYqs](http://www.youtube.com/watch?feature=player_embedded&v=TMBTD0vNYqs)

Interactive Facebook Course Page

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

New to Facebook, if so, check our SMM archives on how to get started

<http://vistacampus.org/mod/resource/view.php?id=2448>

<http://vistacampus.org/mod/resource/view.php?id=2449>

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  
CAMPAIGN  
CONSULTATION  
INCORPORATED



# Social Media Monday

virtual workshops - real social change

## VISTA Social Media 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 on YouTube

<http://www.youtube.com/user/VISTAOutreach>

Flickr

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

Foursquare

<https://foursquare.com/vistabuzz>

Gowalla

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

MeetUp

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

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:

**August 6, 2012 3:00 PM ET**

***Tools You Can Use: Connecting on the  
VISTA Campus***

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>

Sponsored by  
Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Provided by  CAMPAIGN  
CONSULTATION  
INCORPORATED