



# Social Media Monday

virtual workshops · real social change



## The Work: VISTA Tools for Social Media

Unpack the social media section of the VISTA Campus to learn about the useful online resources available to assist with your marketing and communications efforts.

- Learn how to make the best use of online communications
- Utilize web-based resources to craft and convey messages about your program
- Find tools that offer hands-on access to social media applications
- Mobilize people around issues and within organizations using Campus resources

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## WELCOME

### The Work: VISTA Tools for Social Media



**Suzanne Knizner**  
Project & Corporate  
Coordinator  
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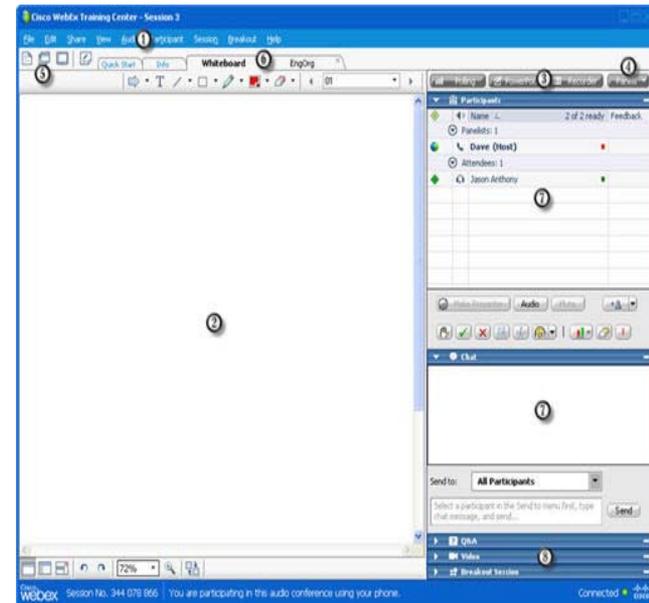


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## Tips for using WebEx (this virtual workshop tool)

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:**  
**VISTA Tools for Social Media**  
**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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## 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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## VISTA Social Media Tools Poll

**In your role, are you responsible for the following areas? Please check all that apply:**

- a. Marketing
- b. Working with the media
- c. Social Media Outreach
- d. Improve Communications

**Have you visited VISTA Campus?**

- a. Yes
- b. No

**Are you using any of the social media tools on the VISTA Campus?**

- a. Yes
- b. No

**Are you looking to use social media to ...? Please check all that apply:**

- a. Mobilize people around issues
- b. Strategically use these web-based tools to create social change
- c. Make the best use of the many forms of internet communications
- d. Utilize web-based resources to craft and convey messages about your program

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## TODAY'S SMM AGENDA...

- The VISTA Campus
- The Work
- Communications and Marketing
- Using Social Media
- Maximizing Online Tools
- Improving Your Communications Skill
- Q & A



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## Getting Started

- Determine your communication needs and goals
- Access the VISTA Campus
- Explore the resources
- Gather your tools
- Develop your social media plan

✓ **Poll Results**

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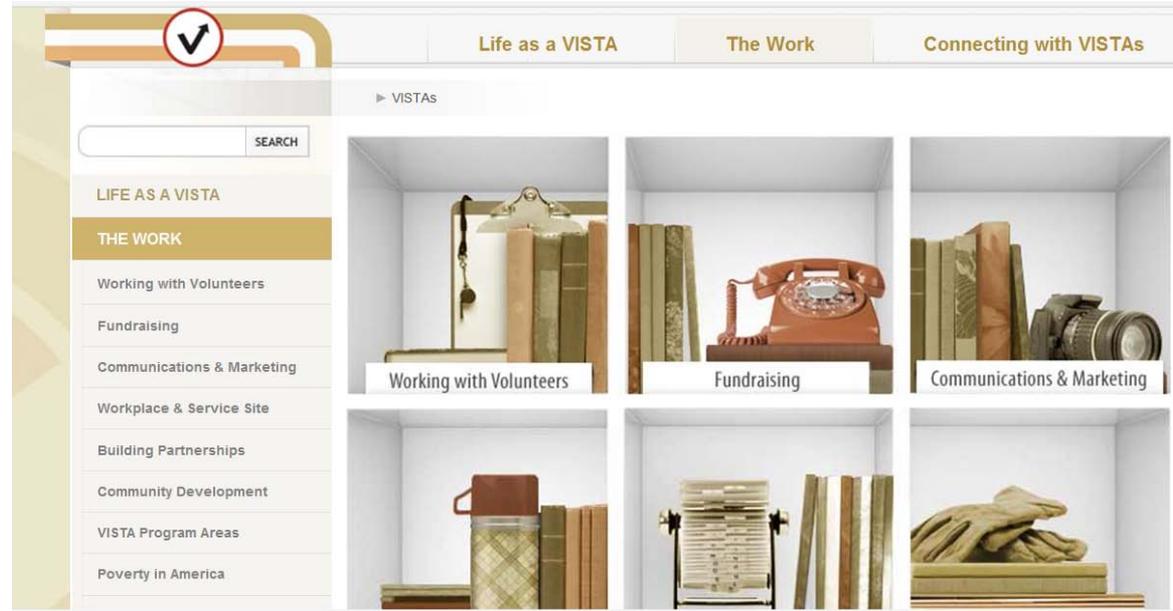
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## The Work



<http://vistacampus.org/course/view.php?id=37&page=3>

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## Communications and Marketing

**THE WORK**

- Working with Volunteers
- Fundraising
- Communications & Marketing**
- Improving Communication Skills
- Marketing
- Working with Media
- Using Social Media
- Workplace & Service Site
- Building Partnerships
- Community Development
- VISTA Program Areas
- Poverty in America
- Project Management

**CONNECTING WITH VISTAS**

**Improving Communication**  
Explore pre-conceptions, communication styles, and aspects of connecting with stakeholders  
[Learn More](#)

**Marketing**  
Tell your project's story to many audiences  
[Learn More](#)

**Working with the Media**  
Sample tips and tools to engage the media  
[Learn More](#)

**Using Social Media**  
Maximize web resources to enhance your service  
[Learn More](#)

Communications & Marketing

<http://vistacampus.org/course/view.php?id=37&page=23>

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## Improve Communications



You are logged in as Danie

Serve More. Learn More

Life as a VISTA | The Work | Connecting with VISTAs

► VISTAs ► The Work ► Communications & Marketing

SEARCH

LIFE AS A VISTA

**THE WORK**

- Working with Volunteers
- Fundraising
- Communications & Marketing
- Improving Communication Skills**
- Marketing
- Working with Media
- Using Social Media

**Improving Communication Skills**

**Not Always What You Think (Course, Flash)**

Consider and test the assumptions you bring to your work.



★★★★☆ Your rating: -- Average: 4.0 (4 votes)

[View/Submit Feedback](#)

<http://vistacampus.org/course/view.php?id=37&page=24>

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## Using Social Media



VISTA campus



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Life as a VISTA    The Work    Connecting with VISTAs

► VISTAs ► The Work ► Communications & Marketing

SEARCH

**Using Social Media** 

**eOrganizer (Course, Flash)**

 Mobilize people around issues and within organizations using the latest and greatest web instruments of change

★★★★★ Your rating: -- Average: 5.0 (2 votes)

<http://vistacampus.org/course/view.php?id=37&page=38>

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## Maximizing Online Tools

### Social Media Monday (HTML)



Participate in and review recorded webshops that offer hands-on access to social media applications for members, sponsors, community leaders, alumni, and others. Strategically use these web-based tools to create social change.



Your rating: -- Average: 5.0 (3 votes)

[View/Submit Feedback](#)

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### VISTA Social Media Guide (PDF)



Learn what to expect and how to make the best use of the many forms of internet communications.



Your rating: -- Average: 4.0 (2 votes)

[View/Submit Feedback](#)

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## Marketing Your Program online

### Marketing Your Program Online (PDF)



Utilize web-based resources to craft and convey messages about your program.



Your rating: -- Average: 4.3 (3 votes)

[View/Submit Feedback](#)

### VISTA Forums



**You and the Work:** The place to discuss the ins and outs of everything work-related. Volunteer and project management, building relationships in your community and all the other fun stuff!

<http://vistacampus.org/course/view.php?id=37&page=38>

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## VISTA Case Story

YouTube

Search Browse Modes Upload Create Account Sign In

AmeriCorps VISTA  
VISTA Outreach Channel

Subscribers All Uploads Favorites Playlists

Back to Playlists

**Volunteer In Service To America Background**

AmeriCorps VISTA is the national service program that works to eliminate poverty. The first VISTA began serving in 1965 in the migrant farm worker camps in California, the hollows of eastern Kentucky, and the inner city of Hartford, CT. Since the

AmeriCorps VISTA: Fight Poverty with Passion  
nationalists · 3,522 views

4:17 09/14/10

flickr® from YAHOO!

Home The Tour Sign Up Explore Upload

VISTA: "V is for..."

Group Pool Discussion 160 Members Map Join This Group

Group Pool 266 items | Only members can add to the pool. Join?



by Academic...



by kaitlynk...



by elizabeth...



by elizabeth...



by TVCofNWSu...



by HumanRigh...

facebook

AmeriCorps VISTA - Volunteers In Service To America

Government Organization · 58K Info

Wall

AmeriCorps VISTA - Volunt... · Most Recent

Share: Status Photo Link Video Question

Write something...

AmeriCorps VISTA - Volunteers In Service To America

Looking to learn more about Social Media? Join us at 3PM EST as we unpack the Social Media section of the VISTA Campus to learn about the useful online resources that are available to help you with your marketing and communication efforts. There's still time to register... just click the link to get started.  
http://bit.ly/JuneSMM

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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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## 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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## Social Media Useful Links

The Work

<http://vistacampus.org/course/view.php?id=37&page=3>

Communications and Marketing

<http://vistacampus.org/course/view.php?id=37&page=23>

Improve Communications

<http://vistacampus.org/course/view.php?id=37&page=24>

Using Social Media

<http://vistacampus.org/course/view.php?id=37&page=38>

Marketing Your Program

[http://vistacampus.org/file.php/37/CommunicationsandMarketing/SocialMedia/Marketing\\_Your\\_Program\\_Online.pdf](http://vistacampus.org/file.php/37/CommunicationsandMarketing/SocialMedia/Marketing_Your_Program_Online.pdf)

VISTA Forums

<http://vistacampus.org/mod/forum/view.php?id=1905>

VISTA Campus Tour

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

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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.flckr.com/groups/visfor>

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# THANK YOU FOR JOINING US FOR Social Media Monday

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“See” you... next time:

**August 8, 2011 3:00 PM EDT**

**Visualization Tools:**

**Making your data come alive**

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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