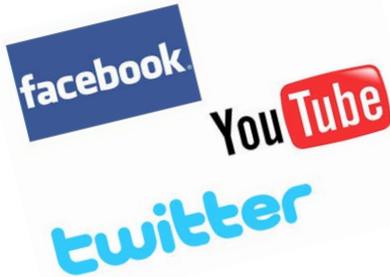




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## Social Media Top Three: *The places YOU want to be*

Learn the top three social media sites you should be using for your VISTA assignment or organization. We'll show you:

- The three place you should be concentrating your efforts
- How to maximize your presence in the digital space across these platforms
- How to connect, engage and listen to your audience using the top three social media sites

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## WELCOME

**Social Media Top Three:  
The places YOU want to be!**

**How VISTAs, sponsors, community leaders,  
alumni and State Office staff  
can learn about the top  
three social media sites**



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

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.

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".

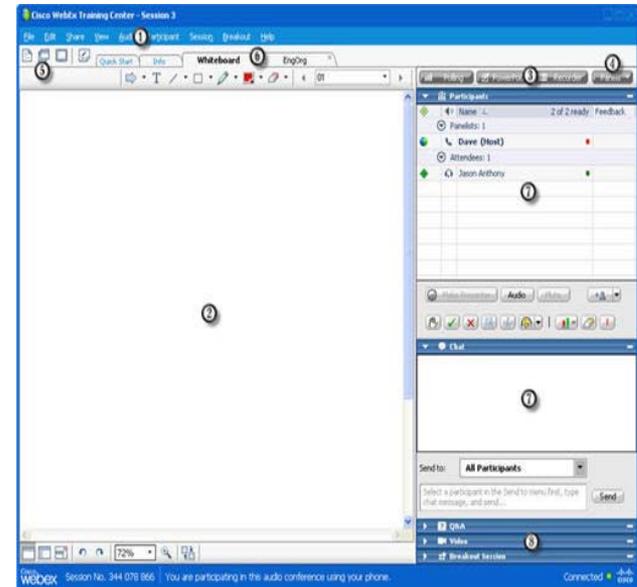


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## Tips for using WebEx (this virtual workshop tool)

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 Top Three: The Places YOU want to be**

**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...

- The top three social media sites
- How to use these sites effectively
- VISTA case studies
- Social media takeaways
- Other sites to keep an eye on
- Social media tips
- Questions and answers



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## Social Media Top Three Poll

**Are you a VISTA using social media for your organization?**

- a. Yes
- b. No

**Do you use Twitter?**

- a. Yes
- b. No

**Do you use Facebook?**

- a. Yes
- b. No

**Do you use YouTube?**

- a. Yes
- b. No

**Are you using these sites for**

- a. Sharing your organization's mission?
- b. Building a community of supporters?
- c. Marketing and communications?
- d. Recruiting volunteers?

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## Social Media Strategy

- Devise a social media plan
- Build upon what you already have in place
- Conduct research
- Set and include benchmarks
- Determine who, what, how
- Create a timeline

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## Social Media Top Three

- **Twitter** - without a doubt the best way to share and discover what is happening *right now*
- **Facebook** - help brands and organizations build a presence, *grow a community* and support a cause
- **YouTube** - provides a forum for people *to connect, inform and inspire* others in a real-time information network

✓ **POLL RESULTS**

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## VISTA Case Study



**David Fain**  
VISTA Alum  
Family Services  
of Metro Orlando  
Orlando, Florida

The screenshot shows the homepage of Family Services of Metro Orlando. At the top left is the logo, and to its right is a search bar with the text "Se Habla Español" above it. Below the logo is a navigation menu with links: HOME, LEARN, GET INVOLVED, FOSTER OR ADOPT, GET HELP, CONTACT US. A large banner features a man speaking at a podium with the text "Together we can... build a brighter future." Below the banner is a link to "An important message from our CEO about our long-term commitment to Central Florida, Read More." The main content area is divided into three columns: "Get Involved" with a "PUBLIC ALLIES CENTRAL FLORIDA" graphic, "Learn" with a photo of a woman and child, and "Parents Wanted" with a photo of a gallery. On the right side, there is a "DONATE NOW" button, a "Get Social" section with icons for Facebook, YouTube, Flickr, and Twitter, and a "Stay Informed" section with a sign-up form for an "Email Newsletter" and a "GO" button. A privacy notice is visible below the sign-up form.

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## Twitter

**Family Services**  
@fsmetroorlando Orlando, FL  
Family Services of Metro Orlando empowers communities to create possibilities for children and families.  
<http://www.fsmetroorlando.org>

**About @fsmetroorlando**

1,281	673	762	55
Tweets	Following	Followers	Listed

**Following 673**

**Similar to @fsmetroorlando**

- PermanentFamily · Follow  
Permanent Family
- LSSAdopt  
LSS MN Ad
- adoptolderkids · Follow  
You Gotta Believe!
- adoptchil  
ChildrensC

About · Help · Blog · Status · Jobs · Terms · Privacy · Shortcuts  
Businesses · Media · Developers · Resources · © 2010 Twitter

**Timeline** Favorites Following Followers Lists

**fsmetroorlando** Family Services  
Former foster youth Alice Powell has a dream to become Miss America, and she can with your help - <http://bit.ly/deOuYV>  
2 hours ago

**fsmetroorlando** Family Services  
Here are five reasons to adopt from foster care - watch the 30 second video and let us know if we missed any! <http://fb.me/LeYNkBpU>  
2 Nov

**fsmetroorlando** Family Services  
November is National Adoption Month! Tell us your stories about how adoption changed your life.  
2 Nov

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## Facebook

facebook 1 1 5 Search



**Family Services**  
of metro orlando

Add to My Page's Favorites  
Suggest to Friends

Empowering communities to create possibilities for children and families.

**Information**

Location:  
2600 Technology Dr, Suite 250  
Orlando, FL, 32804

Phone:  
407-398-7975

Mon - Fri:  
8:00 am - 5:00 pm

**616 People Like This**





Gina Myers Mariana Dias Lindsay Colle

**Family Services of Metro Orlando** Like

Wall Info Causes Events Twitter YouTube >> Filters

 **Family Services of Metro Orlando** Former foster youth Alice Powell has a dream to become Miss America, and she can with your help - <http://bit.ly/deOuYV>  
2 hours ago via HootSuite

 **Andrea Anne Hardaway** This seriously saddens me. Having volunteered with Family Services of Metro Orlando, spent time with the kids, and now working with the Heart Gallery of Metro Orlando I have had the opportunity to see what FSMO is all about. Serving the needs of families is not just their job, it seems to be an innate passion that exists...  
See More

**Seminole nonprofit wins DCF contract to manage child welfare in Orange and Osceola**  
[www.orlandosentinel.com](http://www.orlandosentinel.com)  
A new agency is poised to take over the child-welfare system that serves thousands of kids, families, foster parents and social workers in Orange and Osceola counties.  
15 hours ago · View Post

 **Family Services of Metro Orlando** Just a couple of the bears generously donated to our foster children for National Adoption Day!  
  
18 hours ago · Share  
5 people like this.

 **Family Services of Metro Orlando** Just a couple of the bears generously donated to our foster children for National Adoption Day!

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## YouTube



**Paul Best**  
VISTA Alum  
Scholar Specialist  
Starfish Initiative  
Indianapolis, Indiana

**starfish initiative**  
UNLEASHING POTENTIAL THROUGH MENTORING AND COLLEGE ACCESS

ABOUT STARFISH  
GOOD NEWS  
CONTACT US  
DONATE NOW

BECOME A SCHOLAR    BECOME A MENTOR    VOLUNTEER    EVENTS CALENDAR    RESOURCES    HOME

Mentor Logs Made Easy  
*Go to [mentorpro.org](http://mentorpro.org)*  
- CLICK HERE TO GET STARTED -

**WHAT WE DO:**  
OUR SINGULAR MISSION IS TO SHAPE ACADEMICALLY PROMISING BUT ECONOMICALLY DISADVANTAGED HIGH SCHOOL STUDENTS INTO COLLEGE-EDUCATED LEADERS THROUGH ONE-ON-ONE MENTORING AND COLLEGE ACCESS PROGRAMS. AND WE LOVE OUR JOB.

**STARFISH VIDEO**

**A New Vehicle for Mentoring**  
*Sometimes a Chance to Teach about Generosity Hides behind a Little Rust*

September 7, 2010 – Some months ago, Starfish mentor Jerry bought an old car with some serious problems and a black and blue body. Literally. He asked his Scholar, Brandon, to help him work on it. Jerry is a bus mechanic and together they replaced the transmission and many of the engine parts. Finally, when the car was road-worthy – a mighty 1999 Chevy Cavalier – Jerry had the whole thing repainted classic, glossy black.

Not many teenaged boys are fans of lengthy, deep conversation, and Brandon doesn't buck that trend. So refurbishing a car offered a way to mentor without words. It was a way to comfortably interact with a teenager without a lot of talking, a way to teach Brandon

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## YouTube



Search

Browse

Upload

MissRicks ▾

Sign Out



**Starfish Initiative**  
StarfishInitiative's Channel

Subscribe

All

Uploads

Favorites



Deidre Henderson  
Starfish Scholar

0:00 / 7:03

360p

Info Favorite Share Playlists Flag

### Starfish Initiative Overview



From: StarfishInitiative | February 01, 2010 | 636 views

Starfish Initiative is a college access and readiness program serving economically disadvantaged high school students in Marion County, Indiana.

We believe that mentoring is the key to improving the educational attainment and future ... [\(more info\)](#)

[View comments, related videos, and more](#)

### Uploads (33)



**Starfish Initiative Overview**  
636 views - 9 months ago



**Better Bodies Teen Fitness Part 3**  
212 views - 1 year ago



**Better Bodies Teen Fitness Part 2**  
128 views - 1 year ago

[see all](#)

### Favorites (11)



**A Mandate for Mentoring**  
PromiseKe... - 7,368 views



**Inspirational Story: Motivates You to Fulfill**  
SkyQuestCom - 193,037 views



**I Have A Dream (NZ) - The Power of Mentoring**  
johnny723 - 1,872 views

[see all](#)

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## VISTA YouTube Channel

YouTube

Search Browse Upload VISTAOutreach Sign Out

Post Bulletin Settings Themes and Colors Modules Videos and Playlists

AmeriCorps VISTA VISTAOutreach's Channel **Subscribe** All Uploads Favorites **Playlists** Arrange Playlists

Back to Playlists Edit My Playlist

VISTA's Social Media Monday Webshops [More Info](#)

- Social Media Monday: Flickr - servicer... - 1,229 views 1:00:34
- Social Media Monday: Facebook servicer... - 2,100 views 55:24
- Social Media Monday: Twitter for servicer... - 222 views 55:55
- Social Media Monday: Youtube servicer... - 1,170 views 55:42
- Social-Media-Monday: Tools For

0:00 / 1:01 240p

Info Favorite Share Playlists Flag

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

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## Takeaways

### Worksheet

<b>The Top Three</b>	<b>Facebook</b> <i>Build your network, connect with supporters and share your story</i>	<b>Twitter</b> <i>Break news quickly and mobilize community members</i>	<b>YouTube</b> <i>Tell your story using video and by way of the use contests</i>
<b>Your Audience (s)</b>			



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## What to Keep An Eye On

**flickr**® from YAHOO!  
 Home You Organize & Create Contacts Groups Explore Upload

**Family Services of Metro Orlando's photostream** pro  
 Collections Sets Galleries Tags People Map Archives Favorites Profile Add Family... as a contact



Starfish Mentors  
online community

AN ONLINE COMMUNITY FOR STARFISH INITIATIVE MENTORS...

HOME MY PAGE MENTORS EVENTS GROUPS FORUM BLOGS PHOTOS VIDEOS STARFISH INITIATIVE

**MEMBERS**

**FORUM**

Welcome to Starfish Mentors  
Sign Up or Sign In

- Public Allies Central Florida...  
22 photos  
41 views
- Heart Gallery 2010  
72 photos  
2,756 views
- Event Flyers  
5 photos

Join Today!

Starfish Mentors  
online community

- Meet other Starfish Mentors
- Share photos, stories, and more
- Log on at [www.starfishmentors.ning.com](http://www.starfishmentors.ning.com)

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## Social Media Tips

- Have a social media plan
- Know your audience
- Be consistent with your posts
- Listen to your audience
- Be creative when telling a story
- Engage your audience in the storytelling process

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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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## LEARN MORE USING SMM...

VISTA Campus > VISTAs > The Work > Communications & Marketing > Using Social Media

### Social Media Monday (SMM)



Virtual workshops... real social change.

Follow us on:

VISTA's Social Media Monday (SMM) webshops provide members, sponsors, community leaders, alumni, and others with hands-on access to social media applications 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, to give you a specific set of skills to assist you in your VISTA role and social change efforts.

#### Upcoming Session

Social Media Top Three: The three places YOU want to be!

November 22nd @ 3pm EST

[Click here for registration information!](#)

#### What you'll take away:

Trying to figure out which social media site is right for your VISTA assignment or organization? It can be confusing with so many offerings and services and tools that are changing all the time.

We've made it easier for you by focusing on the top three social media places YOU want to be. Join us as we help you maximize your presence in the digital space.

#### Useful Links

[Continue the conversation](#)



#### SMM Archives

##### September

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

[Download a PDF of this webshop](#)

##### August

**The VISTA Campus & Your Project**

[Download a PDF of this webshop](#)

##### July

**The VISTA Campus Tour Part 1**

[Download a PDF of this](#)



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

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## WEBSHOP LINKS

Family Services of Metro Orlando

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

[www.fsmetroorlando.org](http://www.fsmetroorlando.org)

[www.youtube.com/fsmetroorlando](http://www.youtube.com/fsmetroorlando)

<http://www.flickr.com/fsmetroorlando>

Starfish Initiative

[www.youtube.com/starfishinitiative](http://www.youtube.com/starfishinitiative)

[www.starfishmentors.ning.com](http://www.starfishmentors.ning.com)

[www.starfish.ning.com](http://www.starfish.ning.com)

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## VISTA Social Media Links

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>

VISTA on YouTube

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

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# THANK YOU FOR JOINING US FOR Social Media Monday

*Virtual workshops – real social change*

“See” you... next time:

**January 24, 2011 3:00 PM EST**

**For our next**

**Social Media Monday Webshop**

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