



Social Media Monday

virtual workshops · real social change

twitter



TWITTER NEVER TWEETED SO GOOD!

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

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WELCOME

TWITTER NEVER TWEETED SO GOOD!

How VISTAs, sponsors, community leaders, alumni, and other national service organizations can use Twitter



Suzanne Knizner
Project & Corporate
Coordinator
CAMPAIGN
CONSULTATION, Inc.

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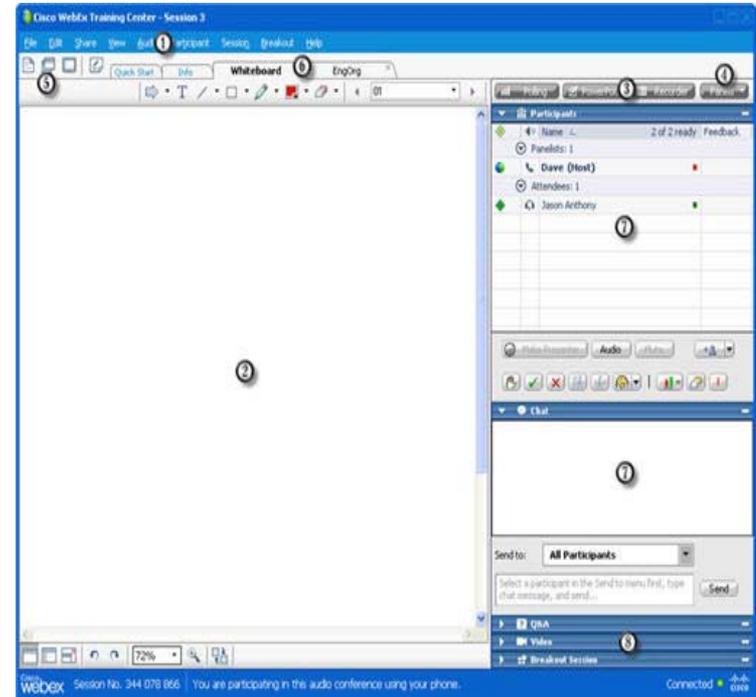


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Tips for using WebEx (this virtual workshop tool)

1. If you'd like to be recognized in the Chat click "raise hand"
2. To mute the call hit *6
3. To unmute the call hit #6
4. If you lose your internet connection, reconnect using the link that was emailed to you
5. If you lose your phone connection, re-dial the phone number and re-join
6. WebEx Support: 1-866-229-3239 (U.S. and Canada Toll-Free)



Social Media Monday: *Twitter never tweeted so good!*

Conference Call: 1-800-861-4084 code 4102437979#

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ALSO PLEASE KNOW...

- This webshop is being recorded and will be available on the VISTA Campus
- Links used during the webshop will be made available at the end of the presentation

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TODAY'S PRESENTERS...



Elizabeth L. Matthews
VISTA Alumni Outreach
and Support Specialist
Corporation for National
& Community Service



Michelle Bond
Project Manager
Campaign
Consultation, Inc.



Danielle Ricks
Social Media Specialist
Campaign
Consultation, Inc.

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YOUR TAKE AWAYS....

During this webshop you will learn:

1. How to set up a Twitter account
2. How Twitter will help you in your service
3. Twitter strategy for your VISTA project
4. How to define your organization's brand on Twitter
5. How to develop a Twitter culture that works for you

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OVERVIEW....

- Why Social Media can help VISTA and other national service organizations impact communities for good by advancing social change



Elizabeth L. Matthews
VISTA Alumni Outreach
and Support Specialist
Corporation for National
& Community Service

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INTRODUCITON...

Each month *Social Media Monday (SMM)* webshops:
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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 guest 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 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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TODAY'S SMM AGENDA...

- Introduction of Guests
- Why Twitter?
- VISTA Case Studies: *Sharing Resources & Promoting Special Events*
- VISTA Case Study: *Volunteer Recruitment & Return on Investment*
- Presentation: Twitter Video on How YOU can get started
- Participant Practice
- Tell us how you're using Twitter in your project
- Participant Q&A
- Upcoming Social Media Monday webshops
- The Conversation Continues

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SMM TWITTER GUESTS....



VISTA

Tina Shantz

[@limegreenpeach](#)

Service-Learning
Program Coordinator
Concordia University



VISTA

Javier Flores

[@Jav171](#) and [@Whatcomcounts](#)

Whatcomcounts.org
Website Coordinator
Bellingham County, WA

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SMM Poll: Twitter Usage

Are you currently using Twitter:

- a. Daily
- b. Weekly
- c. Monthly
- d. Never

Are you using it for your VISTA project?

- a. Yes
- b. No

I use Twitter For:

- a. Volunteer Recruitment
- b. Organize Events
- c. Fundraising
- d. Other

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sm4sc.

SURVEY ON THE STATE OF GIVING IN THE SOCIAL MEDIA COMMUNITY

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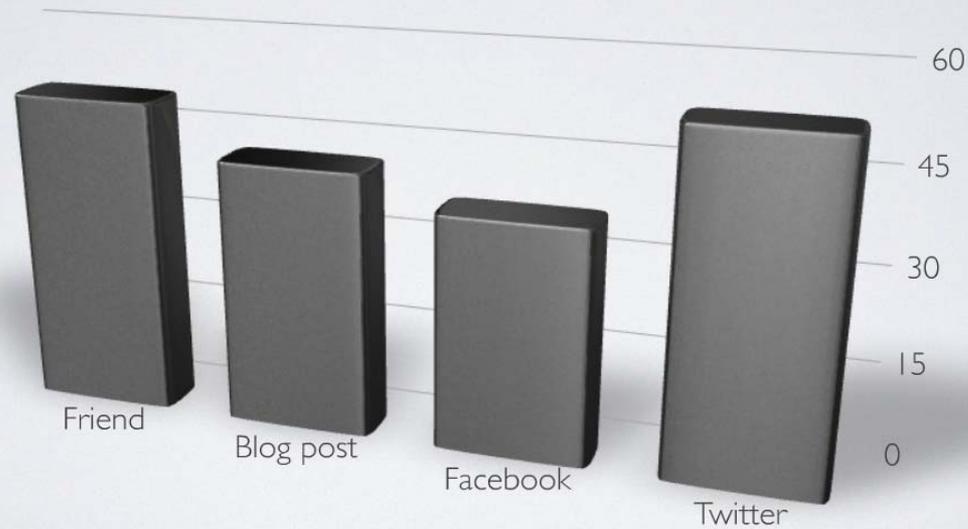
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HOW DID THEY HEAR ABOUT ORGANIZATIONS THEY SUPPORT?



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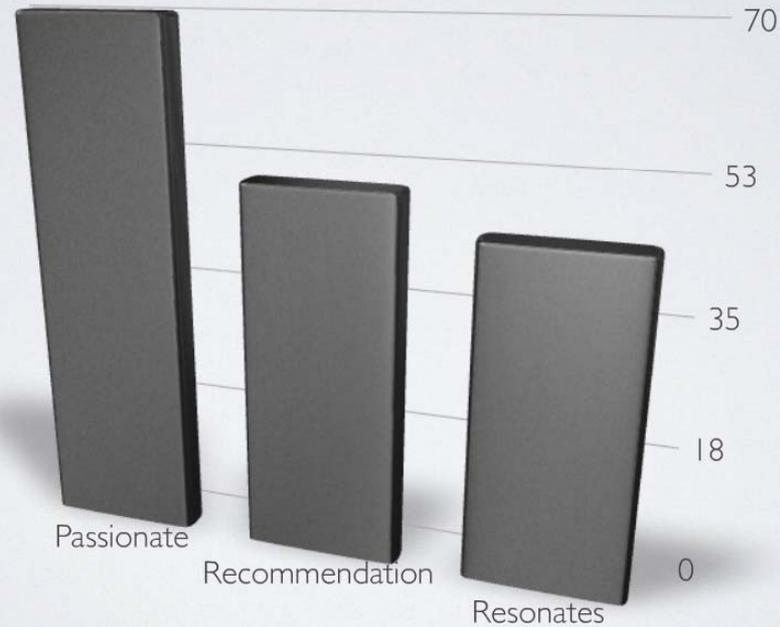
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WHY DO THEY SUPPORT THESE ORGANIZATIONS?



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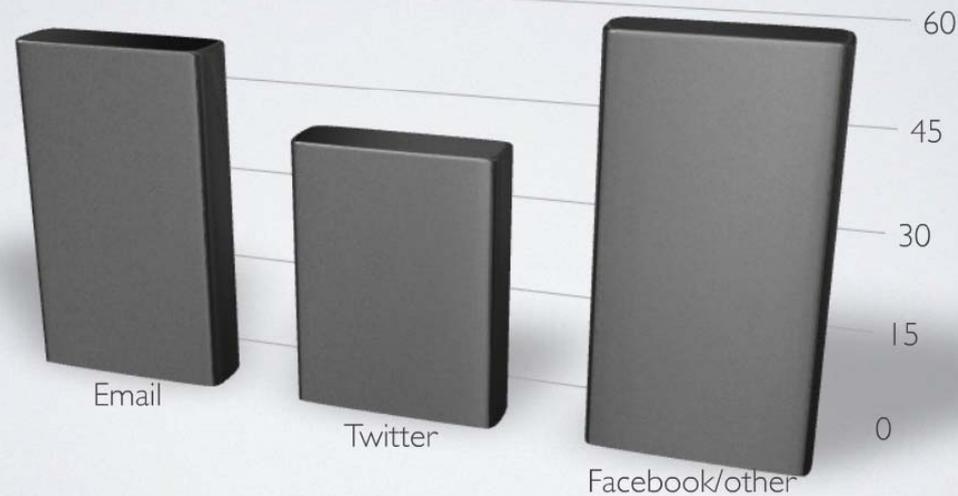
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HOW DO THEY KEEP TABS ON THE LATEST FROM ORGANIZATIONS THEY SUPPORT?



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THIS MEANS PEOPLE IN SOCIAL MEDIA:

- Care about the social good
- Want to contribute
- Want to learn about organizations
- Keep in touch via Social Media

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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. **Staying Safe online** - protecting yourself, your company and 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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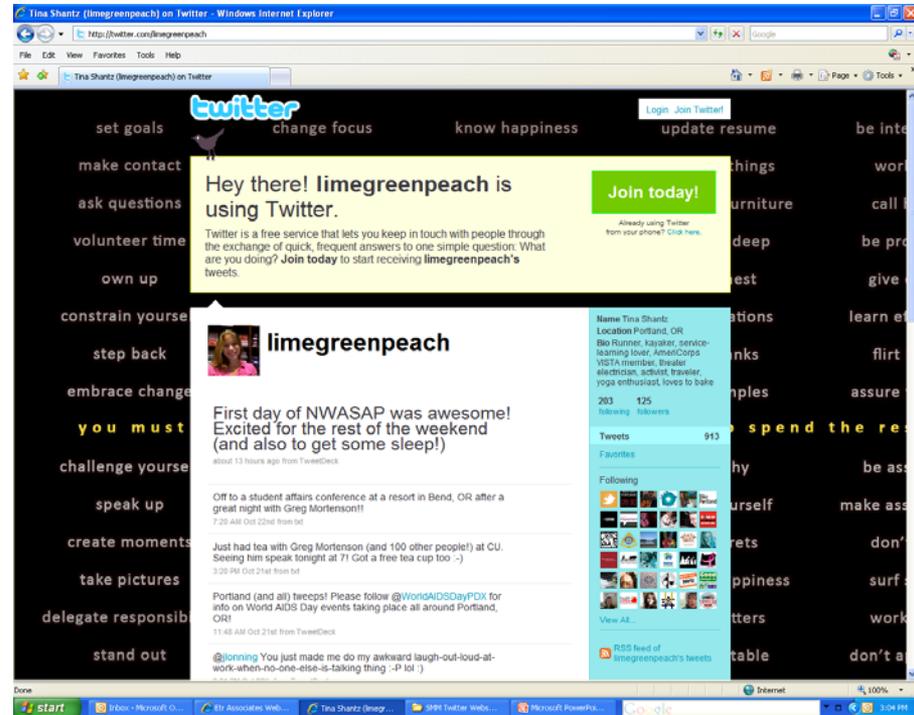
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SHARE RESOURCES AND SPREAD THE WORD

A Case Study with Tina Shantz,
VISTA Service-Learning Coordinator, Concordia University

- How Do you use Twitter?
- How did it help with your project
- What are some of your success stories?



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PROMOTING PROGRAMS AND SPECIAL EVENTS

A Case Study with Javier Flores
VISTA *Whatcomcounts.org* Website Coordinator
Bellingham County, WA

- What advice would you give other VISTAs just starting out on Twitter?
- How can other VISTAs benefit from using Twitter?
- How have you been able to use online social networking on Twitter to make a real time difference



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READY TO GET STARTED?

Howcast



 Refresh!

HowCast Video on the basics of “How To Use Twitter”

<http://www.howcast.com/videos/149055-How-To-Use-Twitter>

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Howcast How-to's

- Create an account
- Find people/organizations
- Post a tweet
- Stay connected on your cell
- Set up your background profile

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YOUR TURN! HANDS ON DEMO...



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YOUR STORIES! USING TWITTER IN YOUR PROJECT

Tell us more about your efforts:

- How are you using Twitter now?
- How can Twitter help you to stay connected and reach new people?
- How can you use Twitter to build support for your organization?
- What is something new you will try after today's webshop?

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YOUR QUESTIONS!

The screenshot shows a Windows Internet Explorer browser window displaying the Twitter profile for VISTAbuzz. The browser's address bar shows the URL <https://twitter.com/VISTAbuzz>. The Twitter profile page includes the following information:

- Name:** AmeriCorps VISTA
- Location:** USA
- Web:** <http://vistacampus.org>
- Bio:** Follow and share the buzz... AmeriCorps VISTA (Volunteers In Service To America) ... working to end poverty since 1964
- Stats:** 1,586 following, 1,193 followers
- Tweets:** 604
- Following:** A grid of 24 user avatars is shown, with a "View All..." link below.

The main content area features a tweet from "about 2 hours ago from web" with the text: "Transition Tip: Ask people questions about themselves. By listening you can see how your work might intersect." Below this tweet are three retweet notices:

- 4 the RTs follow @LeeAnn_KY @VolunteerSpot @taprootfound @YBRtweets @hashwindows @AmericaSCORES #FollowFriday (about 2 hours ago from web)
- Doing good things @createthegood @idealist @helpindyonline @WhatcomCounts @GDM_Habitat @thefoodtrust @VolunteerSpot #FollowFriday (about 2 hours ago from web)
- 4 helping 2 spread the word #follow @vagabondbound @nwwrc @taprootfound @thefoodtrust @cynthiaross @brett4891 @johnron @MoCampusCompact #FF (about 3 hours ago from web)

The Windows taskbar at the bottom shows the Start button, several open applications (Social Media Mon..., Microsoft PowerP..., AmeriCorps VISTA...), and the system tray with the time 3:09 PM.

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CONTINUE THE CONVO...

- Twitter hashtag: #T-SMM
- Following the webinar, VISTAbuzz will host a free, day-long online event, where you can post additional questions on TWITTER: <http://twitter.com/VISTAbuzz>
- And later on the VISTA Campus discussion board <http://vistacampus.org/mod/forum>

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WEBSHOP LINKS...

- HowCast Video on “How To Use Twitter”

<http://www.howcast.com/videos/149055-How-To-Use-Twitter>

- SlideShare “Social Media for Social Good Progress and Predications”

<http://www.slideshare.net/gradontripp/social-media-for-social-good-progress-and-predictions>

- Visit @VISTAbuzz on Twitter!

<http://twitter.com/VISTAbuzz>

- Want to learn more about the art of managing up? Visit the VISTA Campus and check out the Viewfinder archive

<http://vistacampus.org/mod/resource/view.php?id=1263>

- Hatch Act Information

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

- Staying Safe On Line

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

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OTHER USEFUL RESOURCES

- Want to learn more about Twitter in general? Check out this video by CommonCraft

<http://www.commoncraft.com/Twitter>

- Are you ready for the next level of using Twitter to effect social change? Check out this HowCast video.

<http://www.howcast.com/videos/263022-How-To-Use-Twitter-To-Effect-Social-Change>

- Working to Halt On Line Abuse

<http://www.haltabuse.org/resources/online.shtml>

- Secretary Napolitano delivers remarks on staying safe online and the Department Of Homeland Security's leadership role in cybersecurity.

<http://www.dhs.gov/journal/theblog/labels/Cybersecurity%20Awareness%20Month.html>

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THANK YOU FOR JOINING US FOR Social Media Monday

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“See” you... next time:

3:00 PM EST November 23, 2009

*Facebook: Find Friends and Gather Fans
to help end Poverty*

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