



# Social Media Monday

virtual workshops - real social change

## Using TWITTER To Mobilize Your Community



VISTA and the nonprofit sector VISTAs serve have become very busy on Twitter - from their social engagement to fundraising and marketing efforts. In this webshop, learn from some of our most active Tweepers and CNCS supporters on how they:

- Break news quickly
- Share service stories
- Mobilize community members
- Bring awareness to poverty issues
- Cultivate new relationships
- Discover critical resources and tools

Conference Call: 1-877-297-9359

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## WELCOME

### Using TWITTER To Mobilize Your Community

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**Suzanne Knizner**  
Project Specialist  
Campaign Consultation,  
Inc.

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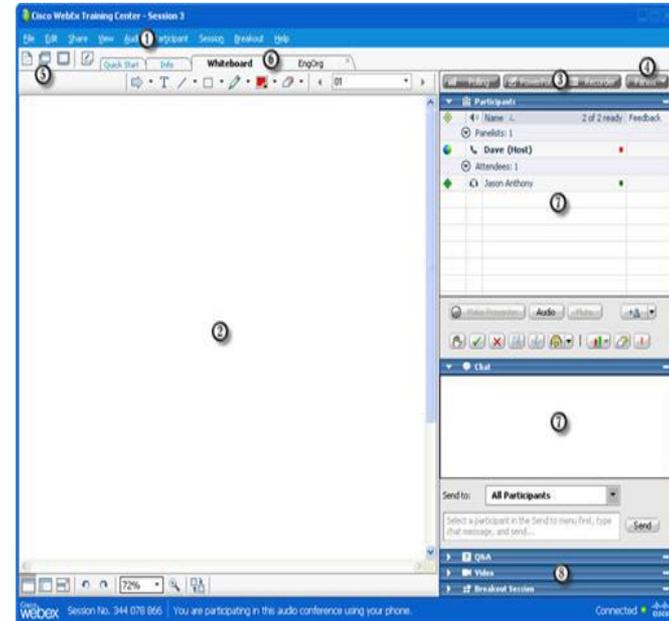


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## Tips for using WebEx (this virtual workshop tool)

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)



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## SMM Poll

**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

**Do you tweet to:**

- a. Grow the VISTA community
- b. Promote events and causes
- c. Spread the word about my organization
- d. Bring awareness to poverty issues
- e. Other



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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 on the [VISTA Campus Social Media Monday Course Page](#)

All Links used during this webshop will be made available at the end of the presentation

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## TODAY'S PRESENTERS...



**Liz Matthews**  
VISTA Alumni Outreach  
and Support Specialist  
CNCS



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

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## SMM TWITTER GUESTS....



Vicki Hover-Williamson  
Iowa  
State Program Director  
CNCS



Terry Gunnell  
Arizona  
State Program Director  
CNCS



Kirsten Franklin-Temple  
Alaska & Washington  
State Program Director  
CNCS

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## TODAY'S SMM AGENDA...



- Twitter How-to's
- Twitter Best Practices
- VISTA Case Studies
- Open discussion and Tweet Chat
- Twitter Tips
- Q&A
- Continue the conversation

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## YOUR TAKE AWAYS....

**During this webshop you will learn:**

1. How Twitter will help you in your service
2. Twitter strategy for your VISTA project
3. How to represent your organization on Twitter
4. How to represent VISTA while online

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## VISTA ON TWITTER

**AmeriCorps VISTA**  
@VISTAbuzz  
Follow and share the buzz ... AmeriCorps VISTA (Volunteers In Service To America) ... working to end poverty since 1964  
USA <http://vistacampus.org/>

Edit your profile  
5,055 TWEETS  
2,901 FOLLOWING  
5,688 FOLLOWERS

**Tweets**

Following  
Followers  
Favorites  
Lists  
Recent images  
Similar to you

**Tweets**

**Terry Gunnell** @Terrygunnell 15 Oct  
RT @VickiHoverW: RT @IowaFBA -Plz RT to fill IMPORTANT position - VISTA Leader to help feed hungry Iowans! [1.usa.gov/QPQIVj](http://1.usa.gov/QPQIVj) @VISTAbuzz  
Retweeted by AmeriCorps VISTA  
Expand

**Palmetto Project** @PalmettoProject 11 Oct  
Thanks, Susan and Ginny for volunteering tonight @ABCNews4! Welcome to TV, Matt @VISTAbuzz! [pic.twitter.com/btnzOG9f](http://pic.twitter.com/btnzOG9f)  
Retweeted by AmeriCorps VISTA  
View photo

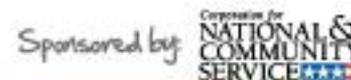
**Lauren McGowan** @LaurenMcgowan 13 Oct  
Check out the work our amazing @unitedwaykc @VISTAbuzz members is doing to help end #veteran #homelessness. [servicecorpsnews.wordpress.com](http://servicecorpsnews.wordpress.com)  
Retweeted by AmeriCorps VISTA  
Expand

**AmeriCorps Alums** @AmeriCorpsAlums 15 Oct  
.@ORCompact @VISTAbuzz #ACAlums see #AmeriCorps experience as valuable #ProfDev: [ow.ly/euS6d](http://ow.ly/euS6d)

© 2012 Twitter. About. Help. Terms. Privacy.

[Twitter.com/VISTAbuzz](https://twitter.com/VISTAbuzz)

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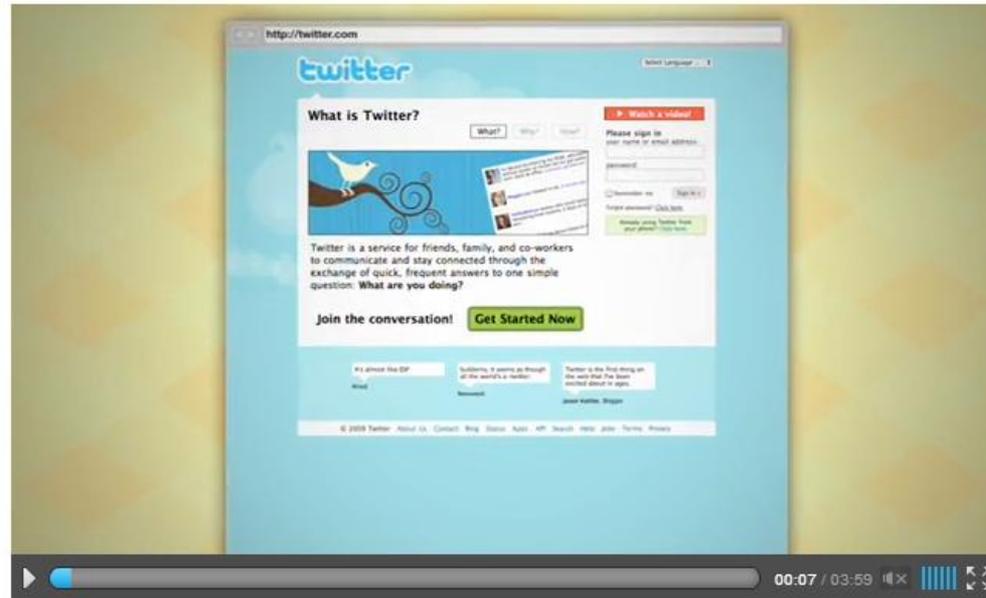




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## How To Use Twitter



[howcast.com/videos/149055-How-to-Use-Twitter](http://howcast.com/videos/149055-How-to-Use-Twitter)

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## VISTAs on Twitter

The image shows a screenshot of the Twitter sign-up page. The page has a light blue background with the Twitter logo in the top left. The main heading is "Join the Conversation" with a link "Already on Twitter? Sign in." to the right. Below the heading is a sub-heading "Already use Twitter on your phone? Finish signup now." The form contains several input fields: "Full name" with a placeholder "enter your first and last name", "Username", "Password", and "Email". Below the "Email" field is a checkbox labeled "I want the inside scoop—please send me email updates!". A CAPTCHA challenge is displayed with the text "Eireship Bonkovski" and a "Type the words above" prompt. To the right of the CAPTCHA is a "Can't read this?" box with options "Get two new words" and "Listen to the words", and a note "Powered by reCAPTCHA. Help". At the bottom of the form is a green "Create my account" button.



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## Manage Your Tweets



The screenshot shows the HootSuite website homepage. At the top left is the HootSuite logo, followed by navigation links for "Features", "Plans and Pricing", "Blog", and "Resources". On the right side of the top navigation bar are "Sign Up" and "Login" buttons. The main content area has a dark blue background with the heading "Social Media Management" and the subtext "The leading social media dashboard to manage and measure your social networks". Below this is a list of features: "Manage multiple social profiles", "Schedule messages and tweets", "Track brand mentions", "Analyze social media traffic", and "4 million+ satisfied users". A "View Plans and Pricing" button is located below the list. To the right of the main content is a "Sign Up Today - FREE" form with fields for "Email Address", "Full Name", "Password", and "Confirm Password". Below the form are checkboxes for "I have read and agree to the Terms of Use" and "I'd like to receive HootSuite newsletters". A green "Sign Up Now" button is at the bottom of the form. At the bottom left of the main content area are icons for LinkedIn, Google+, Twitter, Facebook, and a checkmark.

[HootSuite Website Link](#)

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## Top 10 Twitter Best Practices

1. Tweet about things VISTAs care about
2. Tweet in the moment
3. Follow the 60-30-10 rule
4. Be supportive
5. Personalize your page
6. Sync Twitter and Facebook
7. Ask questions
8. Use calls to action
9. Include links
10. Use hashtags

**Q- What other Twitter best practices can you share with us?**



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## What's a Hashtag?

The # symbol, called a **hashtag**, is used to mark keywords or topics in a tweet.



Use the **hashtag symbol #** before a relevant keyword or phrase.

**Our hashtag for today is**

**#VChat1212**

[TweetChat.com](http://TweetChat.com)

**Q- What hashtags do you use?**

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## Hashtags Examples

### Social Change & Activism

- [#socialgood](#): This hashtag can be used to discuss any topic related to social good
- [#cause](#) or [#causes](#) can be used to discuss subjects related to social causes
- [#volunteer](#): Use when talking about volunteer opportunities (it sees more traffic than [#volunteers](#) or [#volunteering](#))
- [#4change](#): This hashtag was created to flag a monthly chat on how social media is helping to foster change
- [#giveback](#): Use this hashtag to talk about giving back to the world and your community
- [#dogood](#): Support the [Do Good Movement](#) and share your good deeds with the world

**Q – What other social change hashtags do you follow?**

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## Hashtags Examples continued...

### Nonprofits & Foundations

- [#nonprofit](#): This versatile tag can be applied to any tweet concerning the nonprofit sector (and is much more popular than [#nonprofits](#))
- [#philanthropy](#): Tag your philanthropic news with this hashtag
- [#charity](#): Mark your charitable tweets with this hashtag
- [#charitytuesday](#): Share your favorite nonprofits with your followers every Tuesday
- [#foundation](#): Use when discussing news about foundations (it's much more popular than [#foundations](#))
- [#grant](#): Use this tag to reference all things grant related

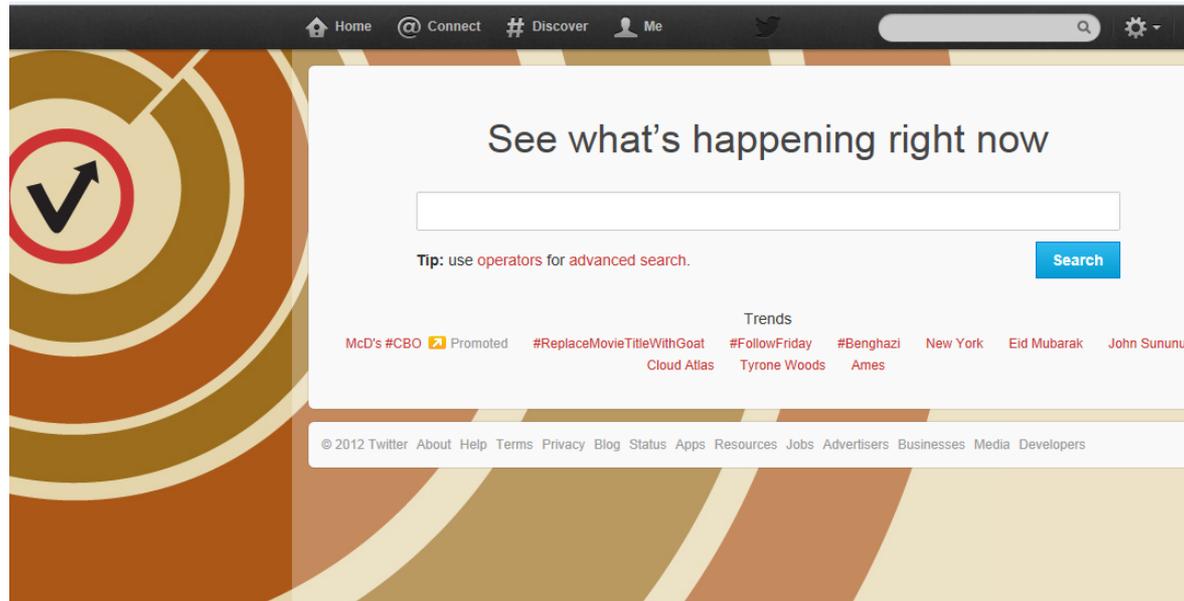
**Q- Give us examples of hashtags VISTAs should be using?**



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## Twitter Search



[Twitter Search](#)

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## VISTA CASE STUDY



Troy Heffron  
AmeriCorps VISTA  
Office of Community Service and Civic Engagement at  
Transylvania University, KY  
@CivicEngagement

**TU OCS/CE**  
@CivicEngagement  
Transylvania Office of Community Service and Civic Engagement (Student Affairs)  
Lexington, KY [http://www.transy.edu/campus/community\\_service.htm](http://www.transy.edu/campus/community_service.htm)

468 TWEETS  
106 FOLLOWING  
69 FOLLOWERS

**Tweet to TU OCS/CE**  
@CivicEngagement

**Tweets**

- Following**
- Followers**
- Favorites**
- Lists**

**Similar to TU OCS/CE**

- Fro-Jo's @FroJoLex Follow
- ryan @seedleaf Follow
- Delta Sig-Beta Mu @DSPBM Follow

**Tweets**

- TU OCS/CE** @CivicEngagement 20 Oct  
Last year's GoodGiving Guide Challenge was a huge success! Don't miss it this year! fb.me/1H5JCPIs  
Expand
- TU OCS/CE** @CivicEngagement 19 Oct  
Had a great hunger/homelessness student group interest meeting! Want to join? Let me know. kanderson@transy.edu  
Expand
- TU OCS/CE** @CivicEngagement 19 Oct  
Transy and BCTC contributed at least 230 new voter registrations to this total... fb.me/1ZWnMoBBm  
Expand
- TU OCS/CE** @CivicEngagement 12 Oct  
#TGIF! What are your plans for the long weekend, @Transy students and faculty? #FallBreak  
Expand
- TU OCS/CE** @CivicEngagement 12 Oct  
@PioneerKari @TUCoachLane @beapioneer Looking good in #FallBreak

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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?
- Share you hashtags with us
- How can you use Twitter to build support for your organization?
- What is something new you will try after today's webshop?

**#Vchat1212** [tweetchat.com](http://tweetchat.com)

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## How To Gain Followers

**twitter** Home Profile Find People Settings Help Sign out

**VISTAbuzz**

Name AmeriCorps VISTA  
Location USA  
Web <http://vistacampu...>  
Bio Follow and share the buzz... AmeriCorps VISTA (Volunteers In Service To America) ... working to end poverty since 1964

1,586 following 1,193 followers

Tweets 604

Favorites

Following

Transition Tip: Ask people questions about themselves. By listening you can see how your work might intersect.  
about 2 hours ago from web

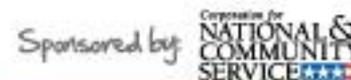
4 the RTs follow @LeeAnn\_KY @VolunteerSpot @taprootfound @YBRtweets @hashwindows @AmericaSCORES #FollowFriday  
about 2 hours ago from web

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

View All...

RSS feed of VISTAbuzz's tweets





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## Who To Follow On Twitter

 **AmeriCorps VISTA,**  
Some people you may know on Twitter 

---

  
**Seattle Works** @SeattleWorks  
*Seattle Works is here to help you take action in your community! Check...*  
Followed by [Randi McKenna](#) and 81 others.  
Following: 3705 · Followers: 4004  


---

  
**US Dept of Interior** @Interior  
*Protecting America's Great Outdoors and Powering Our Future*  
Followed by [Elana Fox](#) and 105 others.  
Following: 37695 · Followers: 36474  


---

  
**The Hill** @thehill  
*The Hill is a congressional newspaper that publishes daily when Congress...*  
Followed by [Stephen Rockwell](#) and 356 others.  
Following: 237292 · Followers: 264018  


Q- What strategies do you have to gain Twitter followers?

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## CNCS State Directors On Twitter

**Terry Gunnell**  
@Terrygunnell  
CNCS State Director in Arizona by way of Alabama—interested in national service, philanthropy & non-profits. All comments are personal opinions.  
Phoenix, Arizona 85004 <http://www.facebook.com/terrygunnell>

3,694 TWEETS  
1,260 FOLLOWING  
811 FOLLOWERS

**Tweet to Terry Gunnell**  
@Terrygunnell

**Tweets**

- Terry Gunnell @Terrygunnell RT @VickiHoverW: RT @MTH Great video abt Meals from the Heartland & Convey of Hope shot at this year's event. bit.ly/RFUHYrk #MRH12 [View media](#)
- Terry Gunnell @Terrygunnell RT @VeteransHealth: 13 of VA's Top Links for Vet Services on 3/29/14 [Expand](#)
- Terry Gunnell @Terrygunnell @AmeriCorpsAlums Hey Ken. Thanks for the RT! #CNCS [View conversation](#)
- Terry Gunnell @Terrygunnell RT @90y\_tweets: Wow, great article on the #Psychology of #Power! @VISTAbuzz people might appreciate marketplace.org/topic/wealth... [Expand](#)
- Terry Gunnell @Terrygunnell RT @GCR\_CNCS: @OregonVolunteer E.D. Kathleen Joy greeting

**Similar to Terry Gunnell**

- CityLata D.C. @CityLataDC [Promoted](#) [Follow](#)
- Kelly DeGraft @kellydegraft

**VickiHoverWilliamson**  
@VickiHoverW  
CNCS State Director in Iowa & mother of 3. Passionate about national service, civic engagement, gardening and hand bells. All opinions shared are my own.  
Des Moines, IA

592 TWEETS  
204 FOLLOWING  
106 FOLLOWERS

**Tweet to VickiHoverWilliamson**  
@VickiHoverW

**Tweets**

- VickiHoverWilliamson @VickiHoverW Made from 31,500+ legos at Truman Gardens. [instagr.am/p/RQegkpgpvA/](http://instagr.am/p/RQegkpgpvA/) [View photo](#)
- VickiHoverWilliamson @VickiHoverW RT @Terrygunnell Spread the news...#CNCS AZ state office has a job opening for an SPS. 1.usa.gov/RLSEuk @AmeriCorpsAlums @VISTAbuzz [Expand](#)
- VickiHoverWilliamson @VickiHoverW Sounds like they didn't miss a heart RT @thearanue

**K Franklin-Temple**  
@KFTemple  
Alaska-Washington State Director w/ @nationalservice. Board Member @denalioutlet, #Gobon #RPCV & @umukumi. All tweets sig. only.  
Seattle, WA

2,202 TWEETS  
1,165 FOLLOWING  
411 FOLLOWERS

**Tweet to K Franklin-Temple**  
@KFTemple

**Tweets**

- Seattle Parks @SeattleParks Fun #Halloween kid stuff going on this weekend at community centers: parkways.seattle.gov/2012/10/11/hal... Also @SeattleAquarium: cw.ly/eNzby \*h [View conversation](#)
- Sol Villarreal @solv17 18-time WA voters can register in person until 10:29 downtown today & Monday & in Renton (tomorrow too, 8:30-4:30): 1.usa.gov/RQMjy4 [View conversation](#)
- Ryan Wilcox @RyanWilcox @CityYear corps member @lisaoliviaKate shares her story of service: cw.ly/LHeLya (@CaseFoundation) #hellawest [View conversation](#)

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## YOUR QUESTIONS...



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## Keep the Conversation Going



- Have more questions?
- Want to learn more?
- Have more things you want to share?

Join **@VISTAbuzz** for a Tweetchat

*immediately* following the webshop

Use hashtag **#TweetV12**

[twitter.com/VISTAbuzz](https://twitter.com/VISTAbuzz)

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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
  - Follow your agencies password policies or make recommendations or guidelines for social media password sharing
  - 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

✓ **LOAD EVALUATION**

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## Social Media Useful Links

### [How to Use Twitter](#)

howcast.com/videos/149055-How-to-Use-Twitter

### [Using Hootsuite to manage and schedule Tweets](#)

signup.hootsuite.com

### [Civic Engagement on Twitter](#)

twitter.com/CivicEngagement

### [Terry Gunnell, Arizona State Program Director at CNCS on Twitter](#)

twitter.com/Terrygunnell

### [Vicki Hover-Williamson Des Moines, IA State Program Director CNCS on Twitter](#)

twitter.com/VickiHoverW

### [Kirsten Franklin-Temple Alaska & Washington State Director at CNCS](#)

twitter.com/KFTemple

### [Hatch Act Information](#)

americorps.gov/help/vistahandbook/chapter14.htm

### [Staying Safe On Line](#)

staysafeonline.info

### [Twitter Search](#)

twitter.com/search

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## Useful Social Media Links

VISTA Campus SMM Course Page

[vistacampus.org/mod/resource/view.php?id=1597](http://vistacampus.org/mod/resource/view.php?id=1597)

VISTA on Twitter

[twitter.com/VISTAbuzz](https://twitter.com/VISTAbuzz)

VISTA Facebook Member Page

[facebook.com/AmeriCorpsVISTA](https://facebook.com/AmeriCorpsVISTA)

VISTA on YouTube

[youtube.com/user/VISTAOutreach](https://youtube.com/user/VISTAOutreach)

Flickr

[flickr.com/groups/visfor](https://flickr.com/groups/visfor)

Using Social Media

[vistacampus.org/course/view.php?id=37&page=38](http://vistacampus.org/course/view.php?id=37&page=38)

VISTA Forums

[vistacampus.org/mod/forum/view.php?id=1905](http://vistacampus.org/mod/forum/view.php?id=1905)

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# Upcoming VISTA Webinar

## Using the Education Award and Managing Student Loans

Wednesday, December 19, 2012 2:00PM ET

- Learn various ways the Segal Education Award can be used
- Gain strategies for minimizing tax liability when using the award
- Find out which student loans qualify for deferment and forbearance
- Learn about the Public Service Loan Forgiveness Program
- Get answers to your questions about student loans

Register Here: [etr.webex.com/etr/onstage/g.php?t=a&d=929961489](http://etr.webex.com/etr/onstage/g.php?t=a&d=929961489)

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## THANK YOU FOR JOINING US FOR Social Media Monday



“See” you... next time

**Monday, February 4, 2013 3:00 PM ET**

**Flickr: Share Your Service Story  
Through Photos**

**Register here:**

[etr.webex.com/etr/onstage/g.php?t=a&d=928483133](http://etr.webex.com/etr/onstage/g.php?t=a&d=928483133)

Upcoming SMM Schedule [vistacampus.org/mod/forum/discuss.php?d=1090#p4428](http://vistacampus.org/mod/forum/discuss.php?d=1090#p4428)

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