



Social Media Monday

virtual workshops · real social change



Vlogging: Make the Most of Your Video Content

Social Networking and video blogging are now the most common tools used on the web. In this webshop we'll show you:

- How to tell your story through video
- How to incorporate video into your blogs
- How to use video to engage or promote your project

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

WELCOME

**Vlogging:
Telling your story
through video**



Suzanne Knizner
Project & Corporate
Coordinator
Campaign
Consultation, Inc.

Sponsored by  Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED

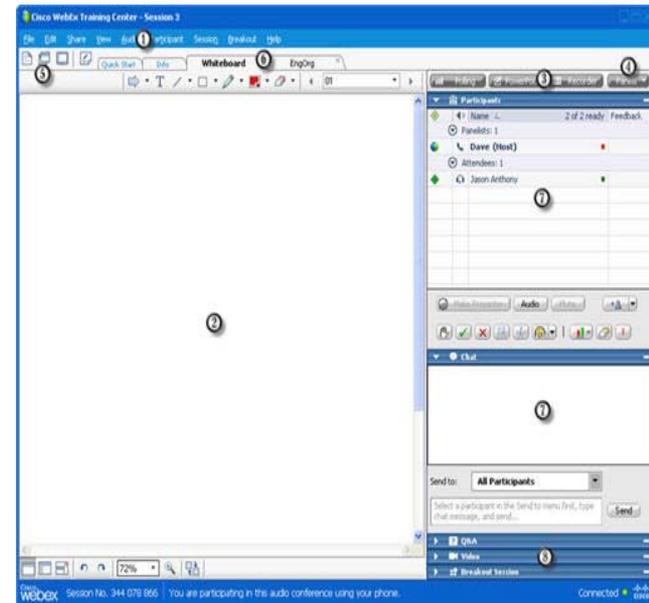


Social Media Monday

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:

Vlogging

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
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.

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

Provided by  **CAMPAIGN
CONSULTATION
INCORPORATED**



Social Media Monday

virtual workshops · real social change

WELCOME

Elizabeth L. Matthews

VISTA Alumni Outreach and
Support Specialist
Corporation for National and
Community Service



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 is Vlogging?
- What tools do you need to use it?
- VISTA Case Studies
- Strategies for using video
- Using video for community outreach
- How can you use video to build your organization's capacity?



Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Vlogging Poll

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

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

Are you a VISTA who currently has a blog?

- a. Yes
- b. No

Are you using video in your blog?

- a. Yes
- b. No

How else might you use video content? Please check all that apply:

- a. Live streaming
- b. Social Networking
- c. RSS feeds
- d. Website postings

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

What is Vlogging?

- A Video Blog
- Becoming very popular
- Excellent for community outreach and team building
- Inexpensive way to communicate ideas and a mission



Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Getting Started

- **Determine a theme** – A reason for your video blog
- **Gather your tools** - A video-capable camera or photos set to music
- **Find a host site**– There are many free web services (YouTube, Blip.tv, Veoh)
- **Prepare, plan and shoot** – Decide who and where you will shoot, and what the final product will be

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Post, Publish and Distribute

- Save your video or photos to your computer via video software
- Edit your video
- Compress your video
- Upload your video to your blog or publish online
- Share your post



Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Poll Results...

1. In your role, are you responsible for the following areas?
2. Are you a VISTA who currently has a blog?
3. Are you using video in your blog?
4. How else might you use video content?

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

MONDAY, MARCH 21, 2011 BOOKMARK & SHARE | EN ESPAÑOL

United We Serve

HOME ABOUT INITIATIVES RESOURCES NEWS / BLOG

National Service Blog SUBSCRIBE

Veterans and Military Families | All

White House Launches Interfaith and Community Service Campus Challenge

By Mara Vanderslice
This post originally appeared on the White House blog on March 17, 2011.

Since his inauguration, President Obama has emphasized interfaith cooperation and community service – as an important way to build understanding between different communities and contribute to the common good.

On a conference call this afternoon, Joshua DuBois, Executive Director of the White House Office of Faith-Based and Neighborhood Partnerships, and Patrick Corvington, CEO of the Corporation for National and Community Service, launched the *President's Interfaith and Community Service Campus Challenge*. The launch featured a video from President Obama calling on institutions of higher education to make a commitment to advancing interfaith and community service initiatives over the course of the 2011–2012 academic year.

Getting Started

Want to create your own service project or event, but not sure how? Check out our helpful toolkits to help you get started.

[VIEW THE TOOLKITS ▶](#)

Share Your Story

How is your volunteer project coming together? How was your service experience? Let us know. We want to hear from you.

[SHARE ▶](#)

Stay Connected

- Facebook
- Twitter
- YouTube
- Serve.gov Mobile

[LINK TO US / LOGOS ▶](#)



Interfaith service involves people from different religious and non-religious backgrounds tackling community challenges together – for example, Protestants and Catholics, Hindus and Jews, and Muslims and non-believers– building a Habitat for Humanity house together. Interfaith service can impact specific

http://www.serve.gov/stories_detail.asp?tbl_servestories_id=497

Sponsored by

Provided by



Social Media Monday

virtual workshops · real social change

AmeriCorps NCCC's Official
Ameri-Blog



AmeriCorps.gov/NCCC

TUESDAY, MARCH 15, 2011

North Central Region's Maple 4 Team Blog Teaser Trailer



POSTED BY AMERICORPS NCCC AT 12:04 PM 1 COMMENTS

REACTIONS: funny (4) interesting (3) cool (5)



<http://ncccblog.americorps.gov/>

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED

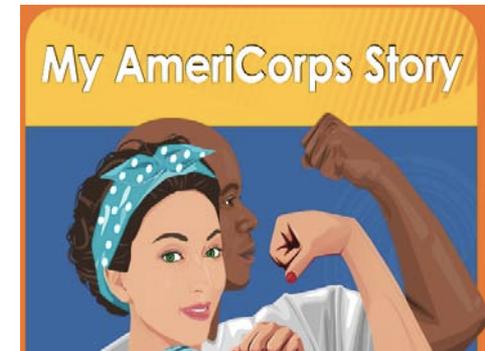


Social Media Monday

virtual workshops · real social change

Tell Your AmeriCorps Story

- Submissions begin mid-April
- Visit <http://Facebook.com/AmeriCorpsWeek>
- Select "Tell Your AmeriCorps Story"
- Click "Submit a Photo" or "Submit a Video"
- Upload a video that is 60 seconds or less
- Upload a digital photo saved as a .Jpeg



Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

My AmeriCorps Story cont...

- Videos will be posted on YouTube
- Photos will be posted on Flickr
- A new theme will be introduced monthly for one year
- Don't need to be a member of Facebook, YouTube, or Flickr to submit

The first theme is “I serve(d) in AmeriCorps because _____”

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Video Sharing

YouTube

Search | Browse | Upload | VISTAOutreach | Sign Out

Post Bulletin | Settings | Themes and Colors | Modules | Videos and Playlists

AmeriCorps VISTA
VISTAOutreach's Channel

All | Uploads | Favorites | Playlists

Arrange Playlists

VISTA's Social Media Monday
3 months ago
more info

VISTA Volunteer Reporter's Project
2 months ago
more info

VISTAs Doing Good
9 months ago
more info

Why become a VISTA
9 months ago
more info

VISTA's Community Building Webshops
2 days ago
more info

0:00 / 1:01 | 240p

Info | Favorite | Share | Playlists | Flag

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

Sponsored by
CORPORATION FOR
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops - real social change

Case Study



Mike Ewing
VISTA
CAN TV
Digital Arts Service Corps
Chicago, Illinois

The screenshot shows the CAN TV website homepage. At the top is a navigation bar with links for Home, About Us, CAN TV News, Services, What's on CAN TV, and Contact Us. Below the navigation is a banner for "This Week on CAN TV" featuring a large eye icon and the CAN TV logo. The main content area includes a "Watch Online" section with options to produce a show, become a member, or work at CAN TV. A featured article titled "Sustainable Planning: Curitiba, Brazil and Chicago's Edgewater" is highlighted, with a photo of people working on a project. To the right, there are three sidebar sections: "SIGN ME UP!" for weekly highlights, "CAN TV news" for subscribers, and "Keep Us Connected" for e-news and public access channels.





Social Media Monday

virtual workshops · real social change



guest · Join · Help

★ Video Best Practices

PAGE ▾

DISCUSSION

HISTORY

NOTIFY ME

Join this Wiki

Recent Changes

Manage Wiki

Search

Home

Before You Start...

About this Wiki
Getting Started- FAQs
Intro to Web Video

DISTRIBUTE YOUR VIDEO Post & Share Videos Online

1. Plan Where It Will Go
2. Sign Up
3. Upload Your Videos
4. Share Your Video
5. Connect Video to Social Media
6. Measure Success

MAKE YOUR VIDEO CAN TV & Other Tools

Keys for Video

In general, there are a few keys to successful web videos you should keep in mind:

- **Length**- People decide whether they will watch an entire video in the first 30 seconds- include the most interesting moment or introduce its topics within this time frame. Short videos should be between two and three minutes long.
- **Energy**- "High-energy" video, with a lively, upbeat exchange between people is more interesting and keeps viewers engaged; speak in a light, conversational tone.
- **Timeliness**- Discuss topics that are timely and relevant to the viewer. Keep an eye out for emerging trends, studies, or other current events that attract attention.
- **Visuals**- A variety of visuals keep viewers engaged and can simplify complex points; add photos, graphics, or additional videos whenever possible.
- **Audio**- Sound can really make or break a video, and it is often overlooked. Try to eliminate any background noise, such as heating/ air conditioners and people chatting; get the microphone as close to the subject as possible.

Promote Your Org.

In order to make sure that the content of your video attracts attention and serves your organization's mission, consider doing one of the following:

- **Showcase Your People**- Interview staff members, volunteers, or members of your organization. Ask them to share their expertise or any compelling/interesting experiences. This content is ideal for PSAs or short promoting your org.
- **Mention Your Sites**- Draw viewers to your organization's presence online by somehow referring people back to your website or social media sites for additional information or to engage with you, mer video
- **Invite Online Views & Responses**- Mention your organization's video site "for more information" during the video; invite viewers to leave comments or responses there

Engage Viewers

- **Include a Call to Action**- Ask viewers to show their support by submitting videos or helping out in some way. Sometimes all it takes to get people to make a difference is to ask.

Table of Contents

[Keys for Video](#)

[Promote Your Org.](#)

[Engage Viewers](#)

[Share Widely](#)

[Video & Social Media](#)

[The basics](#)

[Listen](#)

[Share](#)

[Connect](#)

[Measure](#)

[Resources](#)

<http://cantvnpos.wikispaces.com/Video+Best+Practices>

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

YouTube

Search

Introduction by Mike Ewing - AmeriCorps VISTA Volunteer Reporter

VISTAOutreach 30 videos

A screenshot of a YouTube video player. The video frame shows a close-up of a black name tag with the name 'Michael Ewing' written in white cursive. Below the video frame is the standard YouTube player interface, including a progress bar showing 0:44 / 2:07, a volume icon, a 240p resolution dropdown, and icons for play, stop, and full screen. Below the player are buttons for 'Like', 'Add to', 'Share', 'Embed', and a flag icon. To the right of these buttons, it says '104 views' with a small thumbnail icon.

Uploaded by VISTAOutreach on Sep 20, 2010

<http://www.youtube.com/watch?v=iGEQNpkEoiw>

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

Case Study



Anne Jonas
Community Outreach Coordinator /
AmeriCorps VISTA
Participatory Culture Foundation



INTRODUCTION COLLEGES & UNIVERSITIES LOCAL MEDIA FEATURES FAQ MAKE A SITE

The easiest way to make a video website



niet.tv



Skiddplayer



WDET Detroit

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by
CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change



Redwood Community Video

Local video from Humboldt County and the North Coast, brought to you by [Access Humboldt](#)

 Search

- Home
- Featured
- New Videos
- Categories
- Popular
- Submit A Video
- About Us



Redwood Community Video: Access Humboldt's channels online

By Access Humboldt
Featured 3 days ago

Video produced about Redwood Community Video, Access Humboldt's online Miro video site, for a Miro webinar. [Access Humboldt: http://accesshumboldt.net](http://accesshumboldt.net)
[Miro Community: http://mirocommunity.org](http://mirocommunity.org) [Redwood Community Video: http://video.accesshumboldt.net](http://video.accesshumboldt.net) link to submit a video to Redwood Community Video:

Watch

- Categories
- New RSS Subscribe
- Popular RSS Subscribe

- [Access Humboldt](#)
- 10 Learn how community
- Humboldt County Board of Supervisors



Social Media Monday

virtual workshops - real social change



Search

Browse

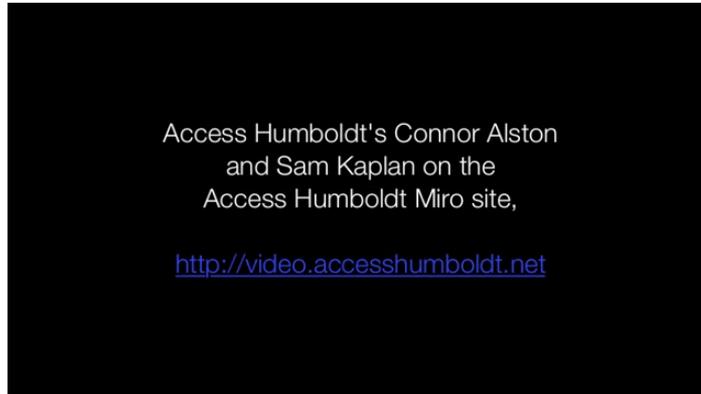
Upload

Create Account

Sign In

Redwood Community Video: Access Humboldt's channels online

[accesshumboldt](#) 29 videos [Subscribe](#)



0:00 / 2:41 360p

Like Add to Share Embed

22 views

Uploaded by [accesshumboldt](#) on Mar 21, 2011

Video produced about Redwood Community Video, Access Humboldt's online [Show more](#)

0 likes, 0 dislikes

All Comments (0)

[see all](#)

Suggestions



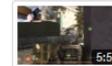
MW2 41-0 Flawless Domination on Afgan Update
by Whytheknife
1,060 views



FunCom: The Secret World - Kingsmouth Public Ac...
by elmundotech
1,329 views



Scottrade Online Community Overview
by ScottradeInc
575 views



New Nuke Live Video Commentary! Ac130 Pwnage -
by GameVideosOnline
2,181 views



Fifa 11 Ultimate Team "It's Xmas time!" Onlin...
by antholland
4,018 views

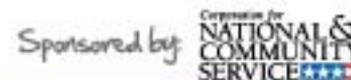


ZEITGEIST: MOVING FORWARD | OFFICIAL
by TZMOOfficialChannel
4,659,273 views



CASSIE USURPS THE CHANNEL!!! (VEDS 7)
by bandgeek8408

<http://www.youtube.com/watch?v=6dfmK8sBscw>





Social Media Monday

virtual workshops · real social change

TIPS



One take – Do it in one take to avoid editing and also to “keep it real.”



Length - Capture interest early on in your vlog and keep it short, 3-5 minutes.



Location, location, location - Look for a quiet spot with as much lighting as possible.



Clothing - No tight patterns on shirts, etc. Solid colors or simple patterns.



Relax into it – Start off your vlog with something easy that will relax the interviewee and yourself.



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

Useful links will be provided 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

LEARN MORE ON USING SMM...



Social Media Monday
virtual workshops - real social change

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

Geolocation Services: How you can check-in for good

February 7, 2011 @ 3pm EST

[Click here for registration information!](#)

What you'll take away:

Geolocation technologies have transformed how we experience the world around us. The combined forces of smartphones, mobile broadband and location-aware applications will connect us in more meaningful ways to the people, organizations, events, information and companies that matter most to us-- namely, those within a physical proximity of where we are. Learn how you can use this technology for your VISTA assignment or organization.

Useful Links

[Continue the conversation](#)

SMM Archives

November

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

[Download a PDF of this webshop](#)

September

Social Media Success:
Thinking ahead and keeping it going

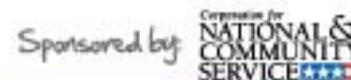
[Download a PDF of this webshop](#)

August

The VISTA Campus & Your Project

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

Keep the Conversation Going <http://vistacampus.org/mod/forum/discuss.php?d=483#p2435>





Social Media Monday

virtual workshops · real social change

Take a Campus Tour...

A presentation slide titled 'WELCOME to The VISTA Campus Tour'. The slide features the VISTA logo at the top left, which includes the AmeriCorps 'A' logo and the text 'VISTA campus tour'. The main text is centered and reads 'WELCOME to The VISTA Campus Tour'. On the left side, there is a graphic of a globe with the United States highlighted in red. At the bottom right, there are two logos: 'Sponsored by: Corporation for NATIONAL & COMMUNITY SERVICE' and 'Provided by: CAMPAIGN CONSULTATION INCORPORATED'.

VISTA campus tour

WELCOME
to
The VISTA Campus Tour

Sponsored by: Corporation for NATIONAL & COMMUNITY SERVICE
Provided by: CAMPAIGN CONSULTATION INCORPORATED

<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

AmeriCorps Week Facebook Page

<http://www.Facebook.com/AmeriCorpsWeek>

AmeriCorps Week Website

<http://www.AmeriCorpsWeek.gov>

CNCS Serve.gov Blog

http://www.serve.gov/stories_all.asp

Digital Arts Service Corps Website

<http://digitalartscorps.org>

CAN TV Website

<http://www.cantv.org>

Miro Community Website

<http://mirocommunity.org>

Sponsored by
Corporation for
NATIONAL &
COMMUNITY
SERVICE

Provided by  CAMPAIGN
CONSULTATION
INCORPORATED



Social Media Monday

virtual workshops · real social change

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>

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:

June 13, 2011 3:00 PM EDT

**Social Media Monday:
VISTA Tools for Social Media**

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