



Social Media Monday

virtual workshops · real social change

Using YouTube to Tell Your Story of V



To join the audio portion,
please dial:

1.888.946.7602

Passcode: 2428797

This session will begin shortly

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Welcome To Using YouTube and Video to Tell Your Story of V



- Learn strategies to engage your community on YouTube
- Discover creative ways to raise awareness about your service project
- Tell a compelling story through video



Suzanne Knizner
Project Specialist
Campaign
Consultation, Inc

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Today's SMM Team...



Liz Matthews

Outreach Specialist
Corporation for National &
Community Service



Danielle Ricks

Social Media
Specialist
Campaign
Consultation, Inc.



Robyn Stegman

Project Specialist
Campaign
Consultation, Inc.

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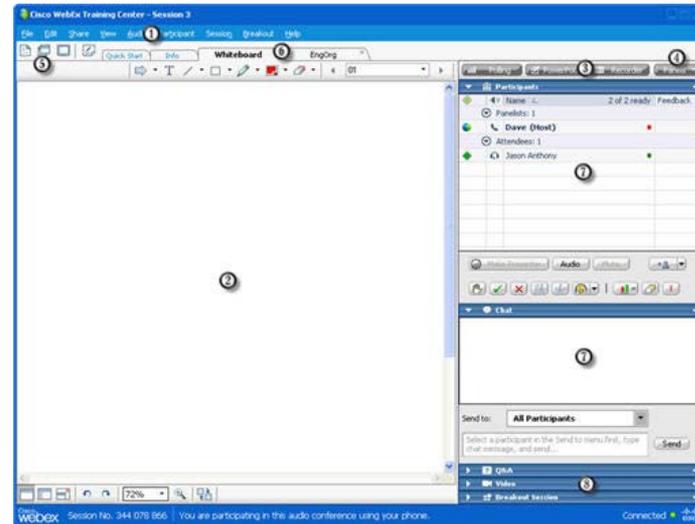


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Tips for Participating

- Submit questions to the presenter at any time using the Q & A feature.
- Share tips, resources, and ideas with other attendees using the Chat feature.
- The phone line will be open later in the presentation for Questions and Answers.



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SMM Poll

Do you use video in your position as a VISTA?

- a. Yes
- b. No

If so, how do you currently share video?

- a. YouTube
- b. Vimeo
- c. Smartphone App (Socialcam, Vine, etc.)
- d. Other

Why do you share video online?

- a. Document my service
- b. Promote my project
- c. Share my VISTA experience with family and friends
- d. Showcase my talent

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Today's Agenda

- Introduction and Overview
- Introduction of our VISTA guest
- Examples of video sharing sites and apps
- VISTA Case Studies
- Your tips and resources from the Chat
- Questions and Answers



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INTRODUCTION TO SMM...

Social Media Monday (SMM) webshops:
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Every two months, we 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

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** to assist you in your VISTA role

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OVERVIEW....

- How video sharing helps VISTAs promote their organization's mission
- Ways to use video
 - Tell a story
 - Promote your project
 - Raise awareness about poverty
 - Showcase your organization



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Poll Results

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Today's SMM VISTA Guest



Amanda Flitter

VISTA Alum

Manchester, New Hampshire



Maggie Garvey

VISTA Alum

Prescott Valley, Arizona

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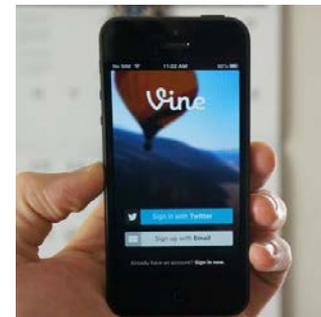
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Video Sharing Sites and Apps



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Vimeo

Vimeo Plus

The easiest way to keep and share all life's videos in HD

Get Plus

Simple storage

Save all your videos in one place — up to 5GB each week

Unbelievable picture quality

HD resolution up to 1080p. same as Blu-ray

Watch everywhere

Compatible with connected TVs, Apple iPhone + iPad, Android, Kindle Fire

Total control

Easy-to-understand stats, privacy settings and password protection for your videos and albums

Express uploading

Get your videos online fast

Vimeo PRO

The ultimate video solution for creative professionals

Go PRO

Best-in-class tools for pros

Advanced stats, private video review pages for clients, custom portfolios, branded player and more

Storage without boundaries

Start with 50GB and add more at any time

Full HD 1080p playback

So your work always looks amazing

Multi-platform distribution

Seamlessly integrates with connected TVs, mobile devices, and third-party players

Reach a huge audience

Unlimited plays on Vimeo.com and 250,000 embedded plays

No length restrictions

We don't limit video file size or duration

Priority uploading and transcoding

Dramatically reduces upload time

[Vimeo Link](#)

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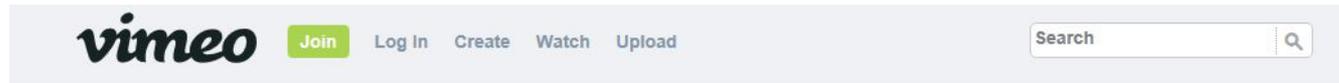
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Vimeo Example



[Let Service put a Hop in Your Step video link](#)

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YouTube for Nonprofits



[YouTube for nonprofits link](#)

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CNCS on YouTube

YouTube

Corporation for National and Community Service

Subscribe 1,817

1,817 subscribers

640,672 video views

Featured Browse videos Search Channel

Emma Tourville
Senior Corps Member

National Service Works for Education
by nationalservice 2 weeks ago

667 views

About Corporation for National and Community Service
The Corporation for National and Community Service plays a vital role in supporting the American culture of citizenship, service and responsibility. We are a catalyst for change and champion for the ideal that every American has skills and talents...

nationalservice.gov

by nationalservice
Date Joined Sep 14, 2006
Country United States

Featured Channels
United We Serve
607 subscribers

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AmeriCorps VISTA on YouTube



[VISTA YouTube Channel](#)

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VISTA Case Study #1



Amanda Flitter
VISTA Alumni
Communications
Administrator, Web Content
Manager
New Hampshire Housing



[FITNHVISTA YouTube link](#)

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Families in Transition Videos

You Tube

FITNHVISTA's channel Subscribed **5** **1,013** video views

Browse videos

Uploads **Feed** Comments

FITNHVISTA uploaded a video 1 week ago

AmeriCorps Week
4 views

Meet Julia!
5 views

About FITNHVISTA's channel
The Families in Transition VISTA Program is the largest network of AmeriCorps VISTAs (Volunteers in Service to America) living and serving throughout the state of NH.
fitnh.org/vista-program/about
by FITNHVISTA
Date Joined: Sep 26, 2011
Country: United States

[Families in Transition VISTA Channel](#)

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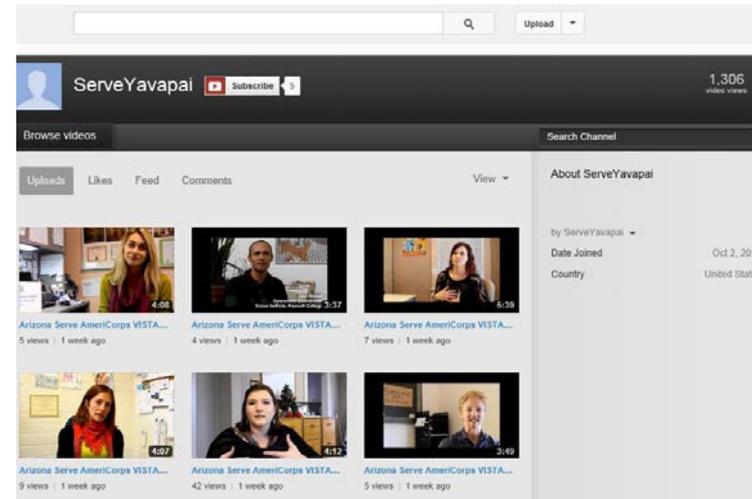
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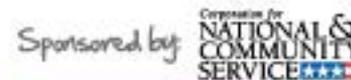
VISTA Case Study #2



Maggie Garvey
VISTA Alumni
Director
Arizona Serve
Prescott College



[Serve Yavapai YouTube Channel](#)





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Serve Yavapai Videos

ServeYavapai 5 1,306 video views

Browse videos

Uploads Likes Feed Comments View

About ServeYavapai

by ServeYavapai

Date Joined Oct 2, 2011

Country United States

Arizona Serve AmeriCorps VISTA... 4:08
5 views | 1 week ago

Arizona Serve AmeriCorps VISTA... 3:37
4 views | 1 week ago

Arizona Serve AmeriCorps VISTA... 5:39
7 views | 1 week ago

[Serve Yavapai YouTube Channel](#)

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What ways are you using video to further your mission?

Let's Hear From You!



What's going on in the Chat?

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YouTube for Nonprofit Tips

- Stream events LIVE
- Embed video on your website
- Create playlists
- Share your video
 - You can share it on Facebook
 - You can share a link on Twitter
 - You can share it in your newsletter/eBlast
 - You can share it by adding it to your email signature
 - You can share it on Pinterest

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V is for _____



V is for page on the Vista Campus [Link](#)

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Questions?



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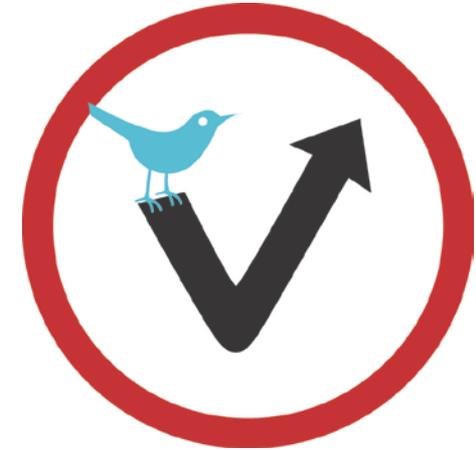
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Keep the Conversation Going

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

Join [@VISTAbuzz](#) for a Tweetchat

immediately following the webshop



[VISTA Buzz Twitter](#)

Use hashtag [#Vyoutube](#)

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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
 - Be careful who you share your passwords with
 - 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 Monday Course Page

VISTA Campus » VISTAs » VISTA Home

Social Media Monday (SMM)



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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

Using Flickr to Tell Your Story of V
February 4th at 3:00pm ET
[Click here to register](#)

What you'll learn:

Social media is moving towards a more visual form of communication. Social-sharing sites like Flickr use photos and short video clips as a powerful social media tool that VISTAs can rely on. In this webshop we'll give you step-by-step instruction on:

- How to use photos and videos to tell a story
- How to incorporate visuals into your social media campaign
- How to share your story of V on Flickr and on the VISTA Campus



SMM Archives

December

[Using Twitter to Mobilize Your Community](#)

[Download a PDF of this webshop](#)



August

[The VISTA Campus: Tools for Connecting](#)

[Download a PDF of this](#)



SMM Course Page [link](#)



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Useful Links From this Webshop

YouTube for nonprofits

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

Vimeo

<http://vimeo.com>

CNCS YouTube Channel

<http://www.youtube.com/user/nationalservice>

Families In Transition YouTube Channel

<http://youtube.com/user/FITNHVISTA>

Serve Yavapai YouTube Channel

<http://www.youtube.com/user/ServeYavapai>

VISTA Campus V is for Course Page

<http://vistacampus.org/course/view.php?id=25>

Hatch Act Information

americorps.gov/help/vistahandbook/chapter14.html

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VISTA Social Media Links

VISTA on Twitter

twitter.com/VISTAbuzz

VISTA on Facebook

facebook.com/AmeriCorpsVISTA

VISTA on YouTube

youtube.com/user/VISTAOutreach

VISTA Flickr Group Pool

<http://www.flickr.com/groups/visfor>

VISTA Forums

vistacampus.org/mod/forum/view.php?id=1905

VISTA Campus SMM Course Page

vistacampus.org/mod/resource/view.php?id=1597

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Evaluation

Please take a few moments to share your feedback. How can we improve these sessions? What topics should we include in future webshops?

Thank you very much for your time and participation!

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THANK YOU for your participation!

If you have further questions or for more information, contact us:

VISTAOutreach@CNS.gov

Join us for the NEXT VISTA Webinar

“Plan Your Professional Development”

April 4th at 2:00 PM ET



Visit the Webinars for VISTA Course Page on the VISTA Campus for registration links and more for more info at this [link](#)

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Thank You For Joining us for Social Media Monday

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“See” you for our next
Social Media Monday webshop on
Monday, June 3, 2013

on

LinkedIn: Tips for Nonprofits

[Register here:](#)

<https://etr.webex.com/etr/onstage/g.php?t=a&d=928015136>

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