



**Introduction to
Social Media for
Change**

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Presenters

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Perisphere Media



Who We Serve

- ***Ecumenical Advocacy Days***
- *Allegany Franciscan Ministries*
- *Catholic Mobilizing Network*
- *Franciscan Action Network*
- *Franciscan Mission Service*
- *InterFaith Conference of Metropolitan Washington*
- *National Association for Lay Ministry*
- *Support Our Aging Religious*
- *Washington Theological Union*
- *Washington Theological Consortium*



GET STARTED

Initial Questions

- What is unique about my perspective?
- What do I want to advocate for – a single issue? Many issues?
- What do people expect or want to hear from me?
- How can I best engage others (individuals and organizations)?

Messaging Strategy

- Do you have a “voice”?
- How can that voice develop?
- How does faith augment my voice?
- How do others individuals and their perspectives contribute to that voice?

Social Media Strategy

- Is social media already a part of your advocacy strategy?
- What channels do you participate in?
- What channels do you need/want to participate in?

Facebook?

- Low barrier to entry, with minimal financial and training costs
- Widely adopted
- A richer platform – photos, events, sharing, discussions, custom applications
- Increased focus on visual storytelling



Twitter?

- Low barrier to entry, with minimal financial and training costs
- A focus on “real time” – news, issues, trends, movements – and brevity
- Improvement through daily participation (demonstrating value)



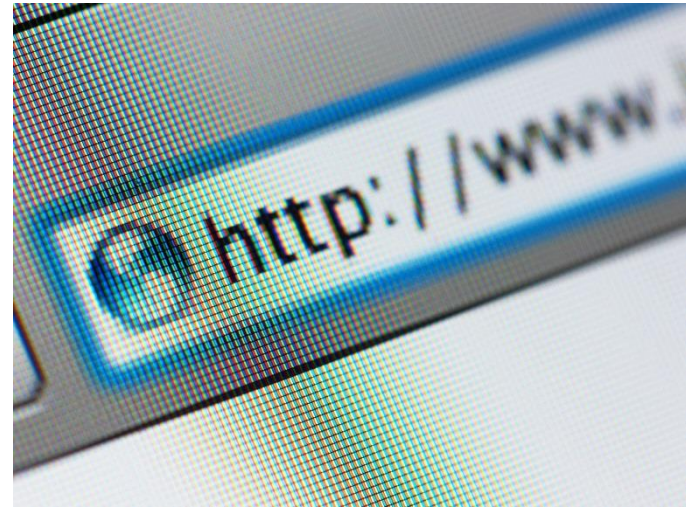
YouTube?

- Barrier to entry continues to drop
- Can show instead of tell
- Improvement through character and narrative
- Important component of advocacy campaigns



Blogs?

- Low barrier of entry – free platforms such as WordPress.com, Blogger, Tumblr (microblogging)
- Can tell more in-depth, ongoing stories
- Great for really developing your voice, and expanded visuals



Other Channels?

- Podcast – strong precedent/practical tie to Catholic organizations
- Instagram – experiential photo (and now video) blogging
- LinkedIn – Recruiting/professional presence (link to other accounts)
- Google+ – Great tool, well-integrated



Barriers to Participation

- Technology learning curve
- Time
- Expectation of instant success
- It's a scary place
- “I don't have anything to say”

Why You Should Participate

- Knowledge
- Passion
- Unique faith perspective
- A responsibility to act

How to Get Started

- Start small
- Build slowly
- Build strategically
- Focus your time
- Schedule your activity
- See what others are doing
- Share what others are doing

A Few Preliminary Tips

- Be succinct
- Be accurate
- Use proper spelling/grammar
- Integrate “lingo”
- Use exclamatory language sparingly
- Develop your personality
- Think visual

TIPS FOR EFFECTIVENESS



Tips for Effectiveness

1. Tagging

The process of linking your social media post using identified markers built into the platform so that your post is associated with the person / place / thing you tag, thereby increasing its visibility and potential for engagement by others

There are two basic types of tagging on most social media platforms:

- A. Tagging via personal *Handles*
- B. Tagging via *Platform Tags*

Tips for Effectiveness

1. Tagging – Via Handles: Facebook

Examples:

- John Doe
- Jane Anderson
- Jose Maria Jesus Imenez
- Charlie “Lost in Space” Moore
- Ecumenical Advocacy Days
- The New York Times
- eZ Food Processing



Tips for Effectiveness

1. Tagging – Via Handles Facebook

- Use @ immediately preceding the handle you wish to tag. This lets Facebook know you are looking to tag someone or something, allows you to pick from a list and changes the @ sign to a highlighted handle.
- Tagging multiple handles helps increase visibility, but don't overdo it!
- Facebook recently also implemented hashtags a la Twitter



- If you are tagging a famous person or larger organization, make sure you identify their official Facebook page before you tag!
- Tagging by handle works the same in all Facebook features (including photos and videos).

Tips for Effectiveness

1. Tagging – Via Handles: Twitter



Examples:

- @JohnDoe (or @johndoe)
- @janejanderson
- @jesusjose
- @mooreinspace
- @advocacydays
- @nytimes
- @ezfood4u

Tips for Effectiveness

1. Tagging – Via Platform Tags: Twitter/Facebook Hashtags



- #ead2014
- #buildingpeace
- #endgunviolence
- #justpeace
- #FF
- #TBT
- #thingsihate
- #thingsilove

Tips for Effectiveness

1. Tagging – Via Platform Tags: Twitter/Facebook Hashtags



- Use the pound sign “#” immediately before the item you tag.
- Hashtags are sensitive to extraneous markings (periods, commas, exclamation points) so make sure your tag (#ead2014) is the right one and not missed due to mis-tagging (#ead2014!).
- #Do #Not #Overdo #It: No more than 2 or 3 hashtags in a tweet.
- Track / use certain hashtags to amplify your message
- Add images to the hashtags you wish to promote to generate more interest

Tips for Effectiveness

2. Linking and Images - Via URL shorteners

Incorporating a link to a relevant website in a way that reduces the size of the link and allows those interested to view more information without overrunning space.

URL shorteners

<http://bit.ly>
<http://goo.gl>

<http://advocacydays.org/2014/03/22/photos-images-from-ead-2014-friday-night/>

becomes

<http://bit.ly/1f71oWA>



Tips for Effectiveness

2. Linking and Images – “Automatic” Images

- Twitter and Facebook pull text and images from the website if the sites are set up properly
- You may get the option to choose from more than one photo; be sure to pick the right one



Ecumenical Advocacy Days shared a link.
Posted by Marc DelMonico [?] · March 20

Peace Cranes to Fly in Prayer During #ead2014.



Peace Cranes to Fly in Prayer During EAD 2014 - Ecumenical Advocacy Days for Global Peace with...
advocacydays.org

MARCH 19, 2014 - WASHINGTON - Ecumenical Advocacy Days for Global Peace with Justice (EAD) is pleased to announce that one thousand brightly colored origam

Tips for Effectiveness

2. Linking and Images - Add Photos

You can upload images or post photos you take to Twitter and Facebook directly (the latter best achieved via phone/tablet)



Tips for Effectiveness

3. Scheduling posts across multiple platforms

Using built-in platform features or third-party applications to create a set of social media posts to be put on appropriate platforms at scheduled times.

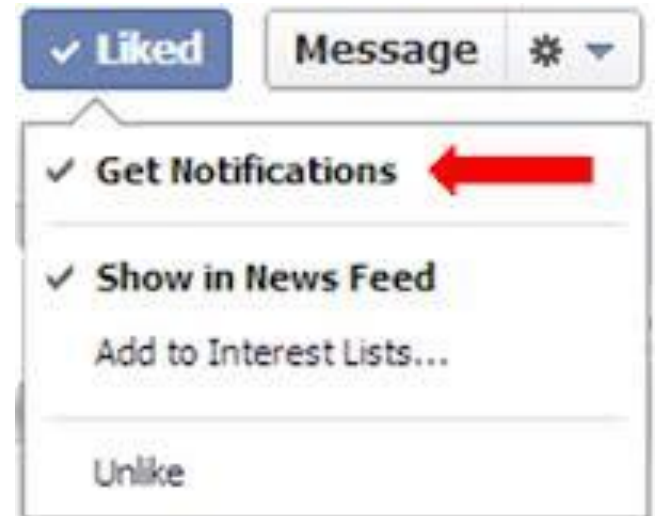


Tips for Effectiveness

4. Participation – Encourage/Engage Friends and Followers

-Craft thoughtful, brief, and interactive social media posts so that you will naturally elicit conversation, dialogue (argument), and sharing.

Encourage followers to stay up to date on the latest and greatest things you are doing via your Facebook page through the “Get Notifications” option.



Questions

View This Presentation

ead2014.
com

The screenshot shows the Perisphere Media website for the #EAD2014 National Gathering Event Site. The header features the Perisphere Media logo and the event title. Below the header is a large image of hands placing puzzle pieces of the Earth. A text box on the right of the image says "PROUD TO BE OF SERVICE AT #EAD2014" and includes a paragraph of text. Below the image is a banner for "ECUMENICAL ADVOCACY DAYS FOR GLOBAL PEACE WITH JUSTICE" with a globe icon and a link to "Visit AdvocacyDays.org for Official #EAD2014 Updates". The main content area is divided into four columns: "CONNECT WITH PERISPHERE MEDIA AT #EAD2014", "VISIT US Online Communications and A/V Resource Room (by Main Ballroom)", "ATTEND OUR WORKSHOP Intro. to Social Media for Change: Sunday, 3:15 or 4:15 p.m., Van Buren", and "LET'S SOCIALIZE Like us on Facebook or follow us on Twitter and Instagram". Below this are three sections: "#EAD2014 TWEETS" with two tweets, "PERISPHERE @ #EAD2014 - INSTAGRAM" with a link to see more, and "ABOUT US" with a paragraph about the company. At the bottom, there are links for "OUR PORTFOLIO • OUR CLIENTS • OUR TEAM" and "GET UPDATES".

PERISPHERE MEDIA
#EAD2014 National Gathering Event Site

PROUD TO BE OF SERVICE AT #EAD2014
Perisphere Media is thrilled and honored to be a part of the 2014 National Gathering – and to continue to provide web, social media, print and other support to Ecumenical Advocacy Days year-round. We are happy to be here in fellowship with all of you.

ECUMENICAL ADVOCACY DAYS
FOR GLOBAL PEACE WITH JUSTICE

Visit AdvocacyDays.org for Official #EAD2014 Updates

CONNECT WITH PERISPHERE MEDIA AT #EAD2014

VISIT US
Online Communications and A/V Resource Room (by Main Ballroom).

ATTEND OUR WORKSHOP
Intro. to Social Media for Change: Sunday, 3:15 or 4:15 p.m., Van Buren

LET'S SOCIALIZE
Like us on Facebook or follow us on Twitter and Instagram.

#EAD2014 TWEETS
@sha_sullivan_RT @UnboundJustice: Jim Winkler: Cultural myths church must overcome: white supremacy, male superiority, redemptive violence, & American ex...
@exxeteas: "Conflict is not bad. It's an invitation to relationship." Violence interrupters, local Peace Teams and Peace Education. #ead2014

PERISPHERE @ #EAD2014 - INSTAGRAM
[See More #EAD2014 on Twitter](#)

ABOUT US
Perisphere Media is a digital production studio that designs, implements, manages and optimizes content-driven web presences for a growing portfolio of nonprofit, education, small business and agency clients. Based in Washington, D.C., Perisphere aims to provide strategic, dynamic online solutions and to build excellent long-term relationships with our clients. And we have a dedicated, diverse and uniquely qualified team that grows and adapts as your organization does.

[OUR PORTFOLIO](#) • [OUR CLIENTS](#) • [OUR TEAM](#)

GET UPDATES
Fill out the form below to sign up to receive a weekly update from Perisphere Media.



Connect With Us

- www.perispheremedia.com
- *@PerisphereMedia (Twitter)*
- *Perisphere Media (Facebook)*



Thank You!

