



**INTRO TO SOCIAL MEDIA FOR CHANGE**

**APRIL 7, 2013**

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# Presenters

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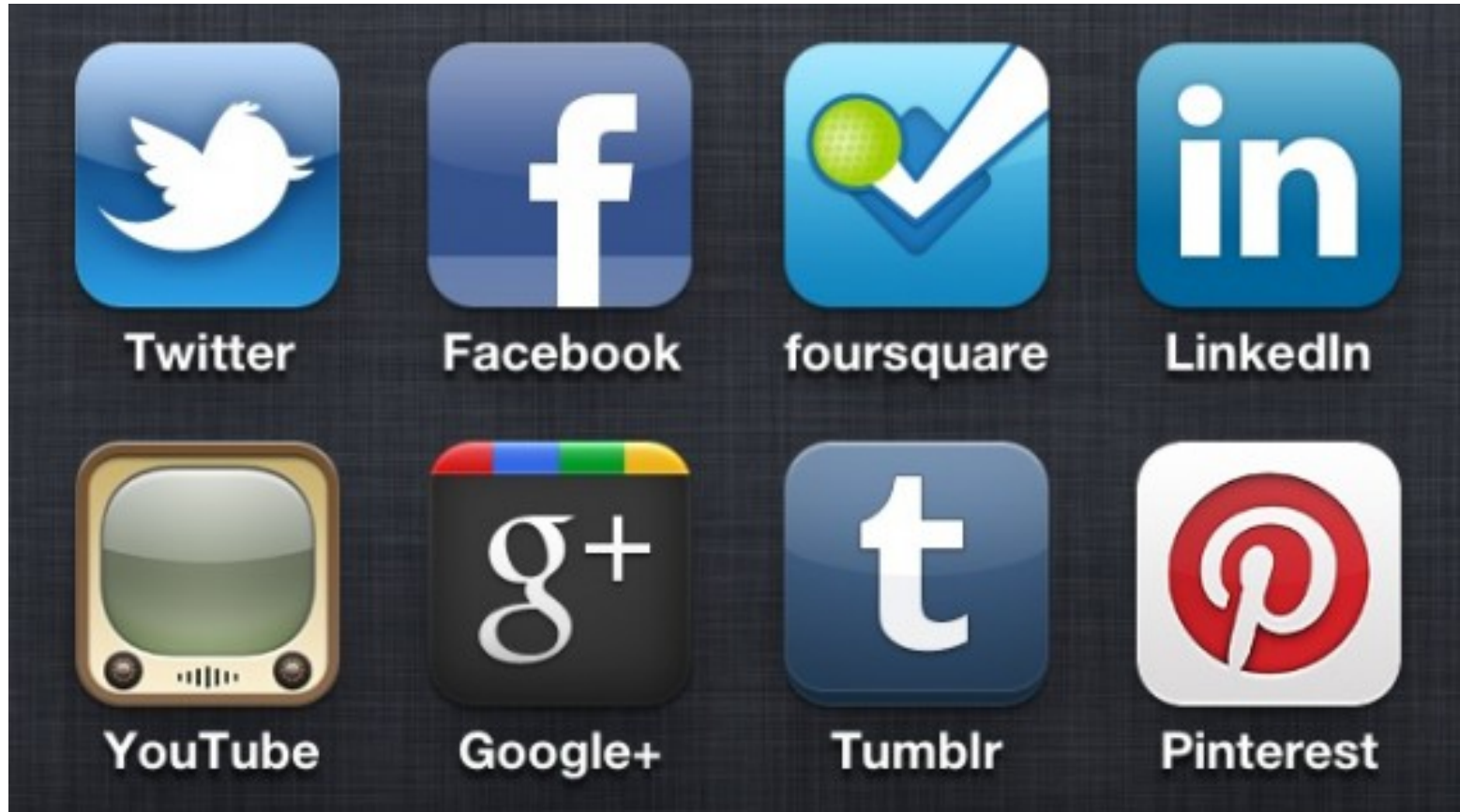


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# Who We Serve

- *Ecumenical Advocacy Days*
- *Washington Theological Consortium*
- *Catholic Mobilizing Network*
- *Franciscan Action Network*
- *Support Our Aging Religious*
- *National Association for Lay Ministry*
- *Washington Theological Union*
- *Just Haiti*
- *Allegany Franciscan Ministries*

# Social Media Channels



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# Barriers to Participation

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

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# Why You Should Participate

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

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# Communication Strategy

- Do you have a communication strategy?
- Is social media a part of it?
- Does the person doing social media “have a seat at the table”?
- Do you have an organizational voice?
- How do individual voices feed that voice?
- How does faith augment your voices?

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# 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



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# A Few Tips

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

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# 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

## Tagging: Via Handles

Handles are ways in which persons, groups or organizations identify themselves on social media platforms. They are the “names” by which people, groups or organizations call themselves when they are on social media and interacting with others.



# Tips for Effectiveness

## 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

## 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 via its handle. It 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!

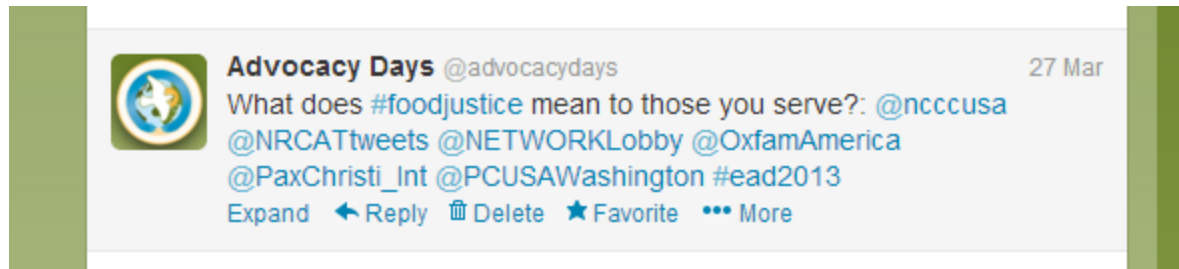
- This is presently the only way to tag in Facebook, but this may be changing.



- If you are tagging a famous person or larger organization, make sure you identify their official Facebook page before you tag! There can be multiple pages for these people or organizations and you want to make sure you identify the official one.
- Tagging by handle works the same in all Facebook features (including photos and videos).

# Tips for Effectiveness

## Tagging: Via Handles - Twitter

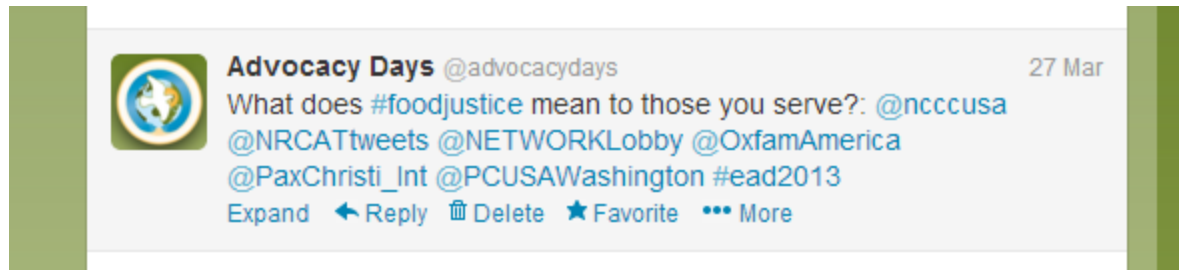


### *Examples:*

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

# Tips for Effectiveness

## Tagging: Via Platform Tags – Twitter Hashtags

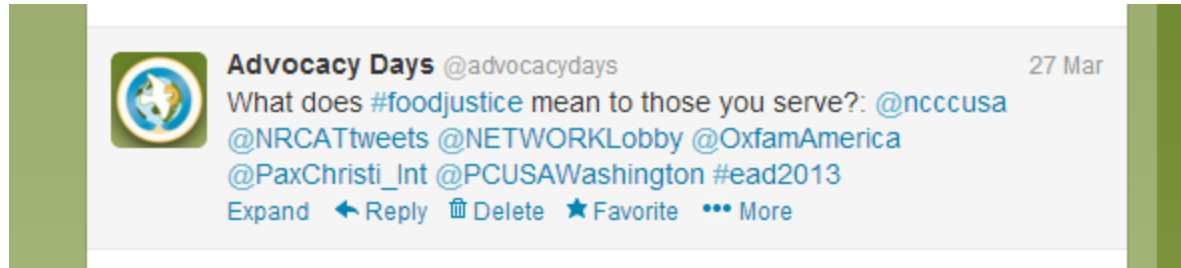


### *Examples:*

- #ead2013
- #foodjustice
- #farmbill
- #FF
- #thingsihate
- #thingsilove

# Tips for Effectiveness

## Tagging: Via Platform Tags – Twitter Hashtags



- Use the pound sign “#” immediately before the item you tag.
- Hashtags are sensitive to extraneous markings so make sure your tag (#ead2013) is the right one and not missed due to mis-tagging (#ead2013!). Also have no more than 2 hashtags in a tweet.
- Track / use certain hashtags to pull special Twitter feeds into your website (e.g. ead2013.com)
- Associate hashtags you wish to promote with interesting images via TwitPic



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# Tips for Effectiveness

## 2. Linking via URL shorteners

Incorporating a link to a relevant website into your social media post 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/2013-at-gods-table/associated-activities/other-events/>

becomes

<http://bit.ly/XeqQ6Z>



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# Tips for Effectiveness

## Linking

Note how each platform handles the “visualization” of links.

- Twitter – no visualization; just the text link
- Facebook attempts to pull text from the page’s title, URL, page content, and possible photos (Facebook Open Graph). This means images and word choices on your website matter even more!

*Example:*

<http://advocacydays.org/2013-at-gods-table/theme/promotional-resources/>



# 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.

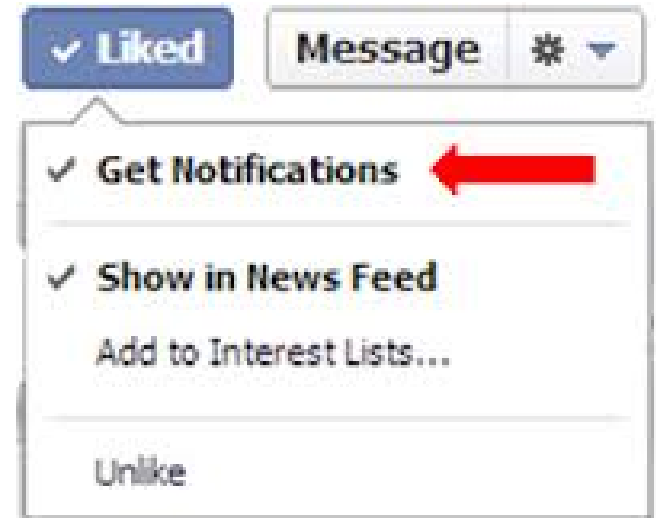


# Tips for Effectiveness

## 4. Encouraging / Engaging your followers

Taking the time to 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.



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# Tips for Effectiveness

**5. Build up your organization's followers on social media via staff person sharing and event-based participation.**

Find ways to engage staff / interns / volunteers to share your official page's posts or tweets on THEIR PERSONAL social media feeds. This drives more activity to your page and gets your message out. Make use of event activities by engaging participants on social media.

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# Questions

# View This Presentation

*ead2013.  
com*

The screenshot shows the Perisphere Media website for the #EAD2013 National Gathering Event Site. The header features the Perisphere Media logo and the event title. Below the header is a large image of a man in a plaid shirt standing in a field of green plants, with a text box on the right that reads "PROUD TO BE OF SERVICE AT #EAD2013" and 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 button to "Visit AdvocacyDays.org for Official #EAD2013 Updates". The footer contains four columns of information: "CONNECT WITH PERISPHERE MEDIA AT #EAD2013", "VISIT OUR TABLE We're at the head of the Washington Ballroom.", "ATTEND OUR WORKSHOP Intro to Social Media for Change - 4/7, 3:15 & 4:15, Crystal C", and "LET'S SOCIAL-IZE Like us on Facebook or follow us on Twitter.". At the bottom, there are three sections: "#EAD2013 TWEETS @IRUSAGovAffairs: @advocacydays", "#EAD2013 IN PICS" with a small image of an open book, and "ABOUT US Perisphere Media is a digital production studio that designs, implements, manages".



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# Connect With Us

- [www.perispheremedia.com](http://www.perispheremedia.com)
- *@PerisphereMedia (Twitter)*
- *Perisphere Media (Facebook)*





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# Thank You!

