Introduction to Social Media for Change

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Presenters

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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).

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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
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.

![Hootsuite Logo](image1)
![TweetDeck Logo](image2)
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
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Thank You!