



Introduction to Social Media

What's it about and how to get started

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► Responsible for all Social Media

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Webinar Sponsor



Webinar for Loxton & Waikerie regional community in SA, plus open to all of our audience.

This project is support by [Australia Post's Our Neighbourhood Community Grants](#) program, which funds projects that will help to build healthier, more vibrant and more inclusive communities across Australia.

What we'll look at

- ▶ An adventure in communications
- ▶ Overview of the major social media platforms
- ▶ How to choose the best platform for your organisation
- ▶ Content that creates engagement
- ▶ Trends in content and what is coming for social media



Traditional 'social' channels



Face to
face



Writing
letters

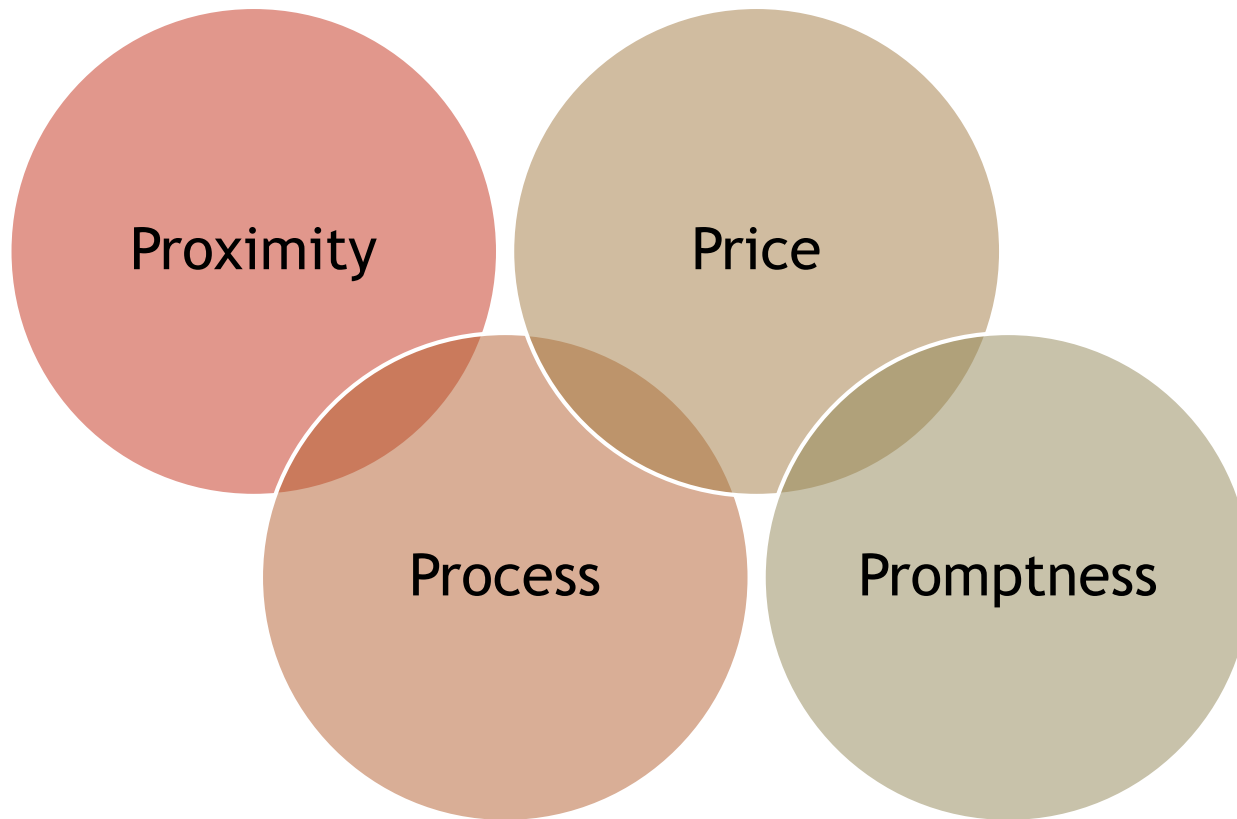


Telephone



Facsimile

The barriers of traditional channels



The barriers of traditional channels

What's changed?



What is social media?

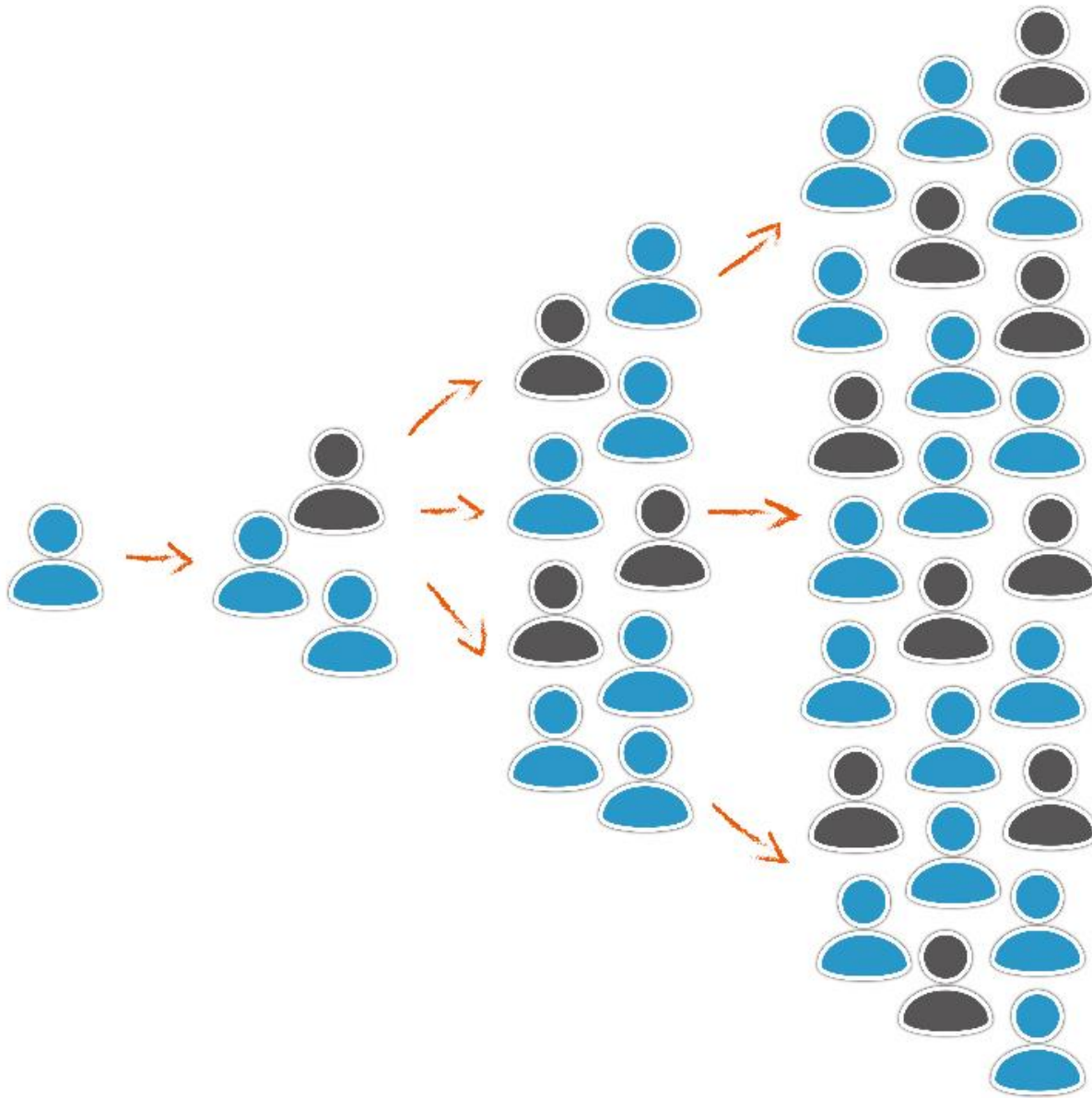
“**Social media** refers to interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.”

- [Wikipedia](#)

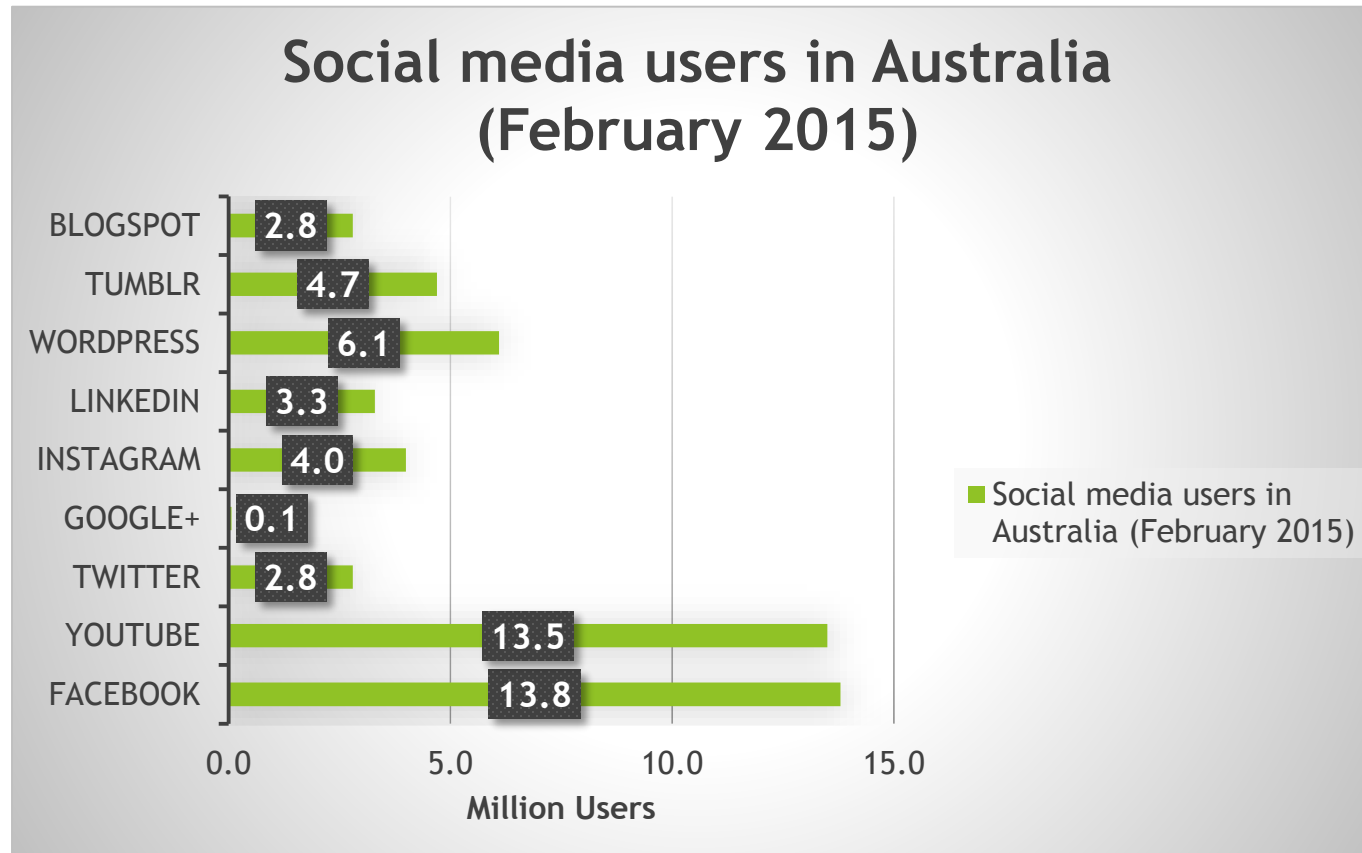
What this means for communication

We can communicate with:

- ▶ Whomever we want
- ▶ Whenever we want
- ▶ However we want



...and Australians are!



What this means for organisations



It's all about the customer
and activating the power of
word-of-mouth.



Social media

Client relationships

Customer service

Public relations

Community Engagement

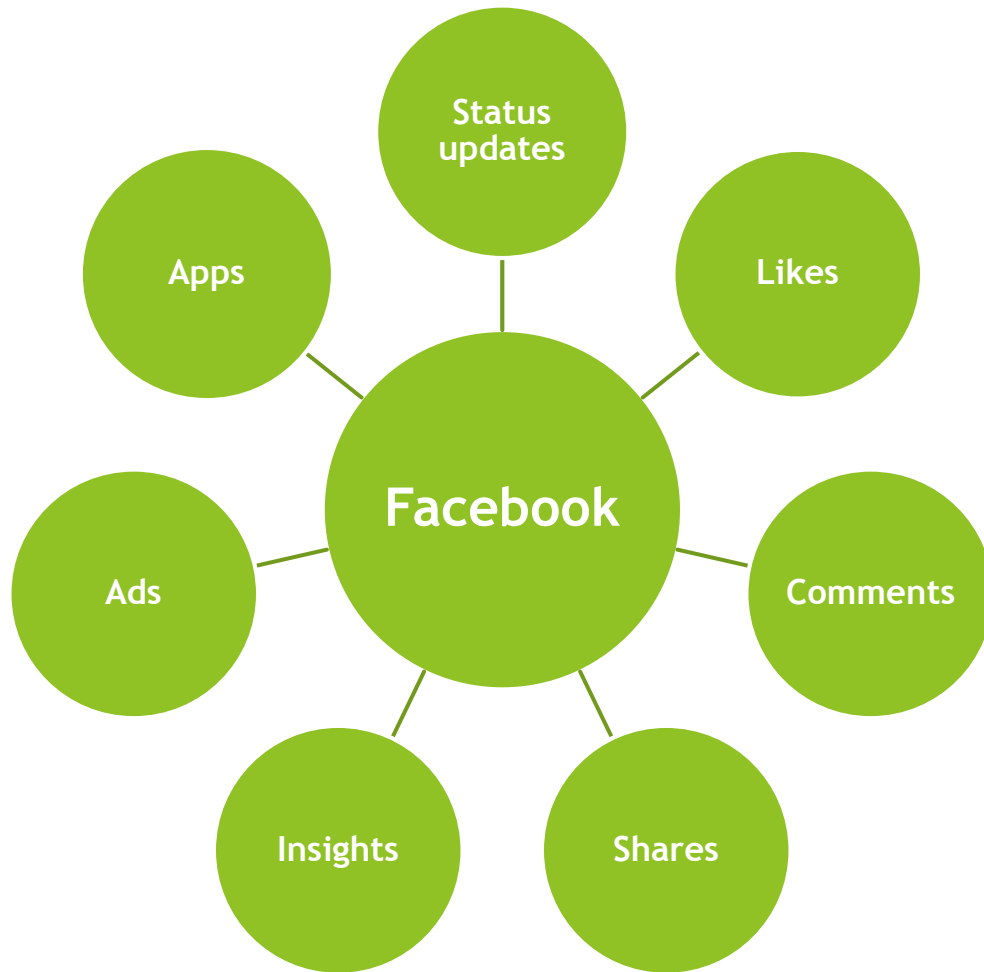
Generating conversations

Opening dialogues

Major Social Media Sites

- ▶ Facebook
- ▶ Twitter
- ▶ Google+
- ▶ Instagram
- ▶ LinkedIn

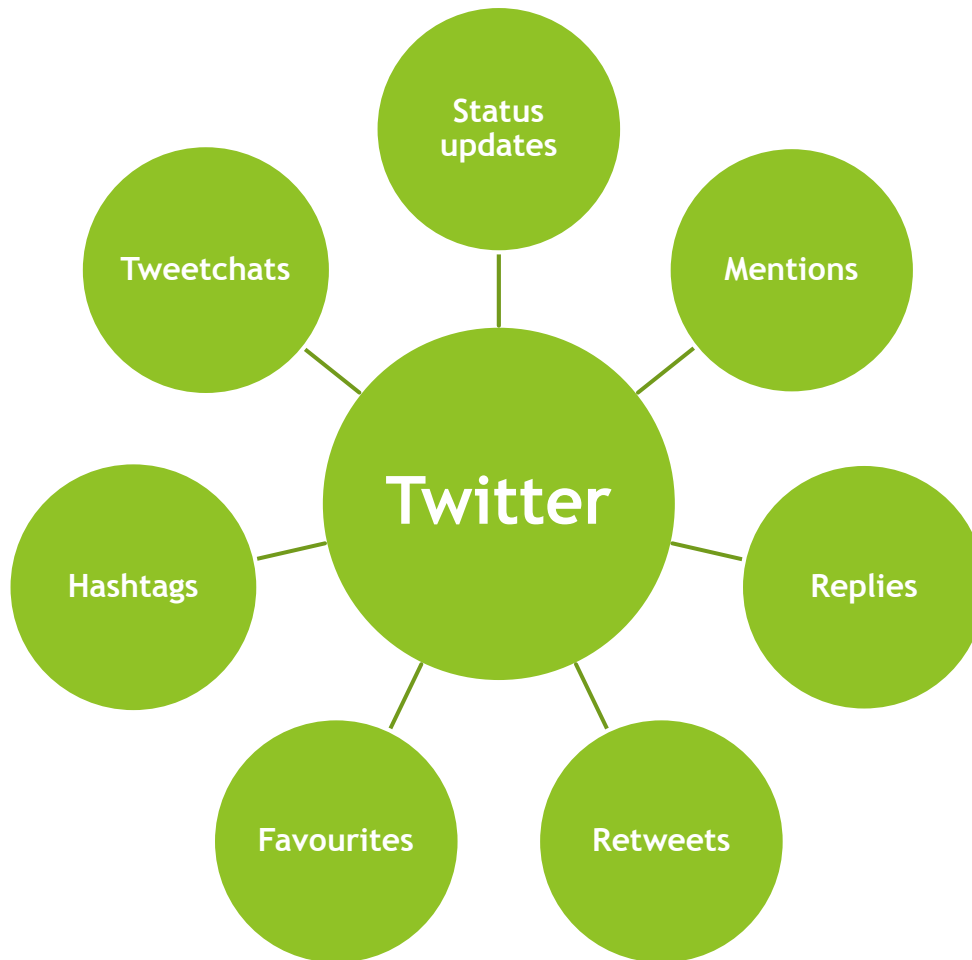
Facebook



Why Facebook?

- ▶ Largest social media population
- ▶ Website where users spend most time online
- ▶ Most familiar for people to use

Twitter



Why Twitter?

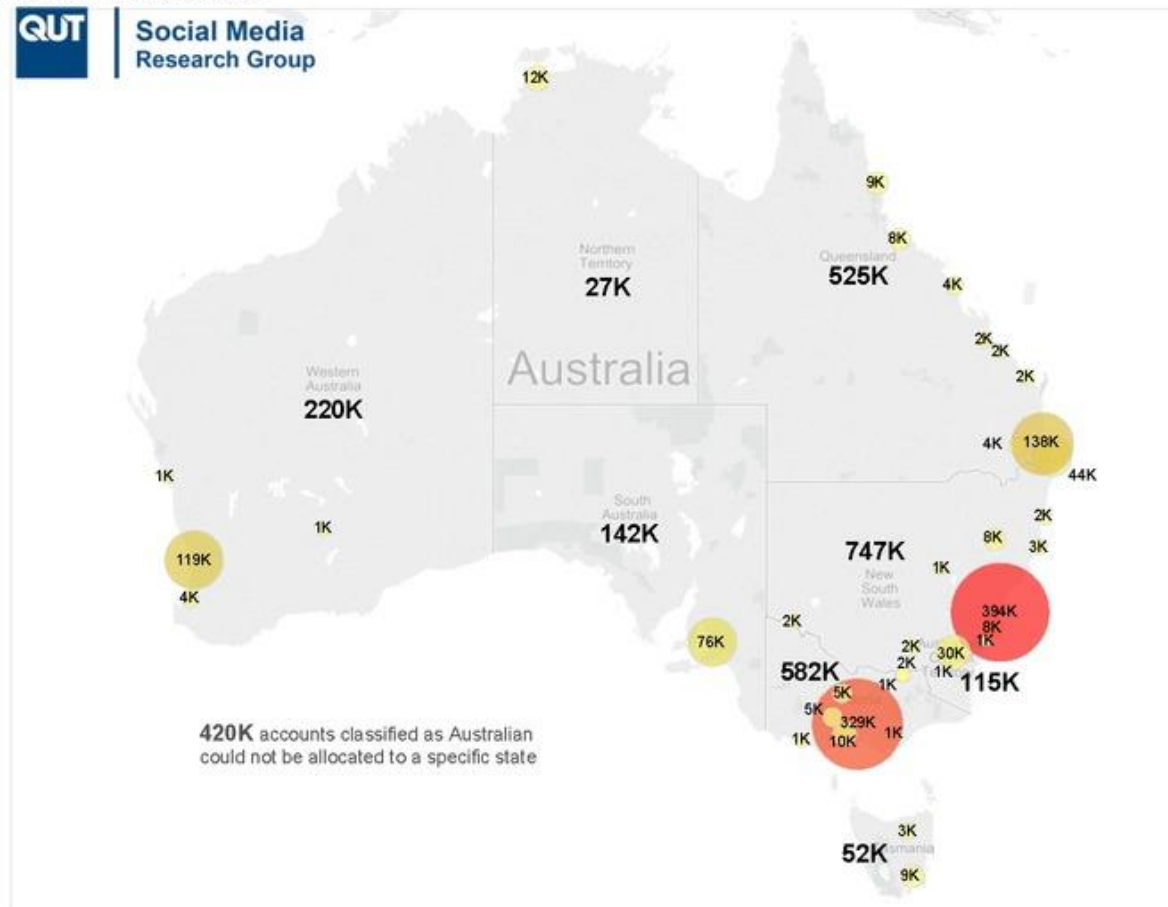
- ▶ Breaking news
- ▶ Open to follow almost anyone
- ▶ Follow organisations & people of profile
- ▶ Hashtags and public discussions
- ▶ Great for events, conferences, current affairs

Australian Twitter Accounts

Australian Twitter Accounts



Social Media
Research Group



Hashtag Examples



Connecting Up @ConnectingUp · Apr 16

Kathryn from @TechSoup running a session for @TechSoupAsia partners on #Office365 in Singapore



2



3



[View more photos and videos](#)

Hashtag Examples



Connecting Up @ConnectingUp · Apr 16

Welcome to IMB, great to have you join us this year at [#CUconf15](#). Have you registered yet? bit.ly/cuconference15

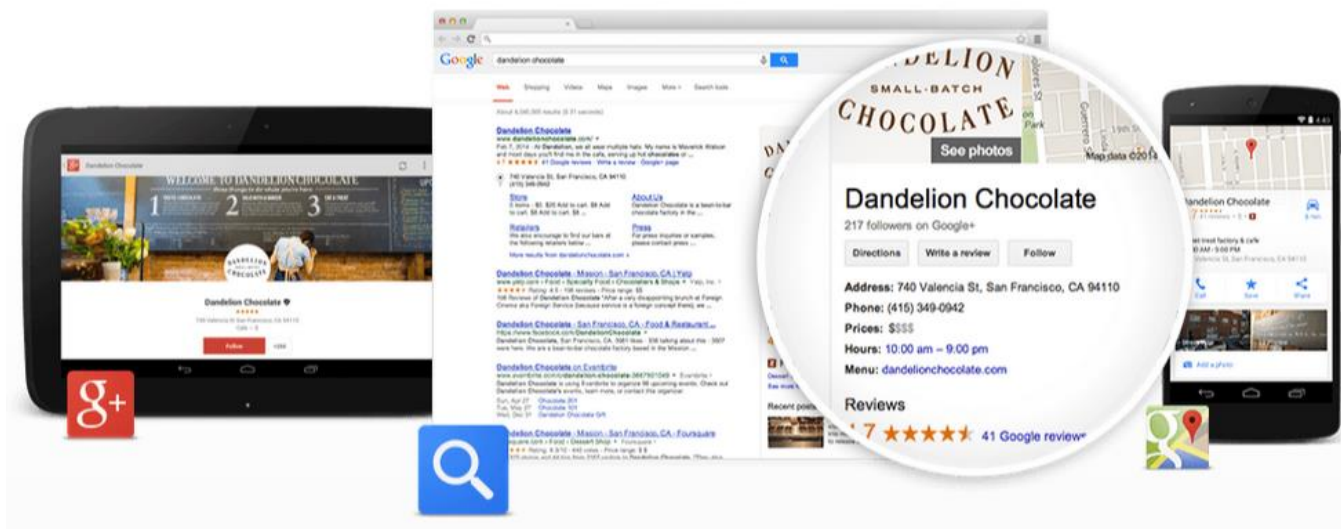
Conference Exhibitor



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Why Google+?

- ▶ google.com/mybusiness
- ▶ Control official data found about your organisation
- ▶ Connect news and updates to Google profile




Google+ Example

connectingup.org - Not-For-Profit technology
Ad www.connectingup.org/donations | 1800 223 863
Access donated technology from Microsoft, Adobe, Cisco And More
Connecting Up has 150 followers on Google+

[Contact us](#) [Discounted computers](#)
[Microsoft donations](#) [Register for donations](#)


Connecting Up | Unleash the Power of Your Not-for-Profit
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[See photos](#)



Connecting Up Inc. [Directions](#)

Non-Profit Organization

Address: 1/25 Leigh Street, Adelaide SA 5000
Phone: 1300 731 844
Hours: Closed today · [Hours](#)

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Instagram



Why Instagram?

- ▶ Easy photo and video editor
- ▶ A social media platform in itself
- ▶ Great for storytelling & sharing moments
- ▶ Also enables automated sharing to Facebook, Twitter & more

LinkedIn



Why LinkedIn?

- ▶ Largest online professional network
- ▶ Fast-growing
- ▶ Publishing platform
- ▶ LinkedIn Pages for organisation news, jobs and more

Choosing a Social Media Platform

- ▶ Most common is to start with Facebook due to numbers
- ▶ Consider the audience of each platform
- ▶ Start with one, get comfortable and build up use
- ▶ Extend out after comfortable with one (if desired)

Using social media for organisations

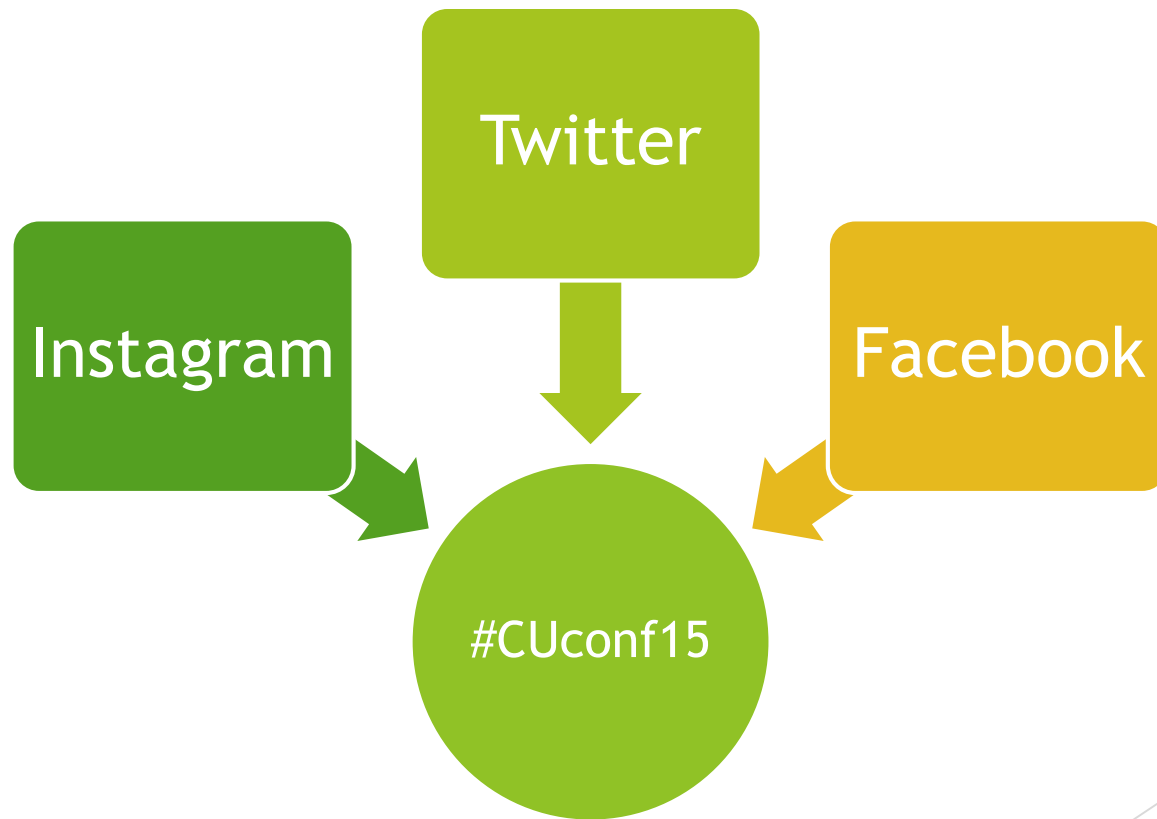
How do we **listen** to what people are saying?

How do we **engage** people in what we're doing?

Listening online

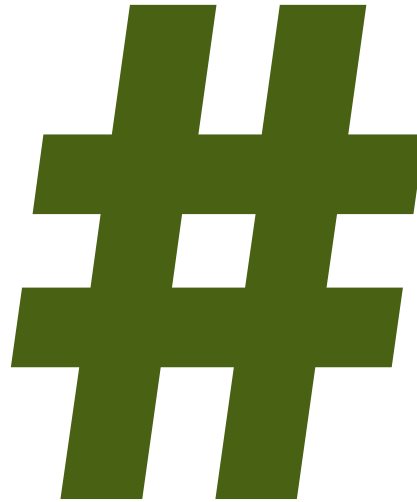
- ▶ Searches
- ▶ Hashtags
- ▶ Mentions
- ▶ Discussions
- ▶ Website connections

What's a hashtag?



What's a hashtag?

- ▶ Bring conversations together around a topic or context
- ▶ Open use for anyone
- ▶ Used across multiple social networks



Social media for not-for-profits



Social media for not-for-profits



**Build
Community**

- ▶ Find your community champions
- ▶ Create space for conversations
- ▶ Talk to your supporters
- ▶ Reward your advocates

Social media for not-for-profits



**Raise
awareness**

- ▶ Digital storytelling
- ▶ New ways to engage
- ▶ Create 'sharable' content
- ▶ Be transparent
- ▶ Show the impact

Social media for not-for-profits

**Rally
people
around
your cause**

- ▶ Collaboration
- ▶ Co-creation of solutions with other people
- ▶ Online advocacy

Social media for not-for-profits

**Listen to
what
people
are saying**

- ▶ “The biggest misconception about Twitter is that you have to tweet to use Twitter”
- ▶ Find resources for yourself
- ▶ See what feedback people are giving

Social media for not-for-profits

**Connect
with
other
NFP's**

- ▶ Over 600,000 registered NFP's in Australia
- ▶ How do we work together?
- ▶ Reduce overlap
- ▶ Build on our strengths

The do's and don'ts of social media

Do lots of this

- ▶ Discover where your community is
- ▶ Use each platform differently
- ▶ Focus on your cause
- ▶ Measure the impact social media is having
- ▶ Share a mix of content

Stay away from this

- ▶ Feeling the need to be *everywhere*
- ▶ Cross-post across all your social media channels
- ▶ Focus on fundraising
- ▶ Move forward without a strategy
- ▶ Just talking about yourself

The do's and don'ts of social media

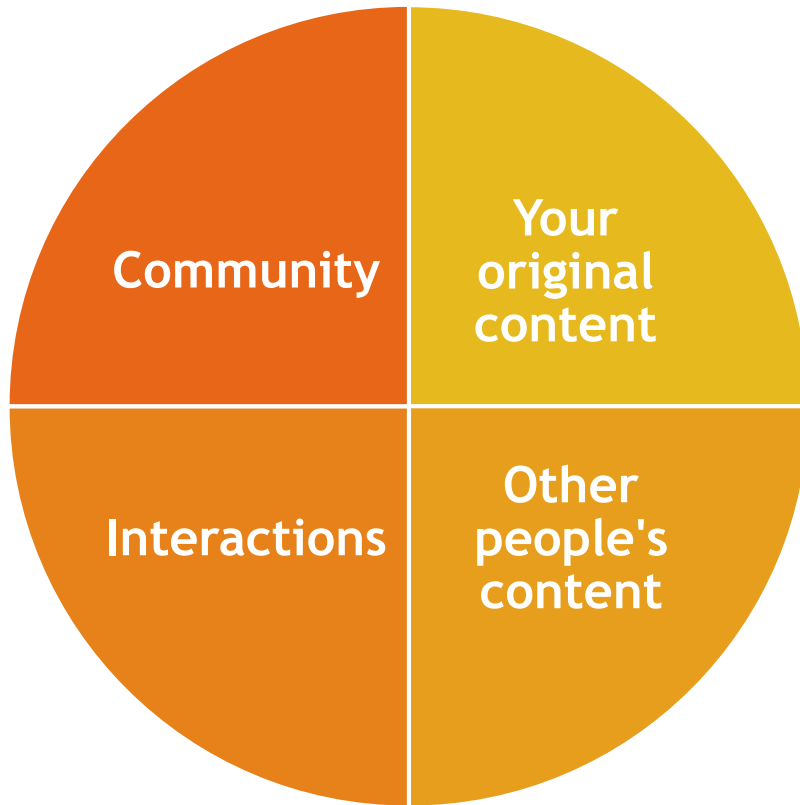
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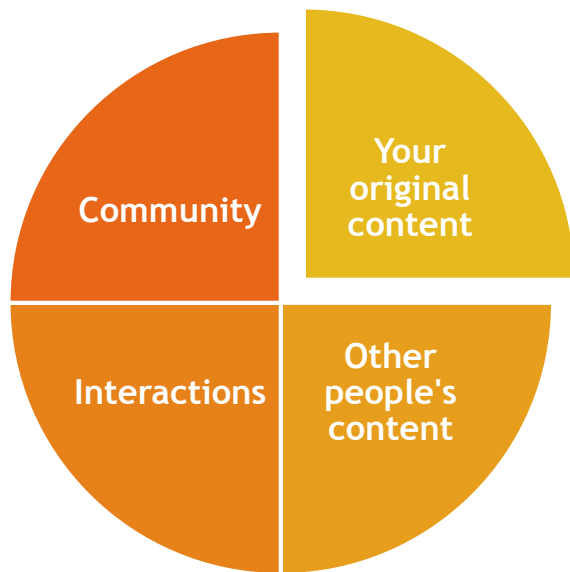
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What should I share?



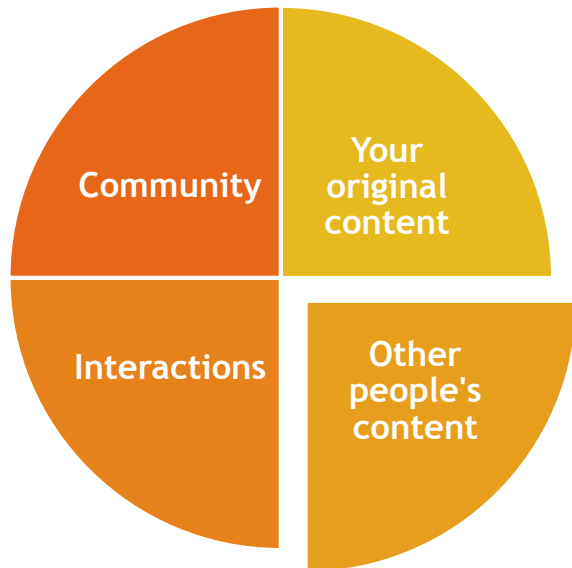
What should I share?



► Content you create

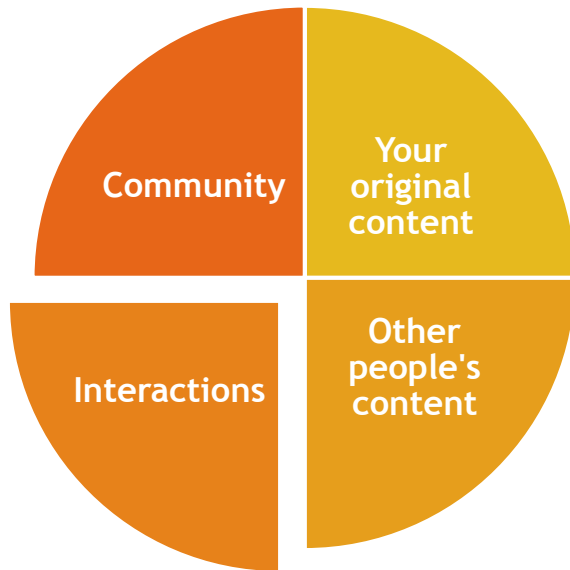
- Blogs
- News
- Videos
- Photos

What should I share?



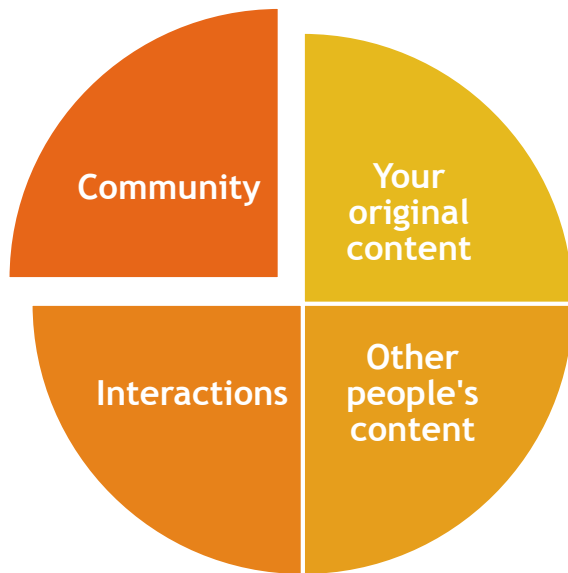
- ▶ Content other people create related to your cause
 - ▶ Articles
 - ▶ Events
 - ▶ Government policy

What should I share?



- ▶ Facebook
 - ▶ Posting as your organisation on other NFP's Timeline
 - ▶ Replying to comments/posts
- ▶ Twitter
 - ▶ ReTweets
 - ▶ Talk to others (mentions)
 - ▶ Reply to mentions

What should I share?



- ▶ Ask questions
- ▶ Involve your community in your content
- ▶ Facebook
 - ▶ Off-topic posts/memes
- ▶ Twitter
 - ▶ Get involved in community hashtags (e.g. #FF, #throwbackthursday)

Looking for more?

For more information, contact us
at Connecting Up:

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- Learning Centre
- Events
- Donated and discounted technology for not-for-profits

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