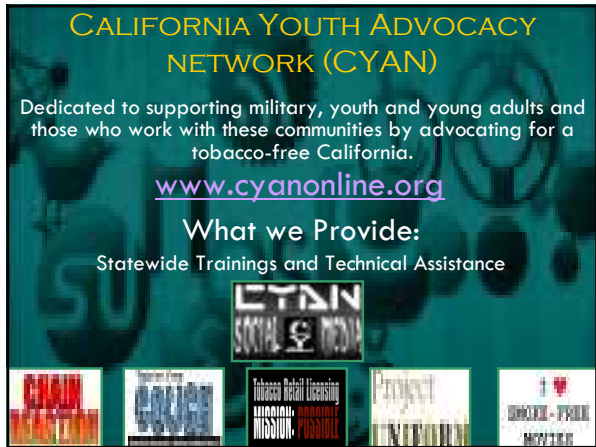


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MARCH 30TH, 2011







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SOCIAL MEDIA
Websites and tools that integrate **TECHNOLOGY** and **SOCIAL INTERACTION**.

You can **CONTRIBUTE** and **INTERACT** with media in a meaningful way, using it as a **CREATIVE** tool for **ACTION** and **KNOWLEDGE**!

WEB 1.0
Example: **Britannica Online**
Defining feature: **They make it for you**

WEB 2.0
Example: **Wikipedia**
Defining feature: **You help make it**

Form of government
A form of government is a term that refers to the set of political institutions by which a state is organized in order to exert its power over a political community. Synonyms include "regime type" and "system of government". This definition falls silent even if the government is unconstitutional in exerting its power. Regardless of its qualities, a failed government is still a form of government. Churches, corporations, clubs, and other sub-national entities also have "government" forms, but in this article only the organization of states is discussed.

Eighteen nations in the World do not explicitly name their government forms in their official names (the official name of Jamaica, for instance, is simply "Jamaica"), but most have an official name which identifies their form of government, or at least the form of government toward which they are striving.

WHO IS USING SOCIAL MEDIA?!

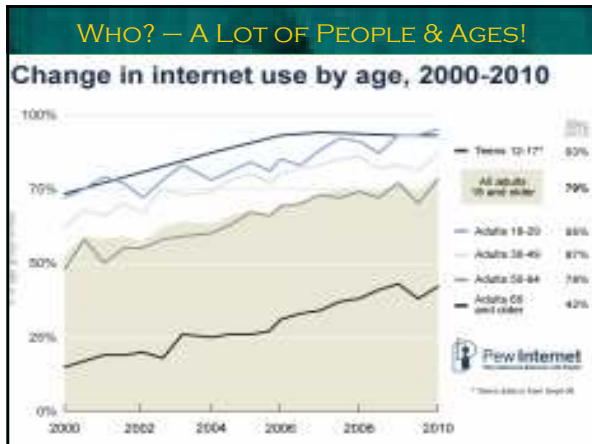
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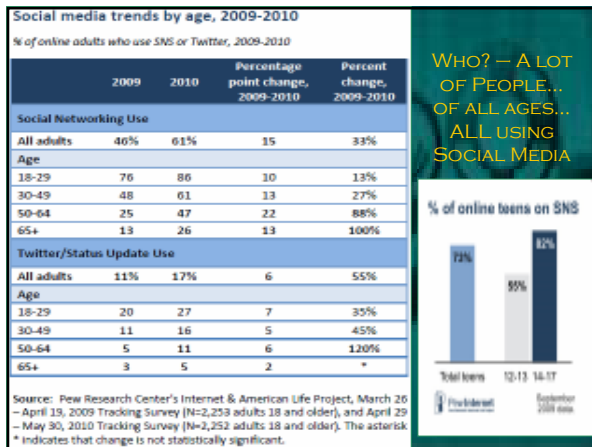
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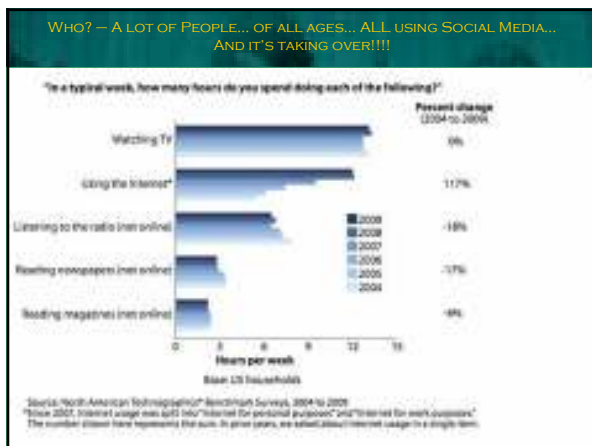
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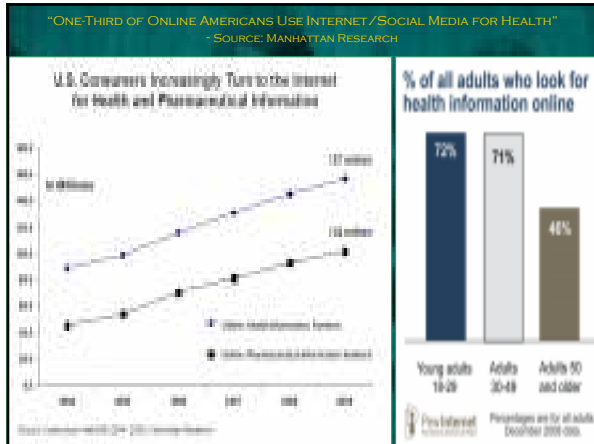




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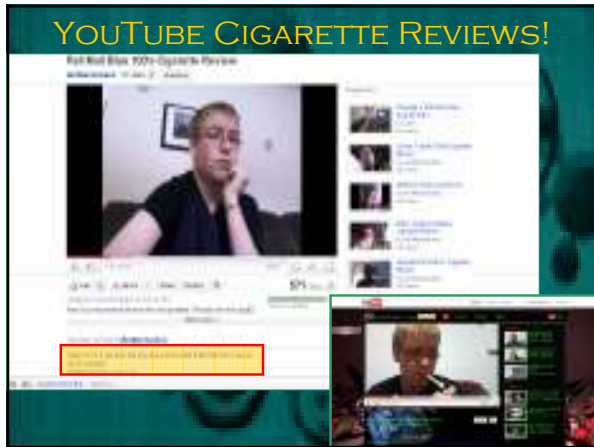


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SOME OF THE SOCIAL MEDIA TOOLS – IN BRIEF

The screenshot shows a blog post with a dark background. At the top, it reads "LADY GAGA REVISITED" and "The Fame Monster". Below the title, there is a large, white, fluffy object, possibly a flower or a piece of fabric, against a dark background. The text of the blog post is partially visible but mostly obscured by the image. The overall aesthetic is dark and artistic.

Blog – short for web log. Blogs may function as online diaries, provide information or provide commentary.

SOME OF THE SOCIAL MEDIA TOOLS – IN BRIEF

The screenshot shows two overlapping web pages. The background page is a Facebook profile page, showing a navigation bar with "facebook" and "Home", "Network", and "Marketplace" tabs. The foreground page is a LinkedIn search results page, displaying a list of search results for "LinkedIn" and a search filter on the right side. The search filter includes options for "All LinkedIn", "All LinkedIn", "All LinkedIn", and "All LinkedIn".

Social Networking – a website that provides an online community for people with similar interests or social groups (or neither).

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SOME OF THE SOCIAL MEDIA TOOLS — IN BRIEF



Micro-blogging – form of blogging that allows users to send brief text or multi-media updates such as photos or audio clips.

SOME OF THE SOCIAL MEDIA TOOLS — IN BRIEF



Video Sharing – websites or software that allow users to easily upload and share their own video content online. YouTube is probably the most popular video sharing site and allows people to easily upload and share video clips through websites, mobile devices, blogs, and email.

SOME OF THE SOCIAL MEDIA TOOLS — IN BRIEF



Photo Sharing – online photo sharing tools provide users with storage space for their digital photos, as well as allow for collaborative organization of photos and publishing of images to individuals, groups, or all the internet.

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SOME OF THE SOCIAL MEDIA TOOLS – IN BRIEF



RSS – really simple syndication or rich site summary, is a feed which contains a summary of content. RSS allows people to automatically keep track of updates on preferred websites without having to regularly check them manually.

SOME OF THE SOCIAL MEDIA TOOLS – IN BRIEF



Widget/Gadget/Blidget – a live update on a website, webpage, or desktop. Widgets contain personalized and neatly organized content or applications selected by its user.

SOME OF THE SOCIAL MEDIA TOOLS – IN BRIEF



Wiki – a webpage or set of web pages that allows any user given access (or not), to easily create, edit and link content.

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SOME OF THE SOCIAL MEDIA TOOLS — IN BRIEF



Social Bookmarking – a method for users to store, organize, search, and share bookmarks of web pages on the Internet, as opposed to on their browser. These bookmarks are usually public but can be kept private or shared only with specific individuals.

SOME OF THE SOCIAL MEDIA TOOLS — IN BRIEF



Podcast – stems from the term "broadcast." A podcast is a digital media file that is distributed over the Internet and listened to on a portable media player (like an iPod, laptop, iPhone) or on a desktop computer.

SOME OF THE SOCIAL MEDIA TOOLS — IN BRIEF



Mobile Web - The use of Internet-connected applications, or browser-based access to the Internet from a mobile device - such as a smartphone or tablet PC - connected to a wireless network.

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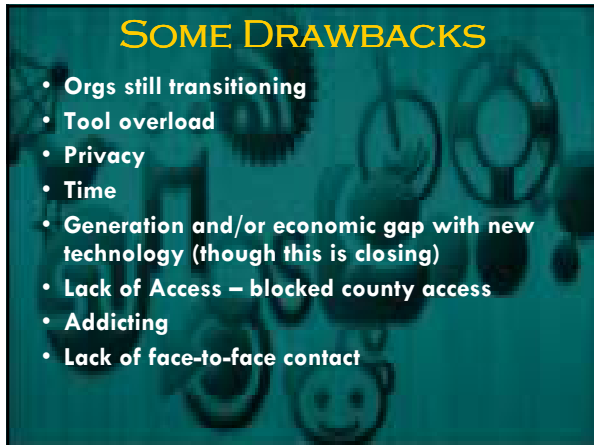
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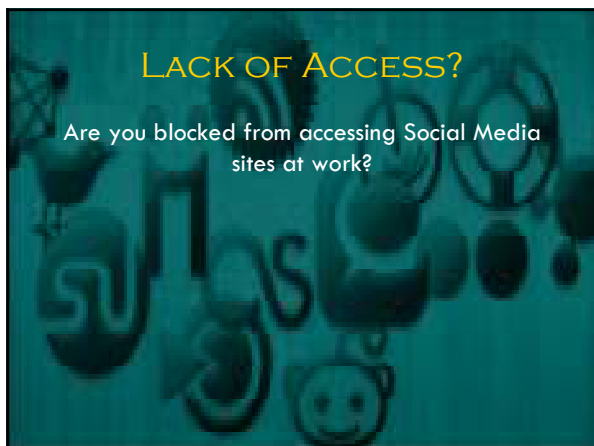
DRAW BACKS?!

So Social Media is pretty amazing... except for a few things...



SOME DRAWBACKS

- Orgs still transitioning
- Tool overload
- Privacy
- Time
- Generation and/or economic gap with new technology (though this is closing)
- Lack of Access – blocked county access
- Addicting
- Lack of face-to-face contact



LACK OF ACCESS?

Are you blocked from accessing Social Media sites at work?

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LACK OF ACCESS ISSUES?

Create a plan/policy!!!

Youth Coalition
Smart Phone
Wifi

FACEBOOK

FACEBOOK

iststrategylabs

Location	Age of 13-24, 9/9	Age of 13-24, 10/10		
	Users	Percentage	Users	Percentage
All Regions	17,714,889	41.2%	42,822,181	41.5%
UK Peninsula	23,425,941	111.2%	56,226,193	111.2%
UK Ireland	811,589	1.2%	1,119,469	1.02%
Total UK	43,237,530	100.0%	57,345,662	100.0%
By City				
London	8,314,176	19.2%	20,881,191	36.4%
18-24	11,283,288	26.3%	26,878,888	46.9%
25-34	11,254,799	26.2%	23,586,139	41.1%
35-44	4,589,100	10.6%	29,617,649	51.6%
45+	754,505	1.7%	3,152,909	5.5%
Other Cities	33,088	0.1%	1,342,185	2.3%
By State				
Mass	1,821,140	4.2%	1,919,120	3.3%
Illinois	787,540	1.8%	1,883,022	3.3%
California	406,149	0.9%	1,146,640	2.0%
New York	337,840	0.8%	1,113,940	1.9%
Florida	390,520	0.9%	1,261,929	2.2%
Arizona	331,882	0.8%	1,940,120	3.4%
Washington DC	325,480	0.7%	1,429,100	2.5%
Pennsylvania	489,220	1.1%	1,176,184	2.0%
Michigan	440,500	1.0%	871,468	1.5%
Texas	314,880	0.7%	331,480	0.6%
By Country				
High Income	1,841,140	11.0%	1,880,540	11.0%
College	7,813,180	44.1%	8,220,900	47.0%
Alumni	4,756,480	26.8%	11,290,200	63.4%
Indonesia	11,811,700	66.7%	68,231,740	113.5%
By Education				
High School	11,140	0.0%	844,880	1.5%
College	21,440	0.0%	28,880	0.0%
Post Grad	1,821,140	10.3%	1,370,080	7.7%

FACEBOOK STATS

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WHY USE FACEBOOK?!

- Your community is there – guaranteed!!
- IT'S HUGE
 - Over 500 million people ACTIVELY using it!
 - Average user has over 130 friends... that means OVER 130 MORE interactions you have to get your message out PER PERSON!!!!
 - People spend over 700 billion minutes per month on Facebook!
- INSTANT ACCESS
 - Mobile phone updates/application allows users to update anywhere, anytime WITH text, videos, pictures, and other content from Facebook!!
 - There are more than 200 million active users currently accessing Facebook through their mobile devices.
 - People that use Facebook on their mobile devices are twice as active on Facebook than non-mobile users.
 - There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products
- GLOBAL ACCESS
 - More than 70 translations available on the site!
 - About 70% of Facebook users are outside the United States
 - Over 300,000 users helped translate the site through the translations application
- IT'S TAKING OVER THE WEB
 - More than 2.5 million developers and partners from more than 190 countries build with Facebook Platform – this ranges from phone applications, to websites, to games, and many others
 - More than 2.5 million developers and partners from more than 190 countries build with Facebook Platform - have you seen the "login with facebook" button yet!
- TOBACCO IS THERE

FACEBOOK EXAMPLES, TIPS, AND BEST PRACTICES

FACEBOOK'S NEW LAYOUT!



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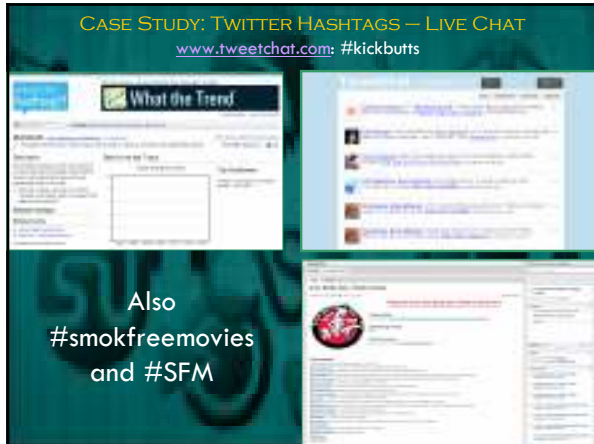


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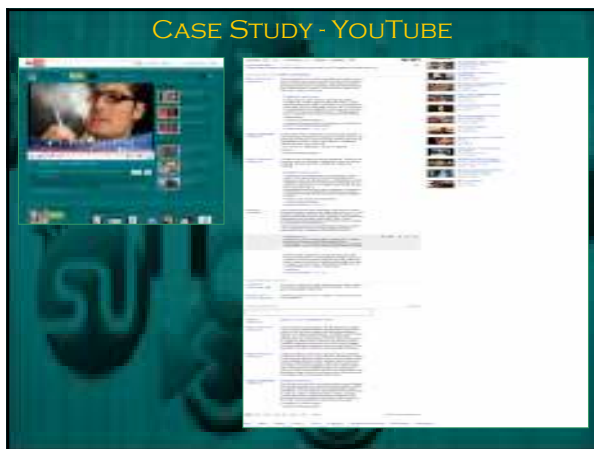
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CASE STUDIES CONT – MULTIPLE CHANNELS

- Salt Lake Valley Health Department
 - Twitter and YouTube Campaigns



CASE STUDY: ONLINE COMMUNITY

- Online Communities: Create your own and have specific conversations about your interests (similar to Facebook and MySpace)
 - <http://the84.org> - A youth-led movement fighting for a tobacco-free generation in Massachusetts





CASE STUDY: ONLINE COMMUNITY

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- Empower the conversation and involve the user
 - Respond to users
 - Ask Questions
 - Community Building
- Transparency
- Social Media supports your goals/objectives – it isn't the objective itself!



It begins with your great idea or a need/issue you see in your community/organization...

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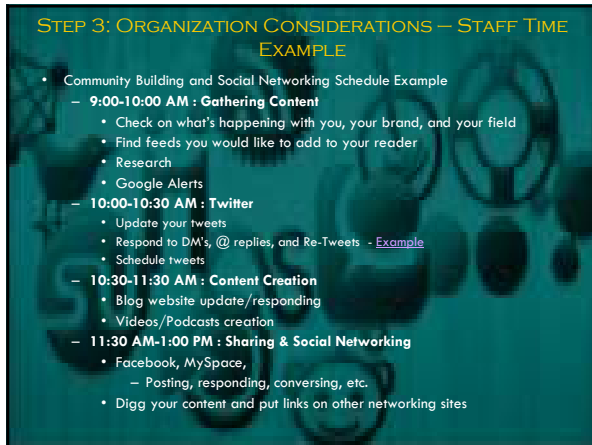
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4 STEPS TO SOCIAL MEDIA STRATEGY

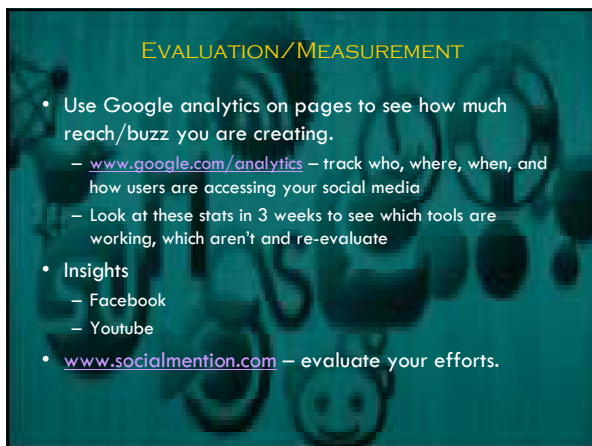
1. Identify Audience and what they're doing online (who)
 - Take a look at: <http://bit.ly/epK008>, <http://bit.ly/b3woKW>, <http://bit.ly/cskAi>
 - Listen to your community online
2. Goals (what)
 - Short Term
 - Intermediate Term
 - Long Term
3. Organizational Considerations (where is org at?)
 - Funding
 - Challenges/Weaknesses
 - Strengths
 - Staff Time
4. Tactics/Plan (how)
 - Which Tools?
 - Guidelines/Page Settings?
 - Messages?
 - Implementation?
 - Staff Roles – Who will lead on each tool?
 - Deadlines/Timeline Creation

• Throughout Steps 1-4: Evaluation & Discussion



STEP 3: ORGANIZATION CONSIDERATIONS – STAFF TIME EXAMPLE

- Community Building and Social Networking Schedule Example
 - **9:00-10:00 AM : Gathering Content**
 - Check on what's happening with you, your brand, and your field
 - Find feeds you would like to add to your reader
 - Research
 - Google Alerts
 - **10:00-10:30 AM : Twitter**
 - Update your tweets
 - Respond to DM's, @ replies, and Re-Tweets - *Example*
 - Schedule tweets
 - **10:30-11:30 AM : Content Creation**
 - Blog website update/responding
 - Videos/Podcasts creation
 - **11:30 AM-1:00 PM : Sharing & Social Networking**
 - Facebook, MySpace,
 - Posting, responding, conversing, etc.
 - Digg your content and put links on other networking sites



EVALUATION/MEASUREMENT

- Use Google analytics on pages to see how much reach/buzz you are creating.
 - www.google.com/analytics – track who, where, when, and how users are accessing your social media
 - Look at these stats in 3 weeks to see which tools are working, which aren't and re-evaluate
- Insights
 - Facebook
 - Youtube
- www.socialmention.com – evaluate your efforts.

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SOME FINAL WORDS

- People are talking about your brand/ organization/issue , it's up to you whether you want a say.
- Social Media is about the conversation and transparency.
- Different people prefer different means of communication.
- Traditional marketing still works: PSAs, e-blasts, announcements, direct mail
- Social Media is not the objective itself!
- Brand your organization and keep it consistent across Social Media channels – www.checkusernames.com
- This is new, uncharted, and scary territory – provide media releases ESPECIALLY if working with youth and get proper training (online safety).

WHAT CYAN OFFERS

- Social Media 101: Basics of Social Media
- Social Media 102: In depth look at tools and uses
- Social Media 103: Strategy session to create a social media plan or campaign
- Specific Tool Training: How to effectively use specific tools (e.g. YouTube, Twitter, Facebook, Widgets) for outreach, advocacy, education, training, and more
- Social Media Policy: Strategizing session to create policy regarding social media in the workplace/ organization/ community
- Social Media Evaluation: (pre-requisite – Social Media Strategy Session) Tools and methods on how to evaluate your Social Media endeavors
- Social Media Time Management: Ways to effectively utilize Social Media on a busy schedule
- Military Trainings: Culture, prevention and cessation
- College Trainings: Prevention, policy and cessation
- Youth Trainings: Prevention and advocacy
- Mixed and Matched versions of the above trainings
- More...

RESOURCES...



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SOME SOCIAL MEDIA TIPS/RESOURCES

- www.bit.ly – track the websites you post to your social media channels
- www.hootsuite.com – schedule updates and view multiple social media platforms at once
- www.google.com/alerts – find amazing, relevant content



SOME SOCIAL MEDIA TIPS/RESOURCES: GOOGLE REAL-TIME

<http://www.google.com/realtime>





ME AND CYAN

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