



Welcome to

Social Media Strategies for Advancing your Project

To join the audio portion by phone, please dial: **800.369.1820**
Passcode: **2977286**

The webinar will begin soon. While you wait, please share in the chat box: What kinds of things are you promoting on social media?



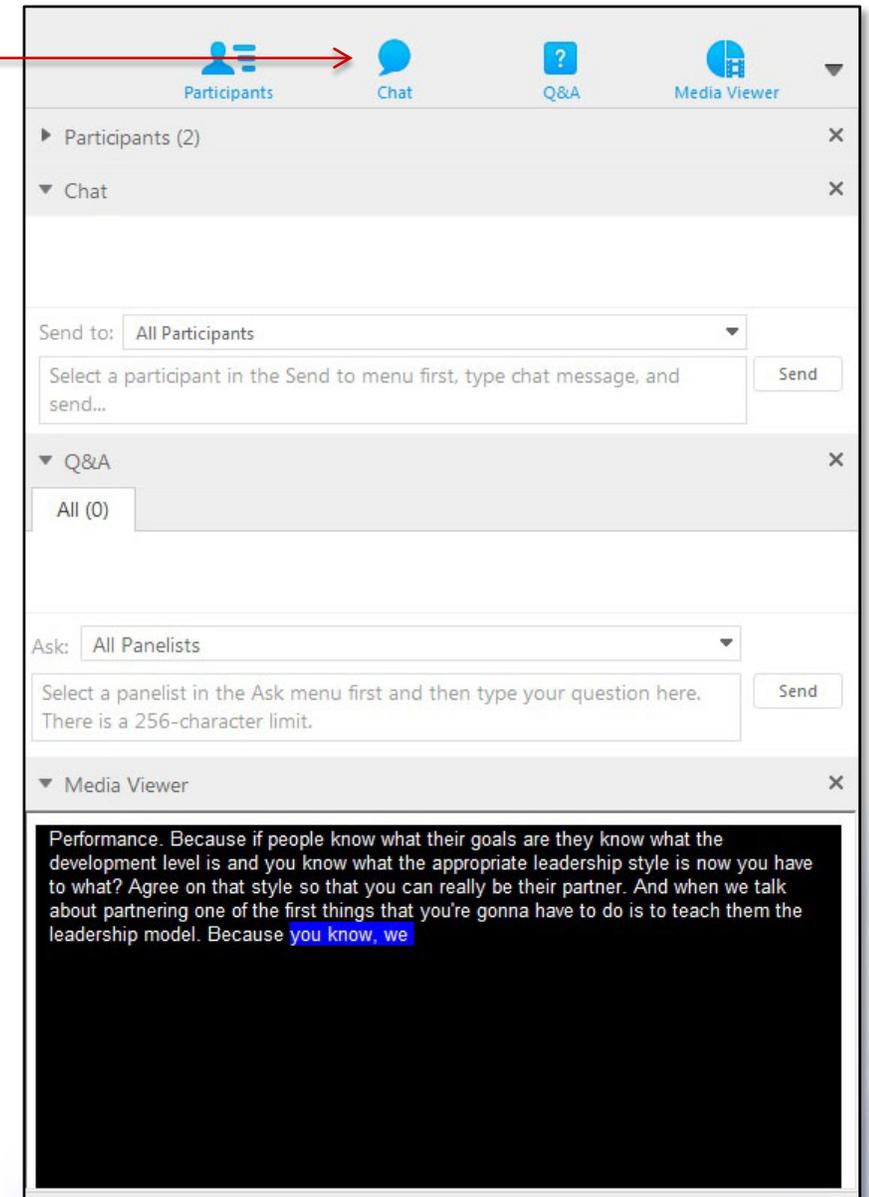
Dial: **800.369.1820**

Passcode: **2977286**

Tips for Participating

- Phones are muted.
- To share comments and ideas, use the Chat panel. Send to “All Participants”.
- To ask questions, use the Q&A panel. Send to “All Panelists”.
- Links and recording will be available after the session.
- Closed Captions can be viewed in the Media Viewer panel.

Click this button if you don't see the chat panel.



The screenshot displays a meeting control panel with the following elements:

- Top Bar:** Icons for Participants, Chat, Q&A, and Media Viewer.
- Participants (2):** A panel showing the current number of participants.
- Chat:** A panel with a dropdown menu set to "All Participants" and a "Send" button. Below it is a text input field with the placeholder "Select a participant in the Send to menu first, type chat message, and send...".
- Q&A:** A panel with a dropdown menu set to "All (0)" and a "Send" button. Below it is a text input field with the placeholder "Select a panelist in the Ask menu first and then type your question here. There is a 256-character limit."
- Media Viewer:** A panel displaying a video feed with closed captions. The text in the captions reads: "Performance. Because if people know what their goals are they know what the development level is and you know what the appropriate leadership style is now you have to what? Agree on that style so that you can really be their partner. And when we talk about partnering one of the first things that you're gonna have to do is to teach them the leadership model. Because you know, we".

Welcome to

Social Media Strategies for Advancing your Project

Corporation for
NATIONAL &
COMMUNITY
SERVICE 



Dial:

Passcode:

Today's Team



Molly Pelzer
Corporation For
National &
Community Service



Richard Melo
Education Northwest



**Bethany
Dusablon**
Education Northwest



Sam Graziani
JBS International, Inc.

Guest Speakers



Lexie Kwiek

VISTA alum, Former
VISTA leader



Mike Quizon

Corporation For
National &
Community Service

Session Goals

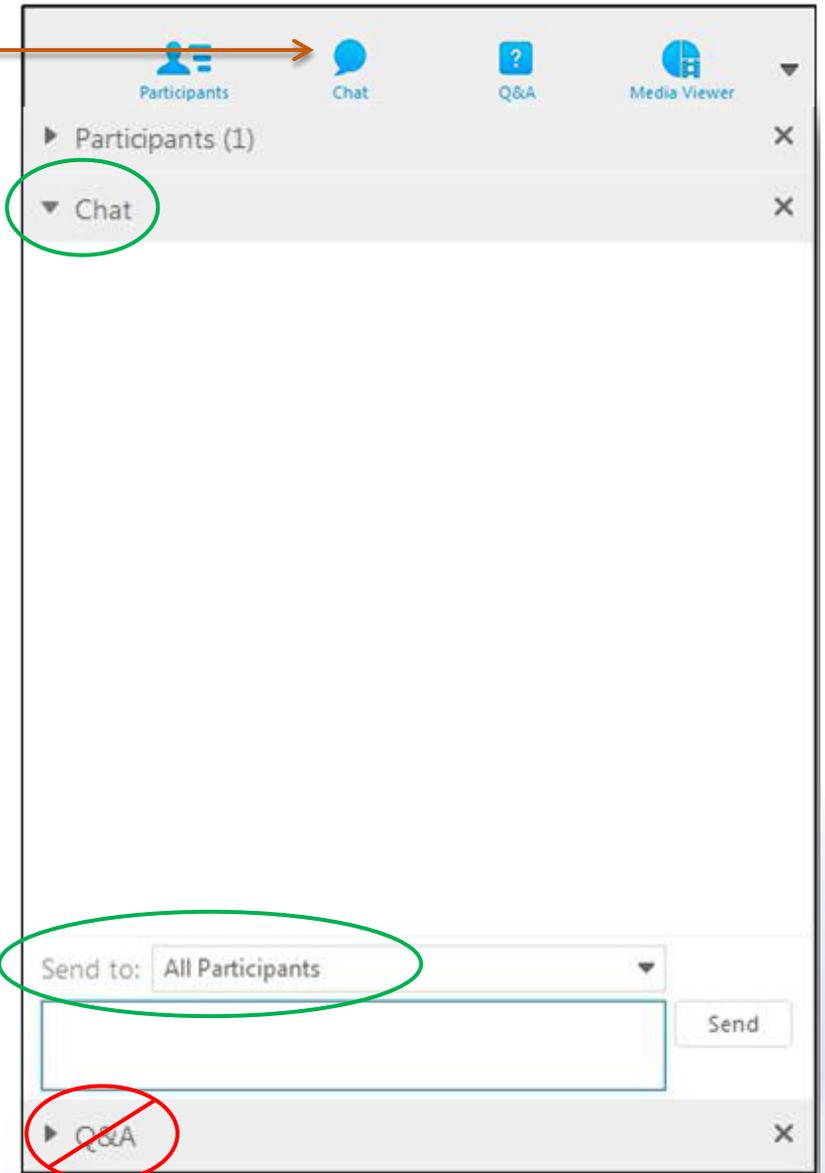
By the end of the webinar, you will be able to:

- Articulate ways that social media can help your project meet specific goals
- Apply strategies to build social media audience
- Differentiate primary audiences and strengths of various social media platforms

Chat Question

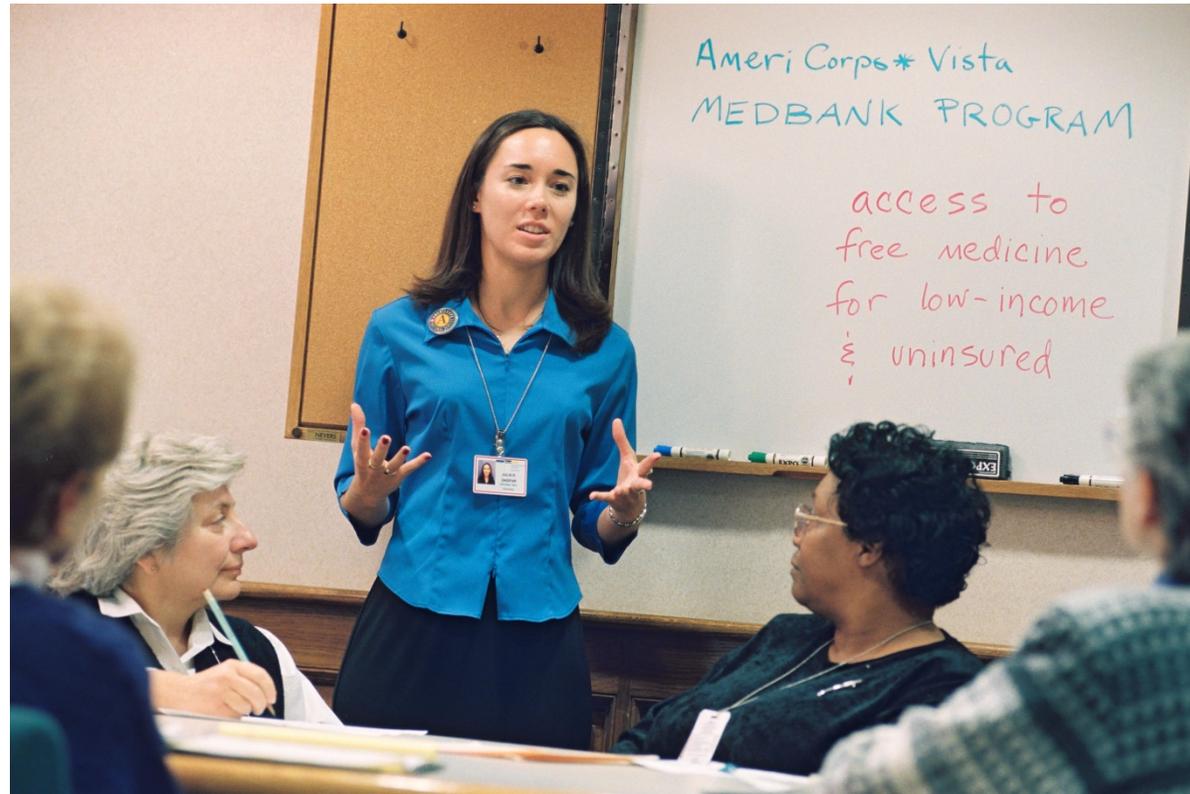
Click this button
if you don't see
the chat panel.

How does using
social media
professionally
differ from what
you might do on
your personal
accounts?

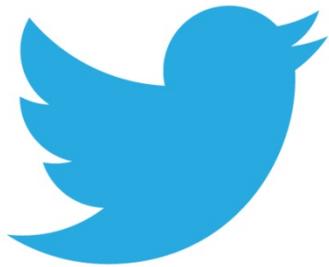


The screenshot shows the Zoom meeting interface. At the top, there are icons for Participants, Chat, Q&A, and Media Viewer. Below these, the Participants panel is expanded to show 'Participants (1)' and 'Chat'. The 'Chat' option is circled in green. At the bottom, the Q&A panel is expanded to show a 'Send to:' dropdown menu set to 'All Participants', a text input field, and a 'Send' button. The 'Q&A' option is circled in red.

Reaching out to the community takes communications



What can social media do for you?



You can use social media as the public face for your project



How to put your best face forward

- Post updates and photos from your project that create an emotional connection
- Get social: Develop relationships with partners and likeminded individuals
- Encourage others to help you spread the word



Remember, it's not magic...

- Overnight success? It's rare
- Growth takes time
- Works best when combined with other strategies

Other benefits

- Free (mostly)
- Not hard to get the hang of it
- Can take less time than other forms of outreach



What are the main uses?

- Raise **awareness**/provide information **resources**
- Fuel **campaigns/drives**
- Engage people in **conversation**



Raise awareness/provide resources

- Works best when generating content
- Photos, blog posts, newsletters give you material to post
- Sharing posts/news from others counts



Fuel campaigns/drives

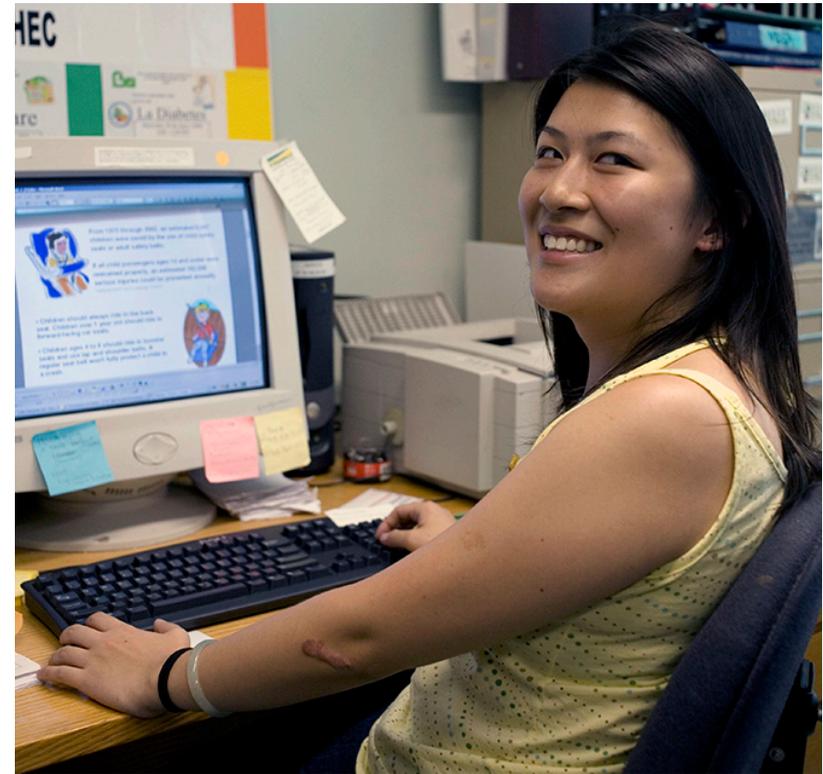
- Use social media heavily in promoting events
- Create a plan to follow
- “One month, one week, and one day” is a basic strategy for knowing when to promote events



The image shows a tweet from Feeding America (@FeedingAmerica) posted on September 16, 2015, at 3:21 PM. The tweet text reads: "1 in 6 people in America face hunger. Please RT to raise awareness this #HungerActionMonth. feeding.am/6016BJSAC". Below the text is a promotional graphic with an orange background. The graphic features six spoons in a row; the first spoon on the left is faded, while the other five are solid. Below the spoons, the text says "1 in 6 people struggles with hunger in America." and the Feeding America logo is in the bottom right corner. The tweet interface shows 41 retweets and 34 favorites, with a row of user avatars below.

Engage people in conversation

- Replies and shares can help you connect
- Keep conversations upbeat
- Avoid distracting chatter



Habitat for Humanity Saint Louis



Creates a newsletter that can be posted across different social media outlets. (They also have a blog.)

Habitat for Humanity Saint Louis



Whoop! Four days away! #GiveSTLDay
@StLouisGives

May 5, 2015

give STL Day.org

A 24-hour charitable challenge!

Give STL Day is a 24-hour online giving event, created to inspire the community to support local nonprofits.

Building Homes. Building Hope. Building St. Louis.

- Stay local.
- Help a family build and purchase a home.
- Build energy efficient and sustainable homes.
- Revitalize communities.

The graphic is a promotional poster for Give STL Day 2015. It features a green header with the date "May 5, 2015". Below the header is the "give STL Day.org" logo. The main text describes it as a 24-hour charitable challenge. Three small images illustrate the impact: "Building Homes" shows a person on a ladder, "Building Hope" shows a smiling man, and "Building St. Louis" shows a modern house. A list of goals is provided at the bottom.

Promotes its fundraisers, events, and volunteer opportunities

(with multiple posts)

Habitat for Humanity Saint Louis



Posts engaging photos



Habitat for Humanity Saint Louis

Connects with supporters

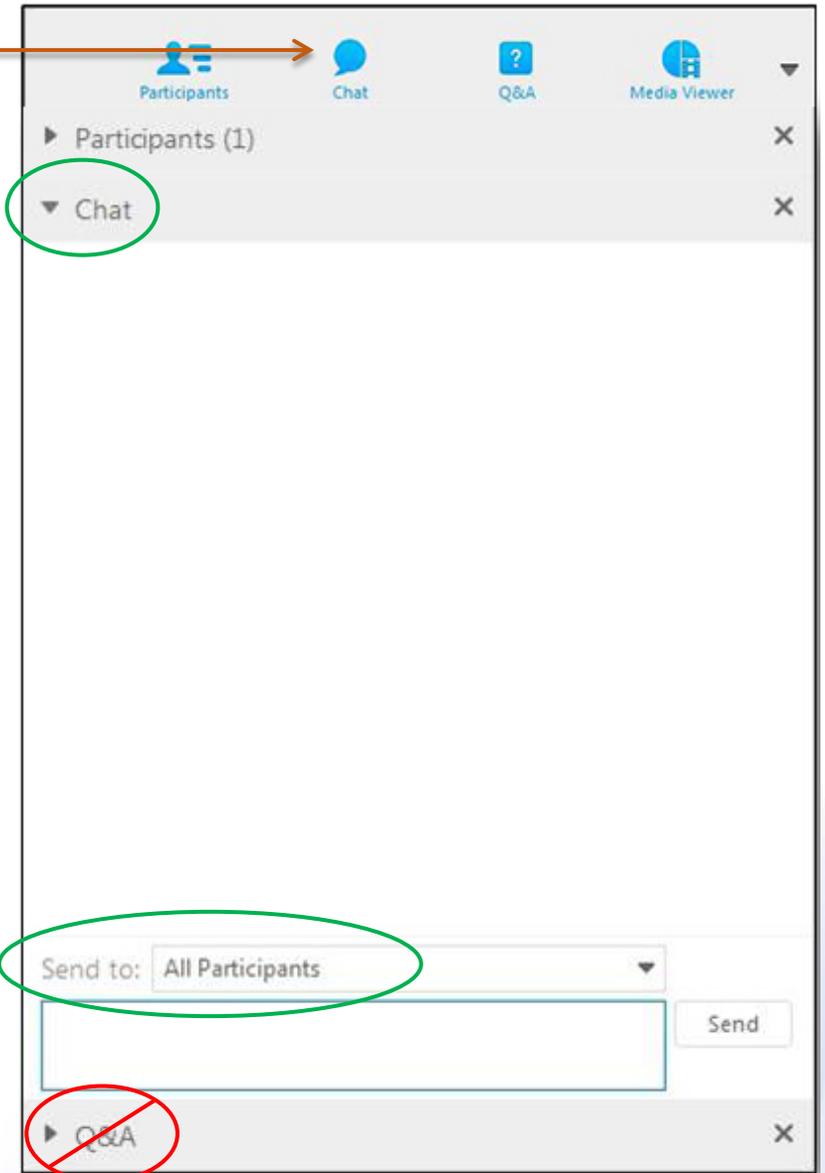


Chat Question

What makes this a good post on social media?



Click this button if you don't see the chat panel.



Guest Speaker: Lexie Kwiek



- Lexie Kwiek
@LexieKwiek
- Catholic Charities
New Hampshire
VISTA 2012-2014
- Syracuse Northeast
Community Center
and the North East
Hawley Development
Association

Getting Social as a VISTA

- Where is your audience?
 - Facebook, Twitter, YouTube
- What do they want to see?
- Who is already doing a great job?

 **Lexie Kwiek** @LexieKwiek · 25 Feb 2014
'A' is for animated! How can you not have fun with a group of @VISTAbuzz members?! #DayOfTheA



'A' is for Animated!
We get things done while having fun.



 **Lexie Kwiek** @LexieKwiek · 25 Feb 2014
@MENHVT_CNCS In NH 'A' is for Always Active- on service days and regular days, we #GetThingsDone. #DayOfTheA



'A' is for Always Active!



Creating Content

- How much time do you have?
- What can you participate in?



Save your pictures!

- You will always have #tbt posts
- Could support your program opening more social channels in the future (especially Instagram)



How can your channels support each other?



Have a “thing”

- Rosie Pose & Visibility Days

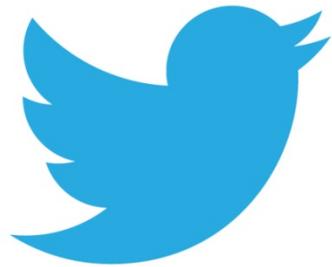


Find your own formula

- Try posting on different days of the week and times
- Create shareable content
- Stay positive and creative!



Top-10 best practices for social media



Top-10 best practices for social media

1. Know what you are trying to accomplish

- Raise awareness/provide information?
- Fuel campaigns?
- Engage people?

IMPORTANT: All posts should support your mission or core messages of your project or organization.

Top-10 best practices for social media

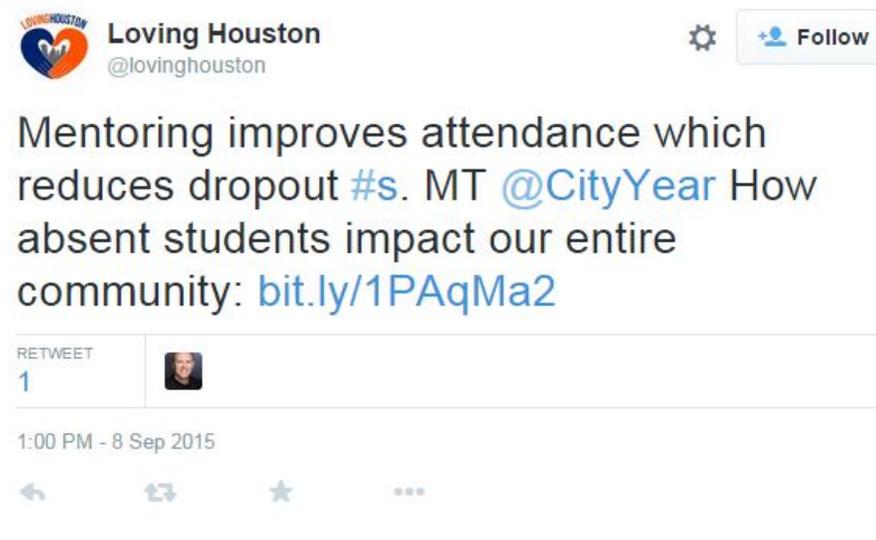
2. Understand audiences for different platforms

- Different platforms = different people with different interests
- More on this later

Top-10 best practices for social media

3. Takeaways

- Leave your audience with something
- Teasing an interesting link counts!



Top-10 best practices for social media

4. Make yourself look good

- Proofread
- Check links
- Come across as enthusiastic yet professional

A graphic featuring the text '404' in large, red, distressed font above the word 'ERROR' in blue, distressed font. The background behind the text is a light blue sunburst pattern.

Top-10 best practices for social media

5. Post consistently and often

- Put yourself out there
- Have something interesting to say
- Don't post too often!



Top-10 best practices for social media

6. Remember the Hatch Act!

- Don't use social media to support political candidates
- It's not in the Hatch Act, but also avoid using social media to encourage people to join religious activities

Top-10 best practices for social media

7. Photos

- Posts with photos do better than those without
- Good photos are great
- Bad photos are awful
- Take some time to do it right



Top-10 best practices for social media

8. Ads

- Can increase visibility
- Not too expensive
- Facebook Ads and Google Adwords are examples

Top-10 best practices for social media

9. Analytics

- Track your data to know how effective you are
- Learn from your successes



Top-10 best practices for social media

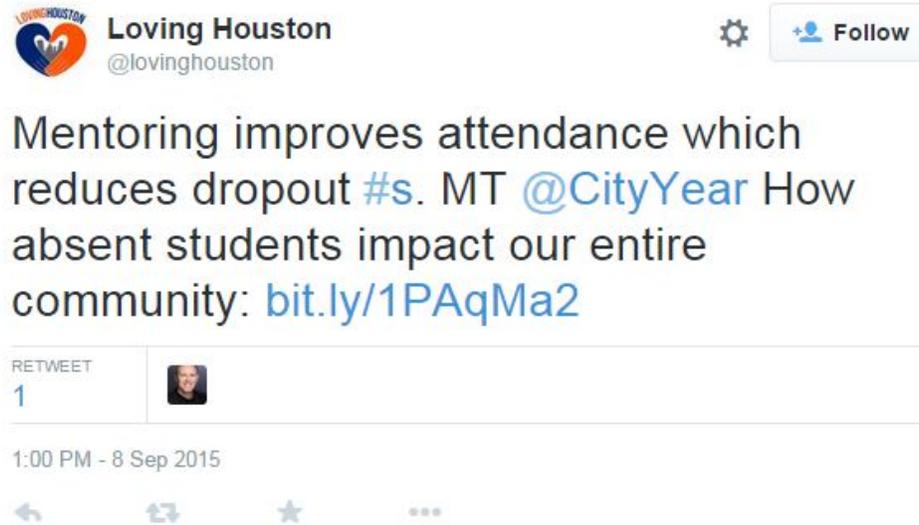
10. #Hashtags

- Connects your posts to searchable, trending topics
- Observe how others use them
- Find ones most relevant to your work

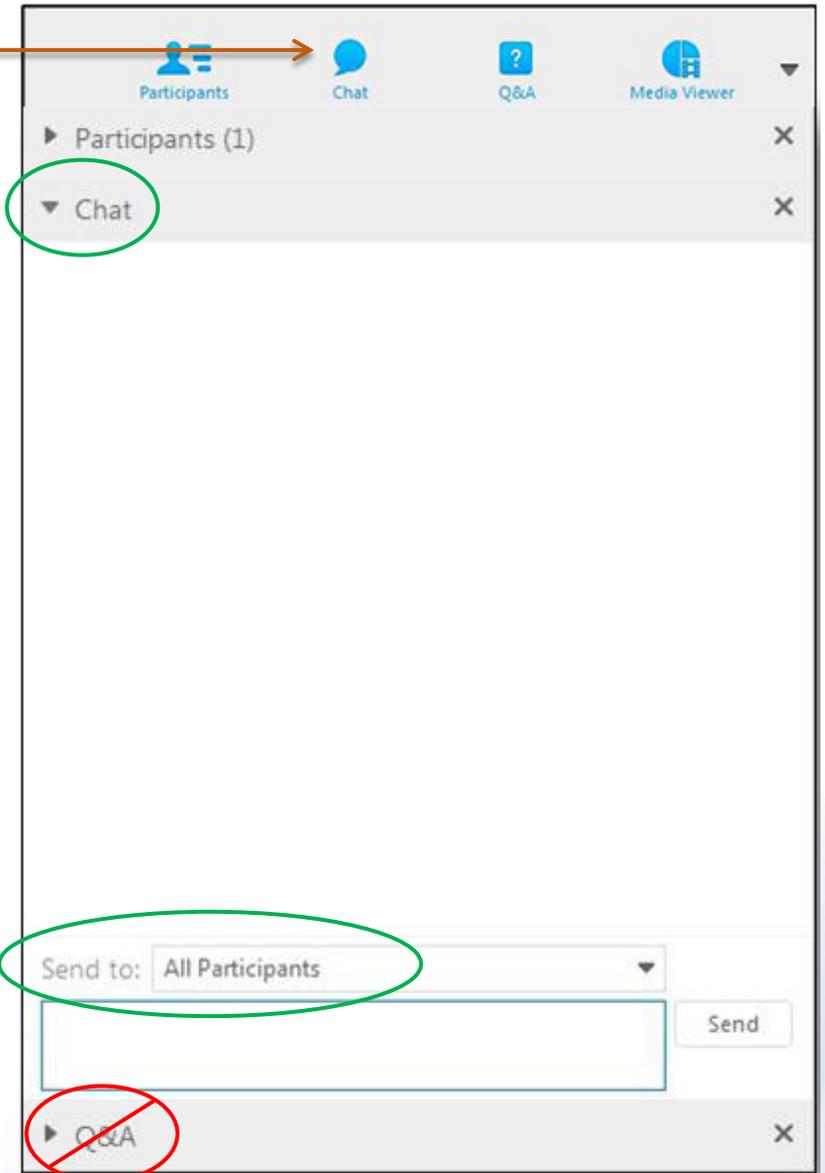


Chat Question:

What do you think makes this tweet effective?

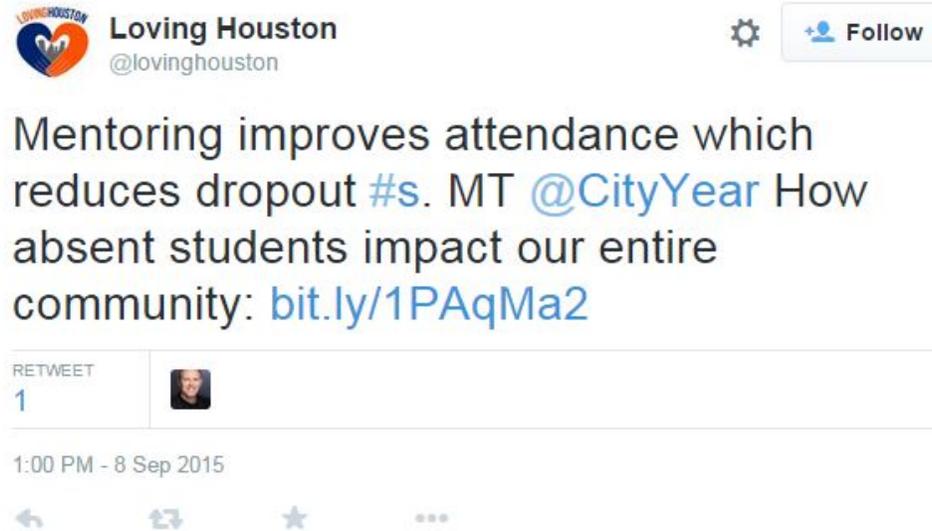


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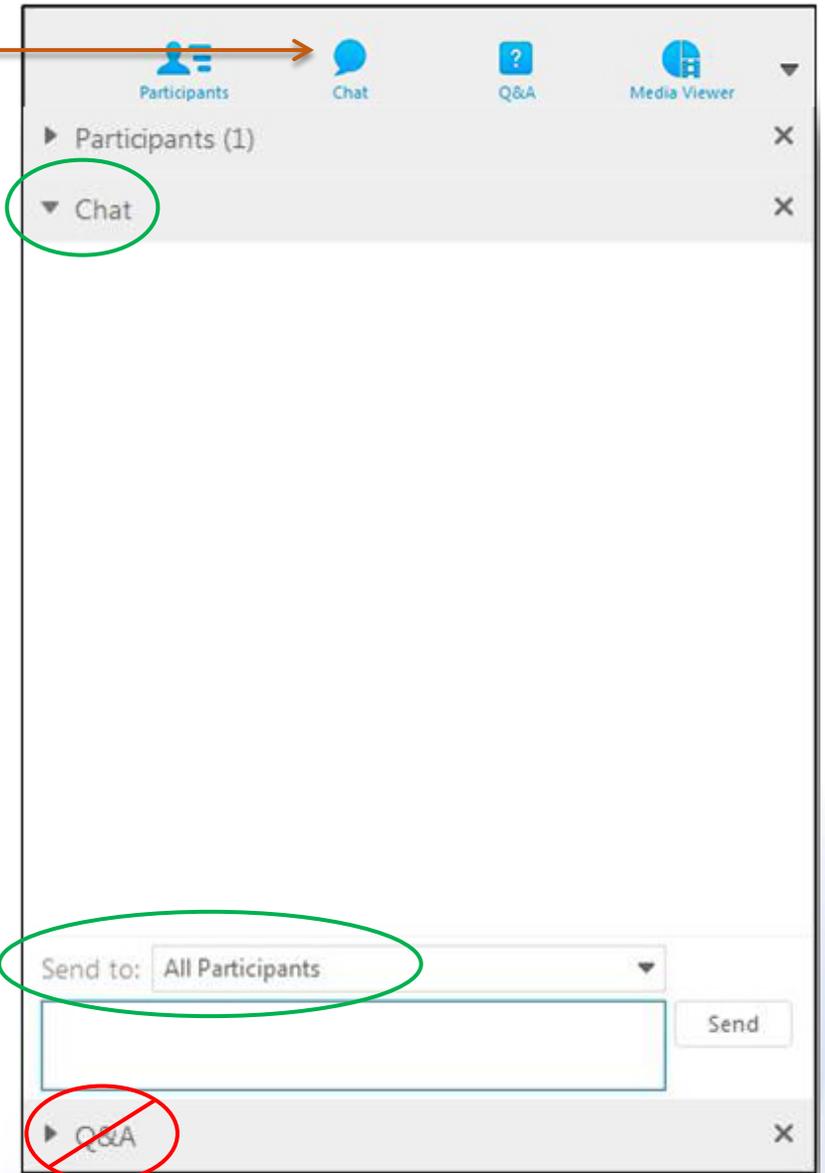


Chat Question:

What do you think can improve this tweet?



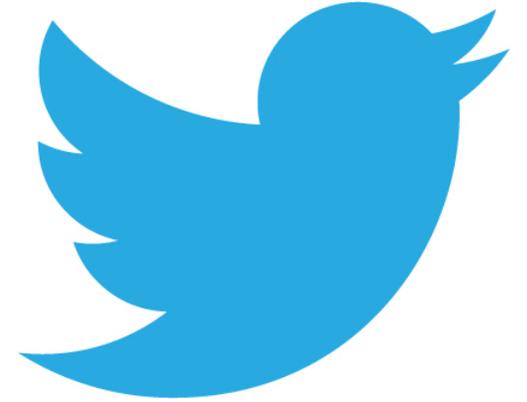
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More on best practice number two

That's the one about understanding different audiences for different platforms.

Twitter



Often used by:	Often used for:	Works best for:
Organizations to disseminate info	Spreading the word to other orgs and posting photos and updates, tweeting about things as they happen	Spreading the word (via links), posting updates or photos in real time

Facebook



Often used by:

people connecting with friends and sharing items with likeminded audiences

Works best for:

creating a web page that people can like, promoting events, and creating connections to friends of your current supporters

LinkedIn



Often used by:	Works best for:
people engaged in professional learning and network building	for posting opportunities for professional advancement or learning, posting articles related to the field

Instagram



Often used by:

Younger people to connect
(Older people are catching on)

Works best for:

For posting photos, using
hashtags to search for similar
photos, reaching
microcommunities (mostly of
young people)

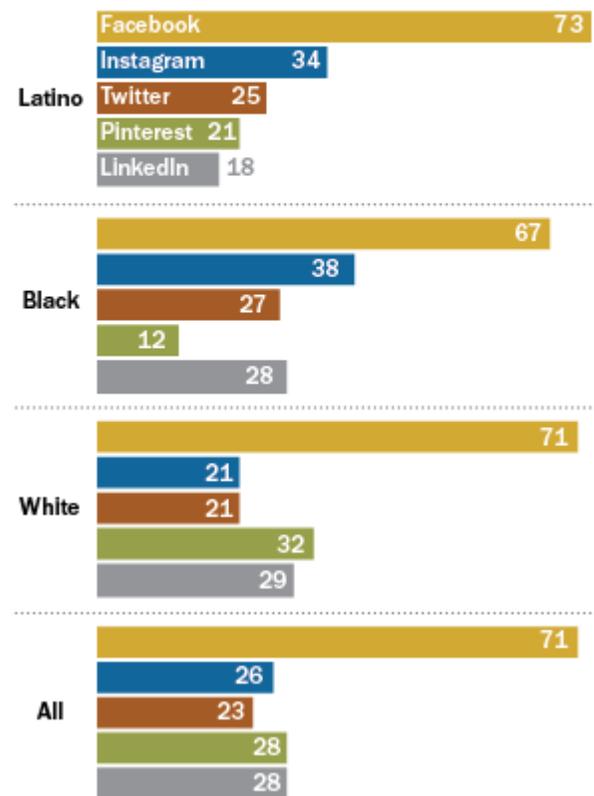
Others

- YouTube, Pinterest, Tumblr, Google Plus, Ello
- Worth pursuing if that's where your audience is

More info on audience demographics

Latinos and Blacks More Likely Than Whites to Use Instagram, Less Likely to Use Pinterest

% of internet users who use each social media site, by race and ethnicity



Pew Research Center looks at demographic trends for key social network platforms, such as gender, age, race, education, and income.

Planning and goal setting

- **Plan ahead** how often you'll post per day or week
 - 5-6 tweets a day is the sweet spot
 - 1-2 Facebook posts a day appears optimal
- Set a **reasonable goal** for gaining new followers
 - 3.5 percent new followers per month is average across all industries
- Keep **track** of effective **hashtags** and successful **tweets/posts**

Resources

- Google AdWords, [tutorial](#)
- Facebook Ads [tutorial](#)
- Pew Research Center, Demographics of Key Social Network Platforms, [article](#)
- Twitter Benchmarks by Industry, [article](#)

Mike Quizon



- Marketing & Outreach Specialist
- Visual Design, Social Media, Email & Web Marketing
- Twitter, Facebook
- #IamVISTA

Telling the VISTA story

- Our challenge on the Marketing & Outreach team is how tell the VISTA story
- Visual
- Authentic
- Diverse points of view



Vlogging



A young man in a grey AmeriCorps jacket is speaking to the camera. A 'WATCHED' badge is in the top left, and a '2:51' duration badge is in the bottom right.

Amerilife Vlog 2
129 views • 1 year ago



A woman in a purple top and pink skirt sits on a bench in a public space. A 'WATCHED' badge is in the top left, and a clock icon is in the bottom right.

Moving On by Robyn Stegman - AmeriCorps VISTA Volunteer
96 views • 4 years ago



A woman with glasses and a yellow and white shirt is speaking. A 'WATCHED' badge is in the top left, and a '4:59' duration badge is in the bottom right.

Intro to AmeriCorps NCCC
4,129 views • 2 years ago



A woman with long blonde hair is speaking. A 'WATCHED' badge is in the top left, and a clock icon is in the bottom right.

AMERICORPS | What is it? (vlog one)
by Unheard Ruckus Inspired by Sara Loretta
5,998 views • 2 years ago

Interested?

- VISTA Vlogging Information Session
 - October 7, 2015
 - 1:00 pm Eastern
- Send us an email!
 - vistaoutreach@cns.gov
 - 202-440-3271

Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

Questions ?

- To ask a question verbally, call in using the number on this slide and press *1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”

The screenshot shows a Q&A interface. At the top, there are three tabs: 'Participants (2)', 'Chat', and 'Q&A'. The 'Q&A' tab is selected and circled in red. Below the tabs, there is a dropdown menu with 'All (0)' selected. At the bottom, there is a text input field with 'All Panelists' selected, circled in red, and a 'Send' button to its right.

Thank You for Your Participation!

If you have further questions or for more information, contact us: VISTAwebinars@cns.gov

Our next webinar:

Managing Student Loans

October 15, 2015

2:00pm Eastern

Visit the Webinars for VISTAs page on the VISTA Campus for a complete schedule of VISTA webinars