Social Media

Strike up social media conversations, build community and strengthen your post's brand identity

Social Media

Your interactions with members can become conversations and then become your best recruiting tool.

- **Listen and respond**
- **Understand your goals**
- **Understand your audience**
- **Decide on your platform(s) and use them**
- **Determine your online ‘personality’**
- **Execute**

Social Media Characteristics

- **Participation** encourages contributions from everyone blurring the line between media and audience.
- **Openness** encourages voting, comments and the sharing of information.
- **Conversation** allows you to be part of a two-way exchange of ideas and opinions.
- **Community** joins you with other people who share common interests, such as a love of photography, a political issue or a favorite TV show.
- **Connectedness** is what most kinds of social media thrive on, making use of links to other sites, resources and people.

Types of Social Media

- **Blogs** are perhaps the best known form of social media -- online diaries.
- **Microblogging** is social networking combined with bite-sized blogging.
- **Content communities** organize and share particular kinds of content.
- **Social networks** allow you to build personal web pages then connect with friends.
- **Forums** are areas for online discussion, often around specific topics and interests.

Before you begin

Try to have one email account with one easy to remember password.

You will use this e-mail address for all the multimedia accounts you use.

Try to keep one password for ALL accounts.

As the day continues, you'll see how important this is.

Email sample: Post555@gmail.com

Password sample: !Egbdf1234

Blogging

Starting a blog

blog
message
media
follow
post
share
social
rank
network
like
content
forum
wall
video
marketing
instant
internet
seo
web
blog
users
share
post
social
rank
media
follow
message
like
network
wall
forum
content

What to blog about

There are a lot of bloggers on the web already. If you want to attract readers, you are going to need to establish your credibility. Don't just blog about anything. Pick a topic you are are passionate about. Something that you have lots of experience with.

Host or not to host

- **Free Blogging Services**
  When you start a blog with a free blogging service, you don't get your own domain. You get something like myblog.blogspot.com and you don't actually own the blog.

- **Host your own blog using WordPress free Blog software**
  This is the method offers more flexibility and freedom to do what you want. You will have your own domain name, like myblog.com. You can get this for as little as $30 per year. WordPress is excellent free blog software that allows you flexibility and room to grow.

TIP: You can use blogspot.com and purchase a URL for little cost from GoDaddy and mask **myblog.blogspot.com** to appear like **myblog.com**.

What's best?

It depends.

Domain name

There are lots of places to buy domains, but it's better to go with a reputable company.

Godaddy has a good domain search, and is currently offering domains for $7.99.

Hover may not have the cheapest registration prices, but they make up for it with abundant discount codes and stellar customer support

Namecheap, Gandi, Dreamhost, Name.com

Web host

The easiest way to get a website is to go with a hosting company that offers "1 click installs", or instant installations for Blogging and Forum software. Blogs and Forums make it possible for someone with no experience to get good content up fast.

BlueHost Blog Hosting offers a "One-Click" WordPress installation with all of their webhosting packages. Plans start at about $5.00/month ($4.95/month)

Dreamhost is great for beginners. They're know to care a bit more than the huge hosting companies. However, they cost a bit more, about $100 for a year.

GoDaddy Blog Hosting has a 'one click install' Economy WordPress hosting plan that is really a great deal ($2.99 / month (only $36 / year))

Hostgator, HostMonster, Linode

Ways to develop loyal community

- **ABCs: Always Be Commenting.** Reply to (almost) every blog comment.
- **Ask for blog comments.** Don't be afraid to ask for comments.
- **Friend and acknowledge your commenters.** Once you begin to see regular readers commenting on the blog, seek them out and friend them in your social spaces.
- **Give out some link love.** Though linking out a lot is not always recommended as a good SEO practice, linking will get your blog noticed.

Managing with multiple authors

- Create unity with shared goals and guidelines.
- Create author guidelines.
- Assign one editor.
- Allow appropriate access.
- Stay organized with a calendar

Microblogging

Twitter

Twitter

Twitter

Twitter can be a great addition to your social media program. It allows you to easily share information about your post without the time-management and third party content concerns often associated with some other social media sites such as Facebook.

However, like any other marketing program, **Twitter** is only effective if you are an active participant.

http://www.youtube.com/embed/Q3I5hLCGH8M

Basics

- **Hashtag** is the '#' symbol used to mark keywords or topics in a tweet. It was created organically by Twitter users as a way to categorize messages. (#socialmedia)
- **Trending topic** is a subject algorithmically determined to be among the most popular on Twitter at the moment.
- **Retweeting** is the act of forwarding another user's tweet to all of your followers.

@AmericanLegion

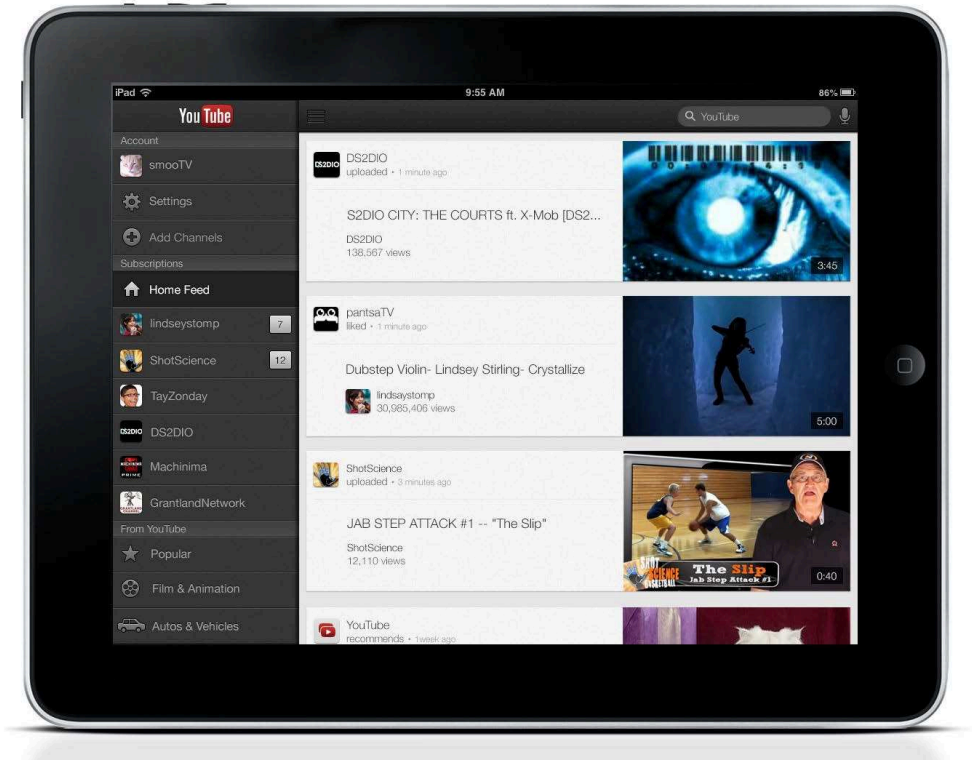
Twitter tips

- Be sure to have a written profile of your post in the "bio" section.
- Tweet frequently
- Follow other Twitter accounts similar to yours
- Customize your Twitter background and theme (Here's how)
- Link your Twitter account on your other multimedia
- Edit – have someone double check tweets before they go out.
- Avoid arguments

Content Communities

YouTube

Why YouTube?

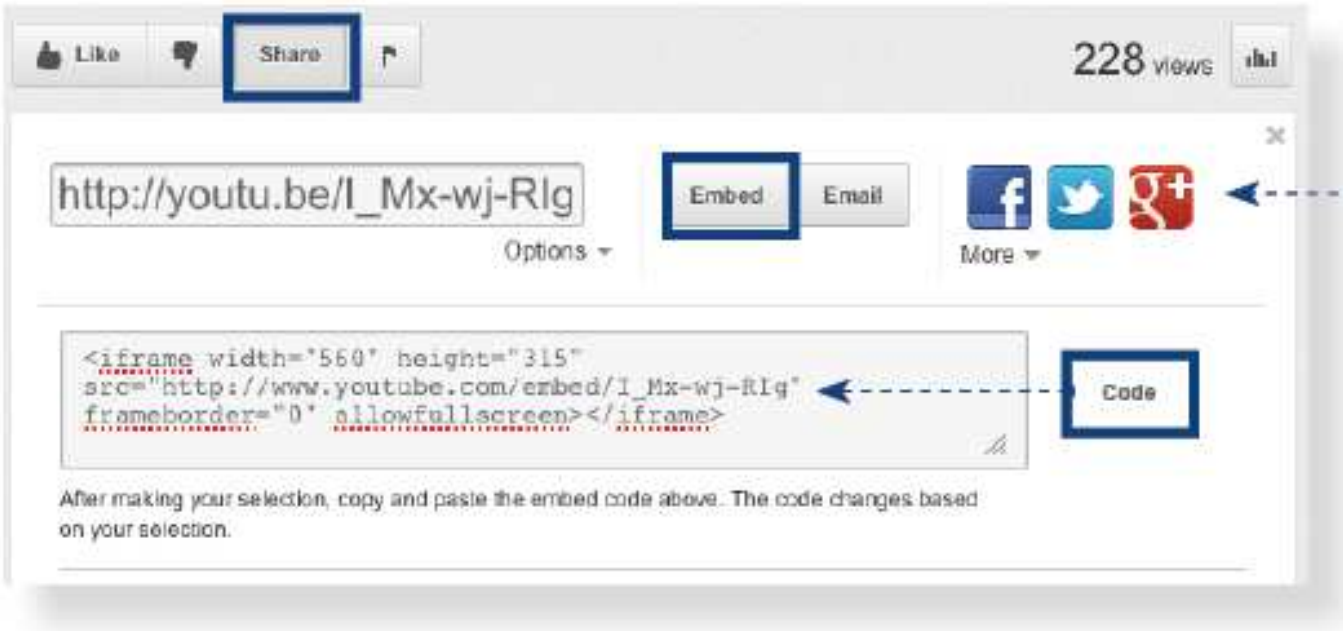


Nielsen reported that Americans streamed 15 billion videos in the most recently recorded month. While traditional TV viewing was up only 0.2% over last year, Internet video viewing was up 35% and mobile video viewing went up 20%.

YouTube tips

- Create compelling videos.
- Make your video findable.
- Brand your YouTube channel. (Video)
- Use annotations to build subscribers. (Video)
- Leverage other social media platforms.
- Know your analytics. (Video)
- Share other compelling videos

Share compelling videos



Post a video to a social network using these buttons.

Link to a specific part of a YouTube video

1:49 minute flag salute video

http://www.youtube.com/watch?v=opiMHTaUEaA

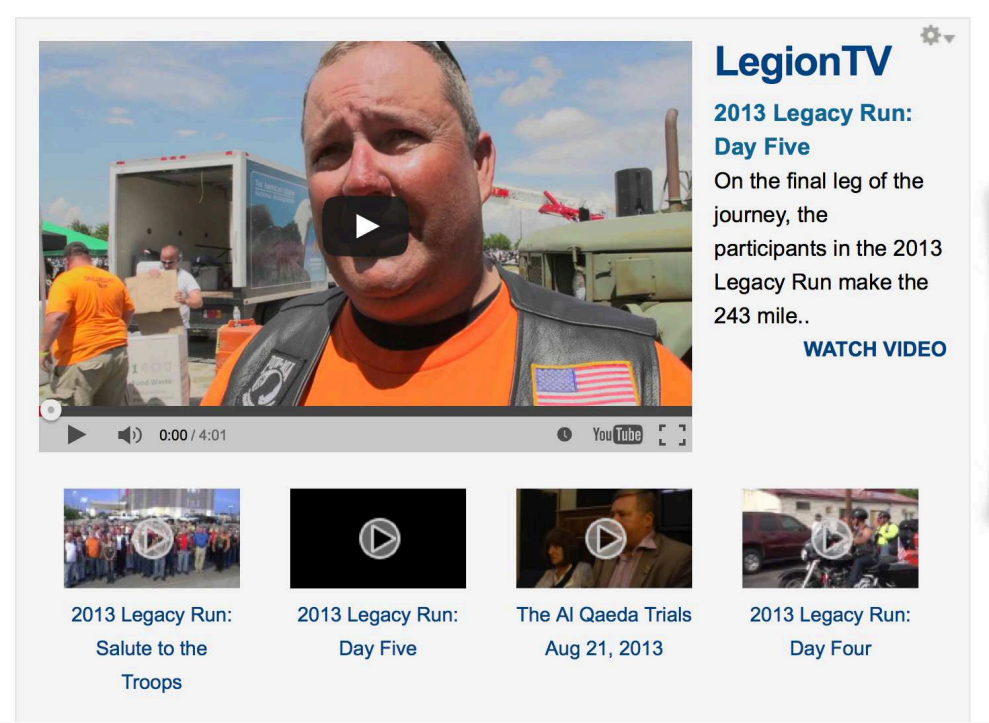
0:47 minute flag salute video

http://www.youtube.com/watch?v=opiMHTaUEaA#t=1m02s

Troops coming home

http://www.youtube.com/watch?v=QNJx7Vi4Sg4

The American Legion on YouTube



http://www.youtube.com/user/americanlegionHQ

Social Networks

Facebook

Successful Legion post on Facebook

- Build a page
- Connect with people and members
- Engage your audience
- Influence friends/ family of your fans

Build

- Choose a category (non-profit) and a Page name that represents your post.
- Pick an image that people associate with your post for a profile picture.
- Write a sentence about your post so people understand what you do.
- Set a memorable web address for your Page that you can use on marketing material to promote your presence on Facebook.
- Choose a cover photo that represents and showcases your post.

GET STARTED

Connect

- Invite your E-mail subscribers
- Integrate the Facebook comment feature
- Get members to tag photos
- Place Facebook Ads (Developers)
- Run a contest
- Link to Twitter
- Use print media
- Display a flyer at your Post
- Add a Link on Your Personal Profile
- *Maybe* Use “Suggest To Friends”

Engage

Post quality content regularly

When people like your post's Page, they're saying that they care about your what you are doing and want to know what's going on.

Posting relevant content is the most important thing you can do to keep members interested.

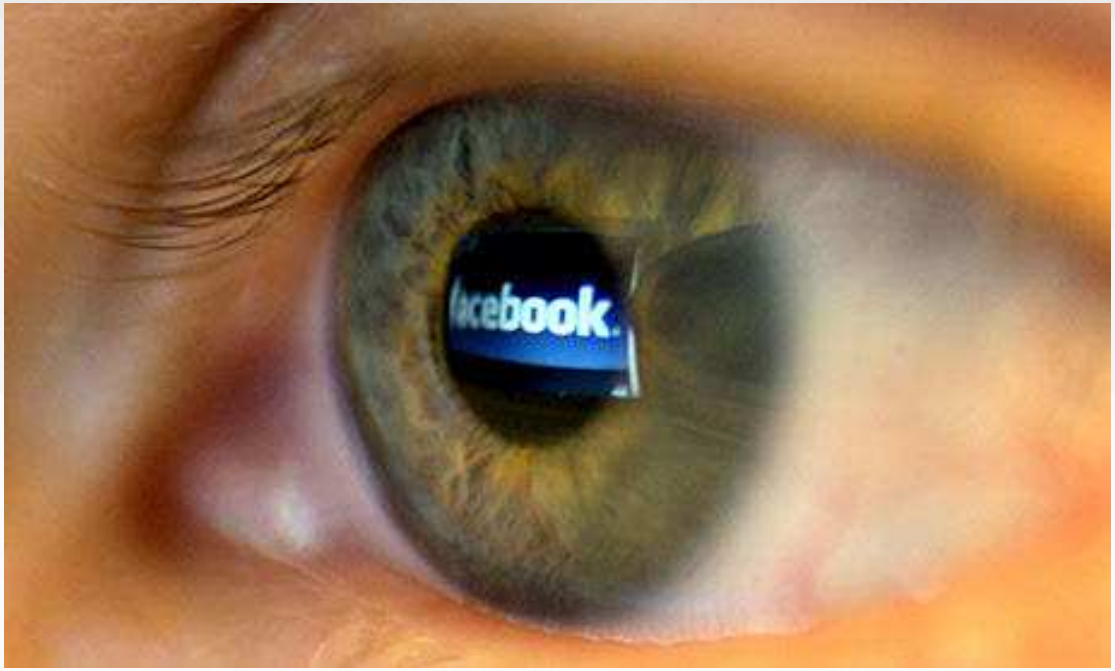
Engage

- Write quality posts
- Make sure your posts are relevant to your members and post.
- Be friendly and conversational
- Share photos and videos.
- Ask questions or seek input
- Give access to exclusive information and specials
- Be timely by posting about current events, holidays or news

Influence

When members interact with your post's Page, their friends can see it in their news feed as a story.

Expand your audience by promoting stories and news about people engaging with your Page.



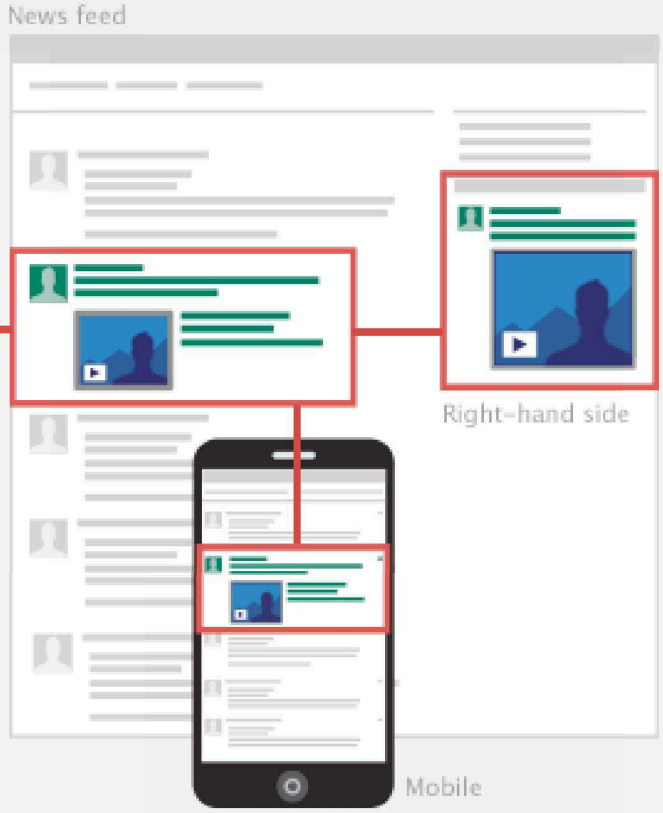
80% of consumers say they are more likely to try new things based on a suggestion by a friend in social media.

When someone interacts with your Page by liking it or commenting on a post, a story is created

Page post like sponsored story

Sponsored story

You can sponsor these stories to show them to the friends of your fans.



Effective Facebook tips

- Create custom tabs (For developers)
- Edit your tab order
- Post more than once a century
- Use Facebook Ads
- Get them to sign up
- Send an update
- Make it "Shareable"
- Make Some Stuff Exclusive

Questions?