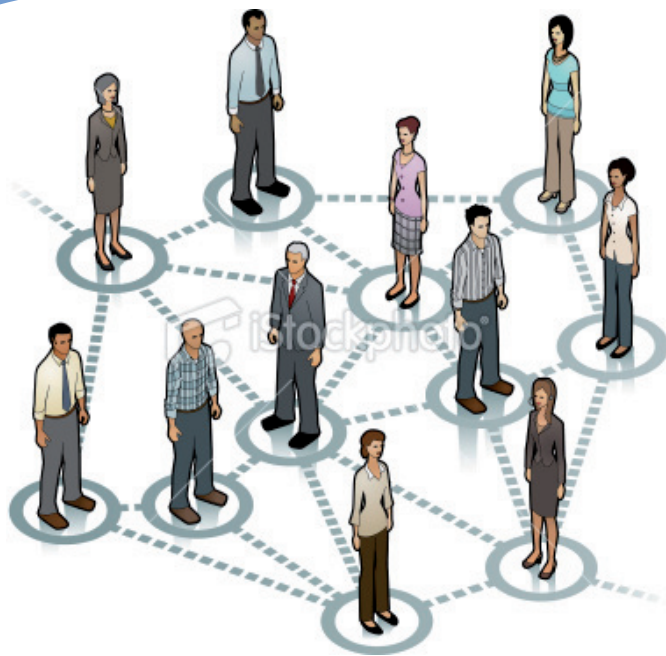




DISTRICT 1020

Getting Started

... your guide to joining the world of Social Media



Social Media is the fastest growing communications network on the planet – and that’s a fact. And which age range is migrating to Facebook faster than any other? Believe it or not, it’s the 35 to 65 range.

Are you contemplating joining that ever increasing group?

Then this easy-to-follow Getting Started Guide will point you in the right direction.

If you want to stay up with the movers and shakers it’s not a question of IF you join Social Media, but WHEN!

Let’s move forward together, right here...right now...

Guide to Social Media within Rotary

What is Social Media

'Social media' is the term to describe websites and online tools, which allow people to interact with each other – by sharing information, opinions, knowledge and interests. Social media involves the building of communities or networks, which encourage participation and engagement.

Why use it?

The information finds you

Social media has given businesses and charities a new set of tools for communicating with Rotarians and prospective. Social networking offers an alternative, two way communication route, to the traditional marketing tactics. Businesses can now listen to Rotarians and engage in an online conversation.

Social media is a free and effective method of building your publicity and developing your brand. Social media has the power to build a loyal following of highly targeted Rotarians for your services and products. On top of this it is extremely cost effective compared to traditional methods of promotion. Social media has become an important part of the lives of consumers with popular platforms such as Facebook, Twitter and YouTube developing literally hundreds of millions of users in a short period of time.

Social media versus website

A question people often ask is "Why use Social Media? We already have a website.

Websites are fine for storing information and tend to be static and are often regarded as an online brochure. They rely on one, or a few people to supply content. There is no easy way to react to, or comment on that content, other than by email.

Social media rely on many people supplying content, whether it be photographs, videos, text, or links to other content. A social media post will often refer to content on a website.

Main products for us



Facebook is a social utility that connects people with friends and others who work, study and live around them. It is also ideal for connecting groups with similar interests, hence ideal for Rotarians and friends.



YouTube is a video-sharing website on which users can upload, share, and view videos. There is also software available to download videos from YouTube.



LinkedIn is the world's largest professional network with over 120 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

LinkedIn has a group dedicated to Rotary - Official Rotary International Group and hosts discussions on many wide-ranging issues affecting Rotary and Rotarians. As it is a members only group, you have to request membership, having joined LinkedIn.

Rotary International is also set up as a company, which is open. You can elect to follow this by clicking the link.



Twitter is a social networking and micro-blogging service that allows you to send and read 140 character updates, otherwise known as tweets.

How to set up Facebook

Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they may know.

The club would appoint a social media officer, who would set up a Facebook account, if he or she does not already have one.

A page would then be created for the club. This would be a separate entity from the officer's own Facebook account.

The officer would then manage the content and post relevant information. This would typically be a club meeting, with a note of the speaker and any additional features. Other posts would include fundraising events, youth competitions and social events. Photographs could be added, either in an album, or to support an article.

If a club wishes to promote an item on the website, then a link can be added to the club Facebook page, pointing to the item.

A club page can have any number of administrators, who can post. The page owner (the club social media officer) can grant admin status to anyone who has a Facebook account. Practically, this would be another club member, or members. Only administrators can post on the page, but anyone can post a comment. This aspect should be encouraged and is a large part of the two-way communication associated with social media. If comments are inappropriate, administrators can delete these, or indeed any post that is made on the page, so

there is an element of monitoring in addition to posting of events. Administrators can also send invitations to people are not following the club page, which will encourage further take up and help the activity to grow. Family members could be encouraged to add content, especially if they are more familiar with Facebook.

Other members would receive posts if they have a Facebook account and “like” the club page. The “like” button appears next to the search, or on the main page.

To give you an idea of how your page may look, have a look at the page for



South Queensferry
<http://on.fb.me/wQyeLq>



Eskbank
<http://on.fb.me/xm7Ven>

The mechanics

The easiest way to set up a Facebook account is to follow the excellent guide on Facebook. There are several videos on Youtube showing you how to set up a Facebook account. Links to two of them are given here. A search on Youtube will reveal more.



<http://bit.ly/ytinf1>



<http://bit.ly/ytinf2>

Why Use Facebook?

These are just some of the reasons:-

- As of July 2011, there are more than 750 million ‘active users’ – 50 % of whom log into Facebook ‘in any given day’
- More than 250 million active users access Facebook with their mobile devices – and these people are twice as active as non-mobile users
- The average user has an average of 130 friends
- The average person connects to approximately 80 community pages, groups and events
- The average person creates 90 pieces of content in a month
- More than 250 million people engage with Facebook on external websites

Creating a Twitter account

What’s Twitter Anyway?

Twitter is an information network made up of 140-character messages called Tweets. It’s a new and easy way to discover the latest news (“what’s happening”) related to subjects you care about. It is fast becoming one of the most popular search engines, offering users up to the minute information.

How is it Useful?

Twitter contains information you will find valuable. Messages from users you choose to follow will show up on your home page for you to read. It’s like being delivered a newspaper whose headlines you’ll always find interesting – you can discover news as it’s happening, learn more about topics that are important to you, and get the inside scoop in real time.

Hashtag

A hashtag is essentially a form of marking a Tweet with a particular topic or keyword. If you were to write a Tweet on End Polio Now then you might add #endpolionow to your update. It effectively enables you and others to group and organise Tweets in a useful manner and it can provide you with a way of ensuring a Tweet that doesn’t use a particular word will still show up when people search for that topic.

The hashtag has become incredibly popular and there are a number of tools that display Tweets using a particular hash tag. Be careful when using them, though, and only add relevant hashtags.

Trending Topics

If you’re looking for the most popular topics on the Internet then Twitter’s trending topics can be a great resource. This shows the topics and keywords that have proven the most popular.

You can search trending topics globally or nationally. Even trending topics themselves have become major news story.

Setting up your account

Twitter provides a guide to creating an account. The link below takes you directly to it.



<http://bit.ly/ADb0wl>

Youtube has videos, which guide you through account setup. Links to two of them are given below.



<http://bit.ly/ytinf4>



<http://bit.ly/zEdv8D>

How to Start Using Twitter:

If you remember one thing after perusing this page, it should be this: reading Tweets and discovering new information whenever you check in on your Twitter timeline is where you’ll find the most value on Twitter. Some people find it useful to contribute their own Tweets, but the real magic of Twitter lies in absorbing real-time information that matters to you.

YouTube

You will need to set up a YouTube account before you can upload videos. To view and download videos, no account is necessary. A video taken during an event can be easily uploaded, then shared with club members. They merely have to know the link to it. You can only add music to a recording that is either copyright free, or your own material. Use of copyright material is illegal, unless you have the owner's express permission to use it.

Anyone who has a Gmail (Googlemail) account will automatically be able to upload videos to YouTube.

Blogs

Blogs, or weblogs are just as much a part of social media as any other aspect. Bloggers can develop a huge following. This is also a great way to deliver the Rotary message.

In a similar way, responding to online newspapers and magazines with Rotary content can raise the profile of a campaign, or the organisation as a whole.

Making life easier

Some tools have been developed to help those who manage several Facebook and twitter accounts. A post can be created once, then added to Facebook and twitter accounts with a single click. All accounts can then be viewed from a single screen.

The best known is Hootsuite. A free version is available for use on a desktop/laptop and a smart phone.

Another package, mainly for twitter is called Tweetdeck. Links to both are given below.

There is a social media group for Rotary. You may like to check this out for further help and guidance.

As the use of smart phones gathers momentum, tools such as qr (quick response) codes have been developed. These enable quick access to websites, email addresses and contact information, just by holding a smart phone over the code. QR codes have been used throughout this guide.

You may have noticed some blue links (or urls) to websites posted in this document. There are several sites offering the facility to shorten links. The one used in this document is bit.ly. www.bit.ly. There are advantages in shortening these links in that they do not go over a line of text; they create simpler qr codes and their use can be tracked through the bit.ly site.

The power of the Web

The true sense of the web becomes apparent when you start connecting the various resources e.g.

1. [The club website carries a link to YouTube video](#)
2. [A post on Facebook mentions the video and carries a link to it](#)
3. [The club website carries a Facebook link and the latest post is displayed](#)

The real power is the cascading effect of social media, which ultimately has the potential to go viral. - An image, video, advertisement, etc. that is circulated rapidly on the Internet.

Where to go for further information

One of the best sources for Social Media is YouTube. The video created by Socialnomics, called the social media revolution has been shown in several presentations. The link to the video is listed in the section below.

A very good example of how social media can be used effectively is Edinburgh Public Libraries. Have a look at their page using this link

<http://www.Facebook.com/EdinburghCityLibraries>

There are several papers written on guidelines for use of social media. One worth reading was published by Nicola Osborne from Edina. To obtain a copy, see the link below.

Reference links



Social Media Revolution 2
<http://bit.ly/xo37Dk>



Social Media Guidelines
<http://bit.ly/woNYo9>



Hootsuite
<http://bit.ly/yI0I0g>



Tweetdeck
<http://bit.ly/wFs0eQ>

FAQs

Q. Will all my personal information be displayed to the world?

A. Only information you share will be seen by others. You select the privacy level in your account settings.

Q. Will I be inundated with pointless information, which is of no interest to me?

A. You choose your "friends", who you "like", or "follow". You can also undo these selections at any time.

Q. I am already very busy. How much time will this take?

A. The very nature of these tools mean that they require very little time to operate, or refer to. The information comes to you, rather than you having to look for it all the time.

Q. What should and should not be posted on Facebook?

A. Only post something that you would mention face to face, otherwise do not post it.