



SOCIAL MEDIA

The Value of Social Networks in Advocacy

By: Rachel A. Adler (@RachelA_Adler)

Why We Use Social Media

- Communication
- Building relationships
- Reputation management
- Information
- Entertainment



Not All Social Networks are Equal

- Facebook
 - *With more than 1 billion users, it is the world's largest social network.*
 - *Online social networking service that enables its users to connect with friends and family as well as make new connections.*
- Twitter
 - *Timely content in 140 characters or less*
 - *Professional and personal branding*



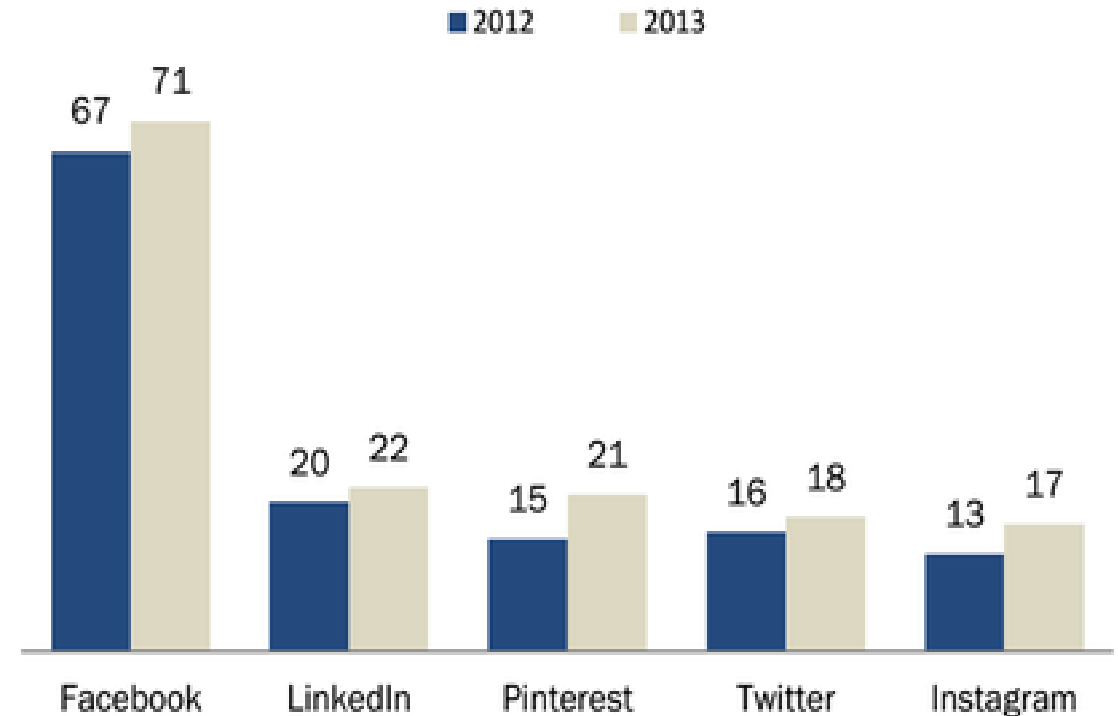
Major Online Social Network Use

Penetration of social networking usage continues to grow across multiple sites

Overall, 72% of online adults use social networking sites

Social media sites, 2012-2013

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Tracking Surveys, 2012 -2013. 2013 data collected August 07 -September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER

Using Facebook to Build Your Advocacy

#Sorrow2Strength









Facebook





- Facebook is an online social networking service that allows its users to connect with friends and family as well as make new connections.
- Features include:
 - *Status update*
 - *Photo tagging*
 - *Sharing*



Don't have a facebook page? Watch this Youtube video on how to make one here:
<http://www.mahalo.com/how-to-use-facebook/>

Facebook Status Update

 Update Status |  Add Photos/Video |  Create Photo Album

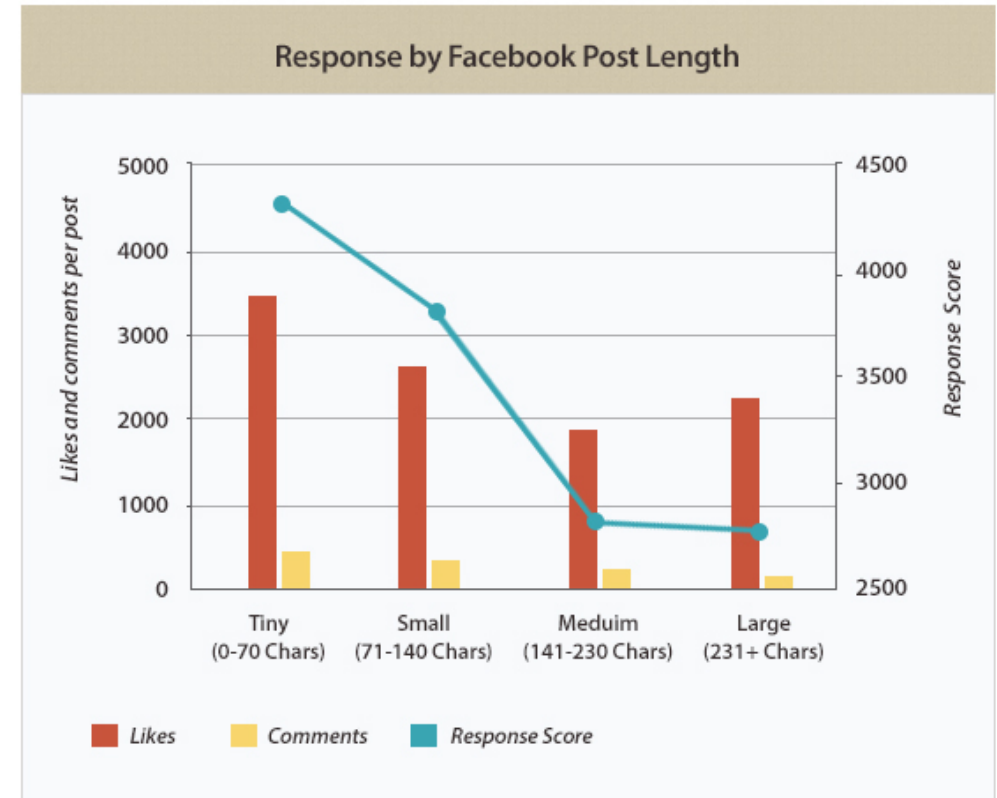
 | What's on your mind?

 Friends ▼ 

Facebook Post Recipe

- A perfect Facebook post is a link post
- A perfect Facebook post is short, as little 40 characters if at all possible.
- A perfect Facebook post is sent at non-peak hours
- A perfect Facebook post is part of a consistent sharing strategy
- A perfect Facebook post includes a newsworthy element (optional)



Anatomy of a Perfect Facebook Post

**Truck Safety Coalition**
Published by Twitter [?] · October 14 at 6:16pm · 🌐

PATT founders Daphne and Steve Izer continue advocating for #trucksafety as they head to DC for #SorrowtoStrength <http://t.co/29H0wJf4su>



Lisbon truck safety advocates headed to Washington
LISBON A Lisbon couple whose son was killed by a fatigued truck driver 22 years ago will continue their years of work advocating for safe highways as they head to Washington DC in the coming days for the National Truck Safety Conference.
TIMESRECORD.COM/NEWS/2015-10-1...

955 people reached Boost Post

Unlike · Comment · Share

👍 Truck Safety Coalition, Michelle Novak, Dani Emery, Michael Hawkins and 16 others like this.

🔗 3 shares



#Sorrow2Strength

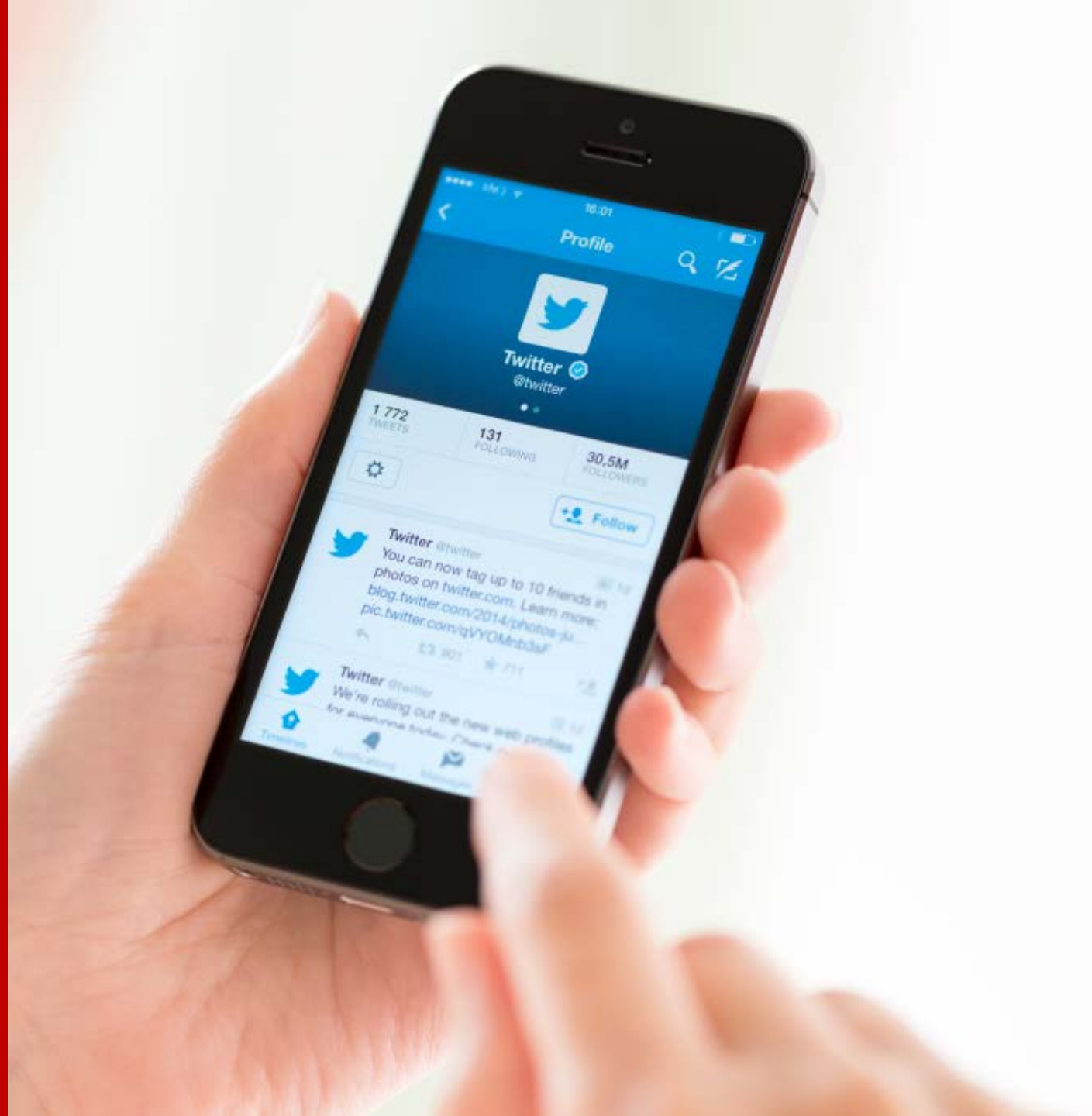


A Quick Note About Facebook

- Companies use Pages, so can individuals
- Think you're private? Think again.
 - *Manage privacy settings*
 - *Be comfortable with what you post*

Read more: [Being Professionally Personable on Facebook](#) (Harvard Business Review)

Using Twitter to Build Your Advocacy



Build Your Profile



Rachel A. Adler
@RachelA_Adler FOLLOWS YOU

#DigitalNative | #Activist | #Feminist |
#PopCulture Savant | #Outlier | #NY &
#DC | #STEM Supporter | Stay Unique |
Tweets are mine

📍 Washington DC Metro Area
🔗 [linkedin.com/in/radler](https://www.linkedin.com/in/radler)

← PROFESSIONAL PICTURE →

← HANDLE THAT MAKES SENSE →

← USE # AND @ →

160 CHARACTERS →



TruckSafetyCoalition
@TruckSafetyOrg

The Truck Safety Coalition is dedicated to reducing the number of deaths and injuries caused by truck-related crashes.



📍 Arlington, VA
🔗 trucksafetycoalition.org


Build Your Profile



- Header photo (1500 x 500 px)
- Profile photo (400 x 400 px)
- Name
- Bio (max 160 characters)
- Location
- Website
- Theme color
- Birthday


Who to Follow



Who to follow · Refresh · View all


**Bri Kozior** @brikozior 

 Follow

**Luca Manfé** @lucamanfe 

 Follow


**Jessie Lysiak Braun** @Che... 





 Follow

Find friends




Who to follow

Follow more people from the suggestions below, tailored just for you.



**Melissa d'Arabian**  @MelissadArabian  Follow

Wife; Mom of 4; Food Network/Cooking Channel host;
Ten Dollar Dinners/Supermarket Healthy author;
Speaker; Love: France~God~connecting w/
women~smart spending

**Earwolf** @earwolf  Follow

We don't discuss comedy, we create it.

Find friends

Search your address book for friends

Choosing a service will open a window for you to log in securely and import your contacts to Twitter. We won't email anyone without your consent, but we may use contact information to improve Who To Follow suggestions.



Search contacts

Create/Subscribe to Lists

- Lists are curated groups of Twitter users – create your own or subscribe to ones created by others
- Useful for reading tweets, not tweeting to a specific group

Create a new list

List name

Description

Under 100 characters, optional

Privacy

☒ Public · Anyone can follow this list

☐ Private · Only you can access this list

Save list

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Subscribed to

Member of

Social Media

by Larry Rhodes

5000 Members

Please Follow Back

by Rob Bertholf

Would love to connect, please follow me :)

1105 Members

SMS HigherEd

by Eric Clark

92 Members

SMSSummit

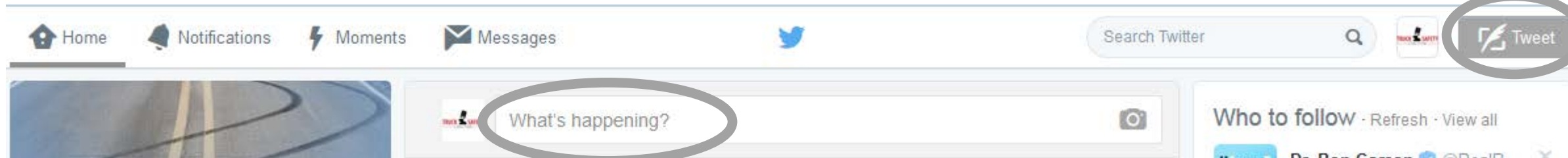
by CommunityDawn

1006 Members

How to Tweet

- 140 character limit (includes text, spaces, images & URLs)
- *Twitter counts the characters for you*
- *Try abbreviations to fit limit*
- *Links & images take up 20 characters*

- Retweeting lets you repost to your followers or comment



What's With the Symbols?

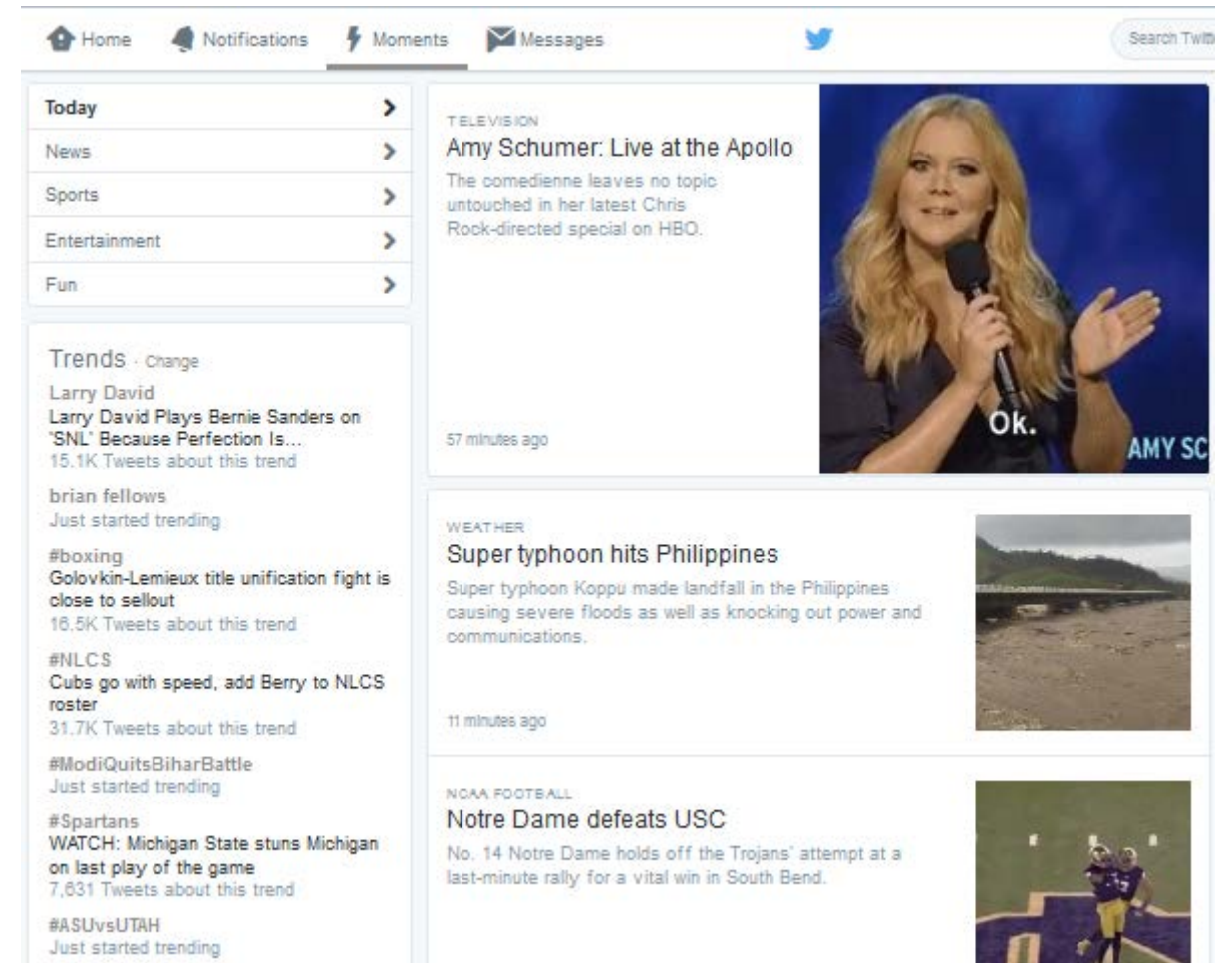


- @mention – tags user within a tweet
- # (hashtag) – searchable word/phrase; groups conversations

Hashtags for Financial Professionals

What and When to Tweet

- What?
 - *Trending topics*
 - *Mix of professional & personal*
 - *Source attribution*
- When?
 - *Depends on audience & location*
 - *Live tweet events or TV shows or look at the NEW moment tab or trending topics.*
 - *Participate in Twitter chats*
 - *Schedule it!*







Crafting the Perfect Tweet

- Use hashtags & links together
- Don't hashtag overload (2 = ideal)
- Tweet longer (120+ characters work best)
- Clear Call to Action (CTA)
- Urgency
- Tweet frequently (1-5 times per day)
- Use pictures (2x engagement)

Read more: [10 Tips for Crafting the Perfect Tweet](#)

THE ANATOMY OF A PERFECT TWEET

Abc	Headline (up to 50 characters)
	by @author (Twitter handle)
	link
	via @domain (Twitter handle)
#	#hashtag1 #hashtag2
	image

Anatomy of a Perfect Tweet



TruckSafetyCoalition

@TruckSafetyOrg

Side Guards Save Lives. @BikeLeague
#NBS15 #trucksafety

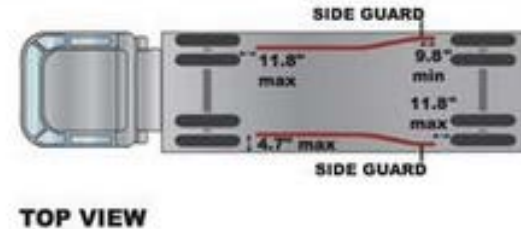
Boston Area cyclist
Fatalities 2012-2014



8 out of the 9 involved large vehicles,
at least four might have been
prevented by truck sideguards.

WHAT ARE THEY?

The National Transportation Safety Board (NTSB) recommends sideguards on heavy single-unit trucks, trailers, and truck tractors.single-unit trucks over 10,000 lbs., trailers over 10,000 lbs., and truck tractors over 26,000 lbs.



RETWEETS
11

FAVORITES
4



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"SOCIAL MEDIA IS CHANGING THE WAY WE COMMUNICATE AND THE WAY WE ARE PERCEIVED, BOTH POSITIVELY AND NEGATIVELY. EVERY TIME YOU POST A PHOTO, OR UPDATE YOUR STATUS, YOU ARE CONTRIBUTING TO YOUR OWN DIGITAL FOOTPRINT AND PERSONAL BRAND."

Amy Jo Martin, is an American author, speaker, entrepreneur, and founder and CEO of Digital Royalty.

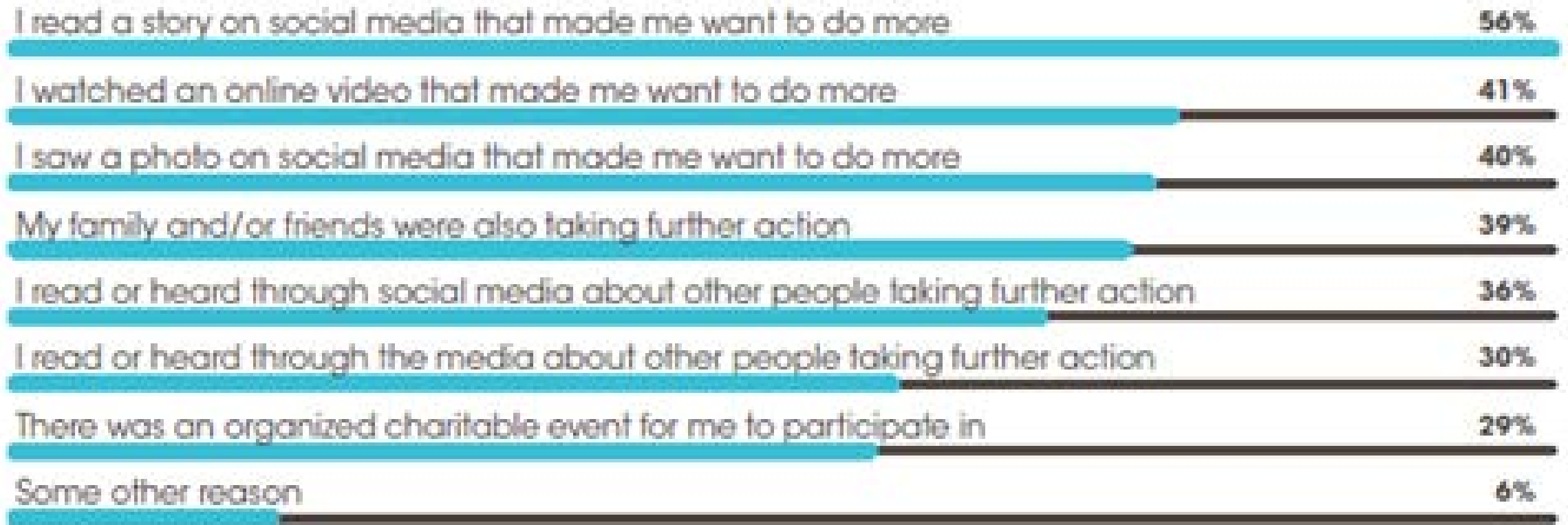


FAST FACTS

Understanding the impact of social networks



What Motivates Individuals to Act Online



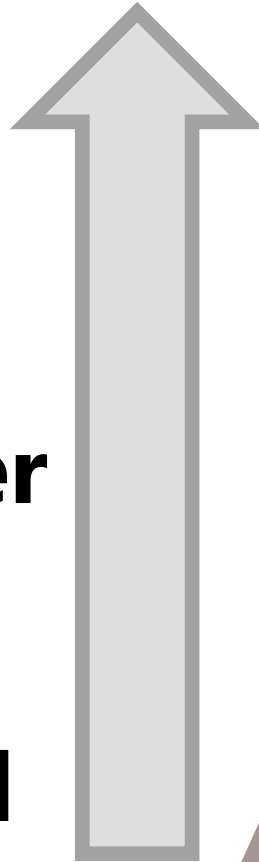
Master the Algorithm

**For every
action there is
a *{somewhat}*
equal reaction**

Best

Better

Good



Share

Comment

Like

SEEK → SHARE

Seek Tools

- Google Alerts
- Search by #hashtag
- Readers

Alerts

Monitor the web for interesting new content

🔍 wildlife water



How often

At most once a day



Sources

Automatic



Language

English



Region

Any Region



How many

Only the best results



Deliver to

ahays@extension.org



CREATE ALERT

Hide options ▲

Alert preview

NEWS

Water pact uses discretionary fund

Toledo Blade

Lucas County commissioners are entering into a \$45,000 contract with the National **Wildlife** Federation for a clean-**water** project under a professional ...

Clear **water**, the sequel - Toledo Blade

Full Coverage

[#Sorrow2Strength](#)

Select keywords

Select region

Select frequency

Select delivery

Create Content

Become the source of
content/materials that others will
share

Road to Advocacy

- Like, comment and share existing content to your networks
- Post with a plan/purpose
- Create new content

Your Homework

- Create or update your Facebook profile
 - *Follow Truck Safety Collation*
 - *Goal: connect with 30+ people by end of month*
 - *Post or share an update at least once/week*
- If Twitter is right for you...
 - *Follow Truck Safety Coalition (@trucksafetyorg)*
 - *Create/update your branded profile*
 - *Have a conversation*
 - *Share news/relevant posts to your audience*