

Social Media Information and Resources



Blog	LinkedIn	Webinar/Streaming
Email Distribution Apps	Pinterest	YouTube
Facebook	Podcast	
Instagram	Twitter	



Blog -- a regularly updated website or web page, done by an individual or small group, written in an informal and conversational style about different subjects. You can create a blog and post links, images, quick news, or you can follow individuals/topics of interest.

<p>How to use it?</p> <ul style="list-style-type: none"> Groups and individuals are sharing knowledge <ul style="list-style-type: none"> --Corporate --Personal/diary --Hobby or interest --Professional --Community 	<p>Best practices</p> <ul style="list-style-type: none"> See this article to become familiar with best practices for blogging success, including design, writing, and promotion. https://www.lifewire.com/blogging-best-practices-3476266 Blogging Best Practices https://moz.com/beginners-guide-to-social-media/blogging 	<p>Resources to Help You! Introduction, subscribing, developing, etc. http://www.gcflearnfree.org/blogbasics/ This is a beginner's guide, it suggests using Word Press. https://www.bloggingbasics101.com/how-do-i-start-a-blog/ How To Use Your Blog http://www.theblogstarter.com/step-3-how-to-use-your-blog/</p>
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Email distribution apps -- An app that provides templates for sending emails quickly and easily to large groups. Examples: iContact and Mail Chimp

<p>How to use it?</p> <ul style="list-style-type: none"> Use email distribution to market and provide information directly to individuals. Use analytics to see if your messages are reaching the intended audience(s) and track social media use. 	<p>Best practices</p> <ul style="list-style-type: none"> Personal email is the biggest content consumption category for mobile users, with more users checking personal email than participating even in social networks. As a result, make certain that you create emails that can be successfully read without compromise across platforms. Have materials planned and ready in advance for meaningful distribution. 	<p>Resources to Help You! iContact https://www.icontact.com/resources#email-marketing Mail Chimp http://kb.mailchimp.com/getting-started/getting-started-with-mailchimp Comparison of iContact and Mail Chip https://www.g2crowd.com/compare/mailchimp-vs-icontact</p>
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Facebook -- a popular free social networking website that allows registered users to create profiles, post text, upload photos and video, as well as keep in touch with friends, family, and colleagues. The site is available in 37 different languages.

How to use it?

- Share news and photos on all levels of DKG.
- Make comments on others' FB pages.
- Promote brands or organizations by becoming fans.
- Marketplace - allows members to post, read and respond to classified ads
- Groups - allows members who have common interests to find each other and interact
- Events - allows members to publicize an event, invite guests, and track who plans to attend.
- Pages - create and promote a public page built around a specific topic.
- Presence technology - allows members to see which contacts are online and chat
- Live Videos
- Simple Polls
- Messenger for private communication

Best practices

[Strategies and tactics for success](#): This link provides information on Content, Post Timing, Moderation, Engagement, Community, User Flow and Credibility

- announcements
- celebrations
- major photos

Private DKG pages/ events could be more personal to chapters and members.

Resources to Help You!

<http://www.gcflearnfree.org/facebook101/getting-started-with-facebook/1/>

GCF (LearnFree.org) is a recognized and trusted source of learning. This link gives the reader four pages of interactive learning to get started with FB. Included is a neat graphic where the reader clicks words to find their Facebook meanings.

[How to Protect your Private Information on Facebook](#)

Facebook gives **non-profit** organizations the [tools and ideas to engage people](#) in their causes and amplify their goals.

Interested in [finding more followers](#) to your Facebook Page?



Instagram -- An online mobile photo-sharing site that enables its users to take pictures and share them either publicly or privately on the app. See [What is Instagram?](#) Links with many other social media sites. Invites sharing and commenting regarding photos.

How to use it?

- To send someone a photo or video with **Instagram** Direct, take a new photo or video or upload one from your phone's media library. You can choose to add effects, filters, or a caption.
- From the share page, tap "Direct," and then tap the names of the people with whom you want to share the post (you can select up to 15). <http://www.gcflearnfree.org/instagram/getting-started-with-instagram/1/>
- Allows manipulation of photos through filters.

Best practices

[7 Instagram Best Practices](#)

- Turn Your Visuals into Eye Candy
- Be Current with Instagram Trends & Changes
- Post Content Your Audience Wants
- Post Regularly and During Optimal Times
- Tell Great Stories
- Promote your Instagram
- Don't Dismiss Instagram Analytics

Resources to Help You!

Modules for all aspects of Instagram.

<http://www.gcflearnfree.org/instagram/>

[The Ultimate List of Instagram Resources](#)



LinkedIn -- networking site for marketing oneself as a professional. Geared toward business and professional communication for companies and career-minded individuals.

How to use it?

- Learn how to manage your professional identity, share insights, and connect with opportunities.
- View others' identity and contact them for networking purposes.

Best practices

- Create a strong profile and link your contacts to expand opportunities.
- Search for key women educators in your area.

Resources to Help You!

All LinkedIn help: <https://www.linkedin.com/help/linkedin>

Short lessons about LinkedIn: what is it ... to searching for jobs. <http://www.gcflearnfree.org/linkedin/>



Pinterest -- a site for sharing interests and for gathering ideas and inspiration. Allows sharing of specific interest areas (such as education, crafting, pets, etc.)

How to use it?

- Rather than bookmarking onto browser, user can create a Pinterest board that can be accessed from multiple devices and by many individuals.
- User can create public or private board(s) to sort/bookmark items of interest, e.g., convention table centerpieces, core curriculum ideas, recipes, etc.

Best practices

- Pin from the source.
- Pin from permalinks (direct links to content).
- Give credit and include a thoughtful description, i.e. label pins with titles and captions.
- Focus your feeds (use specific words to search).
- Engage with others who have similar interests and boards.

Resources to Help You!

<https://help.pinterest.com/en/guide/all-about-pinterest>

From Pinterest. Includes dialogue, short videos, and graphics that take the reader through all aspects of Pinterest. It does this in several screens and breaks info down nicely.

[Teacher Resources on Pinterest](#)

[Teaching Ideas](#)



Podcast -- is an audio program you can listen to on your computer or mobile device. You can listen to podcasts at your desk, in the car, or at the gym.

How to use it?

- Use a microphone and a recording device. You can use tools found on your smart phone.
- Upload podcasts to a RSS Feed site like TuneIn or Lybsyn
- Submit a Podcast in the iTunes Store.

Best practices

- Plan the format and content for your podcasts.
- The ideal length is 22 minutes and best publication day is a Tuesday.
- Record DKG Members telling their stories.
- Record speakers from meetings and conferences.

Resources to Help You!

These are good sites that describe podcasting and delve into how to do it yourself.

<http://computer.howstuffworks.com/internet/basics/podcasting.htm>

<https://blog.bufferapp.com/podcasting-for-beginners>



Twitter -- a microblogging site for sharing brief messages and ideas. Messages are limited to maximum of 140 characters (letters, numbers, spaces, punctuation marks). Users can post links, images, and quick news. Users can follow individuals and topics of interest.

How to use it?

- Tweet and retweet items you find interesting and follow news outlets, people, and businesses in which you are interested.
- 10 favorite Twitter tips and tricks. These tips help make your Twitter experience more enjoyable and can help increase your followers.

<http://www.computerhope.com/tips/tip149.htm>

Best practices

- Use quick references to bring people to other media, such as blogs, websites, and videos.
- Keep tweeting -- Resend tweets with different angles. Send the same tweet four times to cover all four U.S. time zones.

Headline formulas:

1. Lists: Headlines with numbers in them perform well. Example: 7 Undeniable Reasons People LOVE List Posts.

2. How to: "How to" titles promise a benefit to your readers. Example: How to Use DKG Website Resources to Grow Membership.

3. Include Keywords: Include that keyword phrase in your headlines. Example: 6 Insanely Useful DKG Motivation Secrets.

Excellent written directions and videos for "Getting Started with Twitter."

<https://support.twitter.com/articles/215585>

Short video animations of Twitter features.

<https://support.twitter.com/articles/215585>

Basics video with terminology and a nice mix of text and screen capture examples.

https://www.youtube.com/watch?v=yR_MimUSn_Y

33 education Twitter accounts to follow:

<http://www.rasmussen.edu/degrees/education/blog/33-education-twitter-accounts-you-should-be-following/#eb>



Webinar/Streaming -- Web-based seminar, presentation, lecture, or workshop online using video conferencing software with the *opportunity* of interactivity in real-time.

Live webinar -- Interactive online meeting, seminar, workshop, or presentation in which all participants can be active in real-time.

<p>How to use it?</p> <ul style="list-style-type: none"> ● Explain or teach a topic ● Show them, don't tell them <p>Possible Webinar Uses:</p> <ul style="list-style-type: none"> --Training --Meeting --Presentations --Collaboration --Marketing --Information sessions 	<p>Best practices</p> <ul style="list-style-type: none"> ● Leading up to the webinar, send a reminder email twice: once 1 day before the webinar and once 1 hour before the webinar. ● Prior to the webinar have someone on your team check the link or number to make sure it is working. ● Let the audience know in the introduction how you will respond to select questions (at the end, try to take them during the session, etc.). ● When doing a demo or showing software, try not to move too quickly (or scroll up and down a page too quickly). ● Have a definitive "stop" to the core material (within the time allotted). ● Start 2 minutes past the hour. This gives people time to call in, but does not make those on time wait too long. ● Send out resources within 24 hours to motivate people to take a next step while the webinar is still on their minds. 	<p>Resources to Help You!</p> <p>What is a Webinar? Additional articles on the same page go into hosting and tools. https://www.lifewire.com/what-is-a-webinar-3486257</p> <p>This is a fairly lengthy blog that has excellent information. It suggests using Google Hangouts, which is an aging app and is getting little attention from Google. https://smartblogger.com/your-first-webinar/</p>
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YouTube -- allows sharing, rating, and commenting on videos of all types. Typical videos include product reviews, promotional clips, and how-to videos on virtually any topic. YouTube is a free video-hosting website that allows members to store and serve video content. YouTube members and website visitors can share YouTube videos on a variety of web platforms by using a link or by embedding HTML code.

How to use it?

- YouTube lets anyone upload videos for private or public viewing as selected in the video manager.
- YouTube provides a venue for sharing videos among friends and family as well as a showcase for new and experienced videographers.

YouTube has instructional videos on every subject and is a destination for anyone who wants to make a statement.

<http://www.pcmag.com/encyclopedia/term/57119/youtube>

Best practices

- Upload short videos of DKG events.
- Upload videos
 - For private use
 - For groups
 - For marketing businesses and/or organizations
- Use YouTube videos for training and teaching (TED Lectures are great examples)

Resources to Help You!

This is a good guide to the basics.

<https://blogs.constantcontact.com/getting-started-on-youtube/>

This is from GCF and has very short videos: What is YouTube... to Setting & Privacy ...to creating your own channel

<http://www.gcflearnfree.org/youtube/>

The Beginner's Guide to YouTube

<http://mashable.com/2013/10/05/youtube-beginner-guide/#pmX.Uxx0Kaqu>

10 Things You Need to Do When Getting Started on YouTube.

<https://blogs.constantcontact.com/getting-started-on-youtube/>