Building Community via Social Media

Publishing and Listening on Twitter, Facebook and LinkedIn
Susan Tenby (@suzboop)

- The original Online Community Manager TechSoup and current Director of Community and Partnerships for Caravan Studios, she uses her community management skills and social media listening expertise to analyze social networks, build community and generate leads.
- Founder of the largest Online Community Meetup in the Bay Area.
- Frequent public speaker on social media best practices and online community strategy. In her spare time, she runs the social media channels for the iconic all-women rock band, The Go-Go's.

Willie Kuo (@freewirry)

- Assistant Director at the Los Angeles Art Association, where she works in development, marketing and communications.
- Previous experience at EMERGENCY USA as part of an Americorps fellowship through New Sector's Residency in Social Enterprise in San Francisco; the Clinton Global Initiative in New York; and ThinkImpact in South Africa.
- Volunteers at Caravan Studios in online community and social media.
AGENDA

- Introduction
  - What is Social Media, *Really*?
  - Why You Should Be on Social Media
- In-depth Look into Social Media Basics
  - Twitter
  - Facebook
  - LinkedIn
- Timing & Investment Needed
- Resources
Skeptical?

Social media helps increase web traffic and search ranking. You can share content easier and faster with social media, and you can generate meaningful relationships and leads for 1/3 of the cost.

CC image courtesy of Jacob Haas on Flickr
What is social media, really?
These are the connections among Twitter users, who tweeted @SCRA when queried on August 5, 2014.

Image courtesy of @Marc_Smith
Social media is about community and relationships.

image courtesy of @Marc_Smith
Social media is a 2-way conversation – a feedback loop – that keeps you current and can make you known as an authority.
Number of monthly active Facebook users worldwide from 3rd quarter 2008 to 2nd quarter 2014 (in millions)
User Growth

Number of monthly active Twitter users worldwide from 1st quarter 2010 to 2nd quarter 2014 (in millions)

<table>
<thead>
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Source:
Sign Up for Free Basic Account
© Statista 2014
User Growth

Numbers of LinkedIn members from 1st quarter 2009 to 2nd quarter 2014 (in millions)

Additional Information
Sign Up for Free Basic Account

Source:
Sign Up for Free Basic Account
© Statista 2014
Audience Poll
The Society for Community Research and Action, Div 27 of the @APA, serves disciplines that focus on community research & action. Promoting health & empowerment.

Members all over the world

scra27.org

Joined April 2009

Retweeted by SCRA Online

Dr. Inga Schowengerdt @ischowengerdt · Jul 28
@scra @APAGradStudents TY! Would be GREAT 2 have SCRA in the conversation! Come & bring #feminist friends! #APA2014

CALLING ALL FEMINIST APA CONVENTION ATTENDEES!

Advancing Feminist Goals through Public Engagement, Advocacy and Translation of Psychological Science

Thursday, August 7th, 9:00-9:50 am

Location: Society for the Psychology of Women & Association for Women in Psychology Hospitality Suite, located in the Marriott Marquis, 1111 Massachusetts Ave NW, Washington D.C.

*Please note that the room number for the suite is not yet available but will be prominently displayed in the Marriott Marquis lobby the day of the program.*

Psychologists are well positioned to advance feminist objectives by identifying and addressing the underlying causes of issues affecting women and girls. It’s important, therefore, that feminist psychologists seek out opportunities to engage with non-psychologists through public engagement, advocacy, program evaluation and translation of psychological science. This hospitality suite session brings together a panel of psychologists with experience engaging, and collaborating with, non-psychologists on issues affecting women and girls, who will provide information on, and serve as examples of, how psychologists can further feminist objectives via partnership with institutions and organizations outside of the discipline. This program will be part information/mentoring session and part discussion, and will be of particular interest to students and early-career psychologists.

Any #feminist @APAGradStudents going to #APA2014? Have I got program for u: #PsychologyInAction bit.ly/1teIN64 / via @ischowengerdt
Essential Twitter Terms

- RT = ReTweet
- # = Hashtag
- MT = Modified Tweet
- @ = Reply or addressed to
- HT = Hat tip
- cc: = carbon copy (hey you!)
- Listening Dashboard = Hootsuite, Netvibes, Tweetdeck
Choose Your Name Carefully

- Twitter name is changeable, but think first
- Choose FB Page name carefully; it becomes permanent after 100 “likes”
- Your name should be a consistent brand across all networks
- It shouldn’t be too long, as twitter is only 140 characters
- It should be memorable and not easily confused/misspelled
- It will become your identity, so be strategic for SEO reasons
- Pimp your profile page: keywords and cool photo of you

Suzboop ??

CC image courtesy of Smerikal on Flickr
1. Answer yr @replies @mentions and DMs
2. Tweet twice a day
3. Follow twitter lists in yr area of interest
4. Search Person name + Google = correct @ name
5. RT things of value
6. Give shout-outs/recos using @mentions
7. Ask questions & Answer questions
8. Join a regular tweetchat
9. Connect @name to others & use #hashtags
10. Try to tweet near 120 to encourage sharing
11. Use trackable Link Shorteners like bit.ly
12. Share personal info, to show humanity
Carefully name your account. Fill out and update your bio with campaign info. Show people! Think about Keywords.
Carefully name your account. Fill out and update your bio with campaign info. Show people! Think about Keywords.

Best Practices:
• 80/20 rule; it’s not all about you
• Post daily; schedule updates
• Don’t be a marketing robot
• Talk with people, not at people
• Vary content: text, video, images
• Don’t auto-link your Facebook account to your Twitter or your blog
• Reciprocate, engage, share
Hashtags

- Don't use more than 3 when tweeting
- Don't make up #uselesshashtags; Do find APPROPRIATE HASHTAGS
  - Research and find tags from many communities related to your field
  - Participate in conversations that help you engage new audiences and strengthen your authority positions
  - Use tags to organize Information & grow diverse conversations
- Set in your account info
- Monitor lists
- Listen to hashtags
  - Many tools like SocialBro and Little Bird will email daily digest of a search query
- Engage in the channels

When you create a hashtag be sure to search it first. Someone else may be using it and it could collide with messaging.

#NPtwitter
WHEN TO USE DRIVE BY vs. ABBREVIATING (RT or MT)

- **Abbreviate** when you want them to notice you.

- **How to Abbreviate:**
  - move the attribution to the end and use “/via”

---

Retweeting

Any #feminist @APAGradStudents going to #APA2014? Have I got program for u: #PsychologyInAction bit.ly/1teIN64 / via @ischowengerdt

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CC image courtesy of Rosarura Ochoa on Flickr
WHEN TO USE DRIVE BY vs. ABBREVIATING (RT or MT)

- **Abbreviate** when you want them to notice you.

- **How to Abbreviate:**
  - MT - add comment at end

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Retweeting

**SCRA Online**
@scra

MT @CCPH2010: Congrats @scra on launch of new website - #community #psychology & community #engagement! scra27.org (Thanks!)

11:59 AM - 10 Jul 2014

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*CC image courtesy of Rosarura Ochoa on Flickr*
WHEN TO USE DRIVE BY vs. ABBREVIATING (RT or MT)

- **Drive by RT** when you’re limited in characters and want to amplify their brand. You don't care if they notice you, or you want to add different visual content to your stream.

  - The person who originated tweet might not notice you, especially if that tweet already has several RTs.
Sharing articles

This site is not optimized to share articles via Twitter:

- Link is not shortened
- No attribution

This site is optimized to share articles via Twitter:

Share a link with your followers

Rose Broome finds a way to use technology for good

Share a link with your followers

The Internet of Things is the hackers' new playground
http://on.recode.net/1oFiNOr via @ahess247
How to make sure you always have “something to say”:

- Curate content using tools, such as Netvibes, Scoop.it, Pinterest, or Hootsuite
- Select
- Schedule using tools, such as Hootsuite or Buffer
- Attribute

Build connections and position yourself as a subject matter expert.
Whom to follow?

Build a strategic follower base using hashtags and Twitter lists:

- Tools to discover people:
  - WeFollow, Muckrack (previously Listorious), Just Tweetit & Twellow

- Start looking at Twitter Lists of your followers
- Subscribe to them
- Create yr own public lists
- Track who subscribes to them ... They are yr superfans.
Whom to follow?

- Follow accounts that will help you find people like you
- Look at who’s listed on the twitter lists
- Tweet at them
- Join tweetchats
- Follow them
- Find relevant influencers tweeting on certain subjects and hashtags, connect with them and have them notice you
Organic Growth

Techniques to drive organic growth of Twitter followers:

- Cross-promote and ask users to follow you on existing channels
- Link Twitter Profile to your email signature, website & business cards
- Follow your own followers
- Engage with influencers
- Create lists and follow the users and subscribers
- Tweet to 3 new people every day
- Favorite a few tweets every day
- Tweet interesting facts, statistics and other attention-grabbing content
- Use trending hashtags wisely
Engage Influencers

Techniques to drive organic growth of Twitter followers by engaging influencers:

- Find influencers who are following you and who you are following through tools, such as Little Bird and SocialBro
- Create flattering lists and add these influencers
- Monitor these lists and favorite and RT their tweets
- Find and share their content from their other channels such as Slideshare
- Reply to their tweets when relevant
Engage Influencers

The most followed users:

1. katyperry - 54,056,338 followers
2. justinbieber - 52,563,774 followers
3. BarackObama - 43,805,756 followers
4. YouTube - 43,163,407 followers
5. taylorswift13 - 41,593,386 followers

CC image courtesy of Brewbooks on Flickr
Twitter Lists

SCRA Online
@scra
The Society for Community Research and Action, Div 27 of the @APA, serves disciplines that focus on community research & action. Promoting health & empowerment.

Members all over the world
scra27.org
Joined April 2009

47 Photos and videos

Who to follow
Refesh - View all

Iaidro Meye Jariego @aidro... Followed by komunitara...
Follow

Erica Curry Vanee @Urba... Followed by Carlos Luis an...
Follow

Aspira Continuing Ed @As... Followed by APA Division...
Follow

Psychology/Change by Max Ogles
4893 Members

my fellow nerds by ANU not Amanda...
605 Members

Mental Health by Dr. Lee Keyes
Accounts related to psychology and mental health.
529 Members

Higher Education by Rukshan Fernando
85 Members

NP/Foundations by RL. West Consulting
Non-profit related
204 Members

Health by Dan Impeverson
231 Members

Psychology by Daniela Navarrete
19 Members

Psych-news-and-insights by Edward Craig
People and organizations that I follow closely for psychology research and information.
123 Members

Create a list
A list is a curated group of Twitter users and a great way to organize your interests. Learn more
Create new list
Twitter Lists

SCRA Online @scra • 9h
@Feminist @APAGradStudents going to #APA2014? Have I got program for u! PsychologyAction bit.ly/1aIN64 / via @schowengerdt

APA Division 46 @APADivision46 • 21h
"CV Dazzle" and other forms of anti-surveillance fashion fads. - jlw
ift.tt/1aYoSM

APA Divisions @APA_Divisions • Jul 26
@scra: SCRA Awards: Individuals may be nominated for 1 award per cycle & must be member ow.ly/zBdsR "#LOVEmydivision #APA2014"
Washington, DC

APPR @appr_pr • 22h
Photography as a balm for mental illness fb.me/6CkEhbfP

SCRA Online @scra • 23h
RT @CCPPO10: Apply by Nov 13: @USDOD #Psychological #Health & Traumatic Brain Injury #Research Grant grants.gov/web/grants/... #TBI #RCT #CBPR

APA Division 39 @APADiv39 • Jul 27
Photography as a balm for mental illness fb.me/2zbrLT98

APA @APA • Jul 27
How would you give a war vet a sense of purpose? David Schelinfeld, MA, suggests using nature. on.apa.org/1mXRGBE #PsySci

WSPA @WAPSYCH • Jul 27
#Kegan in Seattle Oct 19 ow.ly/zbwLA Closing keynote of WSPA Fall Convention

apadiv18 @apadiv18 • Jul 27
Job openings posted on LinkedIn APA Div 18 group page. linkedin.com/groups/70jobs&g...
WHAT IS A TWEETCHAT OR A TWITTER CHAT?

- An organized event to tweet on a pre-arranged hashtag.
- Frequently recur at the same time weekly or monthly.
- A great way to get the right Twitter followers.
WHAT IS STORIFY?

- A social media tool where users create timelines from social media and other web resources.
- Creating one allows your archive what happens and add a narrative.
WHO IS THIS?

Head of APA’s Center for Organizational Excellence and Psychologically Healthy Workplace Program
The Good...

WHAT MAKES THIS GOOD

• Not overly self-promotional
• Good balance of pointing to others
• Balanced tone/humor
• Elegant promotion
What makes this bad

• Tweet without a link
WHAT MAKES THIS BAD

• Did not delete an incorrect tweet
...and the Bad

WHAT MAKES THIS BAD

• Sending the same tweet to more than one account or channel without rewording or changing the time
...and the Bad
Don’t tweet like Cher
Don’t make up #uselesshashtags
Don’t spam via DM
Don’t call yourself a rockstar or guru
Don’t put an emoticon or exclamation mark after every tweet
Don’t be self-referential in all your tweets
Track click-thru using Bit.ly & do what works
If yr going to RT something, READ IT first
No need to sign yr tweets!
Free SCRA webinar Building Community via Social Media - Friday, August 15, 2014 from 3:00 PM to 4:00 PM (EDT) RSVP: https://www.eventbrite.com/e/scra-webinar-1-building-community-via-social-media-tickets-12477587801?ref=estwenvitefor001

Friendly reminder that proposals for the 2014 Southeast Ecological-Community Psychology (ECO) Conference are due next Friday, August 1. Proposals can be submitted through the form at tinyurl.com/seeco2014.
## Personal vs. Page

<table>
<thead>
<tr>
<th>Personal</th>
<th>Public</th>
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<tbody>
<tr>
<td>• Friend limit: 5k</td>
<td>• Unlimited fans</td>
</tr>
<tr>
<td>• Public or private</td>
<td>• Public</td>
</tr>
<tr>
<td>• Not SEO friendly</td>
<td>• SEO friendly</td>
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<tr>
<td>• Friend requests require approval</td>
<td>• No barrier to “liking”</td>
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</tbody>
</table>

*CC image courtesy of Josh Hallett on Flickr*
CRAFTING THE IDEAL FACEBOOK POST: Keep it open, lively & personal

- Showcase images well
- **Post length:** 80 characters or less receive 66% higher engagement
- **Post frequency:** 1 – 2 times a day
- Find your network & engage with them
- BE RESPONSIVE
- Keep it fresh
- Exclusive value
- Connect by tagging
- Hold campaigns
- Link back to yr blog
Find and choose high quality, active groups to join

Participate:
- First, post an introduction on the Group’s wall
- Post links to interesting content
- Comment on a few topics
- Post a topic for discussion
- Add a member as a friend after further engagement
Liking & Interest Lists

- If you manage more than your own account, make sure to toggle between accounts when liking.

- Instead of liking a page, you can create or subscribe to an interest list. This allows you to monitor pages that are important to you.
The Society for Community Research and Action (SCRA) - Community Psychology, Division 27 of the American Psychological Association - serves many different disciplines that focus on community research and action. Our members are committed to promoting health and empowerment and to preventing problems in communities, groups, and individuals.

An international organization devoted to advancing theory, research, and social action, it's members are committed to promoting health and empowerment and to preventing problems in communities, groups, and individuals.

**Specialties**
community research, social action, academic research, community psychology

**Website**
http://www.scra27.org

**Industry**
Civic & Social Organization

**Type**
Educational Institution

**Headquarters**
4440 PGA Boulevard Suite 600 Palm Beach Garden, Florida 33410 United States

**Company Size**
1-10 employees

**Founded**
1996

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**Recent Updates**

**Society for Community Research and Action** More than 60 HIV/AIDS-related events will take place during the convention, including poster and paper sessions, panel discussions, symposia, invited addresses, awards presentations and networking opportunities. Learn more about the convention here: ... more

2014 APA Convention
Basics & More

The Basics
- Creating an account
- Building your profile
- Adding connections

Searching LinkedIn
- Searching people & companies

Your LinkedIn Network
- Growing your personal and organizational network
- Visualizing your network via InMap- http://inmaps.linkedinlabs.com/
- Using and leveraging your network - referrals, recommendations, endorsements

Reaching out to your LinkedIn Network
- Status updates
- Posting to groups
- LinkedIn Inbox
- Publishing Articles on LinkedIn

CC image courtesy of Sheila Scarborough on Flickr
To ensure that your profile is 100% complete, LinkedIn recommends the following:

- Industry and postal code
- A current position with description
- Two or more positions
- Education
- At least 5 skills
- At least 50 connections
- A summary
- Work samples or projects
- Volunteer experience
Customize your Profile URL:

1. Edit profile
2. Customize your public profile URL
3. Type into text box
4. Click Set Custom URL
Add a Professional Photo

- Your photo should not:
  - Feature other people, either whole or cropped
  - Be a “selfie”
  - Display obvious editing, including filter usage
  - Appear to be taken for purposes other than work

- Take your photo with intention.
What Shouldn’t be on Your Profile:

- All of your experience
- Publications
- “References available upon request”
- Interests
- Birthday
- Marital Status
- Too many obnoxious buzzwords
Network in LinkedIn groups, the modern list-serv:

- Demonstrates your interests
- Enhance your network by meeting and having meaningful conversation with people in your industry
  - Have a work-related challenge? Find a group of similar professionals, and ask for help.
  - Help others in return.
- Follow relevant news and companies (LinkedIn allows you to follow up to 1,000 companies).
- Like groups, these demonstrate your interests
- Keeps you up to date with the latest developments
Updates

• Keep it professional
• Characters aren’t limited
• [Descriptive phrase] is the phrase that comes to mind when I think about [name]. I’ve had the pleasure of knowing [name] for [length of time], during which [description of your working relationship]. Above all, I was impressed with [name]’s ability to [description of what makes person really stand out]. And, of course, his/her [personality trait]. [Name] would be a true asset for any positions requiring [1-2 skills needed for position] and comes with my heartfelt recommendation.
Endorse

- Add skills in order of importance to you
- Endorse and be endorsed
- Hide irrelevant endorsements

Susan Tenby's Skills & Expertise

<table>
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<tr>
<th>Sustainability</th>
<th>Community Building</th>
<th>Strategy</th>
<th>Social Media</th>
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<td>Second Life</td>
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<td>Public Speaking</td>
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<td>Newsletters</td>
<td>Copy Editing</td>
<td>New Media</td>
<td>Digital Strategy</td>
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Time Investment

Twitter: 5-30 minutes a day
Facebook: 5-30 minutes a day
LinkedIn: 15-30 minutes, weekly
Listservs: 30 minutes weekly
Other Groups: 30 minutes weekly
Photo Uploads: 5-10 minutes weekly
Curation: 1 hour a week

Total Average Social Media Time:
60 minutes per day
8 hours per week
# Time Investment

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<th>5 min.</th>
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<th>40-60 min.</th>
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<td>• Respond to @mentions</td>
<td>• Curation</td>
<td>• Search &amp; Follow 5 new ppl in yr area of interest</td>
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<tr>
<td>• Respond to DMs</td>
<td>• Look for shareable content</td>
<td>• Invite a tweep to coffee</td>
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<tr>
<td>• RT someone</td>
<td>• Reach out to new tweeps</td>
<td>• Live-tweet an event</td>
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<td></td>
<td>• Answer a question, amplify it.</td>
<td>• Find &amp; use 5 new hashtags</td>
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<td></td>
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<td>• Write a blog post &amp; tweet link</td>
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<td>• Join a tweetchat</td>
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<td>• Run a tweetchat!</td>
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</tbody>
</table>
Weekly Checklist

- Upload a new image to your Facebook fan page and respond to comments on your page.
- Comment on Facebook pages where you want to be noticed.
- Remember to comment as your page on other pages.
- Add an event or campaign to your page.
- Comment on someone else’s blog.
- Respond to comments on your blog.
- Recommend someone on LinkedIn and leave a recommendation on a business page on Facebook.
- Send one tweet and retweet two others from your Twitter stream.
- Find a new hashtag to listen to.
- Post-date three tweets using HootSuite or TweetDeck.
- Organize FB photo albums.
- Join a new group and comment when you see something you can talk to.
- Post to FB 3x a week.
To Do & NOT to do

- **DO**
  - find a third party listening dashboard tool that you like such as NetVibes or Google Reader for RSS/alerts
  - subscribe to Alerts about relevant topics
  - tag strategically, redundantly across many channels
  - track your progress using social analytics tools that help you track success (Part II)

- **Don’t**
  - delete or Ignore negative feedback, address it
  - use your friends and followers for their networks
  - only broadcast about your org, share stories & respond
Resources

LISTENING & CURATION
- Susan Tenby’s Slideshare on Social Media Listening & Curation
- TechSoup’s Nonprofit Social Media Page for Beginners
- TechSoup’s Online Community and Social Media Team Wiki
- Caravan Studio’s Listening Dashboard on Netvibes
- NPTech for Good

TWITTER GROWTH
- How to Get 2000 Organic Targeted Engaged Twitter Followers in Just 2 Months
- 5 Minute a Day Guide to Engaging Influencers on Twitter

TWEETCHATS
- What is a Twitter Chat?
- Social Media 101: Tweetchats
- TechSoup Blog Posts on Tweetchats

LINKEDIN
- Your 5 Minute Guide to Writing an Amazing LinkedIn Recommendation
- LinkedIn: The Beginner's Guide

STORIFY EXAMPLES
- Ask Doctor Ponton
- Crystal Coleman

GENERAL
- 10 Benefits of Social Media for Business Every Skeptic Should Know
Contact us...really!

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- http://www.slideshare.net/suzboop
- http://susantenby.com/

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Any Questions?