



SOCIAL NETWORKING

Act Local, Listen Global

Session 3 | CADCA Social Media Webinar Series

Selecting The Right Tool

for the Right Job

Social Networks

Social Networking sites are like bars: Each has it's own group of patrons.

Facebook

MySpace

LinkedIn

Twitter

YouTube

Social Networks are for NETWORKING

- * Use friends to develop new friendships
- * Use new friendships to develop new followers, friends, and members
- * Build relationships, and use your new connections to:
 - * Spread interest around an issue
 - * Share information about causes and solutions
 - * Engage in specific activities

Focusing Your Coalition Goals Online

Coalition Promotion Tools (Creating Your Coalitions Online Brand)

- * Identity
- * Idea, Message, Mission, and Vision
- * Activities and Events

Scan (Finding Your Opposition Online)

- * Scan for those promoting high-risk consumption
- * Scan for those celebrating high-risk consumption
- * Scan for those communicating about high-risk consumption
- * Scan for those interested in high-risk consumption

Engage (Creating Conversation Online)

- * Post an opinion on a news feed
- * Link a news article on a news feed
- * Create a chat with others at a certain time and using a set tool
- * Direct friends to a blog or discussion board

Social Capital

Spend wise, avoid online confrontation, be selective in your messages, and remember image always matters.

Tools for the Tools

How to make your social networks work better

For an in-depth Facebook How-To Guide: <http://bit.ly/cG2Yxo>

Facebook Apps

Networked Blogs

<http://www.networkedblogs.com/>

Do you blog? Does your coalition blog? If you do you owe it to yourself to register your blog on networked blogs. This app will allow you to share your blog with all of your friends, likes (formerly fans), and with other bloggers. In addition it will post new blog posts, and comments to your coalition page and profile if you choose.

Poll

<http://www.facebook.com/apps/application.php?id=20678178440>

Poll allows you to now host polls on your profile and you page, collect the data, and share it with your network. A very handy app!

SlideShare

<http://www.slideshare.net/>

Do you want to share with your online community the work you have been doing? SlideShare allows your “likes” and friends to view and download presentations that you have created.

Static FBML

<http://www.facebook.com/apps/application.php?id=4949752878>

Are you tech savvy? Do you have someone in your coalition who is?

This tool allows you to use HTML, XHTML, CSS, and StaticFBML to create a custom landing page for your facebook page. This is a great way to stand out from the crowd, promote a campaign, and create an identity for your coalition on facebook.

Honesty Box

<http://www.honestybox.com/>

Looking for a way to get anonymous feedback and information. Here it is. Honesty box allows friends and fans to write to you without being identified.

Favorite Pages

Use your favorite pages section of your facebook page to promote other pages and organizations that you think add value to both the online community and in real life.

Video

Utilize video on your page. This is a great way to tell your story, and to get people to spend time on your page.



A Brief Twitter Guide

CADCA Institute Webinar:
Social Network: Act Local, Listen Global
May 19, 2010

Twitter is a free microblogging and social network service allowing those who sign up to send/receive short, 140-character message called a *tweet*. These messages appear on your profile page. Profiles can be open or protected. Anyone can subscribe (follow) to another’s tweets. For a more complete description and history, see Wikipedia.ⁱ

“Social media uses the Internet to instantly collaborate, share information, and have a conversation about ideas, causes, and organizations we care about powered by social media tools”.ⁱⁱ

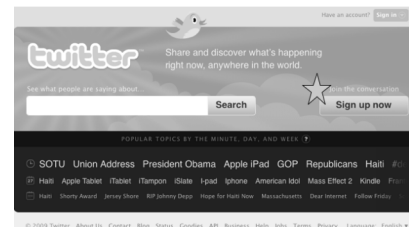
Twitter is one of those tools.



The Twitter Bookⁱⁱⁱ, written by Tim O’Reilly and Sarah Milstein, gets at two of the most important gifts of Twitter – i.e, being able to 1) read people’s thoughts and 2) to overhear conversations.

Twitter is like a Swiss army knife. It is a communications tool, a sharing tool, a conversation tool, networking tool, and more. It all depends on need, purpose and intention. Twitter can be full of synchronicity and surprises, a most interesting tool for bite-sized

conversations. If, as Glenna Girard notes, “we hold the present and future of our world within our circle of conversation”, then Twitter plays a role in developing our collective future.



Getting Started on Twitter

To sign up on Twitter, go to www.twitter.com and click on the bright green “sign up now” button.

A simple screen will open asking you for your actual name, your username, establish a password, and enter a valid email address. The next item is referred to as *captcha*, a visual of two words that you will type into the space provided. This insures you are a person and not an automaton.

Then click *create my account*.

Once you have created your account Twitter will lend a hand in helping you:

- 1) Find people to follow by topic and
- 2) To find other people you already know who are also using Twitter.

Join the Conversation Already on Twitter? Sign in.

Already use Twitter on your phone? Finish signup now.

Full name enter your first and last name

Username

Your URL: <http://twitter.com/USERNAME>

Password

Email

I want the inside scoop--please send me email updates!

number gamorrah

Type the words above

Can't read this?
 Get new image words
 Hear a set of words
 Powered by hCAPTCHA
[Help](#)

Create my account ✓

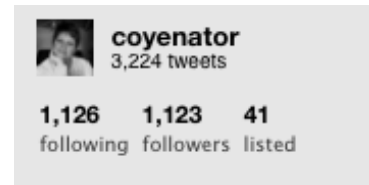
Your Profile

Your Profile plays an important role in whether other people decide to follow you or not. All too often people fail to post an image/avatar or include their interests or their organizations emphasis as part of the profile. This makes it hard for others to know whether they have shared interests with us or with our organization/agency.

Name Overstock.com
Location Salt Lake City
Web <http://overstock.com>
Bio I'm Joe from Overstock.com, here to field your questions, comments, random plugs and even the occasional jab! At Home With the O, Twitter Style! Cheers.

One really good profile example is Overstock.com's twitter profile^{iv} staffed by "Joe". Rather than showing up on Twitter as a faceless corporation, Joe offers his name and personality to the tweets, makes acquaintances via Twitter and responds when people have questions or complaints about Overstock. While the company is most definitely engaged in *social media marketing* by pushing out info on sales and discounts, they also emphasize relationships with the public who may make a purchase from their company. Coalitions can take a lesson from companies like Overstock and give a face/name to their Twitter

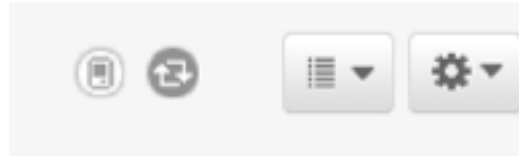
profile and tweets in order to be more engaging and accessible on Twitter.



Managing Followers/Following

On your Twitter page you can click to see a listing of *those following you* and *those you are following*. Both have a set of tools for managing.

If you click on the word "followers" in the upper right portion of your Twitter page, you'll get a listing of those who are following your tweets. If you click on the word following you'll get a list of those you follow. Either way there are four icons to manage from including:



1. **Mobile** – if you click the icon this person's tweets will be sent to your mobile phone via text messaging, provided you have set up your Twitter account for mobile use. *If you don't have unlimited texting, please don't do this* because you will incur the cost of these tweets as if they were standard text messages. The cost may be as much as .20 each.
2. **Retweet (RT)** – is how you honor another persons tweet (idea, thought, link, opinion, etc) by resending it to your circle of Twitter friends/followers.
3. **Lists** are relatively new to Twitter in response to the requests to be able to create groups. Clicking here will allow you to add this person to any one or more of the Lists you've created. By establishing a List (group), members can go to one link online and review all the tweets by group members in one place, a very helpful tool.
4. **Settings** -- where you can click to mention (@ message) another Twitter use, unfollow them, block or report them for spam.

What do the symbols mean?

There are a variety of symbols used when tweeting, each having a specific consequence in terms of where else the message will show up online. These are four important symbols to know.

Symbol	Explanation
@	The @ symbol is used along with a twitter name (no spaces) to mention another person via twitter. For example @coyenator In some of the apps developed to support Twitter users, an @ message with your name will be highlighted for you so if you are not online when someone messages you, you'll be able to see it later.
d	A "d" followed by a space and then the users name is a direct message. This is how you would send a message directly to another person via Twitter without the message seen by everyone as would happen with the @username sequence.
#	This symbol is denotes a hashtag. A hastag is a label added that helps us organize and track twitter messages or other content. At the CADCA Leadership Forum we have two hashtags. The first is #Forum2010 used for general tweets about the people, places and topics from the Forum. The second is #Forum2010some to indicate tweets relative to the Media Track of the conference. Hastags can be any combination of letters/numbers. When using a hastag for a group, be sure everyone knows the tag to be used so you don't lose valuable content.
RT	When you RT it indicates "retweet" meaning the message was originally sent by someone else. This is a way to spread a message and to show respect for those tweeting the message. Using your online Twitter account, you simply click the RT button to retweet a message.

The Language of Twitter

The people involved in using Twitter have creatively come up with a variety of interesting playful words to describe everything from people to tasks. Twitter even has its own Twittonary^y and a Twittonary twitter account^{v1} so followers can stay up with all the Twitter lingo. Among those most interesting:

- **Twitterverse** - the online community where twitter users reside
- **Twibe** - a group of people with shared interests on twitter
- **Tweeps** - the people on twitter, also called Tweople
- **Tweet** - a Twitter message; the act of sending a message on Twitter
- **Tweetup** - a gathering of people on location who tweet
- **Retweet** – resending/repeating a message someone else has sent, indicates appreciation for the content of the message and respect for the sender; spreads the word, idea, concept, link, thought, etc.

- **Hashtag** - the # symbol used in conjunction with a word, phrase or acronym to enable monitoring/tracking e.g., #CADCA, #Forum2010 especially using <http://search.twitter.com>
- **Follow Friday** - Each Friday Twitter users suggest other people to follow by using the Hashtag #FF followed by Twitter names e.g., @jefferybiggs @suestine @coyenator
- **Fail Whale** - the image and words that indicate Twitter is overloaded and unresponsive.

Lists (aka groups)

The one complaint about Twitter for a long time was there was no way to create groups. So now Twitter has what it calls Lists. A List is essentially the way for users to create groups.

Why does this matter? Let's say your coalition members agreed to use Twitter as a way to communicate but didn't want to continually check a Twitter feed or perhaps can't use a desktop application during the day at work to follow the communications. To make things easier for coalition members, one person can create and maintain a list that includes coalition member twitter names. Then everyone can check what everyone else is tweeting about by scanning the List.

If your coalition has multiple community projects or social issues they are working you, you can create a group for each one. Members only monitor those they are involved in or have a passion for following.

A few lists (groups) of interest to coalitions include: (you will need to be logged into Twitter to access the lists).

Coalitions <https://twitter.com/coyenator/coalitons>

Prevention <https://twitter.com/coyenator/prevention>

Social Media <https://twitter.com/sarahebourne/socmed>

Public Health <https://twitter.com/SocialBttrfly/publichealth>

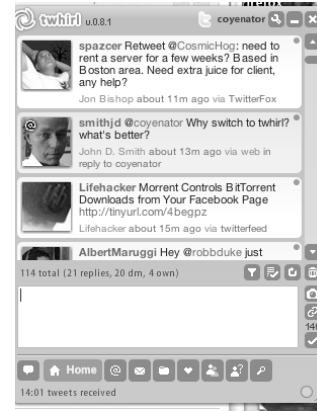
The Anatomy of a Tweet

Tweets are short messages of 140 characters inclusive of spaces and punctuation. Try your hand at tweeting using the formats below. Each includes 140 squares.

Desktop Applications

While the Twitter website is a fine place to tweet from it is less than stellar when it comes to tracking and monitoring tweets. There are a number of small applications that can be downloaded and run from your desktop that will keep Twitter up-to-date automatically and provide more information than the website. We recommend these two.

Twihrl – is a small, unobtrusive application by Adobe Air that runs on the corner of your desktop. It will run on both PC and Mac. There is no cost for the application. Learn more about it at <http://www.twihrl.org>. This is an excellent starter desktop application for Twitter.



Tweetdeck – is a more robust application for not only following tweets but also monitoring mentions, direct messages and groups you create. Tweetdeck offers the ability to limit the columns to fewer, add more, and move them around to meet your needs. Learn more about Tweetdeck at www.tweetdeck.com.



Mobile Applications

Besides pushing Twitter to text messaging on your cell phone, there are additional options for a web-enabled wireless phone or any of the smart phones e.g., Blackberry, iPhone, Droid etc.

These applications are abundant so we'll mention a few that we're familiar with and you can take a look depending on the type of phone and plan you have.

- Twittberry (Blackberry) <http://www.orangatame.com/products/openbeak/>
- Simplytweet (iPhone/Ipod touch) <http://motionobj.com/simplytweet/>
- Tweed (for the Palm-Pre) <http://palm-preapps.com/palm-pre-twitter-application-tweed/>
- Tweetie (for the iPhone) <http://www.atebits.com/tweetie-iphone/>
- Tweetglobe (for the iPhone) <http://www.appsafari.com/utilities/9169/tweetglobe/>
- Twitter Mobile (for any web-enable phone) <http://mobile.twitter.com/>

Measuring Twitter

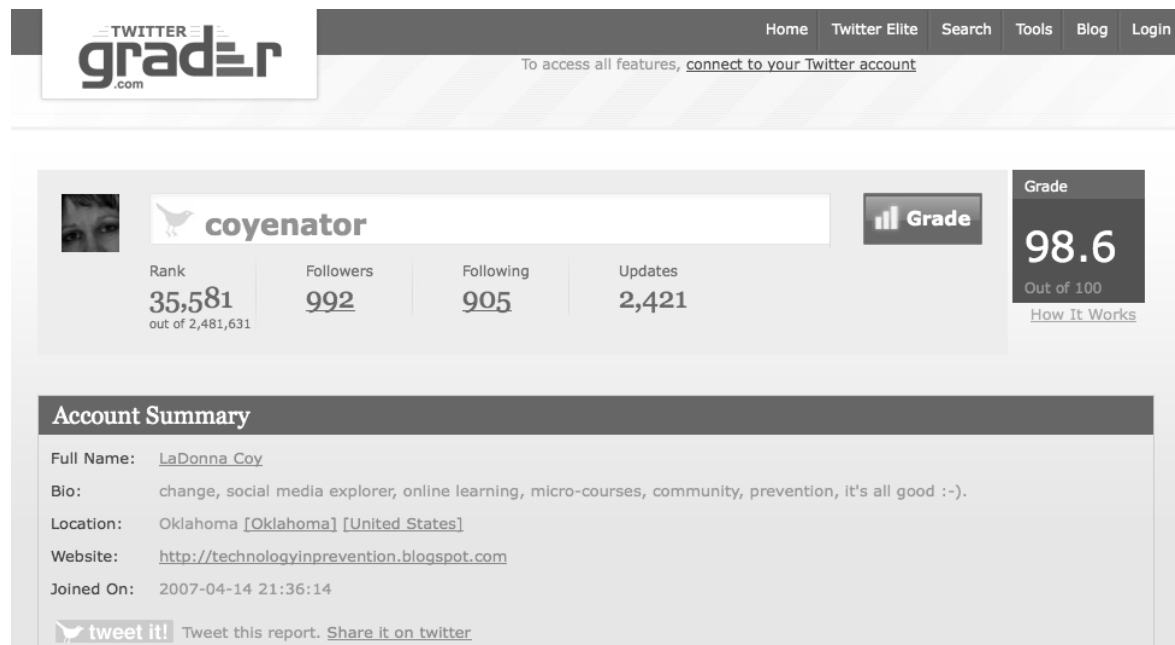
So how and what do we measure when it comes to networking and communications using Twitter? There are many applications, most free, for measuring different aspects and outcomes of tweeting. We've chosen a few that you may find helpful as you grow your online presence via Twitter. Remember these are all in the early stages but as we grow in our understanding of social media we will get better at measuring the effectiveness and return.

Twitter Grader

This is a free tool "that allows you to check the power of your twitter profile compared to millions of others that have been graded. You'll see how you rank among the millions based on:

- Number of followers
- Power of followers
- Updates
- Recency (time elapsed since last tweet is low)
- Follower/Following ratio
- Engagement (RT)

The example below of 98.6 means that 98.6% of others being graded, graded equal or lower. The ranking is an absolute number meaning the user's position is 35,581 on a list of 2,481,631 other twitter users ranked. For more in-depth information on how Twitter Grader works see <http://bit.ly/c2Cf23>



The screenshot shows the Twitter Grader interface. At the top, there is a navigation bar with links for Home, Twitter Elite, Search, Tools, Blog, and Login. Below the navigation bar, a message states: "To access all features, connect to your Twitter account". The main content area displays the profile for 'coyenator'. The profile includes a profile picture, the name 'coyenator', and a 'Grade' of 98.6 (Out of 100). Below the profile information, there is a table of statistics:

Rank	Followers	Following	Updates
35,581 out of 2,481,631	992	905	2,421

Below the statistics, there is an 'Account Summary' section with the following details:

- Full Name: LaDonna Coy
- Bio: change, social media explorer, online learning, micro-courses, community, prevention, it's all good :-).
- Location: Oklahoma [Oklahoma] [United States]
- Website: <http://technologyinprevention.blogspot.com>
- Joined On: 2007-04-14 21:36:14

At the bottom of the account summary, there is a 'tweet it!' button and a link to 'Share it on twitter'.

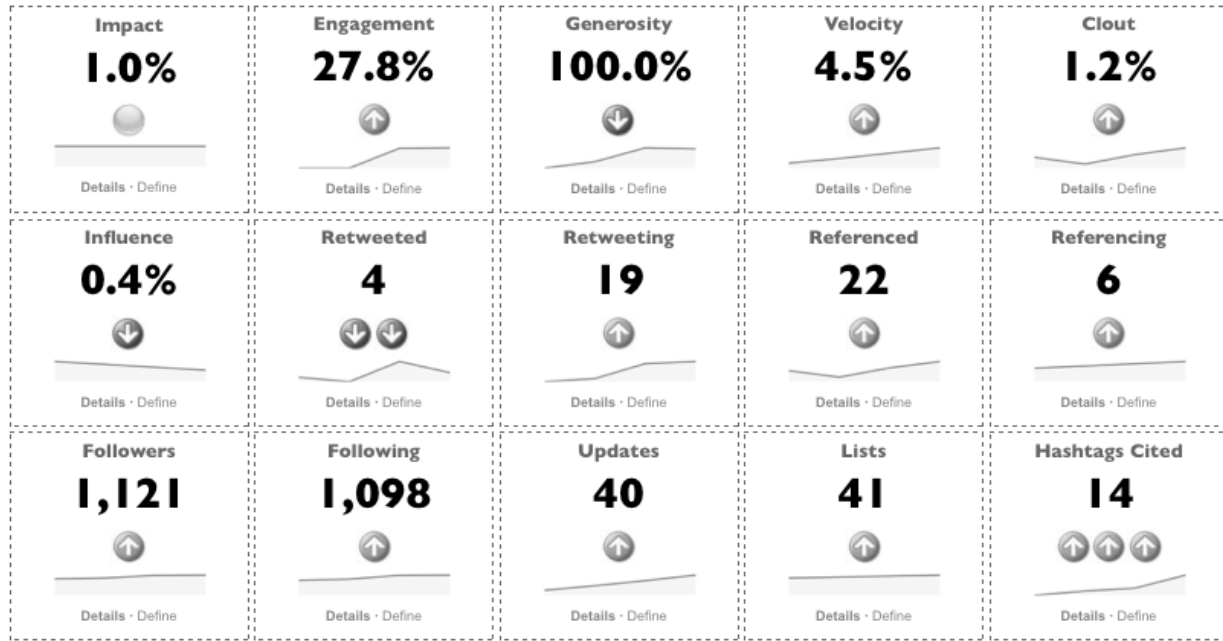
Twitalyzer

Twitalyzer is more robust measures and different in terms of what it measures and how. Some of the things we like about it are:

- Basic measures are free
- Interactive website offers some drill down opportunities

- Really great visuals, easy to read and when an explanation is needed, there's a hover window
- Integrated with Google Analytics
- Sentiment analysis (although this is tough to get right through automation)

By way of example, below is a sample report:



- **Impact**, as defined by Twitalyzer, is a combination of the following factors:
 - The number of followers a user has
 - The number of unique references and citations of the user in Twitter
 - The frequency at which the user is uniquely retweeted
 - The frequency at which the user is uniquely retweeting other people
 - The relative frequency at which the user posts updates
- **Engagement** -- provides a measure of the type of interaction the user has in Twitter by examining the ratio of people referenced by the user to the number of people referencing them.
- **Generosity** -- as defined by Twitalyzer, is the percentage of updates in which a user retweets other people.
- **Velocity** -- as defined by Twitalyzer, is an indication of the relative frequency at which a user publishes updates in Twitter.
- **Clout** -- as defined by Twitalyzer, is the relative likelihood that an individual's Twitter username will appear when searched for in Twitter.
- **Influence** -- is the likelihood that a Twitter user will either A) retweet something the user has written or B) reference the user. While this definition is similar to clout, influence takes both retweets and references into account, whereas clout only looks at references.
- **Retweeted** -- reports the number of times the user had been retweeted by other people in the seven days prior to the last analysis.
- **Retweeting** -- Others reports the number of times the user had retweeted other people in the seven days prior to the last analysis.

- **Referenced** -- reports the number of times the user had been referenced or cited by other people in the seven days prior to the last analysis
- **Referencing** -- Others reports the number of times the user wrote or responded directly to other people at the beginning of the update.

Mr. Tweet

Mr. Tweet is a great tool for finding people connected to people you know and those who are interested in the same things you are. Once you've gotten a good start with Twitter and following a few people, Mr. Tweet should be able to make some recommendations that will be meaningful to you. The information includes who, twitter name, rating, where they are from, link and bio (if provided in profile), number of friends and followers, how much they tweet per day, how often they include links and engage in conversations. Mr. Tweet also tells you which of the people you follow who follow the person being recommended. You can choose to follow them from the listing and send a quick message to them if you want.

What's nice is you can do as much as you have time for and come back later for more. We like the way it makes the recommendations and lets you decide whether to follow. One thing that felt a little shameless in terms of promotion is the auto message you can opt to send the person if you choose to follow them. We find that we often edit it or many times don't send a message at all (just skip over it).

For more go to www.mrtweet.com

The real challenge is to not only use the ready-made tools we have at our disposal to measure our social media activities but to also envision and develop metrics and measures that get even closer to telling us what we need to know about these remarkable opportunities to engage community members. As Gen Y increase presence in the workplace and social services, social media will become more mainstream and embedded in how we do our work.

Additional Resources and References

Twitter <http://www.twitter.com>

The Twitter Book, O'Reilly and Milstein

All a Twitter, Tee Morris

Mashable's Twitter Guidebook

<http://mashable.com/guidebook/twitter/>

Mashable's How-to Use Twitter Lists

<http://mashable.com/2009/11/02/twitter-lists-guide/>

Inside Facebook post, Syncing Twitter & Facebook

<http://www.insidefacebook.com/2009/01/22/how-to-sync-your-twitter-and-facebook-status-updates/>

Google Reader <http://reader.google.com>

Netvibes <http://www.netvibes.com>

Feed Demon (for PCs) <http://www.newsgator.com/individuals/feeddemon/default.aspx>

NetNewsWire (for Mac) <http://www.newsgator.com/individuals/netnewswire/default.aspx>

Bit.ly, link shortener and tracker <http://bit.ly>

Twitter search <http://search.twitter.com>

Twitter Grader <http://www.twittergrader.com>

Twitalyzer <http://www.twitalyzer.com>

Mr. Tweet <http://mrtweet.com/>

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

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ⁱ Wikipedia entry on Twitter <http://en.wikipedia.org/wiki/Twitter>

ⁱⁱ WeAreMedia <http://www.wearemedia.org/Strategy+Track+Module+1>

ⁱⁱⁱ The Twitter Book, O'Reilly and Milstein <http://bit.ly/agtxq5>

^{iv} Overstock.com Twitter Profile <http://twitter.com/overstock>

^v Twittonary (twitter dictionary) <http://twittonary.com/>

^{vi} Twittonary twitter account <http://twitter.com/twittonary>

Connected Communities

Peer-to-Peer Network for Community Coalitions

Main Invite My Page Members Photos Videos Forum Groups Blog Events Manage

Connected Communities is a peer-to-peer social network for community coalitions. Membership is free and open to any coalition leader, member, volunteer, stakeholder or funder. CADCA's National Coalition Institute staff monitor the site for spam, inappropriate posts, photos or videos, but content is provided by community coalitions from across the United States and around the world.

Site Features:

- ▲ **Personal Profile:** Each member can personalize their own profile page with templates provided by NING.
- ▲ **Discussion/Forum:** Members can discuss issues with or ask questions of other coalition members from around the U.S. and the world.
- ▲ **Blog:** You can cross-post from your coalition's blog to Connected Communities to show other coalitions what you're doing in your community.
- ▲ **Groups:** Connected Communities has a range of groups from individual states, communities of interest (such as social media) and international interests. The site includes one Spanish-language group and one Portuguese-language group.
- ▲ **Photo Sharing:** Post photos from your recent coalition event or activity to illustrate the great work that coalitions are doing in their communities.
- ▲ **Video Sharing:** Post your videos to Connected Communities
- ▲ **Event Calendar:** Post your community's events on the calendar to let other coalitions in your area know what's happening.

<http://connectedcommunities.ning.com>