


# Social Networking: Act Local, Listen Global



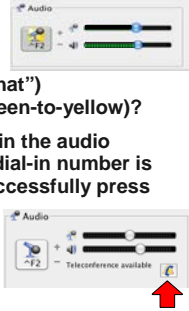
**Quick Audio Checkpoints**

Can you hear me?

- Check the "audio" field (under "chat")
- Do your audio levels fluctuate (green-to-yellow)?

If **not**, click the "phone" icon located in the audio section (bottom right) to dial-in. The dial-in number is provided. After you have dialed in successfully press "ok".

Press\* 6 to mute your phone



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**WELCOME**

**SOCIAL NETWORKING:**  
Act Local, Listen Global  
May 19, 2010

A CADCA Institute Webinar



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**Our Presenters:**

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|  <p>LaDonna Coy,<br/>MHR, CPS, CDLA<br/>New Media &amp; Prevention<br/>Specialist<br/>Learning for Change, Inc.</p> |  <p>Thomas A<br/>Workman, Ph.D.<br/>Assistant Professor,<br/>University of Houston-<br/>Downtown<br/>Production Section Lead, John<br/>M. Eisenberg Center for<br/>Decisions and<br/>Communications Science at<br/>Baylor College of Medicine</p> |
|  <p>Jason Verhoosky<br/>Community Liaison<br/>Youth Program Coordinator<br/>DanversCARES</p>                        |  <p>Sue Stine<br/>Sr. Manager,<br/>Dissemination and Coalition<br/>Relations CADCA National<br/>Coalition Institute</p>   |

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# Social Networking: Act Local, Listen Global



**Learning objectives:**

1. Understand what social networks are and how they can be used to help coalitions in day-to-day work
2. Develop unique uses of social networks to accomplish specific coalition goals.
3. Be ready to plan their own social networking goals and activities
4. Be able to evaluate successful elements of social networking platforms

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Connected Communities  
Peer-to-Peer Network for Community Coalitions

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

This is a peer-to-peer community network to explore, discover and learn ways to develop and sustain our communities.

**Connected Communities Activities**

- Good Faces Make Good Neighbors
- Campañas de Cambios de entornos, promoviendo la disminución de la demanda

**Forum**

- Good Faces Make Good Neighbors...Activity #3
- Campañas de Cambios de entornos, promoviendo la disminución de la demanda

**Blog Posts**

- First Annual Cyclone Rally Against Underage Drinking
- Prescription Drug Workshop A Success!
- International Day Against Drug Abuse: How will you observe it?

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**Continue the conversation!**



**Connected Communities:**  
<http://connectedcommunities.ning.com>

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# Social Networking: Act Local, Listen Global

## POLL

Are you a member of one or more social networks?

- A. 0-1
- B. 2-3
- C. 4-5
- D. >5

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## POLL

Which social networks do you use?

- A. Facebook
- B. Twitter
- C. LinkedIn
- D. Two of the above
- E. All of the above

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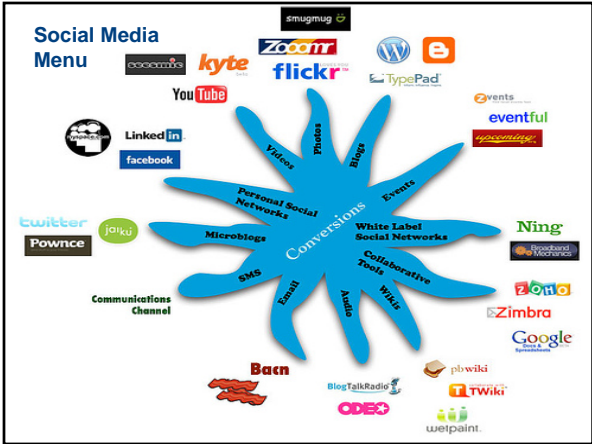
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# Social Networking: Act Local, Listen Global



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# Social Networking: Act Local, Listen Global

## Example 1: Using Your Profile




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## Example 2: Connecting New Friends to Your Interests




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**Example 3:**  
Use a Group to Communicate Often

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# Social Networking: Act Local, Listen Global

**Example 4:**  
Use Other Group Members to Make New Friends

The diagram illustrates a social network. At the top center, a group of five stylized human figures is connected to a computer monitor icon. Below this group, three individual figures are shown: a green figure labeled 'Joe', an orange figure labeled 'Vickie', and a red figure labeled 'You'. Dotted lines connect the central group to each of these three individuals. A blue penguin icon is positioned between Joe and You, with dotted lines connecting it to both of them.

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The screenshot shows a LinkedIn profile for Catherine Tornbom. At the top left is the CADCA logo with the tagline 'Building drug-free communities.' To the right are three small photos of people in a meeting. The profile name is 'Catherine Tornbom' with the title 'Management Consulting Consultant and Contractor' and '94 connections'. Below this is a testimonial from a client: 'Catherine Tornbom (client) Catherine hired you as a Virtual Training Consultant in 2009. Top qualities: Great Results, Personable, Expert. LaDonna is an outstanding mentor in the field of virtual training. Our international team was totally inexperienced with using virtual platforms. She helped us translate our face-to-face meeting methods to work effectively on the Elluminate virtual platform. She provided excellent training for me as the "moderator" to understand and implement my role, and then in just one virtual training meeting with the team, she had us up and running. We were thrilled with the results of our first virtual workshop. I value LaDonna's extensive professional experience, technical skill, and so importantly, her patience, kindness and thoughtfulness throughout the entire experience. LaDonna is wonderful to work with - I recommend her without reservation! August 3, 2009'.

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**So, knowing these things how do we set our goals?**

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**Social Networking: Act Local, Listen Global**

**Focusing Your Coalition's Online Goals**

- Coalition Promotion
  - IDENTITY of the Coalition
  - Specific IDEA or MESSAGE of the coalition
  - Specific ACTIVITY or EVENT of the coalition

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**Focus Your Coalition's Online Goals**

- Scan to find those:
  - promoting high-risk consumption
  - celebrating high-risk consumption
  - communicating about high-risk consumption
  - interested in high-risk consumption



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**The Social Media Serenity Prayer**

Lord, grant me the serenity to accept the postings that I cannot change,  
The courage to enable the entire network of people online to change the things that we can,  
And the wisdom to know the difference.

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# Social Networking: Act Local, Listen Global

**Focus Your Coalition's Online Goals**

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

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**Q&A**

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**Become better connected for serving in our communities**

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# Social Networking: Act Local, Listen Global

** DanversCARES**  
"Healthier decisions, healthier lives, healthier futures."

The story behind our social networks

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** DanversCARES**  
"Healthier decisions, healthier lives, healthier futures."

"Social Media is just one of many tools in our communications plan."

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** DanversCARES**  
"Healthier decisions, healthier lives, healthier futures."

Why we use the tools we do,  
and how we decided to use them.

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# Social Networking: Act Local, Listen Global




## DanversCARES

"Healthier decisions, healthier lives, healthier futures."

Why we use the tools we do.



- Profile
- Page
- Groups

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facebook

Jason Verhoosky Do you think we could add 10 hours to everyday for the next 6 months or so? [View Post](#)

What's on your mind?

Jason Verhoosky Do you think we could add 10 hours to everyday for the next 6 months or so? [Comment](#) [Like](#)

John Haveland, Megan Williamson and 2 others like this.

Jason Verhoosky Do you think we could add 10 hours to everyday for the next 6 months or so? [Comment](#) [Like](#)

Jason Verhoosky If enough of us agree to do it, I think we can get it. Right? [Comment](#) [Like](#)

Jason Verhoosky In Facebook (Share)?

Over the last week or so I have been watching the banner go back and forth about Facebook's privacy settings or lack of. The constant changes to how we interact, what options we receive in our news feeds, and the games that employ means to engage to keep from something to do.

source: @jgmcginnis

Create an Ad

Social Media Compliance

smash

Leverage social media benefits and manage the risk with the Smash social media compliance solution.

The Boston Suburban

New England's leading real estate mobile app about homes, classes, and more.

Our Mathias likes [Chat \(2\)](#)

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facebook

DanversCARES The Generations Project is less than a week away from its first preview at the Danvers Council on Aging. Get ready to see stories shared, lessons learned, and a slice of history. [View Post](#)

Write something...

Attach

DanversCARES + Others DanversCARES Just Others

DanversCARES The Generations Project is less than a week away from its first preview at the Danvers Council on Aging. Get ready to see stories shared, lessons learned, and a slice of history.

DanversCARES Teens are more likely to drink and drive on prom and graduation nights, but don't understand the risks. While 90% believe their peers drink and drive, less than 1/3 perceive that driving is dangerous on these nights. (Liberty Mutual, SADO, 2010 Study). DanversCARES asks students to be mindful of the very real conseque...

DanversCARES We are sending a big thank you out to the Danvers SADO Chapter for kicking off a great senior prom campaign today! Keep up the good work, and lets have a safe prom season!

DanversCARES Have you had a chance to check out the new White House

Create an Ad

Social Media Compliance

smash

Leverage social media benefits and manage the risk with the Smash social media compliance solution.

Search Engine Management

Clickable

Free 15-Day trial. Boost your ROI - Receive powerful, personalized recommendations! [Chat \(2\)](#)

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# Social Networking: Act Local, Listen Global




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**CADCA** Building drug-free communities.

## **DanversCARES**

*"Healthier decisions, healthier lives, healthier futures."*

**Why we use the tools we do.**



- Sharing
- Listening
- Connecting
- Learning
- Events Management
- Group Management
- Collaboration

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**CADCA** Building drug-free communities.

## **DanversCARES**

*"Healthier decisions, healthier lives, healthier futures."*

**Why we use the tools we do.**



- Listening
- Learning
- Sharing
- Promoting/Linking
- Inspiration
- Collaboration

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# Social Networking: Act Local, Listen Global

**DanversCARES**  
"Healthier decisions, healthier lives, healthier futures."

**Why we use the tools we do.  
Social Network Support Tools**

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**DanversCARES**  
"Healthier decisions, healthier lives, healthier futures."

**Tools for the Tools**  
How to make your social networks work better

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**DanversCARES**  
"Healthier decisions, healthier lives, healthier futures."

**7 Tools to make facebook more effective.**



- Networked Blogs
- Poll
- Static FBML
- Favorite Pages
- Slide Share
- Video
- Honesty Box

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# Social Networking: Act Local, Listen Global

## **DanversCARES**

"Healthier decisions, healthier lives, healthier futures."

**6 Tools to make twitter more effective.**



- TweetDeck
- Twellow
- TweetMeme
- TweetLater
- Custom Background
- Picture

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**Q&A**

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**Promote more peer-to-peer learning opportunities.**

--Federal Partner, from the CADCA National Coalition Institute's 2009 Independent Evaluation

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# Social Networking: Act Local, Listen Global

## POLL

Are you a member of  
Connected Communities?

A. Yes  
B. No  
C. What's *Connected Communities*?

<http://connectedcommunities.ning.com>

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# Social Networking: Act Local, Listen Global



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Social Networking: Act Local, Listen Global

CADCA Building drug-free communities.



**What's  
Twitter?**

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**Twitter ..  
what is it good for?**




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CADCA Building drug-free communities.



**Twitter  
gives you  
Super Powers**

Power to read  
people's thoughts

Ability to overhear  
conversations

Source: The Twitter Book, Ch. 2  
Tim O'Reilly & Sarah Milstein

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## Social Networking: Act Local, Listen Global




*Did you know ....*

**You don't have to  
TWEET  
to use Twitter!**



Source: Monkeyworks Illustration

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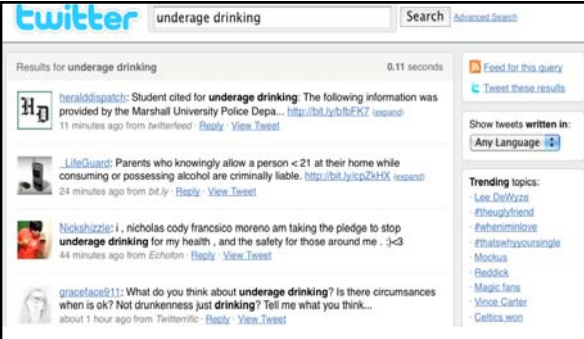
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Results for **underage drinking** 0.11 seconds

**herald@saps0:** Student cited for **underage drinking**. The following information was provided by the Marshall University Police Dept... <http://bit.ly/9bFK7> [respond](#)  
11 minutes ago from Twitterfeed - Reply - View Tweet

**\_LifeGuard:** Parents who knowingly allow a person < 21 at their home while consuming or possessing alcohol are criminally liable. <http://bit.ly/9pZvHX> [respond](#)  
24 minutes ago from bit.ly - Reply - View Tweet

**Nickshizzle:** i , nicholas cody francisco moreno am taking the pledge to stop **underage drinking** for my health , and the safety for those around me . :)-<3  
44 minutes ago from Echelon - Reply - View Tweet

**graceface011:** What do you think about **underage drinking**? Is there circumstances when is ok? Not drunkenness just drinking? Tell me what you think...  
about 1 hour ago from Twitterrific - Reply - View Tweet

**Trending topics:**  
Lee DeWyze  
#theuglyfriend  
#wheninlove  
#thatstheonlysingle  
Mockus  
RedDick  
Magic Jans  
Vince Carter  
Celtics.wed

<http://search.twitter.com>

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**CirclesofSA**

Coalition members attending strategic planning  
<http://twitpic.com/1oxa8u>  
about 11 hours ago via Twitpic

@madd walkers at the villages of stoneoak in san antonio  
<http://twitpic.com/1o08ly>  
9:09 AM May 15th via Twitpic

@circlesofsa at the walk like @madd in san antonio  
<http://twitpic.com/1nzwrz>  
8:28 AM May 15th via Twitpic

**TxDOTSanAntonio** New TX law: Adults must be buckled in the backseat, too. <http://texasclicktorticket.com/#buckleuptx> Please RT  
2:57 PM May 13th via web  
Retweeted by **CirclesofSA** and 5 others

Attended @txdotsanantonio traffic jam meeting yesterday-great information about texting and driving from [www.mywebs](http://www.mywebs) <http://twitpic.com/1ns32z>  
4:17 PM May 14th via Twitpic

Name Circles of S.A.  
Location San Antonio, Texas  
Web <http://www.sacada...>  
Bio Circles of San Antonio Community Coalition find out more at <http://www.youtube.com/circlesofsa>

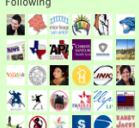
924 following 596 followers 27 listed

Tweets 2,330

Favorites

Lists  
@CirclesofSA/drugeducation  
View all

Following




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# Social Networking: Act Local, Listen Global

**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!



Type the words above

Can't read this?  
[Get two new words](#)  
[Hear a list of words](#)  
Powered by reCAPTCHA. [Help](#)

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What questions do you have *now*?



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## Social Networks & Social Capital

**Spend wisely!**

- Avoid online “public” confrontation
- Be selective; don’t flood messages
- Image matters, as always

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# Social Networking: Act Local, Listen Global

The screenshot shows a Facebook group page for 'SoMe -- Social Media for Coalitions'. At the top is the CADCA logo with the tagline 'Building drug-free communities.' and a row of three small photos. Below the logo is the heading 'Continue the conversation!'. The group page includes a navigation bar with 'Main', 'Invite', 'My Page', 'Members', 'Photos', 'Videos', 'Forum', 'Groups', 'Blog', 'Events', and 'Manage'. The group name 'SoMe -- Social Media for Coalitions' is prominently displayed, along with the creator 'Sue Stine' and '71 More Groups'. An 'Information' section contains a red 'SoMe' logo and text: 'Social Media is everywhere and can provide effective communication tools for coalitions. But is social media right for your group? How do you know? And with all different options, where do you start? Join us and let's explore!'. It also lists 'Members: 22' and 'Latest Activity: May 11'. An 'Admin Options' sidebar includes 'Site Features', 'Edit Group', 'Manage Group Members', and 'Delete Group'. A 'Members (22)' section shows several profile pictures. At the bottom, there is a 'Social Media Webinar Series' announcement: 'Join us today! May 30, 2010, 3:00 - 4:20 pm EDT Social Networking: Act Local, Listen Global Social Networking'.

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This graphic features the CADCA logo at the top left. Below it are two headshots of staff members. On the left is Kristy M. Miller, Technical Assistance Manager. On the right is Sue Stine, Sr. Manager, Dissemination & Coalition Relations. At the bottom center, the text reads '1-800-54-CADCA' and 'CADCA's National Coalition Institute'. A row of three small photos is positioned above the staff photos.

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The graphic has a dark purple background on the left and a white background on the right. On the left, the text 'Coming Soon' is in a large, light-colored font. Below it, in smaller text, is 'FUTURE WEBINARS IN THE CADCA SoMe SERIES'. A list of upcoming webinars is provided: 'APRIL 20 Listening: What's the Buzz', 'MAY 10 Social Networking: Act Local, Listen Global', 'JUNE 16 Stories Beyond Words: Using Photos & Video', 'AUGUST 25 Inches to Miles: Metrics & Measures for SoMe', and 'SEPTEMBER 15 Weaving: Communication & SoMe Campaigns'. On the right, a man in a brown sweater and blue jeans is kneeling and pointing towards a glowing green lightbulb that is part of a circular graphic.

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# Social Networking: Act Local, Listen Global



**Archives** of previous sessions?

Past session recordings, handouts and PowerPoint files are available on Connected Communities > Social Media Group  
<http://connectedcommunities.ning.com/group/some>

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**References & Resources**

- Connected Communities <http://connectedcommunities.ning.com>
- Facebook <http://www.facebook.com>
- LinkedIn <http://www.linkedin.com>
- Twitter <http://www.twitter.com>
- Twitter Search <http://search.twitter.com>
- Flickr <http://www.flickr.com>

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**Photo Citations**

- Twitter bird [http://farm4.static.flickr.com/3466/3383916444\\_c17344b56e.jpg](http://farm4.static.flickr.com/3466/3383916444_c17344b56e.jpg)
- Social Network <http://www.flickr.com/photos/bradward/3126513447/in/faves-coyenator/>
- Social Media Menu <http://www.flickr.com/photos/dbarefoot/1814873464/in/faves-coyenator/>
- The Right Tool <http://www.flickr.com/photos/ebarney/3348965637/in/faves-coyenator/>

•All other photos are accessed through paid subscription to either istockphoto <http://www.istockphoto.com> and shutterstock at <http://www.shutterstock.com>  
•If you want to use these photos, please subscribe. They are reasonably priced.

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