



Social Media

How to get your chapter riding the wave

What are Social Media?

- **Social media** are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks.
- They depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content.

What are Social Media?

- According to Nielsen, internet users continue to **spend more time** with social media sites than any other type of site.
- For content contributors, the benefits of participating in social media have **gone beyond simply social sharing** to building reputation and bringing in career opportunities and monetary income.

Types of Social Media

Social-media technologies take on many different forms including:

- magazines
- Internet forums
- weblogs
- social blogs
- microblogging
- wikis
- social networks
- podcasts
- photographs or pictures
- video
- rating
- social bookmarking

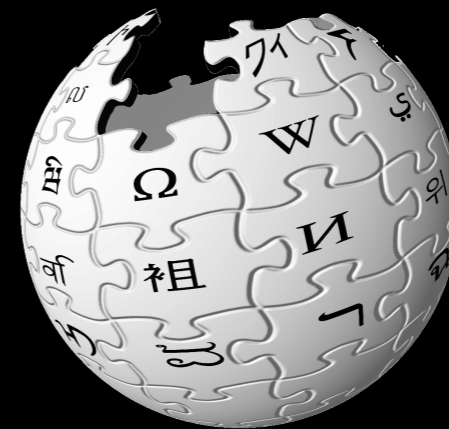
Virality

- Some social-media sites have greater virality - defined as **a greater likelihood that users will reshare content posted (by another user) to their social network.**
- Many social-media sites provide specific functionality to help users **reshare content** - for example, Twitter's retweet button, Pinterest pin or Tumblr's reblog function.
- Businesses may have a particular interest in viral marketing; nonprofit organizations and activists may have similar interests in virality.

Popular Social Media



You



Let's take a look at a few
Social Media
opportunities

Wiki-based Social Media



- **Wikipedia** is a web-based encyclopedia that is free for all to contribute detailed information, history and references.
- The Society, most districts, and many chapters have created pages on Wikipedia.
- Your chapter can, too!

Photo-based Social Media



- **Instagram** and **Pinterest** are primarily used for sharing photos from various sources, including personal photos taken with a smart phone, or photos of interest found on the Internet.
- BOTH interface well with **Facebook**
- You can use these to publicize photos of your chorus or quartets in action, or even show flyers.

Video-based Social Media



- **YouTube** is the clear leader in the video sharing arena. Videos include a huge variety of topics, ranging from pure entertainment to educational and promotional videos.
- The Society, districts, and many chapters have many videos posted on YouTube.
- Your chapter can, too, but DO beware of copyright and licensing!

Rating-based Social Media



- **Foursquare** is a local search and discovery service mobile app which provides a personalized local search experience for its users.



- **Swarm** is a companion app to Foursquare that allows a user to “check in” at various locations and share it with their friends.



- **Yelp.com** and the **Yelp** mobile app publish crowd-sourced reviews about local businesses.
- Ratings are shared with friends. Encourage your members to “check in” regularly.

Profesional Social Media



- **LinkedIn** is a business-oriented social networking service. As of 2013, LinkedIn has more than 300 million members in over 200 countries and territories.
- The basic functionality of LinkedIn allows users (workers and employers) to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships.
- LinkedIn also supports the formation of interest groups.

Microblogging Social Media



- **Twitter** is the huge leader of the microblogging world. It is an online social networking service that enables users to send and read short 140-character messages called “tweets”.
- As of December 2014, Twitter has more than 500 million users, out of which more than 284 million are active users.
- Twitter and Facebook interact with each other. You can “tweet” your posts, and post your tweets automatically.
- Let’s see how to set up a Twitter account.

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The “Swiss Army Knife” of Social Media



- **Facebook** has it all: profiles, photos, video, events, microblogging, notes, messaging, games, interests, groups, pages, etc. It is very versatile!
- Facebook had over 1.3 billion active users as of June 2014.
- Of particular interest for chapter marketing are groups and “fan” pages, and the content and publicity that can easily be distributed exponentially.
- Best of all, it’s FREE!

Facebook Groups



- **Facebook** allows the creation of public, private and hidden groups. These are essentially forums that users can join and actively contribute or simply see what is there.
- Members can publicize events, share photos and video, and post news and information for other members to see.
- Groups can be moderated or open.
- Use closed groups for your chapter, and public groups for your loyal fan base.

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New Game on Facebook Chat

Facebook Pages



- **Facebook** also allows the creation of “fan” pages. These are public pages that any user can “**like**,” and once connected, they will receive news feeds as they are posted.
- Page owners and administrators can publicize events, share photos and video, and post news, links and information for all to see.
- Let’s look at how to set one up.

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Facebook Pages



- After you have created your page, invite all of your friends to “like” it. When they do that, THEIR friends will see it, change it out, and hopefully “like” it too.
- It starts a cascading effect: friends of friends of friends, and so on.
- You can also spend a surprisingly little amount of money to help promote your page, but that is entirely up to you.
- This is a GREAT resource for chapters!