***It’s about conversations…***

**SOCIAL MEDIA TRAINING**

There are 6480 Facebook users in Clarenville (within 10 mile radius)

**Town of Clarenville**

Social Media provides an opportunity for people to communicate. One-on-one discussions around watercoolers and in coffee shops were the tradition domain of finding out what was going on and influencing what would happen. As our Town has grown, many people have fond that they neither have the time nor the opportunity to take part in these traditional forums. As a result, many citizens have become disengaged – leading to a wave of citizen apathy.

It can be argued however that that apathy can be reversed. The challenge is people feel like their institutions are not related to their lives and their own hopes and dreams. By going to people where they live we can create a space for dialogue and engagement. Social media is simply a tool that allows an organization to reengage, by going to where people live and providing an opportunity for a conversation with them. The Goal of this training is to allow Town Staff and elected representative to more competently use the basic tools of Social Media to create and join conversations using social media.

**PROPOSED PROGRAM OUTLINE**

**Rationale: Why Social Media?**

* + What is it?
  + Who’s on it?
  + Why Use it?

**Process: Basic Social Media Toolkit:**

* Social Media Strategy/Social Media Policy
* Facebook (hands on usage)
* Twitter (hands on usage)
* You Tube (hands on usage)
* Hootsuite (hands on usage)

**INSTRUCTOR**

Paul Tilley is a Blogger, Tweeter, YouTube feeder, Facebook Page Administrator for many organizations, and Business (Marketing) Instructor at College of the North Atlantic –Clarenville Campus. Paul can be found using many Social Media platforms at the following link:

**http://paultilley.wikispaces.com/**

**PART 1 - Council Session**

SESSION AUDIENCE: This will be a 2.5 hour session that is designed to give a top level overview of social media and specific social media tools to Councillors and senior staff.

SESSION OBJECTIVE: To demonstrate the value and use of various social media (SM) platforms as a two way communications tool so that the Town of Clarenville can better implement its communications strategy. Once completed, councillors will understand the value of the investment in SM as an Economic Development tool for the Town of Clarenville.

TITLE: Social Media – It’s all about the conversation

1. Communication strategy – how SM fits with the new identity/branding – the ability to engage.
2. What is social media – what it is not
3. The Demographics of Clarenville – Quantifying social media users – dispelling the myth that it is only young people using social media (See Statscan Population Profile http://www12.statcan.gc.ca/census-recensement/2011/as-sa/fogs-spg/Facts-csd-eng.cfm?LANG=Eng&GK=CSD&GC=1007013)
4. Discuss the unique features of social media (what makes it different than a website, a poster, a newsletter)
5. Using Social Media as a “conversational” communications tool
   1. The proliferation of social media (what makes it attractive)
   2. 2 way communication
   3. Immediacy of communications
   4. Functionality of Multiple administrators
   5. Crowd sourcing
   6. Wireless access using mobile technology (smart phone/ipad)
   7. The cost of social media
   8. What if people say bad things?
   9. What’s required to make SM work for the town? An integrated approach
6. Look at three Social Media platforms – Twitter/Blogger, You Tube, and Facebook

REQUIREMENTS: The presentation will require that the staff have Ipad access. I will be using a Data Grade and I will have a slide show/video. My presentation will be looking at my own Twitter & Blogger sites – I will overview the process and look at the back end analytics. My own Twitter and Three Facebook sites Clarenville Caribous, White Hills, and my own OUR TOWN. I will be demonstrating the back end features of Facebook using OUR TOWN.

**PART 2 - Social Media Toolkit Training**

SESSION AUDIENCE: Each of these sessions are designed for staff, will be hands on and will be focused on a specific topic. **Council will be asked to select from the Session Toolkit topics, each one an independent 2-2.5 hour session.**

SESSION OBJECTIVE: To allow the participant to better understand and use a particular SM platform.

SESSION (TOOLKIT) This session toolkit consists of five topics. Participants MUST complete Topic 1 – Social Media (SM) Strategy, however depending on one’s interest he/she can select from the other four.

* **Topic 1: Social Media Strategy/Social Media Policy**
* **Topic 2: Facebook Business Pages**
* **Topic 3: Blogs and Microblogs: Twitter & Blogs Pages**
* **Topic 4: You Tube**
* **Topic 5: Integration across Platforms – Hootsuite**

Each module is designed to **make the user aware** **of the capability of the SM platform** and as such is slated for 2 hours. This time is based on the assumption that participants are web literate and that they are mildly familiar with the platform.

Proficiency in the use of the platform will be achieved with repeated use of the platform.

**Overview of Key Messages to administrators regarding the use of Social Media (SM)**

* + - SM is about conversations!
    - SM is not all for kids – but they are very important
    - SM is not a replacement for other means/modes of Communications
    - SM creates a space for dialogue
    - People will forgive you if you communicate
    - SM allows for “Politics in full sentences” – (Don Ividson)
    - SM allows for better decisions with citizen input – budget consultations – Calgary experience (lots of ideas, risk free, snow clearing map, tradeoffs, vote)
    - Things can go wrong with SM - negative communication –
    - In reality SM is just communications
    - SM overcomes the “Trust” gap – fosters trust and add value to the Value Bucket
    - SM allows politicians to stay in touch without the need for an election
    - SM gets people engaged in a new way
    - Elderly issue – seniors fastest adopters of SM
    - Opportunity of SM outweighs the risks

**Topic 1: Social Media Strategy/Social Media Policy**

Objective: Having completed this topic, the workshop participant will understand the value of social media as well as recognize the challenges of using it effectively as a communications tool.

Topics:

1. What is Social Media
2. The Tools of the trade
3. The concept of Brand
4. Managing the brand – Goals of social media strategy
5. Managing the brand – Goals of social media policy

What is Social Media

1. Communications – 2 way
2. How it differs from Websites
3. Fad?
4. Who uses Social Media
5. Personal SM vs Business Social Media
6. Measurement
7. Advertising
8. Cost / Benefit of SM use

The Tools of the Social Media Trade

1. Email
2. Facebook
3. Twitter/Blogs
4. You-Tube
5. Platform Integration - Hootsuite

The Concept of Community Brand

1. The importance of Social Media Policy in Brand Development and Brand Management
2. What is a Community Brand
3. Who is the “Voice” of Social Media?
4. Developing a Community Brand
5. Maintenance of Community Brand

Goals of a good Social Media Strategy

1. Build the Clarenville brand
2. Establish thought leadership
3. Improve Communications
4. Build relationships with citizens, potential citizens (customers)
5. Engage citizens/customers as brand evangelists
6. Get citizen input for services / service improvement
7. Improve internal communication
8. Citizen recruitment and retention
9. Improve departmental and/or company-wide collaboration

Goals of good Social Media Policy

1. Setting Social Media goals and expectations
2. Why have a social media policy
3. Who and what should the social media policy cover?

Social Media Policy example:

<http://www.fortstjohn.ca/files/councilpolicies/121%20-%20Social%20Media%20Policy.pdf>

Social Media Strategy

Determine your Social Media Goal

Is Social Media a Modern day bill board?

Social Media is the building tool it’s not your house

Social media personal vs. social media professional

Advertising

**Topic 2: Facebook Business Pages (**[**www.facebook.com**](http://www.facebook.com)**)**

Facebook is a social networking site that allows people to stay in touch and informed about what organizations or groups are doing. Users can create a profile with items like contact information, photos, interests, and choose to share their profile with people in related networks or groups by agreeing to connect or become "friends."

Users can also “like” Facebook Pages created by general interest groups, companies and municipalities like ours. Once you "like" us, you can access our page like a web page and receive updates and stay informed.

Objective: Having completed this topic, the workshop participant will understand the purpose and use of Facebook, how to set up and maintain a corporate Facebook page, build “likes” and traffic, Load Text, Pictures and Video, create Events, use and understand Facebook analytics, and know how to create Facebook ads.

Topics:

(NOTE: Topic details will be included once the session is selected for training)

**Topic 3: Blogs and Microblogs: Blogger and Twitter Pages (**[**www.twitter.com**](http://www.twitter.com)[**www.blogger.com**](http://www.blogger.com)**)**

Twitter is simply a one-line status update (similar to a newspaper headline) that gets "real time" news about what is happening to people that follow you. Likewise you get real time information from people/organizations that you follow (at the Town of Clarenville).

Objective: Having completed this topic, the workshop participant will understand the purpose and use of Twitter, how to set up and maintain a corporate Twitter Account, how to link a Tweet to a page and/or a picture, how to re-tweet, how to use twitter hash tags, search Twitter and how to use Twitter under various aliases and how to use Twitter on a mobile device.

The Participant will also be introduced to Blogging and get an overview in the use of Blogger.

Topics:

(NOTE: Topic details will be included once the session is selected for training)

**What is Twitter anyway?** Founded in 2006, Twitter started out as a text message service that allowed users to quickly communicate with a small group**.** Twitter is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about.

For professionals and marketers, Twitter has changed the way that many people get their information and how they communicate with people and customers (for service and support) in real time. The public nature of Twitter means that you have the opportunity to increase the perception that others have of you and your brand. The ability for you to respond in a public and open forum builds trust, credibility and loyalty from customers and readers alike.

Twitter is sometimes referrd to a “micro-blogging”. Rather than a passive, one-way marketing message, Twitter provides the opportunity for you to engage in interactive conversations with your customers.

See: <http://youtu.be/D_4ZgGTJAJ8>

**How is Twitter useful?** Twitter contains information you will find valuable. Messages from users you choose to follow will show up on your home page for you to read. It’s like being delivered a newspaper whose headlines you’ll always find interesting – you can discover news as it’s happening, learn more about topics that are important to you, and get the inside scoop in real time.

**What’s a Tweet?:** A tweet is a message. You have 140 characters, including spaces, to put down your thoughts. Type your message in the What’s happening? text box on your homepage, and click the Tweet button to send a tweet.

**How to Choose a Good Twitter Username?** On Twitter, your username, or handle, is your identity. If you can, sign up for Twitter by using your name or a variation of it as your username (assuming somebody else isn't already using it). For example, if your name is Paul Tilley, you may want to pick a Twitter username such as @paultilley or @pauldtilley

Twitter usernames typically appear with an at sign (@) before the name, because that's how you refer to other users on Twitter. But when you're actually choosing a username, the @ isn't part of it. The only characters you can use are uppercase and lowercase letters, numbers, and the underscore character ( \_ ). Use a short Twitter username. Tweets are only 140 characters, so when people are replying to you, if you have a longer name, you leave them less room for message content. Twitter limits your username to just 15 characters for this very reason.

**Find People on Twitter:** One of the best ways to find people on Twitter is simply to search for them on Twitter Search. The advanced page of Twitter's search engine has an option to search "Near this place." You can simply enter your town and get a real-time stream of all the people tweeting from your location or near it. The results are based on the location field of people's Twitter bios, which due to geo-location for people tweeting from their phones can be very accurate.

**Who can see your Tweet?:** Everyone with some exceptions.

**) What happens if I put an “@Username” first in my tweet?** One thing, that gets confused frequently is how to use @mentions. The most important bit here is that if you start a tweet with an @username, then only the person following you and the person you are replying to will see the tweet. Normally this is a tiny amount of people, as starting a tweet with a username is mainly used to interact with only one person.

However, by glancing over your timeline, anyone can see this tweet, it just won’t come up in their stream of tweets.

**2.) How many people can I follow?**

Twitter has imposed a limit on the follow ratios of your account in order to keep aggressive following that has little to do with interests low.

You can follow up to 2000 people without any limits. Beyond that, you can always only follow 10% more then people following you. So if 4000 people follow me, I can at most be following 4400. For a more general guide on how many people you can or should follow, you can read this.

**3.) Why should I keep content tweets short?**

There is lots of great advice out there, suggesting that you might want to keep tweets referring to articles short. This is to make it easy for others to retweet this tweet, so your username can be added and remain under the 140 character limit.

Another reason is that short tweets are often easier to read and get picked up more often by others. I have looked at one amazing Twitter user, perfecting this pattern.

**4.) How often should I tweet?**

When I first came on to Twitter, I was blown away, by how often some people are Tweeting. Don’t worry, you don’t need to pump out dozens of Tweets at the start.

Some interesting research suggests that tweeting 2-5 times a day, as you start out, is totally fine. Simply go ahead and fine what works best for you. In general, there is no rule to this, but in order to get the hook of Twitter, starting to tweet regularly has worked very well for me.

**5.) How can I follow hashtags and what are they?**

A topic that long remained a mystery for me was the use of hashtags. In short, they allow you to connect everyone on Twitter using a certain keyword, putting a “#” in front of it. So instead of following individuals you can follow these words, such as #twitter, #startups or any other term you can think off.

You can simply click on the hashtag in your Twitter stream and see all the people mentioning the same keyword. If you are using a Twitter client such as TweetDeck or HootSuite, you can also set up specific columns to follow a hashtag.

**6.) Is Twitter like Facebook?**

Yes, there are definitely a few similarities. Yet, the most important things to differentiate is Facebook’s focus on friends and the Social Graph. Twitter in comparison tries to be focused on the topics and content and fosters more what is called an Interest Graph.

Although there is no one use case, the general expectation to follow topics that interest you has worked very well. This means that there isn’t necessarily a demand for a mutual friendship and followings can happily happen one way only.

**7.) How can I kick off conversations?**

Now even though Twitter is the most open platform there is, exactly this can sometimes be daunting. Everyone is busy and chatting away with others. How can you too get involved more easily?

There are a few very simple techniques that allow you to do this, by simply retweeting or relating to an article one of the people you follow have written. For more simple details on this, you can have a look at this to kick off more conversations.

**8.) What is Twitter etiquette?**

Being such an open platform, where everyone can communicate with each other, without sending friend requests or the like, has led to establish a few unwritten rules.

These guidelines should simply help to make conversations flow easily and politely without anyone being harmed. The most basic rules are to include the username of others if you retweet a tweet or to simply reply in a timely manner.

**9.) What is a Twitter Chat?**

Not everyone is online all day in order to discuss the things that interest them. Here is where Twitter Chats come in. Twitter Chats are generally a lot of fun online events, where people gather to discuss a certain topic for usually one hour.

In order to keep everyone in the loop, there is an agreed hashtag, that allows you to follow the discussion.

**10.) Will it be fun?**

Oh yes, Twitter is a lot of fun. What I found works best in order to make it fun is to invest a little time to understand what it is all about.

Usually, this doesn’t have to take long and I hope the above tips are a good start to make yourself comfortable. I might want to add here that the crowd on Twitter is very helpful and open minded. Don’t be shy and jump in.

**Training Steps**

1. **Get two pictures – one of you and one of a nice background that you like**
2. **Watch the following**

**Topic 4: You Tube (**[**www.youtube.com**](http://www.youtube.com)**)**

YouTube is a video-sharing website on which users can upload, edit, view and share videos

Objective: Having completed this topic, the workshop participant will understand the purpose and use of You-Tube, how to set up and maintain a corporate You Tube Channel, how to get video from a digital video camera/smartphone to You Tube, and how to edit video video within You Tube.

Objective:

Topics:

(NOTE: Topic details will be included once the session is selected for training)

**Topic 5 – Google Plus**

**(**[**www.Google.ca**](http://www.Google.ca)**)**

Google+ is a social networking and identity service. Unlike other conventional social networks which are generally accessed through a single website, Google has described Google+ as a "social layer" consisting of not just a single site, but rather an overarching "layer" which covers many of its online properties.

Objective:

Having completed this topic, the workshop participant will understand how to use the various components of Google plus including Circles, Hangouts and Messanger.

The Participant will also learn to use the “dashboard” program Hootsuite to post a message to multiple platforms at once and pre-program messages for future release on selected SM platforms.

Topics:

(NOTE: Topic details will be included once the session is selected for training)

**Topic 6 – Linkedin**

[**www.linkedin.ca**](http://www.linkedin.ca)

LinkedIn is a social networking website for people in professional occupations. One purpose of the site is to allow registered users to maintain a list of contact details of people with whom they have some level of relationship, called Connections.

Objective:

Having completed this topic, the workshop participant will understand how to use Linkedin.

Topics:

(NOTE: Topic details will be included once the session is selected for training)

**Topic 6: Integration across Platforms – Hootsuite (**[**www.hootsuite.com**](http://www.hootsuite.com)**)**

HootSuite is a website and online brand management service, which publishes to websites such as Facebook, Twitter, and other SM sites.

Objective:

Having completed this topic, the workshop participant will understand how integrate material from one platform (Facebook, Twitter, You-Tube & the web) to another platform including email.

The Participant will also learn to use the “dashboard” program Hootsuite to post a message to multiple platforms at once and pre-program messages for future release on selected SM platforms.

Topics:

(NOTE: Topic details will be included once the session is selected for training)