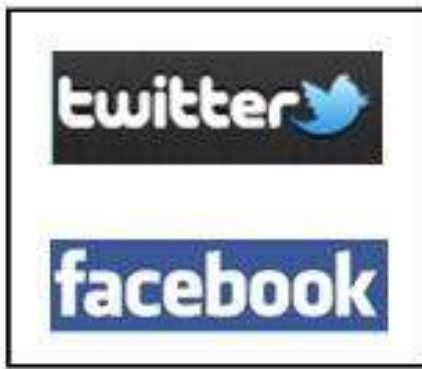


Social Media

Best practice template and general guidance leaflet



**This leaflet is produced by members of and on behalf of the
Marketing, PR and Communications Committee
Rotary District 1220, United Kingdom.**

**To be used as general guidance and advice to community groups
and people new to Social Media. Any questions or comments
should be directed to the Chairman MPRC Committee**

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Section 1: - Introduction

This Guide is to show the benefits of using Social Media and the benefits to your organisation or society.

Social Media can be used to chat and communicate with the public. Facebook does not have the limitations of Twitter which is restricted to messages of 160 characters.

It can be an excellent compliment to use both Facebook and Twitter platforms simultaneously. Facebook and Twitter compliment each other in building your social community, they help you get your message across in a very economical and popular manner sometimes more exponentially than you can expect with traditional and more expensive promotions.

Facebook can be excellent for presenting stories and your public relations, this allows you to build and show your story while publishing articles without needing local press and other external connections or organisations.

As Twitter is limited to 160 characters a Tweet it is better used as messaging service for a community or organisation, but this can also be used like Facebook but the messages will always have to be short and to the point on this service.

To be effective there has to be regular activity on your Social Media accounts, particularly on Twitter, to build the interest and keep people interested in your story and of course what you are publicising or making people aware of, as well as your events now and in the future.

This document has been created to show you best practice, how to setup and create your accounts and general help to make the best of the world of Social Media.

This guide is not official to either Facebook or Twitter, it is simply help and advice based on best practice use for Social Media and a template to build your Social Media presence.

Section 2: - How to build your community / audience

To start building a community start by sending out friends requests in Facebook and Twitter encourage others to pass on your link, follow links and #hash tags to their friends for them to follow you.

This will act like a pyramid once several people send requests to all their friends and followers on you have done this you will see your friends and followers increase without you having to do anything.

Re-Tweeting and leaving posts and tweets on other schools, community sites can also help you build a community, as if it is on say a school Social Media Feed others will pick it up and share your details and it may then filter to your target audience.

You can use Social Media in both Twitter and Facebook to build your contacts and community.

You can in the Contacts, Website address section, and Alternative Contacts parts of Social media.

By entering your website address that will then be displayed on your Social Media pages you can use this to link a mainstream way of communicating your organisation to the public. You can increase the traffic and guide the public and community to your website in this way.

This will enable you to point them to locations where they can gain additional information, download leaflets and contact you in other ways.

Do not forget to include your E-Mail address also in the contacts section of the Social Media pages.

It is also possible to link and display your Social Media feeds live on your websites please see Section 4: - Additional Technical Help.

Always try to include pictures or even video or video links to make your tweets or posts more interesting it will keep people interested and may mean they stay interested in your Social Media profile.

As stated try not overuse or target the same #Hash tags or target specific people or organisations too much.

This is similar to spamming and annoying people will encourage them to de-friend you or block your posts and tweets, it is tempting and used by advertisers but can cause you to become an irritant to other Social Media Users.

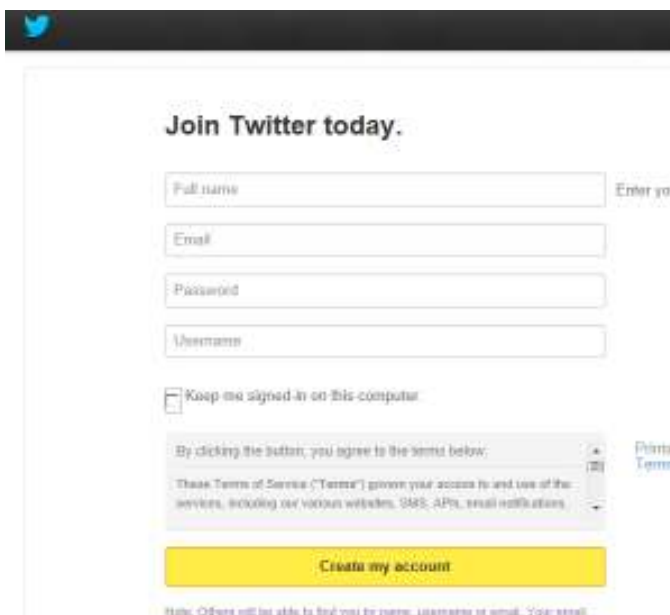
Section 3: - Setting-up a Social Media Profile and Account

Section 3.1a: - Setup a Twitter Profile

- 1) Go to www.twitter.com



- 2) Sign up for Twitter using the google username/e-mail address

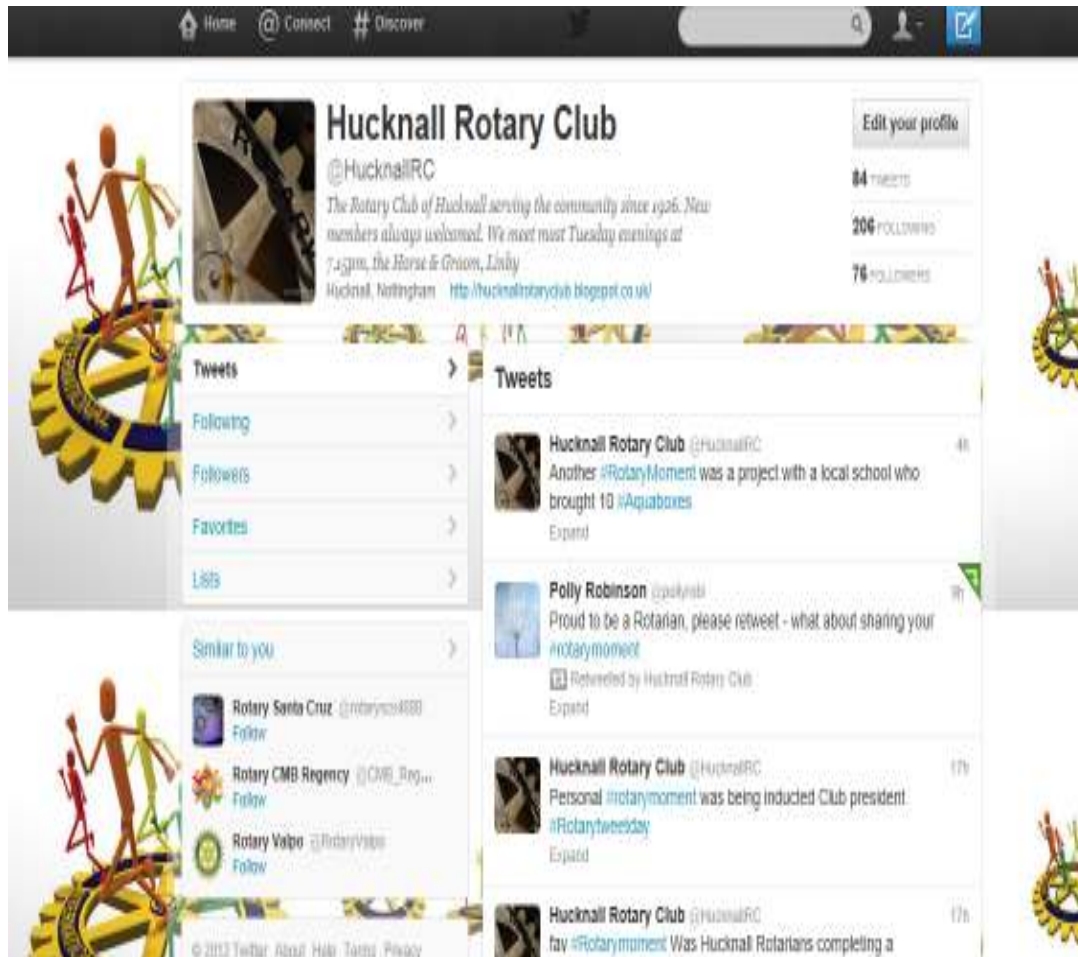


- 3) The Twitter sign-up process will be similar to the one you came across when setting up your Blogger account, and you will find the same when you set-up a Facebook page.
- 4) When you have created your Twitter user profile, you will be automatically guided in the basic usage of Twitter.

Section 3.1b: - How to use Twitter

- 1) Enter the details you want people to view when they click on your user profile
- 2) Find people/clubs organisations you want to follow by entering their names and/or Twitter username. All Twitter names are preceded with the symbol @.
- 3) Twitter's unofficial protocol is such that those you follow will/may follow you back.
- 4) Twitter is a mini blog, so your postings here should be short and snappy. Your posts (which are known as tweets) can direct your audience elsewhere.
- 5) The # (Hashtag) symbol acts in a similar way to the labels of blogger. Use # hashtags to highlight key words. Other users looking for that keyword will be directed to your post.

The Twitter Homepage looks like this:



Examples of Tweets



Your Twitter account can be configured so that any Tweets you post can be posted simultaneously on your Facebook profile as a status update.

Get to feel comfortable with Twitter first, and again, at a later stage you can use it more elaborately if you so wish.

Section 3.1c: - What Are Hash tags ("#" Symbols)?

Definition:

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

Using hashtags to categorize Tweets by keyword:

People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search. Clicking on a hash tagged word in any message shows you all other Tweets marked with that keyword.

Hash tags can occur anywhere in the Tweet – at the beginning, middle, or end.

Hash tagged words that become very popular are often Trending Topics.

Using hashtags correctly:

If you Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet .

Don't #spam #with #hash tags.

Don't over-tag a single Tweet. Use hashtags only on Tweets relevant to the topic.

Section 3.2: - Setting-up a Facebook Profile

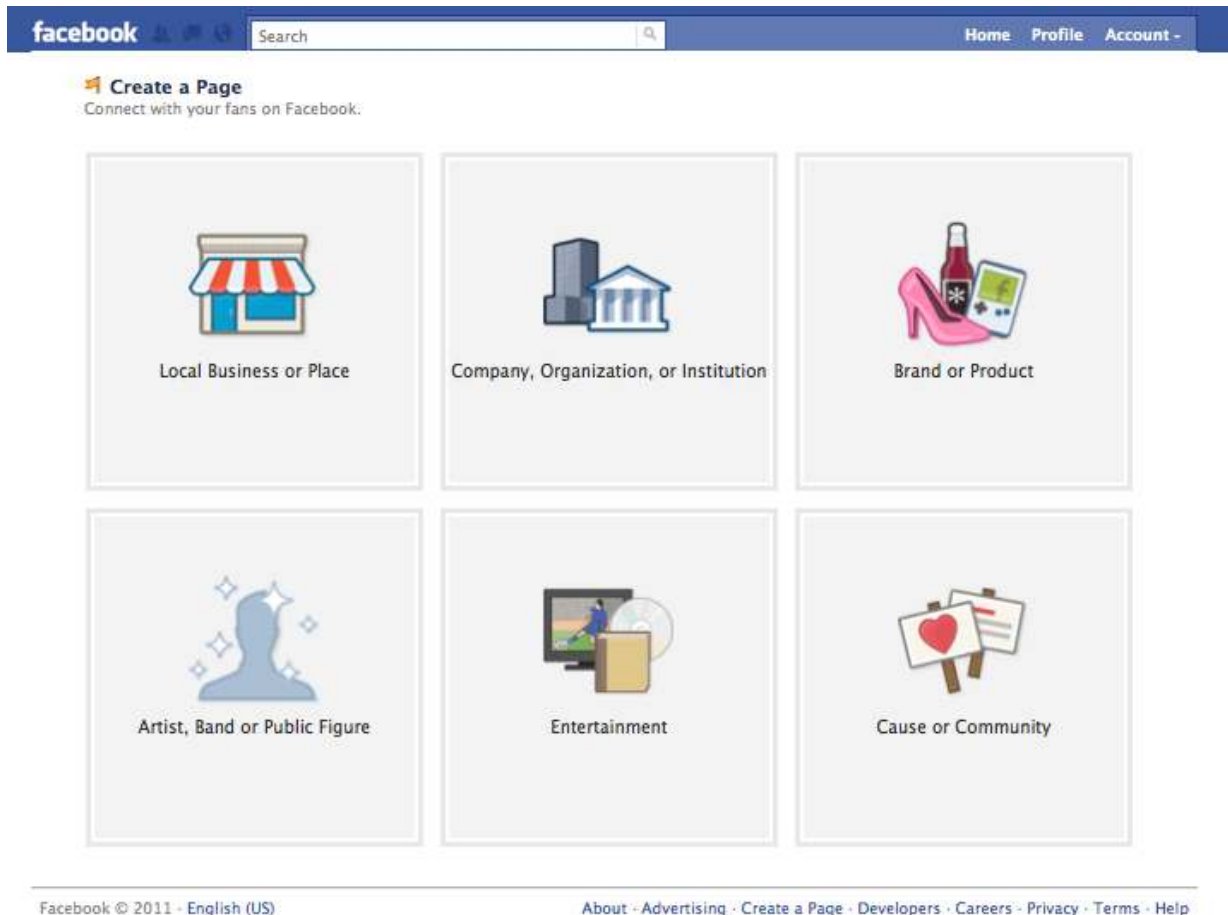
Section 3.2a: - Setup a Facebook Profile

Set up a Facebook user profile in similar fashion to Blogger and Twitter. Creating a Facebook home for your Club (called a Facebook “Page” or “Brand Page”) can help you interact with the public in a different way than traditional media allows for, and can help people feel a closer connection with Rotary.

- 1) To get started with creating your own page, simply log into your account and click on the “Pages” button on the left-hand side of your home screen.



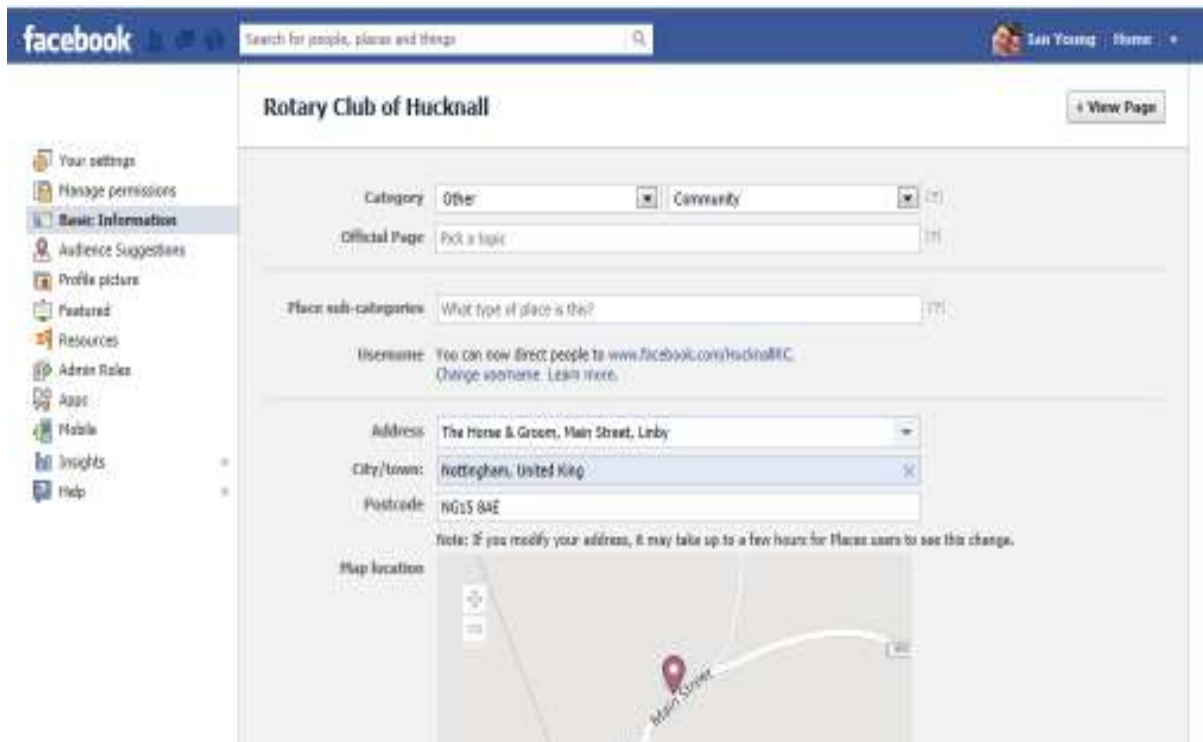
- 2) If you're already the administrator of any pages, you'll see them here inside the Pages tab. You'll also see an option to Create a Page. This is where you'll begin the page creation process.



- 3) You have a choice of what type of page you want to create. When you click on the type of page that fits your needs, you'll be required to fill out specific information and agree to the Facebook Pages Terms.
- 4) Once you've identified the category your club should be placed, (Cause or Community) you're ready to start customizing your page. Facebook helps you through the customization process by giving you a list of things you should do to get started.
- 5) If you chose the wrong category when you set up your page, you can always update that at the very top of the page. You should also choose an image or create a custom image that expresses who your Club is and what it does. Companies often include an image that shows not only their logo, but also their tagline, website, Twitter page, and any other social networking sites right there in the image. Since many people are visual, and Facebook does not

give you very many options for customizing the actual layout of the page, having a descriptive image as your avatar (profile image) can help with engagement.

- 6) Once you've uploaded an image, the next thing you should do is fill in the descriptive information for your Club. Your page profile should be as complete as possible before you start promoting it to your friends. If you click the "Edit Page" button at the top right-hand corner of the page, you'll be shown a list of settings and descriptive fields that you can fill in.



Section 3.2b: - Facebook Settings

Manage permissions is where you can decide which users on Facebook can see your page, and what they can see on your page. This is also where you can specify words or phrases that you want to block from appearing on your page, which adds another level of security to the content on your page and helps with the moderation process and spammers.



Basic Information is where you can fill in the details of your club, and *Profile Picture* is where you can update the image that appears as your avatar. *Manage Admins* is where you can add other people who you'd like to have control over your page. This means editing the profile, viewing statistics, and posting/commenting on the page as the page, rather than as themselves.

Anyone can post or comment on your page without being an admin, but the admins are the only ones who can edit the content of the page.

You won't need to worry about the other tabs until you start interacting with other users and pages on Facebook. Then, you'll be able to click on the *Insights* tab to see detailed statistics about interaction and demographic information of the user who are engaging with your page.

Getting the most out of Facebook Insights deserves its own separate lesson, which we'll explore later here on Exploring Social Media.

As you're going through the list of fields to fill in, be sure to click the "Save Changes" button often. You don't want to lose any of the work you've done due to a server error or power outage!

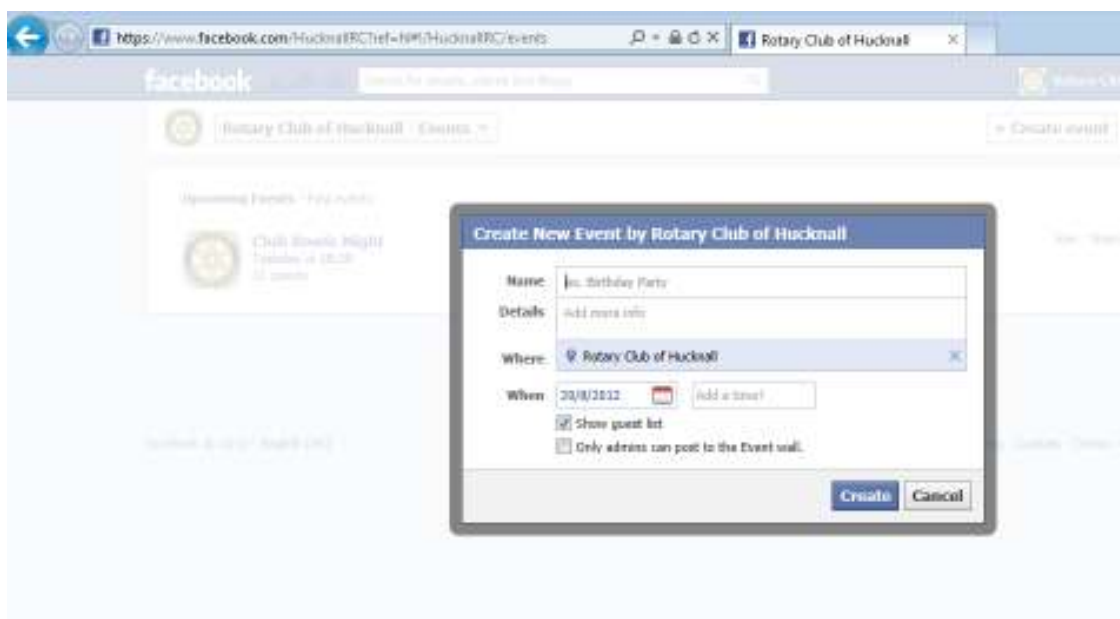
Remember that everything you fill out on your page can be updated or changed at any time by logging in and clicking the "Edit Page" button. You'll quickly start to learn which content engages your views the most, and then be able to really see results through your page.

Section 3.2c: - Create a Facebook Event

Your Facebook page will look something like this:

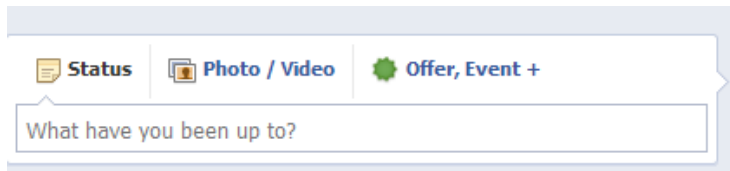


- 1) Click on 'Event, Milestone +' at the bottom left of the page to create an event. Then click on 'Event.' The next screen will look like this. Just follow the instructions:



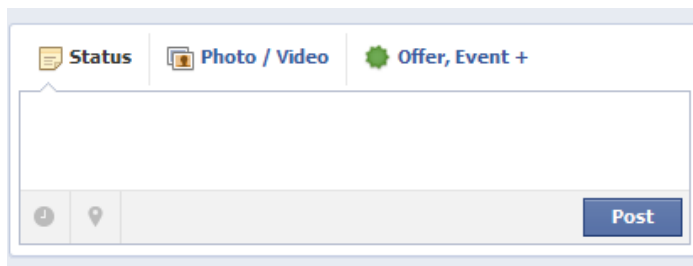
Section 3.2d: - Post a message on your Facebook page

To post a message on your own account or to leave a message on a persons account you are viewing you will need to find the following section.



Once you have done this press into the white section of the box.

This box will then turn into the following.



All you have to do now is enter your post message and press post.

You may also wish to enter an image or video and or event post with your post it makes your posts more interesting if it has related content.

See section 2 of this guide, this shows how you can build an audience community online.

To do this you can use the sections shown in the images below, which is all a part of the post a message box.



Section 4: - Additional Guidance

If you feel you need additional guidance or you or your organisation is new to Social Media and feel it would help if a member of the Marketing, PR and Communications committee of Rotary District 1220 or Rotarian volunteer would meet you and give you a few hours of their time to get you over the initial hurdle you may ask the committee to organise this on your behalf.

Once you get over the initial hurdle of setting up your profile and start sending your posts and tweets, you will start to run away with yourself and be able to develop the platform on your own.

But Rotarians and committee members if they have free time can meet you to get you over those hurdles and lend support to get you to the point of sending those messages.

You may also keep this guide as a aid solve any issues, the comprehensive details in this document should give you a head start and act a guide to complete many of the options you will need to set-up your profile and or answer your questions on how to use Social Media.

You may contact us for a meeting request or additional copies of this document in the following ways.

District 1220 Chairman of the **Media PR and Communications Committee**

Details can be found on the District website or Directory

Alternatively telephone District Helpline **0871 218 2005**

Our District 1220 website is at: <http://district.rotary1220.org>

Section 5: - Additional Technical Help

Section 5a: - Taking images and Video from devices and cameras to a PC, Laptop or Mac

If a Camera or device has a USB cable you can simply attach the device to the computer and via the USB cable and you may need to install any drivers or software provided on the media provided with your device when it was new.

Once connected you should be able to get access to any Video or Image you have saved on your devices even mobile phones and use the internet on the Computer to use them on your Social Media.

If you have an external or internal Memory Card Reader you can by-pass drivers, software or additional cables by removing the Removable Memory Cards and placing them into a compatible Card Reader and the Computer will read it directly.

. Warning.

Always turn off any devices when inserting or removing any external or internal Memory Card, this is good advice for users of a Mobile Device or Tablet.

This is not required for card readers attached to Computers or Laptops as they are designed to be on when inserting Memory Cards into attached Card readers, mobile phones etc are not.

Section 5b: - Using images and Video directly on mobile devices.

If you have an I Pad, Galaxy Tablets or tablet in general or Mobile Smart Phone with internet either via Wi-Fi or mobile internet you can load the internet and upload and share your videos, images by logging on to Facebook and Twitter and you can also leave posts and tweets as well as associated multimedia directly.

Some versions of mobile device use mobile internet or m.www.webaddresses.com

This means a few advanced features of Facebook and Twitter may be missing as mobile internet is a cut down version, but while at an event or on the move it means you can update live updates or pictures anywhere you are.

Nearly all Laptops, Computers use full internet and show all options as a rule.

Section 5c: - Example code for adding Facebook and Social Media to a Website

You can use html code to run and integrate live Social Media feed to your existing websites.

Example Code for Facebook: -

```
<div class="app_content_youraccountcode">  
  
<div style="position: absolute; top: 10px; left: 278px; width: 303px; height: 364px; z-  
index: 15">  
  
<iframe scrolling="no" frameborder="0"  
src="http://www.Facebook.com/connect/connect.php?id=youraccountcode&con  
nections=0&stream=1&css=http://blog.yourweblink/wp-  
content/plugins/Facebook_fan/Facebookfan_noborder.css?6" style="border: medium  
none; width: 696px; height: 357px;"></iframe>  
  
</div>  
  
</div>
```

* Note *

Your account code can be found by logging in to your Social Media and in a program such as Internet Explorer press view source on the main menu at the top of the screen you will find it among the code of you have logged in before taking this step.

Yourweblink is the site you are using or integrating it into.

Where it says a number and px example: - 696px, this means you can select how big you want it and where on your site.

A Web Developer or IT Professional may be able to help you if you wish to implement this if you are not confident on your own.

Section 6: - The Act of Publication basics

Any post, tweet, picture, or re-tweet on any form Social Media is classed as an article of publication.

You or anyone who posts a message or text or graphical image should take great care not offend, threaten or abuse anyone and take care to make sure any pictures posted have the consent of the people in them and they should not be offensive or of illegal material.

Spreading rumours or re-tweeting rumours, accusations or defamation of character should also be refrained from and avoided.

Any of these actions can contravene Civil and Criminal Laws, this also applies to websites.

It can be safe to assume anyone who willing to pose for pictures on your own camera equipment is giving consent to use their image or those that post them themselves from an event you are publicising, but if they request to be removed either blank out there faces with photo editors, this works specially well for large group or crowd pictures, if the picture is only of them it is safer simply to remove them.

If you take the picture then you own the Copyright to that image.

If other peoples children are in pictures you should seek parental permission first before publishing the image if in doubt it is best practice not to use the image.

Social Media is a fantastic and modern tool of the information age but please take care not to get into any legal trouble when using this media.

Therefore it is best practice to enjoy and use Social Media properly, be respectful and consider what you are posting is all that is required for due diligence of the law, if in doubt do not use it or publish inappropriate words.

This is for general guidance only and not the letter of the law for specific needs please consult professional legal advice or acts relating to publication, if you are careful you should not have any problems and using Social Media can become an exciting, modern and innovative tool to use to get your message across.