



## Social Media and Social Trust

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**Social Media** includes everything from blogging to video to pod-casting to photo sharing. Set up an account on these platforms and start posting: Facebook, YouTube, Vimeo, Flickr, Twitter, but remember - **It is a 2-way street**. You want to build a relationship with your followers – ask them to tell you things, what do they know? – you already know what you know.

### Follow WDCS



- **People above all else.** Important to remember you are talking *with* people not *at* them. Don't let them be the audience – this is too passive of a thing. Think of a way to get people into a story. Prepare to lose control.
- **People are busy** – Don't ramble. Don't waste their time.
- **People like to be appreciated.** Make sure you set your page to allow people to comment and make sure you are responding to questions and posts. Finding the correct balance of self-promotion, intriguing content and **don't forget to promote others.**

### FACEBOOK

- Facebook *Pages* versus *Groups*.
  - Pages are very much like normal profiles—Pages have the ability to have people “like” them, they can add pictures, and have walls that fans can post on. Pages communicate by “updates” which show on the news feed of your fans. Pages can have applications as well.
  - Groups can be set to be either open to anyone, closed (where users must get administrator approval to join) or secret (invite only). Groups have administrators that manage the group, approve applicants or invite others to join.
- As an organization, you want to set up a page instead of a group. Page admins can send updates to fans through the Page, these will appear in the “Updates” section of fans’ inboxes long as a group is under 5,000 members Conversely if your organization is communicating with a Fan Page every time you change your status, everyone who has “liked” your page will receive the update in their news feed. Clearly this is better.
- "Best" posting time is between 10 am and 6 pm, but make sure you spread them out.
- Use photos with every post when possible.
- Promote your FB page with the "I like" bottom on your website, blog, newsletter, e-mail signature.
- Check out what other organizations are doing.

### TWITTER

- Don't automate your posts to FB and twitter – they are two different platforms, used by different types of people – looking for different information.

- Don't use texting abbreviations
- Shrink your link – i.e bitly, etc.
- Beware of hashtag (#) overuse.

## Blogs

- Allows you chronological organization of thoughts, to expand upon news postings.

## Monitor what has worked, what didn't work!

**Cover image:** 851 x 315 px. NO contact info, CTAs, or arrows pointing to Like/Share.

**Admin Panel** (only visible to Admins). Opens up at the top of your Page. Access your Insights, Notifications, Messages & more

Click to jump to any year/month on the Page Timeline.

Click the gear icon for more options (Admins see a different set of options to fans/visitors).

With 'Message' enabled, any user can send Pages a private message.

Click this button for more apps/views (12 max.) Admins can then rearrange: hover & click edit pencil on apps.

Add custom thumbnails to any 3rd party app. Size = 111 x 74 px.

All fan pages are personalized depending on the viewer. Number of Friends, and one post (Friend activity) show here. Privacy settings always prevail; posts shared only with Friends are visible just to that person's friends.

All posts made by others (fans and visitors) are displayed in this box. Click 'See All' to view, respond & moderate in a popup box. See also the 'Posts by Others' view at the top middle of the wall, which is often easier for responding/moderating.

Other Pages that you liked as your Page. 'Featured Likes' (favorites) are displayed in this box and rotate with each visit/refresh

Use this area for details about your business & links. On Place Pages, this is always your contact info.

Click Highlights for additional wall views.

Hover over 'Liked' button for option to 'Add to lists'

Click 'Pin' a post, hover over any post by Page/Admin > click edit pencil > click Pin to Top.

Highlight any post across both columns (double wide); hover > click star icon. (not shown here)

When logged in as your Page, click anywhere on the Timeline to add a 'Milestone'. Or add from the main wall publisher.

Posts are displayed in chronological order on either side of the Timeline.

Pinned posts have an orange ribbon

Check Audience icon for privacy

Recent Posts by Others on Mari Smith

Likes

ExactTarget 13 friends also like this.

Social Media Zest 10 friends also like this.

Intel 61 friends also like this.

Facebook Success Stories

Facebook Success Stories

Every day, brands around the world are inspired to bring creative marketing ideas to life on Facebook in ways that have a real impact on their business.

Facebook Success Stories

www.facebook-successstories.com

Like Comment Share

22

View all 15 comments

Write something...

Write a comment...

Does anyone know what happens on Place Pages with the new Time

Last week, I shared this screensh... visitor clicks on the Like button or pops up inviting that person to w...

Attention all Facebook Place Page owners -- here's an update regarding your Recommendations.

When a visitor clicks the Like button on a PLACE PAGE, a box pops up automatically inviting the new fan to write a Recommendation