

Social Media

“Marketing is out. Conversation is in.”

Seen on Twitter:

“I'm running for president.
Everyday Americans need a
champion, and I want to be that
champion. - H”

Social Media - Agenda

- Questions
- Case study
- Key platforms
- What do I need to consider?
- Exploring – if time (case studies)
- Follow-Up Activity

Mobile Technology Usage

- 129M+ Americans own a smart phone
- Average 35 apps installed
- Tablets
- Mobile social networking audience growing

Questions

What is social media?

- Internet and electronic tools to discuss and share information and experiences.
- Interactive – social – aspect of technologies is key. Interaction.
- Interaction key to building shared meaning among communities.

Participation

- Anyone can be a publisher, reporter, artist, photographer, or pundit.
- Profound implications for how we engage with the technologies.
- Profound implications for our work (knowledge networks, movement building).
- Profound implications for journalism.

A case study

- 2008-2009 Kellogg Fellowship. Eat the View social campaign.
- Victory Grower: Blog. FB. Twitter. Brand.
- Some crystallizing experiences; continue to be confirmed. Flat and fast.
- Begin encouraging adoption within my organization (aligned mostly with communicators).

A case study

- Learning: Self-study, NOI boot camps, tech salons.
- Work increasingly defined by social use (out of sync).
- UC Food Observer – Create a brand and platform for engagement for a UC wide Global Food Initiative.

Uses

- Share our message.
- Broaden our audience: serve new kinds of people, and more people of all kinds.
- Recruit new members; make new friends.
- Share information: knowledge, events, etc.
- Get information from others.
- Build communities or groups of users for all sorts of purposes, including advocacy.

“The medium is the message”

- Marshall McLuhan (1964)
- Global village
- The form of the medium embeds itself in the message
- Social technologies can create community

Facebook

- Networking site.
- Various kinds of pages.
- Walls for posting.
- Big changes with algorithm...still settling out.
- Can have paid “boosts” for posts.
- Can schedule content for certain kinds of pages.

Twitter

- 140 characters
- Can share links (use URL shortener)
- Can share images
- Subtweets
- Hashtags
- Major news sources
- Who is using it
- Use lists
- Philosophy, tone

Instagram

- Photos
- Hashtag (metadata)
- Female users/youth
- Less connected to other platforms
- Can be more organic, less deliberate

Pinterest

- Pinning
- Images
- Can embed links in images
- If used well, can drive more traffic to websites than other platforms combined

LinkedIn

- Worth sharing blog posts on

Preserving Sanity

- HootSuite
- Dashboard...can manage multiple networks (ex: Twitter, Facebook)
- Can have multiple users
- Schedules posts and Tweets
- Will suggest optimal times
- Feeds
- FREE metrics

Thoughts

- Curation is vital
- Content sources. Can reuse content. Content-sharing?
Campus partners?
- Listening
- Consistency - Scheduling tools help!
- Visuals help

Thoughts

- Power for connecting, movement building
- Skills constantly need updating
- Be strategic: do 2-3 platforms well
- CONSUMING
- Gut check constantly
- Metrics

Strategic questions

- Why am I doing this?
- What do I want to communicate?
- Content?
- Philosophy?
- Sustainability?
- How much time do I have to spend on this?
- Strategic alliances?

Research: Social Networks

••••• AT&T 7:06 AM 100%
 Tweet Search icon Compose icon

 **Mark Lubell**
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Hypothesis for [@toledobastos](#): For local expert communities like [@ucanr](#), Twitter is like an airport network with hubs like [@victorygrower](#)

4/22/15, 4:01 AM

3 RETWEETS 1 FAVORITE

Reply icon Retweet icon Star icon More options icon

Reply to Mark Lubell, Ag&Natural Resources

Timeline icon Timelines Notifications icon Notifications Messages icon Messages Me icon Me

Resources

- Pew Research Center Social Media
 - Interactives model
 - Fact tank
- New Organizing Institute
 - Organizer's Toolbox
 - Boot Camps
- Mashable

Activity: how we help each other

- One tip or idea
- One challenge or question
- One goal