

SOCIAL MEDIA FOR SOCIAL CHANGE

**AmeriCorps Job Ready Program
Orientation :: September 15, 2010**



TODAY'S AGENDA

- What is Social Media?
- Best Practices
- What Not To Do
- How to utilize social media for job readiness programs
- Teaching Job Seekers To Use Social Media for Job Searches
- Social Media Metrics & Outcome Tracking
- Resources for Social Media
- Wrap-Up
- (Time Allowing) Exercise: Your LinkedIn Profile



WHAT IS SOCIAL MEDIA?

- Social!
- Informational
- Dialogue & Conversation
- Technological
- Real-Time
- Powerful
- Accessible
- Global
- Facebook
- YouTube
- Twitter
- LinkedIn
- MySpace
- FourSquare
- Blogs
- Forums

***A set of real-time tools for cultivating dialogue & connecting people with resources**



BEST PRACTICES: SOCIAL MEDIA

- Determine and Use the Most Appropriate Channels, then:
 - Listen
 - Contribute
 - Add Value
 - Be Consistent
 - Be Respectful
 - Be Professional but Friendly
 - Use What You Learn
 - Measure Your Success





FACEBOOK PAGE: BEST PRACTICES

- Page v. Profile: What's the difference?
- Make sure all your accessibility settings are correct, i.e. allow posts, photos, etc
- Use an appropriate logo or image as the profile picture
- Post relevant links in your status updates
- Ask questions and be interactive!
- Add other relevant pages to the list of your page's favorites
- Have more than one administrator – share the work
- Sync other social media apps with your Facebook page (Twitter, YouTube, Flickr)
- Post one to two updates per day
- Add a Facebook page link to other online content like emails and web pages
- Change your profile picture every few months to create new interest/ spark curiosity
- Interact with related groups and pages:
 - <http://www.facebook.com/group.php?gid=2204115198> General AmeriCorps Page
 - <http://www.facebook.com/group.php?gid=2231449160&ref=ts> Greater Boston AmeriCorps Alum
- Post success stories, evocative quotes, and calls-to-action
- For those of you who work with middle school kids, you must be 13 to use Facebook.



TWITTER: BEST PRACTICES

- Include Your Placement Organization's Logo
- Listening; Following Relevant Feeds
- Being Active and Participating
- Be Humble; It's Not Just About You
- Utilize Metrics & Measure Success
 - Follows
 - Lists
 - Retweets
- Point to Colleague & Partner Tweets
- Have a Clear Goal or Objective



POSSIBLE USES FOR TWITTER

Placement Organization

- Participant support and service
- Polling and product feedback mechanism
- News distribution
- Project awareness and establishment
- Event promotion and launch
- Public relations

Job Seekers

- Follow feeds of job postings
- Post progress on job search for others to benefit
- Follow targeted company feeds to stay in-the-know in their industry



LINKEDIN: BEST PRACTICES

- Find your colleagues, partners, and stakeholders and invite them to connect
- Complete your profile including links, profile picture, and AmeriCorps project information
- Link your profile with other social media applications
- Ask for and give recommendations, when appropriate
- Update your status a few times a week, especially when you have events to promote
- Join relevant groups and participate
- Be professional, more so than with other social media forums



SOCIAL MEDIA: WHAT NOT TO DO

- Talking without listening won't get you very far
- Not participating and responding is also a bad idea
- Be authentic! People can tell when you are just regurgitating a sales pitch
- Be consistent in your message, tone, or content: Being inconsistent will confuse people and turn them off
- Don't try to apply traditional marketing tactics to social media
 - It's not always about your message- it's always about what people want to tell you and *what they find interesting*
- Don't make assumptions about people's level of interest or commitment to your project
- Don't be aggressive, argumentative, defensive, or otherwise rude in your comments
- Remember! Don't post personal or confidential information. If you wouldn't want your employer to see it, don't post it!



FACEBOOK: WHAT NOT TO DO

- Don't post one message over and over in different words. Be creative and vary it!
- Respond to direct questions and comments to your updates promptly; ignoring feedback will get you ignored real quick!
- Don't be overly formal
- Remember not to only post content about AmeriCorps
- Don't use inappropriate content and photos
- Don't be rude or defensive; keep an open mind.

GOLDEN RULE: If you wouldn't want your BOSS to see it, don't post it.

FACEBOOK PROFILES

- Anything you wouldn't want your parents, potential supervisors, teachers, or coaches to see, don't post on Facebook!



Amherst Regional High School
Students



TWITTER: WHAT NOT TO DO

- Don't forget to use #hashtags
- Don't forget to use @follows
- Don't forget to reciprocate follows
- Don't tweet once or twice and then stop. You need to be consistent or don't do it at all.
- Don't tweet what you are doing each and every second
 - EX: Just brushed my teeth – Ready for the day!



LINKEDIN: WHAT NOT TO DO

- Don't Post Personal Information Unless It is Directly Relevant to Your Professional Career
 - Example of relevant personal info: You work in healthcare and recently ran a marathon
 - Example of irrelevant personal info: You work in IT and also collect Star Trek memorabilia
- Don't Post a Link to your Facebook Page
- Don't Forget to Connect with Colleagues, Coworkers, and Other Professional Contacts



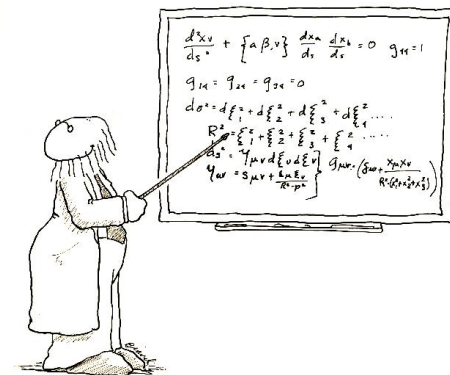
HOW CAN AMERICORPS MEMBERS UTILIZE SOCIAL MEDIA TOOLS?

- Promote your placement organization or program
- Assist job seekers with an online job search using social media tools and to set up appropriate online profiles that prospective employers may view
- Promote job fairs, trainings, and other events



TEACHING JOB SEEKERS TO USE SOCIAL MEDIA FOR JOB READINESS

- Using Social Media & Creating Profiles
- Sticking to Appropriate Content
 - Quality of Content
 - Proper Grammar & Spellcheck!
- LinkedIn: Job Search, Profile pages, Recommendations
- Twitter: Finding and Following Job Posting Feeds
- Computer & Internet Access



LINKEDIN JOB SEARCH

The screenshot shows the LinkedIn Jobs search page. An orange arrow points to the 'Jobs' tab in the top navigation bar. Another orange arrow points to the search input field. A third orange arrow points to the 'Jobs you may be interested in' section, which is highlighted with a brown border. The page includes a search bar, navigation tabs, a list of job recommendations, and a footer with various links.

Jobs Home | LinkedIn

Basic Account: Upgrade

Welcome, Sarah McMaster · Add Connections · Settings · Help · Sign Out

LinkedIn Home Profile Contacts Groups **Jobs** Inbox More...

Jobs [dropdown] [Search] Advanced

Jobs Home My Jobs Saved Searches Advanced Search

Search for Jobs

Keywords: [input field] [Search] Advanced

Job Title, Keywords, or Company Name

Employers: • Post a Job • Manage Jobs

LinkedIn Premium

Let the network know you're looking
Upgrade to Job Seeker Premium now

Patrick Wyser
Results-Oriented Sales Leader
Columbus, Ohio Area | Design

Get Started

Who's viewed my profile

5 The number of people who viewed your profile

9 The number of times you appeared in search results

Jobs you may be interested in ^{BETA} See more >

- Inbound Marketing Consultant** x
HubSpot - Cambridge, MA
- Social Media Web Content Marketing Coordinator** x
The Computer Merchant - Norwell, Ma
- Sr. Manager-Marketing** x
American Express - New York
- Program Coordinator** x
frog design - Austin, TX
- Marketing & Sales Coordinator** x
Sigma Data Systems, Inc. - Newark, Delaware

Complete your profile to see improved job suggestions
Your profile is 90% complete [Update]

Customer Service | About | Blog | Careers | Advertising | Recruiting Solutions | Tools | Mobile | Developers | Language | Upgrade My Account

LinkedIn Corporation © 2010 | User Agreement | Privacy Policy | Copyright Policy | Help improve LinkedIn.



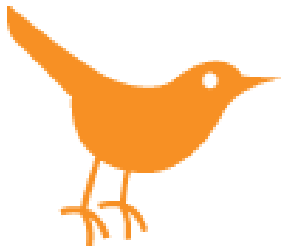
ASKING FOR A LINKEDIN RECOMMENDATION

The image shows a screenshot of the LinkedIn 'Request Recommendations' form. The form is titled 'Request Recommendations' and is part of a navigation menu that includes 'Edit Profile', 'View Profile', 'Recommendations', and 'Request Recommendations'. The form is divided into three numbered steps:

- 1 Choose what you want to be recommended for**: A dropdown menu with 'Choose...' and '[Add a job or school]'.
- 2 Decide who you'll ask**: A text input field labeled 'Your connections:' with a LinkedIn icon and the text 'You can add 200 more recipients'.
- 3 Create your message**: A form with 'From:' (Sarah McMaster, smcmaster@quabbincreative.com), 'Subject:' (Can you endorse me?), and a message body. The message body contains the text: 'I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know. Thanks in advance for helping me out. -Sarah McMaster'. A note at the bottom states: 'Note: Each recipient will receive an individual email. This will not be sent as a group email.'

Orange arrows point to the 'Request Recommendations' menu item, the 'Choose...' dropdown, the 'Your connections:' field, the message body, and the 'Send' button at the bottom.





USING TWITTER IN A JOB SEARCH

- Massachusetts Job Post Feeds
 - [@MassachusettsWk](#) – jobs in the state
 - [@massjobs](#) – jobs in Massachusetts
 - [@Mass_Jobs](#) – jobs in Massachusetts
- Job Post Feeds
 - [@jobs_now](#) – general
 - [@fish4jobs](#) – general
 - [@looktohire](#) – general
 - [@StudentJobs](#) – student & entry-level jobs
 - [@jobshouts](#) – general
 - [@GreenJobs](#) – “green” and sustainability industry jobs



COMPUTER & INTERNET ACCESS FOR JOB SEEKERS

○ **Local Libraries**

- Leominster Public Library
- Heywood Memorial Library (Gardner)
- Fitchburg Public Library

○ **Career Centers (WIB)**

- Leominster Career Center: 100 Erdman Way
- Gardner Career Center: 25 Main Street

○ *Find out what resources are available and let people know how to utilize those resources*



SOCIAL MEDIA METRICS & OUTCOME TRACKING

Metrics

- Facebook "Likes"
- Facebook "Friends"
- Twitter "Followers"
- Twitter Lists
- Twitter "Retweets"
- LinkedIn Connections
- LinkedIn Recommendations

Outcome Tracking

- How many people "like" my organization's Facebook page?
- How many people who attended an event first heard about it through social media?
- Did a job seeker get an interview through a LinkedIn job posting?



FACEBOOK: METRICS

Contact Us Center for Democracy and Humanity...

facebook

Email Password Login

Keep me logged in Forgot your password?

Sign Up Center for Democracy and Humanity at Mount Wachusett Community College is on Facebook

Sign up for Facebook to connect with Center for Democracy and Humanity at Mount Wachusett Community College.

Center for Democracy and Humanity at Mount Wachusett Community College Like

Wall Info Photos Discussions Boxes Notes

Center for Democracy and Humanity at Mount Wachusett Community College + Others

Just Center for Democracy and Humanity at Mount Wachusett Community College Just Others

We promote civic engagement, positive social change and healthier, more vibrant communities through innovative programming and partnerships that benefit the college and the greater community.

Information

Location:
444 Green Street
Gardner, MA, 01440

Phone:
978-630-9589

Mon - Thurs:
8:30 am - 6:00 pm

Fri:
1:00 pm - 5:00 pm

12 People Like This

Chelsey Flynn Yusuf Sert Jen Wiley-Cordone

Voicu Felicia Rae Andler Christin Mueller

Center for Democracy and Humanity at Mount Wachusett Community College Faculty and staff at all 3 MWCC campus locations donated backpacks and school supplies, as did the 64 students attending this year's Leadership Camp with Student Life. When all was said and done, we were able to provide 44 backpacks, fully stuffed with new school supplies, to kids in DCF custody in North Central Massac...

See More

Backpack & School Supply Drive

17 new photos

August 13 at 11:38am · Comment · Like

Fagan Forhan likes this.

Center for Democracy and Humanity at Mount Wachusett Community College Friday is the last day to apply for the AmeriCorps Job Ready positions! Apps are due at noontime.

August 4 at 3:26pm · Comment · Like

Center for Democracy and Humanity at Mount Wachusett Community College Anyone interested in a full-time AmeriCorps position addressing joblessness and job preparedness this year can attend an information session next Wednesday, July 21st from 6-7 PM at FSC's Crocker Center for Civic Engagement, 150 Main St., (MART Building) in Fitchburg. If you're not able to attend, that's a-okay, just g...

See More



TWITTER: METRICS

The image shows a screenshot of the Twitter homepage. The top navigation bar includes links for Home, Profile, Find People, Settings, Help, and Sign out. The main content area is titled "What's happening?" and features a search bar and a "Tweet" button. Below this, there is a "Home" section with several tweets from various users, including HumanityNews and HandsOnNetwork. On the right side, there is a sidebar with a search bar and a list of navigation options: Home, @INPD, Direct Messages (5), Favorites, and Retweets. The sidebar also includes a "Lists" section with a search bar and a "Trending" section with a search bar. Two orange circles highlight specific areas: one around the profile card for @INPD (showing 128 following, 41 followers, and 0 listed) and another around the navigation menu options (Home, @INPD, Direct Messages, Favorites, Retweets).

Twitter

Home Profile Find People Settings Help Sign out

What's happening? 140

6 days ago Tweet

Home

HumanityNews Green News: Top Connecticut Communities for Clean Energy Systems <http://dvr.it/5FK5S>
1 minute ago via dlvrr.it

HumanityNews Green News: Indigenous tribes, ranchers team to battle Amazon fires <http://dvr.it/5FK5V>
1 minute ago via dlvrr.it

HumanityNews News: WORLD BANK COAL FUNDING HITS RECORD HIGH AS IT SEEKS CLIMATE FINANCE CONTROL <http://dvr.it/5FJx5>
2 minutes ago via dlvrr.it

HumanityNews News: PetroSA in talks with China on refinery <http://dvr.it/5FJx8>
2 minutes ago via dlvrr.it

HandsOnNetwork Gr8 way to Make A Difference @MDDay10 RT @MSUProjectGreen: Recognize veterans in your community. #Volunteer
3 minutes ago via TweetDeck

dosomething WIE Symposium 9/20 in NYC with amazing women. You can get last min. Student tix here: <http://tinyurl.com/2e77ytu>
4 minutes ago via web

YouCanHelp How Networked Nonprofits Use Facebook - <http://bit.ly/bNx20M> ♥
4 minutes ago via Socialize Your Cause

changemakers RT @ShaiReshef: I invite you to read me new blog about the #EDUCATION REVOLUTION. "Our revolution can start with you." <http://ow.ly/2DPfn>
6 minutes ago via TweetDeck

INPD 27 tweets
128 following 41 followers 0 listed

Who to follow

ICICP Innovate in Civ. Particip
Follow

chronicle Chronicle
Follow

view all

Home

@INPD

Direct Messages 5

Favorites

Retweets

Lists

Libs are timelines you build yourself, consisting of friends, family, coworkers, sports teams, you name it.

New list

Trending Worldwide

Change

Kris Jenkins

Ley Seca

#ainothingsexyabout

#passionpainpleasure



LINKEDIN: METRICS

Contact Us | Sarah McMaster | LinkedIn | Basic Account: Upgrade | Welcome, Sarah McMaster · Add Connections · Settings · Help · Sign Out


Home Profile Contacts Groups Jobs Inbox More... People [Search] Advanced

Master's in Education - University of Phoenix®. Flexible Programs - Small, Personal Classes. - From University of Phoenix

Edit My Profile View My Profile

Sarah McMaster you

Nonprofit Program Coordinator, Freelance Writer
Greater Boston Area | Non-Profit Organization Management



Current

- Coordinator of Institute for Nonprofit Development at Mount Wachusett Community College
- Correspondent at Athol Daily News
- Owner at Quabbin Creative

Past

- Marketing Consultant at North Quabbin Woods
- Marketing Manager at Innovative Incentives, Inc.
- Admissions Coordinator at Passports Educational Travel [see all...](#)

Education

- Brown University
- University of California, Davis

Recommendations 2 people have recommended Sarah

Connections 136 connections

Websites

- Nonprofit Development
- Quabbin Creative

Twitter

- QuabbinCreative

Public Profile <http://www.linkedin.com/in/sarahmcmaster>

Summary

Specialties

Professional Writing; Social Media Marketing; Sustainability in Business; Search Engine Optimization; Meetings, Incentives, & Events; Training & Recruiting, Project Management

Certified Inbound Marketing Professional

Experience

Coordinator of Institute for Nonprofit Development
Mount Wachusett Community College

Education Professionals

you need a sound plan to reach retirement.

Turn here™
Fidelity
INVESTMENTS

Sarah's Activity edit

Sarah McMaster is now connected to **Chris Nosei**
11 days ago

Sarah McMaster has an updated profile (Specialties)
12 days ago · Like · Comment

Sarah McMaster joined the group **Inbound Marketing University Alumni**
12 days ago · Find a group for you

[See more >](#)

Sarah's Connections (136)

Elena Altemir
Intl. Promotion, USA & Canada Manager at Barcelona Convention Bureau

John Marchiony



RESOURCES FOR SOCIAL MEDIA

- Beth Kantor's Blog:
<http://beth.typepad.com/>
- Facebook Page Guide:
<http://www.facebook.com/FacebookPages>
- Twitter Business Best Practices:
http://business.twitter.com/twitter101/best_practices
- Change.Org:
<http://www.change.org/>



Questions?

You can email me if you think of questions later:

smcmaster@mwcc.mass.edu

Connect with Us:

Website: www.mwccconnects.us

Twitter: [@CDHMWCC](https://twitter.com/CDHMWCC)

Facebook: [Center for Democracy and Humanity at Mount Wachusett Community College](#)



EXERCISE: LINKEDIN PROFILE PAGES

