



205: Social media for beginners

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social media is:

- A: a way for people to communicate and interact online
- B: a platform for sharing photos and stories
- C: a tool for advocating and mobilizing support
- D: something my kids spend too much time on



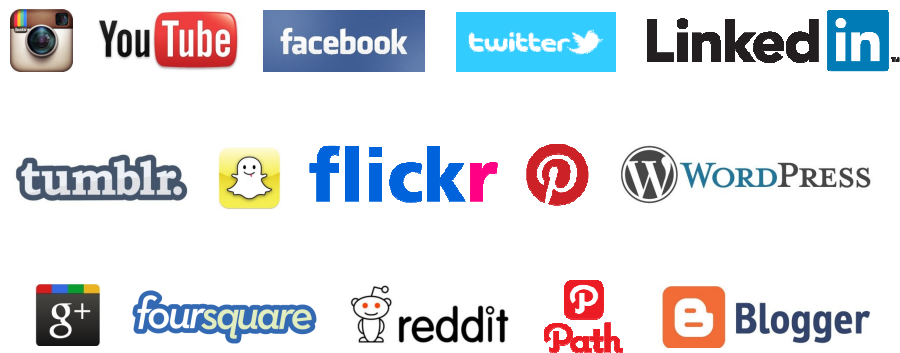
social media is:

- A: a way for people to communicate and interact online
- B: a platform for sharing photos and stories
- C: a tool for advocating and mobilizing support
- D: something my kids spend too much time on (maybe)



2

can you name a few platforms?



3

now for some context

when did this all start?

social media has its roots in the early Internet:

- 1978: Chicago hobbyists create the billboard service (BBS), allowing them to post messages to friends
- 1989: World Wide Web launches at CERN in Switzerland
- 1992: Tripod opens as an online community for college students and young adults
- 1994: GeoCities launches, allowing users to easily create their own websites; “information superhighway”
- 1997: blogging begins; SixDegrees.com; AOL IM
- 2002: Friendster launches and has 3M users in 3 months



when did this all start?

and then, in the 2000s, things got interesting:

- 2003: MySpace and LinkedIn launch
- 2004: Facebook, Flickr and Digg launch; podcasting begins
- 2005: YouTube; Bebo; Facebook for high school
- 2006: Twitter launches; Facebook begins advertising



6

why is this important?

- Facebook has over 1.2 billion users
- 72% of online adults (worldwide) use social networking sites
- Twitter gets 300,000 new users each day
- 92% of US companies use social media for recruitment
- 60% of US adults own a smartphone
- 1 in 3 Canadians don't go a day without checking social media
- Half of all Internet traffic comes from mobile devices



7

why is this important for housing pros?

- social media is a way to communicate with tenants, advocates and the public in a way that is immediate, transparent and responsive
- social media allows you to listen: to tenants, to stakeholders, to peers and to the public
- social media is data-heavy and can generate information that is useful in planning communications, making connections to other organizations and presenting to Boards and funders



8


how does it work?

Facebook

- helps you find friends through **networks**: colleges, workplaces, high schools, regions
- your Facebook profile (Timeline) is your personal page other users see when they look you up; your page shows information you decide to share with other users
 - NOTE: you can use privacy settings to specify what kind of information you share with different people
- organizations, brands, businesses and people can create Facebook pages. Users can like a page to see updates. A page is owned/managed by a personal profile.



10



Labels pointing to Facebook page features:

- Cover photo
- Profile picture
- Number of users who "like" the page
- About
- Photos posted by the page
- Timeline history
- Page tabs
- Status bar
- Page posts

Twitter

- a microblogging website that lets users share messages (≤140 characters, including links/photos)
- users can follow anyone – users you follow don't have to follow you back
 - NOTE: you can “protect” your tweets, which makes your account private (not recommended for orgs)
- content is organized using tags which link tweets together via an agreed-upon #hashtag
- very popular with celebrities, news outlets, journalists, non-profits, politicians and those who watch them, tastemakers, etc.



12

a few terms

@mention: a link to another user; used in conversations, mentions

RT (& web retweet): to share another user's content

MT: modified tweet

#hashtag: to link tweets by keyword, theme, event or to make a joke

favourite: a Twitter bookmark

DM: a direct message sent between users who follow each other

trend: a popular keyword or hashtag



13



Toolbar → Home Notifications Messages Discover

Cover photo → [Grid of photos]

Profile picture → [Profile picture]

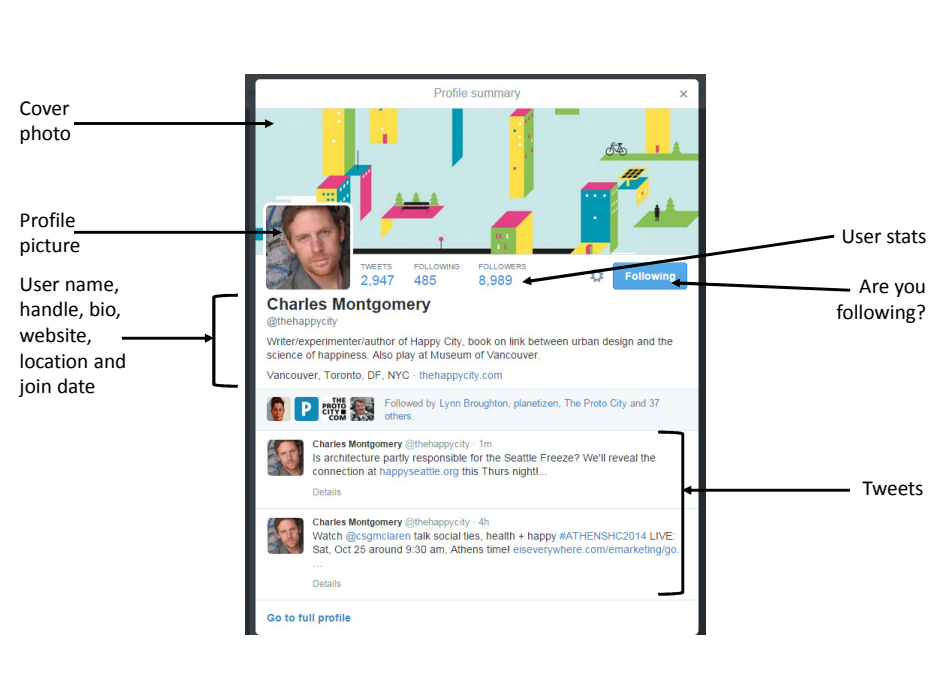
User name, handle, bio, website, location and join date → Ladies Learning Code @ladieslearningcode
Digital literacy for women and youth. We run beginner-friendly tech education programs for women and for youth under Girls Learning Code + Kids Learning Code.
Across Canada
ladieslearningcode.com
Joined June 2011

User stats → TWEETS 6,311 FOLLOWING 1,198 FOLLOWERS 15.2K FAVORITES 1,307 LISTS 3

Are you following? → [Follow button]

Tweets → [Tweets list]

Toronto Trends → #OttawaShooting Parliament Hill #PlayForOttawa War Memorial Rideau Centre #WACFW Canada Toronto #TOpoli #Ontopol



Cover photo → [Profile banner]

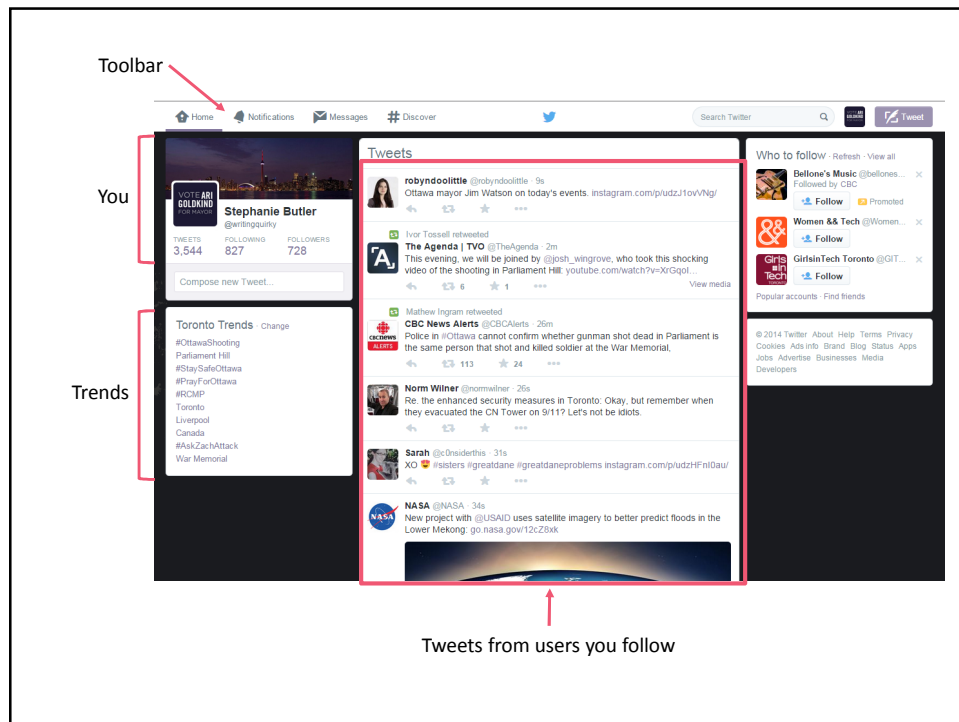
Profile picture → [Profile picture]

User name, handle, bio, website, location and join date → Charles Montgomery @thehappycity
Writer/experimenter/author of Happy City, book on link between urban design and the science of happiness. Also play at Museum of Vancouver.
Vancouver, Toronto, DF, NYC : thehappycity.com

User stats → TWEETS 2,947 FOLLOWING 485 FOLLOWERS 8,989

Are you following? → [Following button]

Tweets → [Tweets list]



what is a tweet, exactly?

- short (<140 characters) message shared via Twitter
- a tweet may contain hyperlinks, @mentions or #hashtags
- tweets appear on your follower's home stream, but can also be viewed by other Internet users



hashtags at work

ex1: keeping politicians in check

#TellVicEverything – Feb. 2012

- Public Safety Minister Vic Toews sponsored Bill C-30, which would have given police greater power to find and arrest criminals who use the Internet.
- C-30 would have required ISPs to turn over customer information to police, upon request.
- Toews tells Canadians to “stand with us or stand with the child pornographers”
- Twitter users concerned about privacy began tweeting using #TellVicEverything.



this is how Twitter responded

@kevinharding: Hey @ToewsVic, I lost an email from my work account yesterday. Can I get your copy? #TellVicEverything #VicsBackupService

@stevelfleck: Hey @ToewsVic I have 2 confess, I was a over speed-limit a bit on 404 today. U won't tell the @OPP_GTATraffic will you? #TellVicEverything

@buzzbishop: Hi @toewsvic, Strawberries are on sale at Superstore, \$3.88 for 2lbs. Just had some for lunch, it tasted like summer! #tellviceeverything

@justintrudeau: Dear @ToewsVic: Last night I promised my wife I'd wake up early for yoga, but repeatedly snooze-buttoned instead. #TellVicEverything



20



'THE BIRDS'

#TellVicEverything Day:
www.OpenMedia.ca/TellVicEverything



21

how does it work? (continued)

still confused?
I recommend fly.twitter.com

a note about links

- to preserve character count (you only get 140/tweet!), many users prefer to use shortened links
- example: bit.ly & ow.ly
- these work by URL redirect
- many link shorteners allow you to track clicks & demographics



24

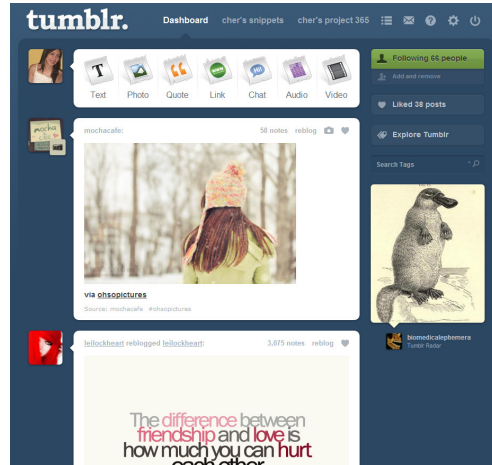
LinkedIn

- a social networking platform for professionals – helps you connect with classmates, colleagues, peers
- your LinkedIn profile (Timeline) acts as an online resume
 - NOTE: you can use privacy settings to specify which profile sections are public
 - NOTE: LinkedIn shows you who has viewed your profile
- organizations, brands, businesses and people can create LinkedIn pages and groups. Users can follow a page to see updates, job opportunities. Users can join groups to network, track what's happening in a sector



25

Tumblr



26

Pinterest



27

best practices & privacy tips

be social

- think before you tweet – it's public
- avoid deleting your tweets – may be perceived as inauthentic
- find your voice & be authentic
- ask questions
- share content from other users
- post photos – humans are visual creatures



etiquette

- post interesting content that reflects your organization or you as a professional
- timeliness & major events
- engage with other users: respond to comments, mention others, share content from other organizations
- mix up your posts – photos, event updates, news, videos, infographics, etc.
- be human – acknowledge mistakes
- don't spam
- don't feed trolls



30

legal caveats

- don't use copyrighted images
- don't impersonate someone else
- "views are mine" & "RTs do not imply endorsement"
- protect your passwords
- assume that what you post is public – beware defamation, libel, and slander
- if posting photos from an event, be clear about your purpose when taking photos



31

privacy hints

Facebook:

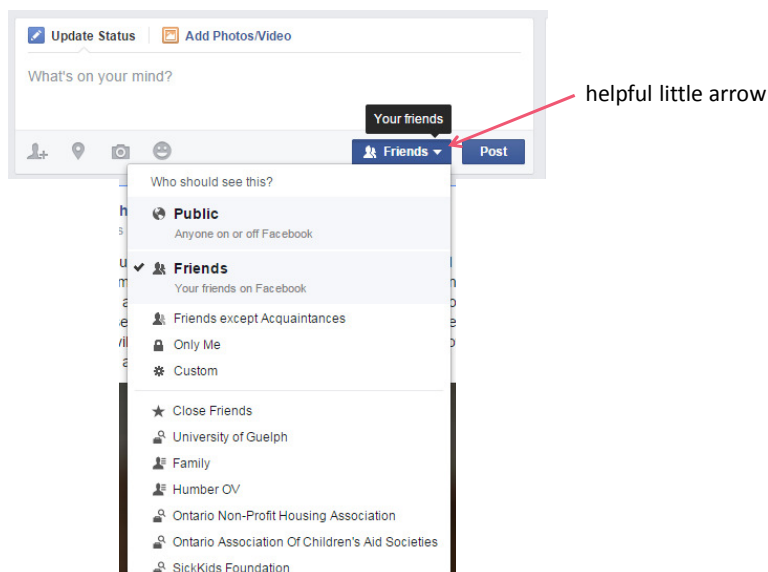
- set your privacy defaults to “Friends Only”
- Facebook allows you to designate friends as “Close Friends” or “Acquaintances” – this is helpful for choosing who can see your posts/photos/personal information
- get to know Facebook’s privacy settings and tools:
<https://www.facebook.com/help/325807937506242/>

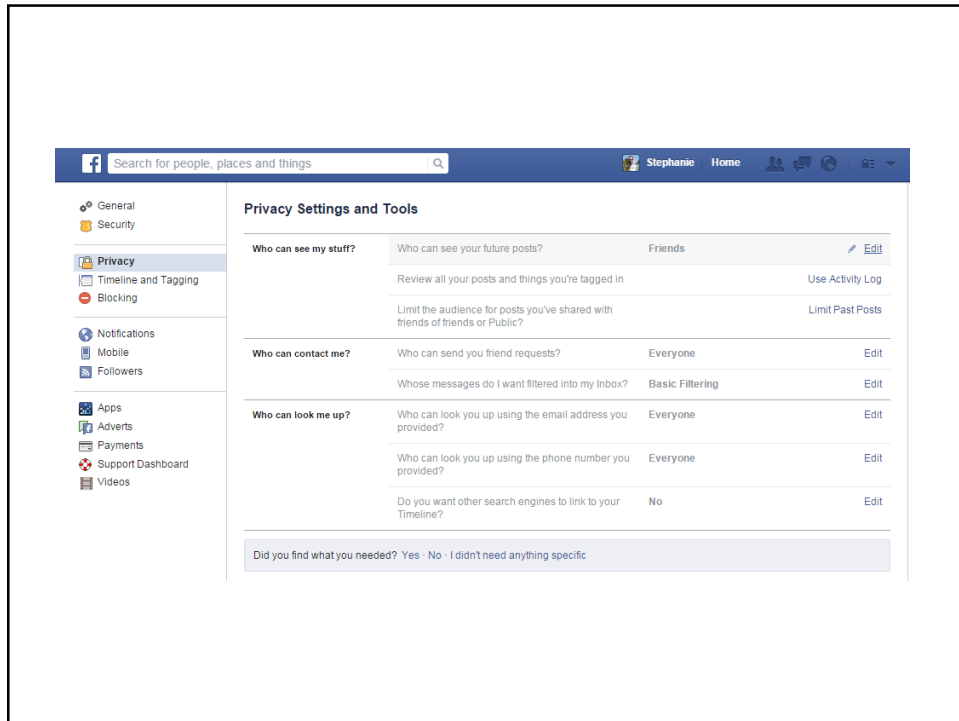
All:

- be cautious about revealing your whereabouts, whether you’re home alone, etc. on social media



32





questions?