

SOCIAL MEDIA TRAINING
Facebook
 LinkedIn, Twitter

Tools to Support
 Maryland Nafte Chapter Communication

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facebook

.....what is facebook?

Your opportunity to: "TALK", read or watch:
 news, opinions, events, entertainment,
 shopping that is local, state, national
 And

All Over the World
Stories

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Getting Started

NEW USERS...

FACEBOOK has a **HELP DESK**

Every destination/page
 has a distinct "addresses"

In Your Browser's ADDRESS BAR key in
[facebook.com/help](https://www.facebook.com/help) ... follow the instructions...

If you need help, see notes

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THIS IS WHAT THE HELPDESK LANDING PAGE LOOKS LIKE



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SOCIAL MEDIA COORDINATORS

LET'S TRAVEL ON FACEBOOK
FIRST STOP

NARFE'S National Facebook Page

- <http://www.facebook.com/NARFEHQ>

PLEASE "LIKE" (IF YOU HAVEN'T ALREADY)

– LOOK at the topics posted of interest..

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NARFE HQ FACEBOOK

- Health
- Benefits
- New administrators
- Government News



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"NEWS" SOURCES NARFE HQ

Government Executive Media

- <http://www.gemedia.com>

Federal News Radio

- <http://www.fnr.com>

FedSmith

- <http://www.fedsouth.com>

- The Washington Post

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Maryland Chapter Homework...

- Review Maryland NARFE Chapter pages on Facebook, all other Narfe Chapter and Federation pages.

- To search:
start with NARFE
in search bar and
all with NARFE will
pop up



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Participate

Your voice on Facebook

By selecting a LIKE, the page will go into your newsfeed. You can like individual posts or events—one example for Chapter 1990



Open Season Health Fair
November 21 at 10:00am
Kennel Center, 2614 Kennel Dr., Bowie, MD 20715

Like · Comment · Share

You and Harts Chapter 1990 Catherine, Md like this

Write a comment...

Choice: leave a comment, 'Like' or do both.

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Finding Your Posting "Voice"

Facebook is the big buffet of information and images: family, news events (International, National or local), sports, hobbies, humor, politics, quotes,

YOU NAME IT!

Finding your posting "VOICE" will come when you begin posting often on "WALLS" (pages). Little by little

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THREADS—a successful Post



NOAA NWS National Hurricane Center
22 hours ago

There are no weather disturbances over the Atlantic basin on this Wednesday morning that have any potential for tropical cyclone development during the next five days.

The hurricane season officially ends on November 30th.

Get the latest on the tropics anytime by visiting the NHC website at www.hurricanes.gov

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Threads/Shares

NOAA with over 245k Likes



This article had 63 shares and 120 LIKES

Like · Comment · Share

Alan Hinton, Dutch Aruba, Soyoun Kim and 117 others like this.

View 3 more comments

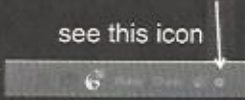
PoliticsNews Aja Did anyone think there would be? Just saying.....
12 hours ago · Like

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Starting a Chapter Page-mechanics

"How To": see this icon
From your own page-

Drop down menu-you will see
"Create Page"-mid way on list-click on it.
Next it ask for who are you ...
Choose organization



Click to open all rights reserved

NEXT: Type and Name the Page

Another drop down menu list, choose nonprofit for your Narfe Chapter Page

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Name Your Page

Narfe Chapter 1990 Catonsville, Md

- Start with: "NARFE"
- Next the word Chapter and then Number
- Your Location example:
Annapolis, Maryland
- Your Official Facebook page name:
NARFE Chapter 251 Annapolis, Maryland

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Administrator/Post- Controls

- The person who creates the page is automatically the default administrator
- However, you can add many more administrators..it is easy to do.
- When an administrator comes to a page he must pay attention to their name.

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Your Page as an administrator, looks like this..



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An Example -3 Admins and their roles



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Good Habits-Make a Folder

Start a folder on your computer to place material you have seen both images and story links for potential use on your own page. Some articles you will find are time sensitive, which you will use sooner. Others, generally interesting that can be used at any time. Images—example: chapter meetings, guest speakers, special interests of your chapter, parades any other community events, etc. or Google images.

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Finding "CONTENT" –the posts

NARFE Membership represents many different faces of government ... think of the all the individuals in your Chapter... start naming the places where they worked and you will find that most already have a Facebook page!

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Here are just a few of many ...and they all have updated content that many who would visit your page would find of interest

NIH <https://www.facebook.com/nih.gov>

• FBI <https://www.facebook.com/FBI>

• NOAA <https://www.facebook.com/noaa.nodc>

• Social Security Administration <https://www.facebook.com/socialsecurity>

• DEA <https://www.facebook.com/DOJ>

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Chapter Page Posts

What kind of material..

Maryland Narfe Chapter Pages include:

Meeting dates,
newsletter links,
Events, timely news
items, sharing
Narfe HQ posts



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Content is an Asset

Interesting sources abound on the internet
PERSONAL Posts on Facebook also have lots of content...with a wide range
That spotlights family, community, sports, hobbies, etc. Community pages often pick up on personal stories found on individual's pages...it's all about the storytelling and connecting to an audience.

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Facebook is all about...




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Choices of who you are when posting comments

If you are the administrator of the Chapter page you can post so all comments either show up in as your Chapter's name

- OR you can post as yourself.
- Remember to see who "you are" top right of the page

Chapter 1 (page) (right column)

- ## Open Posting/Deleting
- 
- I would recommend admin to allow ALL posts.
 - Comments on either your personal page or your Chapter page you don't like:
 - Dropdown arrow on the comment box..it says hide from timeline or delete...your choice.
 - If someone is really irritating you can report to Facebook and say why...this does happen.
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October 29

at meeting...now we ALL
 eisea Carden Show! Thank
 sentation.

Pin to Top

- Change Date...
- Add Location...
- Highlight
- Hide from Page

Delete...

Report/Mark as Spam...

Embed Post

Diane
 Awesome
 May 10

Cherle
 An i
 March

More Posts

Likes

Foran

A screenshot of a Facebook interface. At the top, a navigation bar contains the Facebook logo, a search bar, and a 'Log Out' button. Below the navigation bar, a post from 'October 29' is visible. The post content includes the text 'at meeting...now we ALL' and 'essa Garden Show! Thank'. A context menu is open over the post, listing options: 'Pin to Top', 'Change Date...', 'Add Location...', 'Highlight', 'Hide from Page', 'Delete...', 'Report/Mark as Spam...', and 'Embed Post'. To the right of the post, a list of users is shown, including 'Diane Aweso' and 'Charlie An'. The bottom of the image shows a blurred view of a person's face.

Posting on other pages

- Posting as the admin..so that your Chapter shows up in the comments box especially on other Chapter pages and other Facebook pages where the Chapter footprint can be seen...is good.
- It is a technique people use often to get others to say.. who is Narfe Chapter 251 and they visit your page...a good result and they should "like" you in return.

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Upcoming Events -Perfect



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Event: Simple to add to any Page

At your status bar..click Event..this menu appears



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Dropdown Form -Posting an Event

 A screenshot of the Facebook "Create New Event" form. The title is "ate New Event by Ayr Hill Garden Club". The "Name" field contains "ayr hill garden club". Below the name is a "Details" section with a link "Add more info". The "Where" field contains "Vienna, Virginia 22180". The "Tickets" section has a link "Add a link for guests to get tickets?". The "When" field contains "11/14/2011" and a link "Add a time". Below the date, there is a checkbox labeled "Only admins can post to the event wall" which is checked. At the bottom, there is a link "Add Targeting" and a "Targeted to" field showing "27".

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Goggle Images

- Google images are a great place to search for material that relate to posts you think will be of interest.



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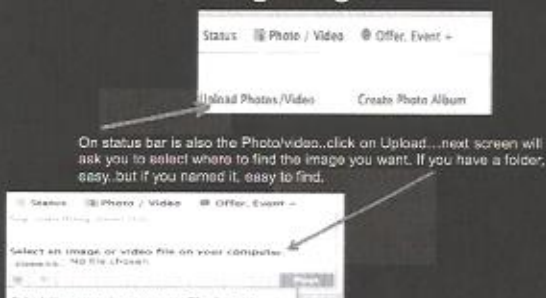
Saving Images

When you find an image you want –open it, right click with your mouse and a menu will say “Save”.. Name the photo and pick the destination where you it will be saved.



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Posting Images




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So Build it will THEY Come?
...not necessarily



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Facebook “like” numbers for Maryland Chapter Facebook pages as well as almost all the Chapters in other states are low

WHY?

Support drives the numbers. Encourage your digitally connected chapter members to visit the pages to “like” and, comment.

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Building Page “visit” statistics


The more often you visit



a Chapter Facebook page, **BETTER** member connections can happen. Additional benefit...

Potential new members can see the activity.

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Keeping a page up to date with interesting facts, stories, or even just photos, is a way to signal others just like you who have chosen NARFE membership.

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How Often do you need to Post?



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Stay PLUGGED IN

- There's an abundance of material to post
- Your time and motivation will determine frequency but 2x a week a good guide
- Don't miss opportunity windows: Furloughs and Budget, 2 examples
- A picture captioned can "tell" a worthwhile story.

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What's Off Limits




- As the expression goes..What is funny to one person, may not be for someone else.
- Controversial topics.. sex, politics, religion unless better to avoid unless!-- A government agency is handling a situation involving these categories out in the public eye.

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Facebook Workout

- Go to Search bar on Facebook and key in Narfe until you see every Maryland Chapter Page if you haven't already...please "like"...
- Choose one Chapter page to make a comment....
- Your next steps as the Social Media coordinator is to engage your digital members...do you think your Chapter would respond to rewards to activate their interest?
- Let's put Maryland Narfe at the top of the National Social Media trail blaze....

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**Real BREAK...
10 minutes...**


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to sign up..<http://www.linkedin.com>
Additional "How To"
<http://help.linkedin.com/app/home>

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"Words to the wise, when Lenny asks you to connect on LinkedIn, you connect on LinkedIn"



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LinkedIn Personal/Chapter, benefits?

- LinkedIn is about connections also- "professional" which includes work but also community.
- Many people think if they are retired joining makes no sense, but it is!
- I will provide some reasons why you should sign up for a free account, ...nothing ventured...nothing gained....

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Similarities to Facebook

- Has a Home page too and instead of "friends" individuals are asked to "connect"
- Posts-yes you can comment
- People to follow called "Influencers"
- Group:, some open, some closed

Overall, the "differences" I use is comparing People Magazine versus Forbes Magazine or The Wall Street Journal. LinkedIn is not much for "silly" pages like Facebook.

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Settings and Control-
this is what you see when you have
the FREE Account..
many perks with a premium account, but
also not inexpensive.



Check/Control all rights reserved

Linkedin Home Page



Check/Control all rights reserved

Posts



Check/Control all rights reserved

Daily News-Global and you can
customize what you want to see

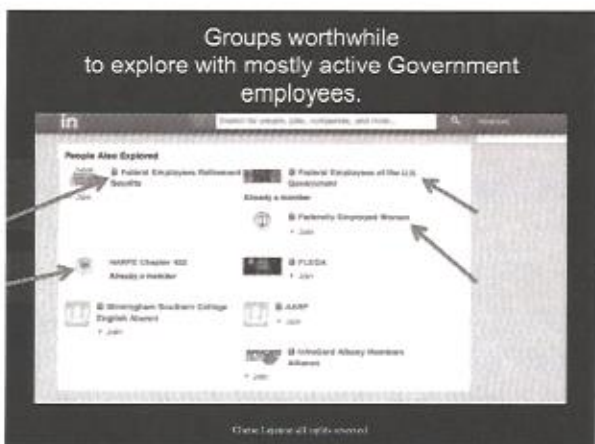


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Influencers-Global



Groups worthwhile to explore with mostly active Government employees.



Linkedin-has frequent Government representatives, called influencers... not just elected officials



Government Groups-Federal Employees of the U.S Government



LinkedIn Synopsis Why Join?

- The requirements to upload your resume/work connections is not difficult and a good exercise, but warning it is long.
- You can also redo your resume that is more about your community engagement. Many Narfe members belong to many local groups, and also volunteer to help others.

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Join--Continued

- Much of the information posted is well organized according to interests. Updates are made available several times a day through what is called: PULSE. There is less posting barragement like Facebook
- Big opportunity to use LinkedIn's group feature to get more traction for NARFE

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Breathe...3 minute break...questions on LinkedIn?



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TWITTER-SHORT AND SWEET



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Twitter-Sign-up, Easy Posts

<http://www.twitter.com>

What gets posted on Twitter can also be seen on Facebook...you can use setting to do this
Using an application to make seeing, sending and searching tweet easier:

Recommend: HOOTSUITE

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Twitter= a handle for a name

- Many people use there own names for twitter and all twitter accounts use this with their
- Handle...and there are never any space safer it...

@

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Twitter characteristics ...

you cannot write more than **140 characters**.

Or if you are like many people/businesses, you link to a Facebook page, a blog, website or many other social media location...fast big bounce posting.

SECOND BIG TWITTER HOOK # HASTAG

use it for a combination of words/letter and you will find a whole **STREAM** of **TWEETS** that should relate to the combination. If you want to for example know all things WH key in #WH or #OBAMA or #WHPRESIDENT...well you get the idea I hope.

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Twitter- Photos TOO!

- This company founder became a billionaire in the last year for his savvy application that provided an instant connect of photos from your smartphone to an outgoing tweet feed...the fun software

allows you to play
and edit the photos...

- Video too...all went viral



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Twitter Synopsis

- Some older adopters of social media liken twitter like being in a fast moving river...with not too much control of the water coming at you.
- Individual benefit: follow trends you want to see what's happening **NOW**. From traffic, accidents, disasters..etc. It has been extremely helpful and well utilized around the globe ... natural disasters ..eye of war zones...
- Nafte use benefit: create streams of info about the Federation/Chapters getting events, meetings, news out quickly with hashtag!

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You Were Great Students!

- Nobody, not even young people can do all social media overnight, so don't be hard on yourself.
- Chose what works for your lifestyle, and your Chapter member's interests.
- Critical follow through after this training ...use your ECC mentor. There are no dumb questions.
- Starting a Facebook page for your Chapter opens up many possibilities for older and attracting new members ...connecting with existing FB pages for Chapters to LIKE very important...and you will remember to like the FB page for the Federation when it is posted.
- Lastly digital adoption/education is extremely important. You the Social Media Coordinators, can make a BIG DIFFERENCE in your Chapter member's life. Connecting people these days can be literally life saving.

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thank
you!

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