

SOCIAL MEDIA: HOW DO I...?

Facebook Page

Facebook Pages are for businesses, brands and organizations to share their stories with people. Like profiles, you can post stories, host events, add apps and more. People who like your Page (and their friends) can get updates in the News Feed.

Twitter

Twitter is a real-time conversation tool that allows you to send and receive 140 character messages, tweets. Your Twitter community is made of profiles you follow and those which follow you. Profiles can be businesses, causes, or people.

#Hashtag

- **#Hashtag:** a word or phrase preceded by a pound sign (#). Used to identify posts on a topic or conversation.
- #ThisRunOnPhrase becomes a link to posts and tweets sharing the common hashtag – creating a conversation.



Facebook for Pages

Benefits of using a Page:

- Vanity URL: <https://www.facebook.com/EricRatinoff>
- Tools: Analytics / Insights
- Advertise: Page, Posts, Events, & Outside Content
- Ability to market and reach a tailored audience
- Interact with other pages
- Schedule FB posts in advance
- Can have multiple admins, with varied page roles

How to create a Page:

- Go to [facebook.com/pages/create](https://www.facebook.com/pages/create)
- Choose a Page category
- Get Started and follow the on-screen instructions



Online Tools:

- Link Shortening, bit.ly
- Dashboard for Scheduling & Monitoring: hootsuite.com
- Host or Join a #TwitterChat: <http://tweetchat.com/>

Tips:

- Link Social Media Platforms and cross promote.
- Share for the audience you want to attract.
- Create content on business pages, share on personal.
- Use keywords that are in-line with your industry and desired audience.

Social Media for #Network4Cause:

Take advantage of Social Media and internet marketing to boost your nonprofit's visibility, membership, and funds.

Join us at our next **Social Media for #Network4Cause** workshop on July 10th at Eric Ratinoff Law Corp, 401 Watt Ave., presented by Angela Rosas.

Twitter

Benefits of using Twitter:

- For business communication (to build community with your customers, vendors, etc.)
- Vanity URL: <https://twitter.com/ericratinoff>
- Ads include Analytics / Insights
- People, Brands, Business = equal access & reach

How to start Tweeting:

- Go to <https://twitter.com/signup>
- Create a username, Twitter Handle: @EricRatinoff
- Add avatar, header image, keyword heavy bio
- Follow — people/businesses in community, industry, etc.

Types of tweets:

- General tweets. A public tweet sent to everyone who follows you.
- @Replies. A public tweet sent to a specific person on Twitter.
- @Mentions. Very similar to an @reply, but the @username isn't at the start of the tweet.
- Direct message. A private tweet sent to a person who follows you.

<https://socialmediaworkshop4nonprofits.eventbrite.com>

