

Volunteer Leader Training Guide

Social Media Landscape

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Introduction

With the advent of online networking capability, social media is QUICKLY becoming a large part of our daily lives – not only for personal use but for business use as well. A late 2012 survey by the Pew Research Center’s Internet and American Life Project shows that 52 percent of Internet users who use social networking sites are between the ages of 50-64. A large number of users 65+ are also social media savvy. Another finding from that same survey shows that women are more likely than men to be on the sites (71 percent). This teaching tool will cover the top social networking sites. Not every social media platform is the same. Explanations of specific ways that EHC clubs can utilize these sites (i.e., meeting notices/reminders, classes taught by EHC, helpful tips, promotion of Extension programs, fundraisers) as well as simple, step-by-step, quick tutorials will be provided.

Target Audience

- EHC leaders
- Adult audiences

Objectives

Participants will learn:

- The top five social media sites with corresponding descriptions of each site.
- Specific ways that EHC groups can make use of social media.
- How to access these sites.

Main Teaching Points

- Brief description of popular social media sites
- Tips for effectively using social media
- Intro tutorials on how to use the sites
- Examples of Extension personnel using social media

Lesson Materials

- PowerPoint presentation
- Activity Sheets (OPTIONAL)
- Social Media Site Descriptions
- Effectively Using Social Media Tip Sheet
- Ways EHC Groups Can Use Social Media
- Evaluation

Top Five Social Media Sites for EHC Groups

Although there are a TON of social networking sites out there today, listed below are the top five sites that EHC groups will probably find the most beneficial. Start your discussion by simply going over brief descriptions of each of those five sites. Descriptions are provided below.

- 1) **Facebook** is a way to connect and share photos, events and information with the people in your life. Facebook is the world's largest social network, with over a billion users worldwide.
- 2) **Twitter** is an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters.
- 3) **Pinterest** is a pinboard-style photo-sharing web site that allows users to create and manage theme-based image collections such as events, interests and hobbies. Users can browse other pinboards for images, 're-pin' images to their own pinboards or 'like' photos.
- 4) A **blog** is a web page that contains dated posts, by one or multiple users, often pertaining to a particular topic. "Blogging" is the act of writing in a blog. Popular blogging sites are Blogger, WordPress and Tumblr.
- 5) Buy and sell handmade or vintage items, art and supplies on **Etsy**, the world's most vibrant handmade marketplace.

How to Access Each of These Sites and Set Up Accounts

Once you have provided an overview of each of the sites, make sure that everyone knows how to access the sites. Depending on how social media savvy your particular audience is should determine whether you actually cover the steps to setting up the different types of accounts or not. If your group is completely new to social media, suggestion would be to only provide them with the web sites for each.

1. Facebook – www.facebook.com

- Log into Facebook.
- Click on Create a **PAGE** (pages are open to EVERYONE).
- Choose a category from the drop down menu.
- Add a profile picture.
- Add basic about info.
- Like your own page.

- You will have the option now of inviting friends from your contact and sharing a status. You can do these things now...or later.
- Add a cover photo.
- Add to your about page.
- Review permissions.

For More Specifics on Each of the Facebook Page Steps:

(You should visit this site ahead of the training yourself for a better understanding.)
<http://www.socialmediaexaminer.com/how-to-set-up-a-facebook-page-for-business/>

Facebook Group (visible only to approved/invited members)

- Go to Facebook.com.
- If you already have an account, log in. If not, sign up by entering your information. Click sign up.
- Enter the security code to proceed.
- You will be taken to a page to set up your profile. Click “skip this step” for all three steps. (You can always add this information later.)
- You should now be at the “home” portion of the site.
- Now you want to click on the “Groups” links on the left side of the screen.
- When you click on this link, you will be taken to a screen where you can “Create a group.” Click on “Create a Group.”
- On the next screen, fill out the information for your club group. Click on create group.
- Once you create your group, you will be taken to the next step in the Group creation process.
- Once you have completed creating your Group profile, you will now be able to invite members from your friends list.
- Your group is now created.

2. Twitter – www.twitter.com

Steps to Setting Up a Twitter Account

- Choose a profile name.
- Add a photo of you.
- Complete your bio.
- Add your web site address.
- Follow some people.
- Get tweeting.

3. Pinterest – www.pinterest.com

Steps in Setting Up a Pininterest Account

For a **Business Account**: <https://pinterest.com/business/create/>

- Fill out the information.
- Click Create Account.
- This is for a business account.

For a **Personal Account**: <https://pinterest.com/join/signup/>

4. Blogging sites

(Since there are several blogging sites, it's best to just research a couple, see what you think would work for you and then follow the prompts to get signed up.)

- www.blogger.com
- www.wordpress.org
- www.tumblr.com

5. Etsy – www.etsy.com

To Sell on Etsy:

- Register (if you haven't already)
- Sign up to Sell
- Language and Currency
- Start setting up your shop
- Choose your shop name
- Shop look and branding
- List Items
- Get Paid
- Billing
- Open your Shop

To Simply Browse/Purchase on Etsy:

- www.Etsy.com
- Click REGISTER.
- Fill out the personal info.
- Click REGISTER again.

Examples of Extension Personnel Using Social Media

Take a moment to go to some of the sites provided below as examples to show what the sites look like and give an idea of the ways that Extension personnel are already using social media. If you don't think that you'll have Internet access, you might want to print some examples from the sites ahead of the training.

- https://www.facebook.com/KatieCullumWhiteCo?ref=tn_tnmn
- <https://www.facebook.com/arfamilies.saline>
- <https://twitter.com/KatieCullumFCS>
- <http://uofacesmg.wordpress.com/>
- <https://www.facebook.com/pages/Van-Buren-County-E-H-C-U-of-AR-Coop-Extension-Service/326289527384006?fref=ts>
- <https://www.facebook.com/pages/Saline-County-Extension-Homemakers/128399883968294>
- <https://twitter.com/TonyWindham>

How Can EHC Groups Use Social Media

Discuss ways in which EHC groups can make use of social media. *You may have some participants who are already using social media. If so, get their input as to exactly how they are using it – have them share with the group.* Of course, there are more ways! This list serves as a few ideas to get minds and creativity flowing.

- ✓ Meeting notices/reminders
- ✓ Training offerings
- ✓ Workshop offerings
- ✓ Helpful Tips (such as health or wealth)
- ✓ Bake Sale (or other fundraiser)
- ✓ Ask for quilt ideas and photos (or other subject matter photos/ideas of interest)
- ✓ Interact with other clubs and ask them about their activities and events
- ✓ Share recipes
- ✓ National Nutrition Month, Autism Awareness Month, etc.
- ✓ Food safety recalls
- ✓ Promote FCS and other Extension social media posts and programs
- ✓ Community service projects
- ✓ Award/scholarship recognition
- ✓ Cooking contests
- ✓ Food drives
- ✓ Holiday ideas

Optional Activities

(If you have time and would like to make your presentation more hands-on, we have provided two possible activities with corresponding activity sheets)

1. Explore EHC Social Media sites (from other clubs or states) and record ideas
(Have participants explore other Arkansas EHC club social media sites and record ideas they may get from doing so.)
2. Facebook Savvy quiz
(Give the quiz. It might be kind of difficult for newbies. Therefore, an answer key is provided. You might consider doing it as an “open book” quiz.)

Tips on Effectively Using Social Media

Now that participants know what social media is and how they can use it, it is important to discuss what it takes to use it effectively!

- ✓ Post often, but not TOO often.
- ✓ Use crisp, clear photos.
- ✓ Engage clients (or whomever you are interacting with).
- ✓ Link your social media efforts together to save time.
- ✓ Respond to any questions or interaction that you may receive in a timely manner.
- ✓ Steer clear of controversial issues.
- ✓ Learn from others.

Last Step – Evaluation

Once you have concluded the teaching portion of the program, have participants complete the evaluation.

Resources

The top five social networking sites mentioned in these materials were used for the information provided: Facebook, Twitter, Blogger, Etsy and Pinterest. The web sites were already provided.

Also used as resources were the Extension personnel social media example sites (used WITH permission from the owners of those sites). Links to those sites have already been provided as well.

Facebook Savvy quiz is credited to <http://whatis.techtarget.com> and <http://www.socialmediaexaminer.com/how-to-set-up-a-facebook-page-for-business/>.