

# Social Media 101 - The Basics

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[www.simplecloudworks.com](http://www.simplecloudworks.com)

Simple  
Cloud Works

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Board Leadership  
2013

10 years

- > What is Social Media?
- > Getting started
- > An exercise for you
- > Qs & As

# Our session

Facebook? Twitter?

Personal or Job use?

Check it at least once  
every day?

**Tell me...**

"...means of **interactions** among people in which they **create, share,** and **exchange** information and ideas in **virtual** communities and networks."

## What is Social Media?

# Interactions...

How did  
you hear  
about  
the new  
pope?

# Interactions...

FORUMS

VIRTUAL SOCIAL  
WORLDS

SOCIAL

NETWORKS

PODCASTS

MICROBLOGGING

BLOGS

SOCIAL

CONTENT

NEWS

COMMUNITIES

CROWDSOURCING

# Social Media is not only ...

FORUMS



SOCIAL NETWORKS



MICROBLOGGING

BLOGS



# MASTERMAQ

CONTENT COMMUNITIES



SOCIAL NEWS



CROWDSOURCING



# Social Media is ...

a social venue

narratives  
personalities  
is about people



**How on  
Earth does  
your  
message  
become**

**...**

a social venue

narratives  
personalities  
is about people

**...viral?** (self-  
replicating spread)

**...the most watched  
YouTube video?  
(1.4 billion views)**



**He may know  
something  
about it...**

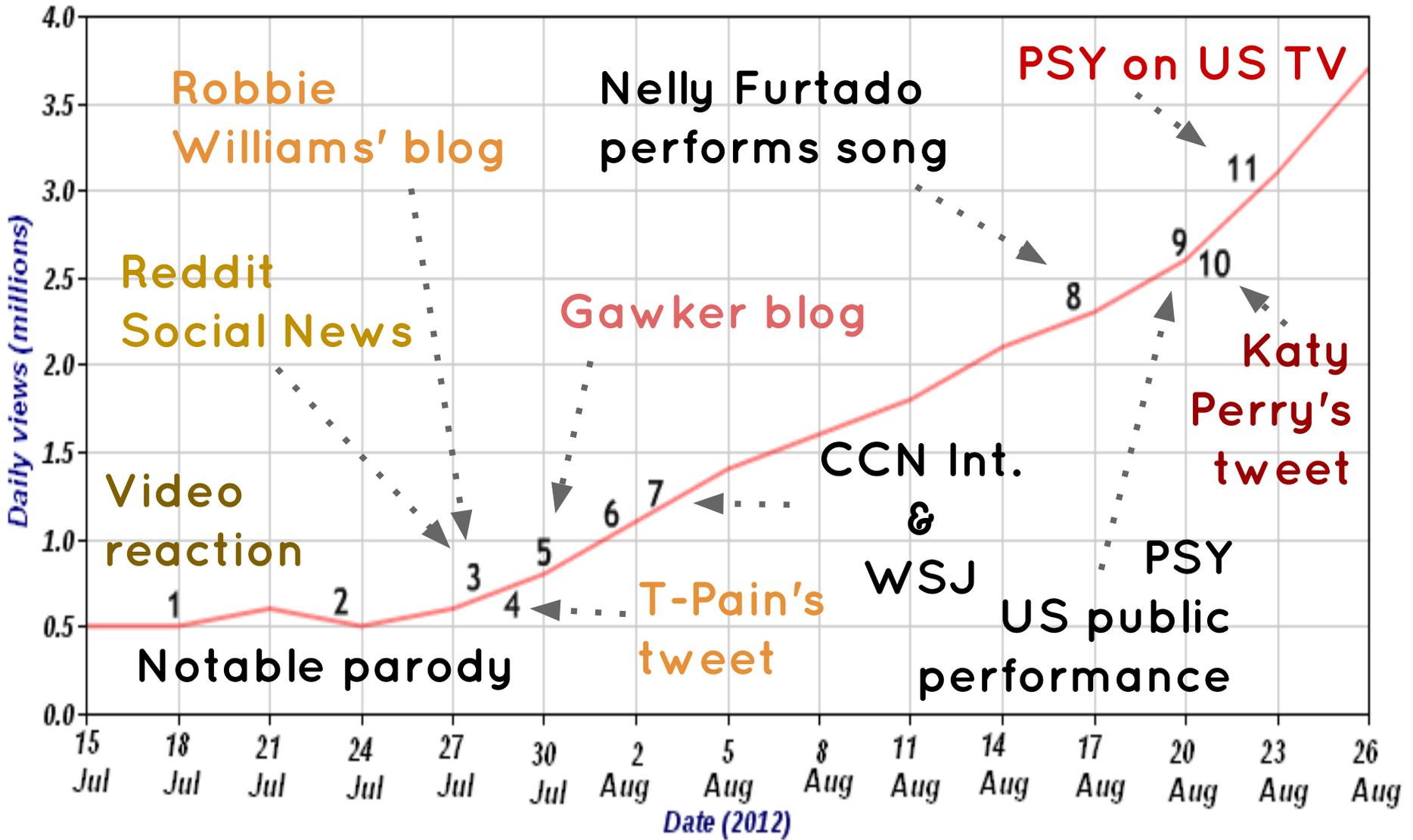
[www.youtube.com/user/officialpsy](http://www.youtube.com/user/officialpsy)



Was it...?

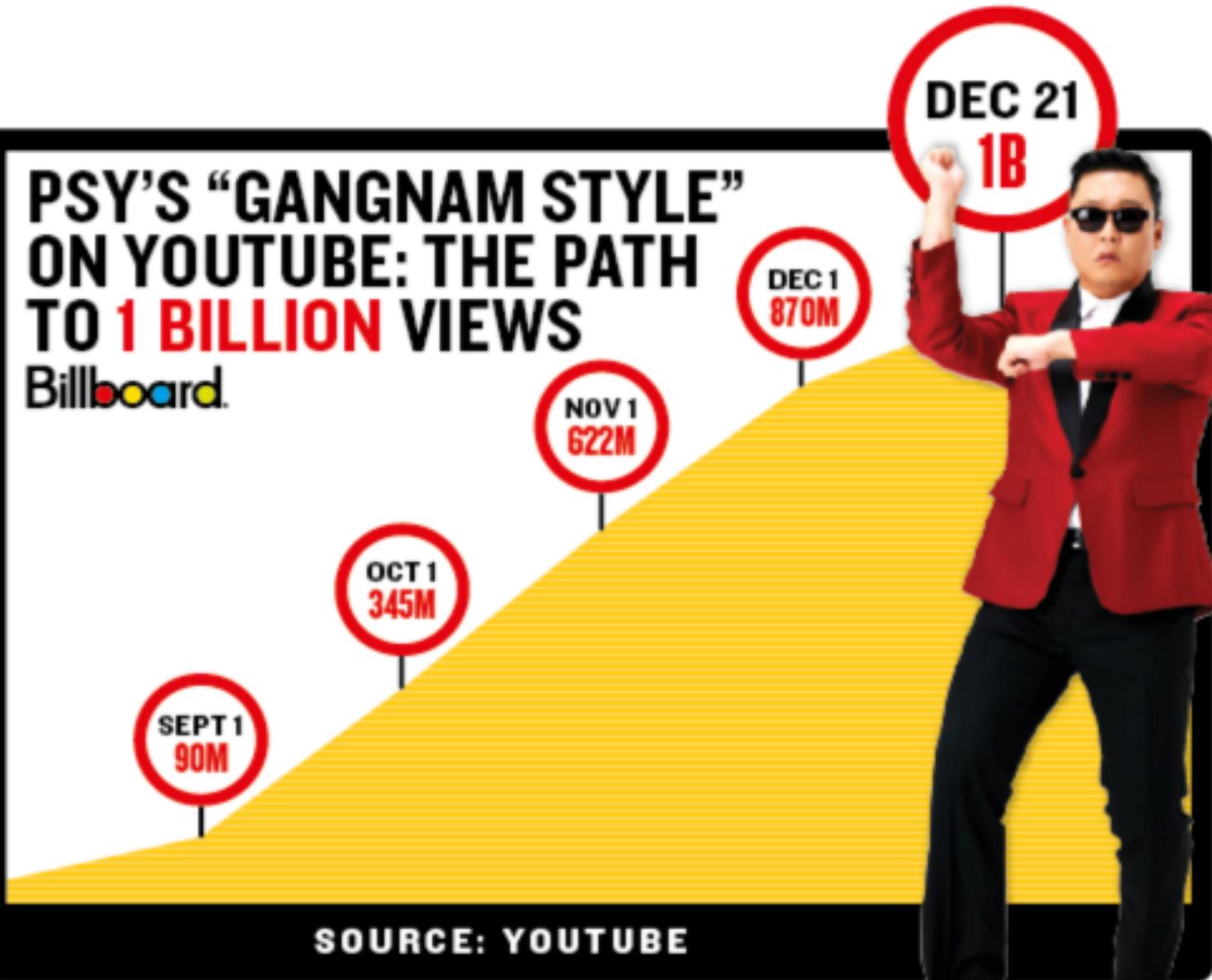
[www.youtube.com/user/officialpsu](http://www.youtube.com/user/officialpsu)

PSY - GANGNAM STYLE (강남스타일) - YouTube



# PSY'S "GANGNAM STYLE" ON YOUTUBE: THE PATH TO 1 BILLION VIEWS

Billboard.



SOURCE: YOUTUBE

PHOTO COURTESY OF REPUBLIC RECORDS

# **Social Media is ...**

**a social venue**

personalities  
is about people

**intimate**

profound connections  
have to take emotional risks

**a good way to reach**

unexpected audiences



**William Shatner** @WilliamShatner

5h

@Cmdr\_Hadfield Are you tweeting from space? MBB

Details



**Chris Hadfield**

@Cmdr\_Hadfield



Following

@WilliamShatner Yes, Standard Orbit, Captain. And we're detecting signs of life on the surface.

Reply Retweet Favorite Buffer

434  
RETWEETS

266  
FAVORITES



4:32 PM - 3 Jan 13 · Embed this Tweet

Reply to @Cmdr\_Hadfield @WilliamShatner



**brownpau** @brownpau

2h

An astronaut in space @Cmdr\_Hadfield just sent a status message to a guy who portrayed a starship captain @WilliamShatner LIFE IN THE FUTURE

Details



**Dr. Ian O'Neill** @astroengine

2h

@brownpau I feel there's a story here... :D

Details



**Jason Major** @JPMajor

2h

Looks like @WilliamShatner has opened a hailing frequency to the #ISS and @Cmdr\_Hadfield answered! #cool [trekcore.com/audio/toscompu...](http://trekcore.com/audio/toscompu...)

Details

Intimate and  
outreaching



QMI AGENCY FILES



# CHRIS HADFIELD

WWW.DSC-CSA.GC.CA



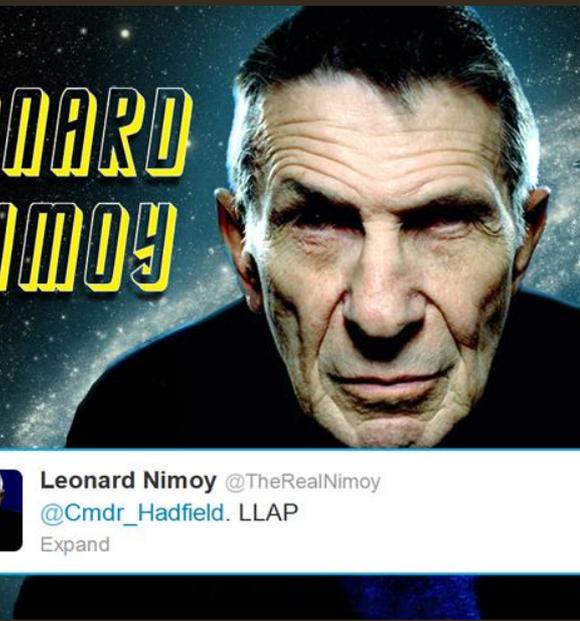
**Chris Hadfield** @Cmdr\_Hadfield

3 Jan

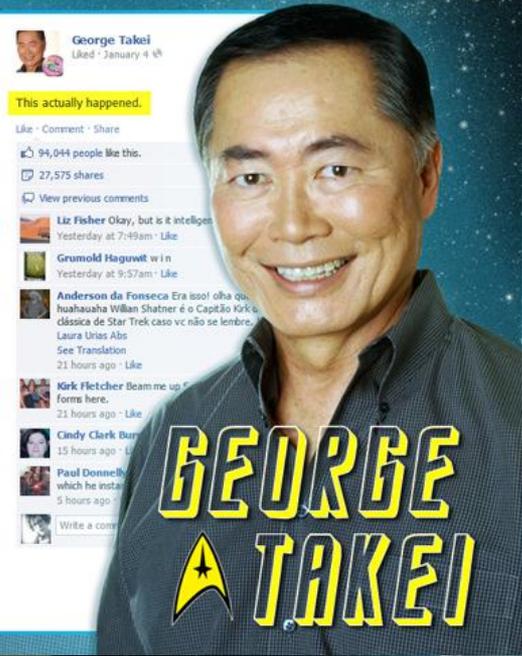
@WilliamShatner Yes, Standard Orbit, Captain. And we're detecting signs of life on the surface.

[View conversation](#)

**LEONARD  
NIMOY**



**Leonard Nimoy** @TheRealNimoy  
@Cmdr\_Hadfield. LLAP  
Expand



**GEORGE  
TAKEI**

**George Takei**  
Liked · January 4 · 4k

This actually happened.

Like · Comment · Share

94,044 people like this.

27,575 shares

View previous comments

Liz Fisher Okay, but is it intellige  
Yesterday at 7:49am · Like

Grumold Haguwit win  
Yesterday at 9:57am · Like

Anderson da Fonseca Era isso! oha ou  
huahauha Wilan Shatner é o Capitão Kirk  
clássica de Star Trek caso vc não se lembre  
Laura Unas Aho  
See Translation  
21 hours ago · Like

Kirk Fletcher Beam me up  
forms here. · Like  
21 hours ago · Like

Cindy Clark Bur  
15 hours ago · Like

Paul Donnelly  
which he insta  
5 hours ago · Like

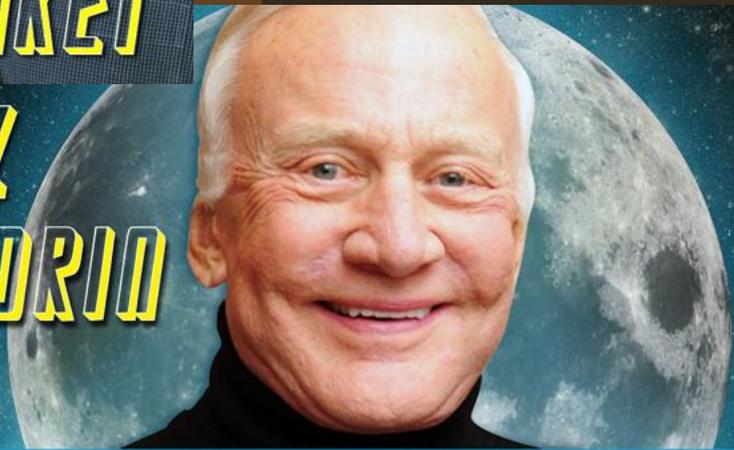
Write a comment

**William Shatner** 16h ♂  
@Cmdr\_Hadfield Are you tweeting from space? MBB

**Chris Hadfield**  
@Cmdr\_Hadfield

@WilliamShatner Yes, Standard Orbit, Captain. And we're detecting signs of life on the surface.

**BUZZ  
ALDRIN**



**Buzz Aldrin** @TheRealBuzz  
4 Jan  
@Cmdr\_Hadfield @WilliamShatner Neil & I would've tweeted from the moon if we could have but I would prefer to tweet from Mars. Maybe by 2040  
Expand

**Life  
imitates Art...**

↑ [-] amitch95 144 points 26 days ago

↓ Any advice to a young person who wants to get into this field?

permalink report give gold reply pocket

↑ [-] ColChrisHadfield [S] 827 points 26 days ago 🌟

↓ **Decide in your heart of hearts** what really excites and challenges you. Choose a direction. Every decision you make, from what you eat to who you date, goes into who you are tomorrow, and the day after that. Look at yourself into that person. You may not get exactly where you want, but you'll have things that suit you in a profession you believe in. Don't let people tell you you don't want to become.

Chris Hadfield  
in a Reddit's "I am a..."  
(IAmA)  
social-online interview

**Intimate and  
outreaching**

# **Social Media is ...**

**a social venue**

personalities  
is about people

**intimate**

profound connections  
have to take emotional risks

**a good way to reach**

unexpected audiences

**not a replacement**

for conventional media

**Time for a demo...**

**Facebook**

**101 - 1**

**For  
organizations**

**Create an account / page**

<https://www.facebook.com/help/pages>

**Invite friends to Like page**

Add other admins

**Post your messages and  
media content**

**Create events**

**Facebook**

**101 - 2**

**For  
organizations**

**Link Facebook to Twitter**

<http://www.bigfin.com/blog/post-facebook-to-twitter/>  
but you may prefer all the way round

**5 Common Facebook  
Marketing Mistakes (And  
How To Avoid Them)**

[http://allfacebook.com/kevin-mullett-facebook-mistakes\\_b107524](http://allfacebook.com/kevin-mullett-facebook-mistakes_b107524)

**Promote your page or  
event with Facebook Ads**

## Personal account

"You can message up to 250 Facebook friends or email addresses at once"

## Group

"Messaging members of a group is currently only available in small groups"  
Approx. < 50

## Pages

"You can only send messages to people who've contacted you on your Page"

[facebook.com/help](https://www.facebook.com/help)

**Facebook**

**Know the  
limits**

# Twitter

## 101 - 1

For  
organizations

### Create an account / page

<https://support.twitter.com/groups/31-twitter-basics>

### Follow others - Retweet

### Link Twitter to Facebook

<https://support.twitter.com/articles/31113-how-to-use-twitter-with-facebook>

### Learn the Twitter lingo

<https://support.twitter.com/articles/166337-the-twitter-glossary>

**Twitter**

**101 - 2**

**For  
organizations**

**Create stories - Storify**

<http://storify.com/>

**Tweet Smart**

**#tweetsmart**

**25 Twitter Projects to Help You Build Your Community**

<http://shop.oreilly.com/product/0636920021315.do>

**The Top 5 Marketing  
Mistakes on Twitter and  
How to Avoid Them**

<http://marketingforhippies.com/tweep-e-licious/>

# Integrate

## Use Social Media Management Systems

e.g. HootSuite, TweetDeck or Viralheat

<http://www.punchbugmarketing.com/hootsuite-vs-tweetdeck-which-do-you-need/>

<http://trumpetermedia.com/2013/02/22/tweetdeck-vs-hootsuite-managing-your-social-media/>

<http://resnarkable.com/b2b-social-media-tools-replace-hootsuite-with-viralheat/>

**Time to think...**

**What is your  
main message?**

**How could  
Social Media  
help?**

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for conventional media

## Dive in...

### Who to follow...

@mastermaq

@EdmCVO

@VolunteerAB

### What to follow...

#yeg

#yegnonprofit

#yegvolunteer

#nonprofit

### Meet others...

SM Breakfast - YEG

<http://smbyeg.ca>

## REMEMBER

Interactions

require

giving as

much as

receiving

Andrea Sage -  
EFCL

Paula Simons -  
Edmonton Journal

Board Leadership

YEG Social Media  
Community

**THANK YOU!**

**Questions?**

# Social Media 101 -

# The Basics

joseph@  
simplecloudworks.com



@josephluiscm



/in/josephluis



josephluiscm



bit.ly/gplus-jl



Enjoy

BL

2013!



#BLYEG2013