

Social Media 101 - The Basics

Jose-Luis Carreon-
Macedo
(Joseph)

www.simplecloudworks.com

Simple
Cloud Works

Board Leadership
2013

10 years

Our session

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

Tell me...

Facebook? Twitter?

Personal or Job use?

Check it at least once
every day?

"...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

NEWS

CONTENT

CROWDSOURCING

COMMUNITIES

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**

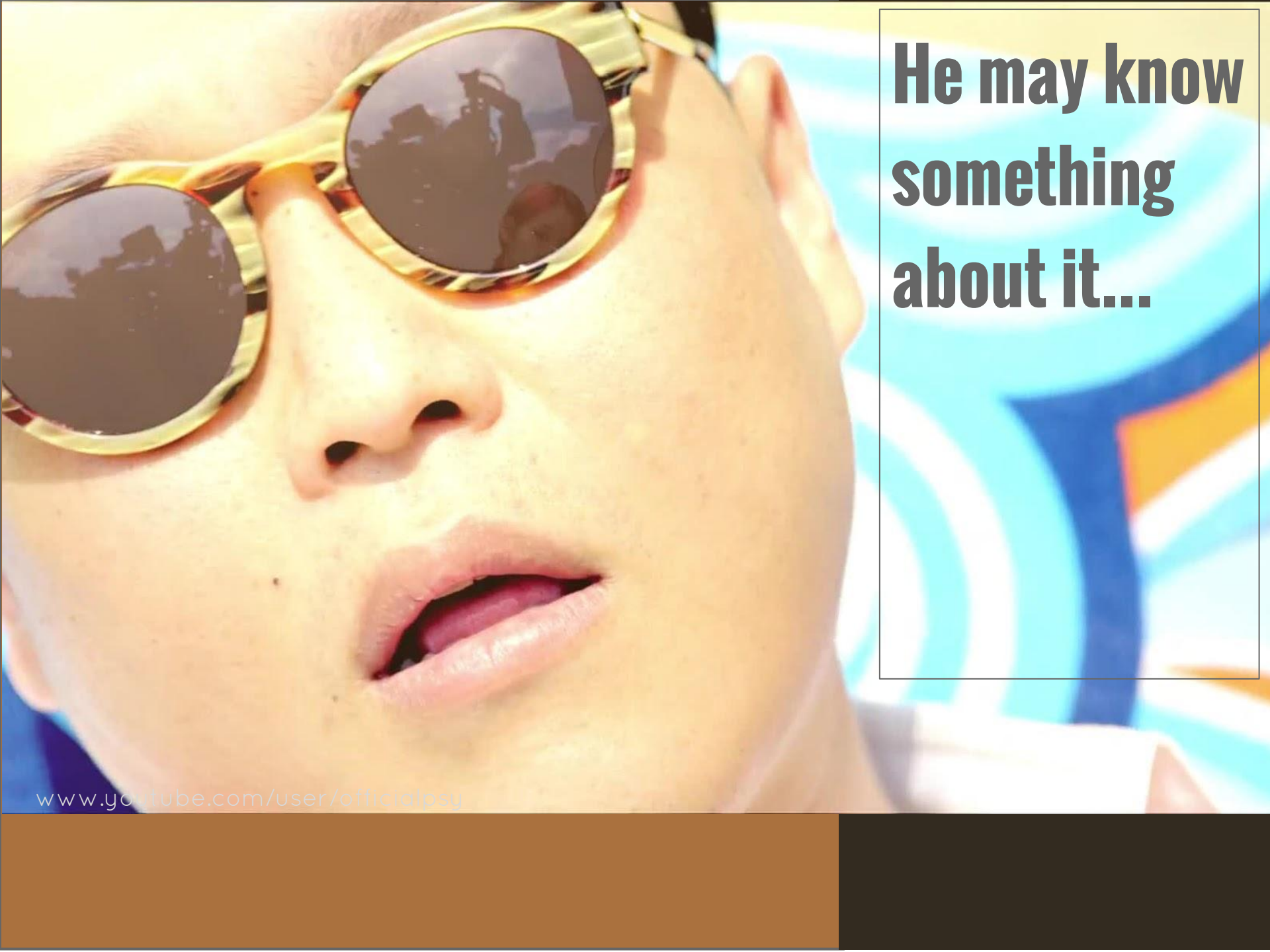
...

a social venue

narratives
personalities
is about people

...viral? (self-
replicating spread)

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

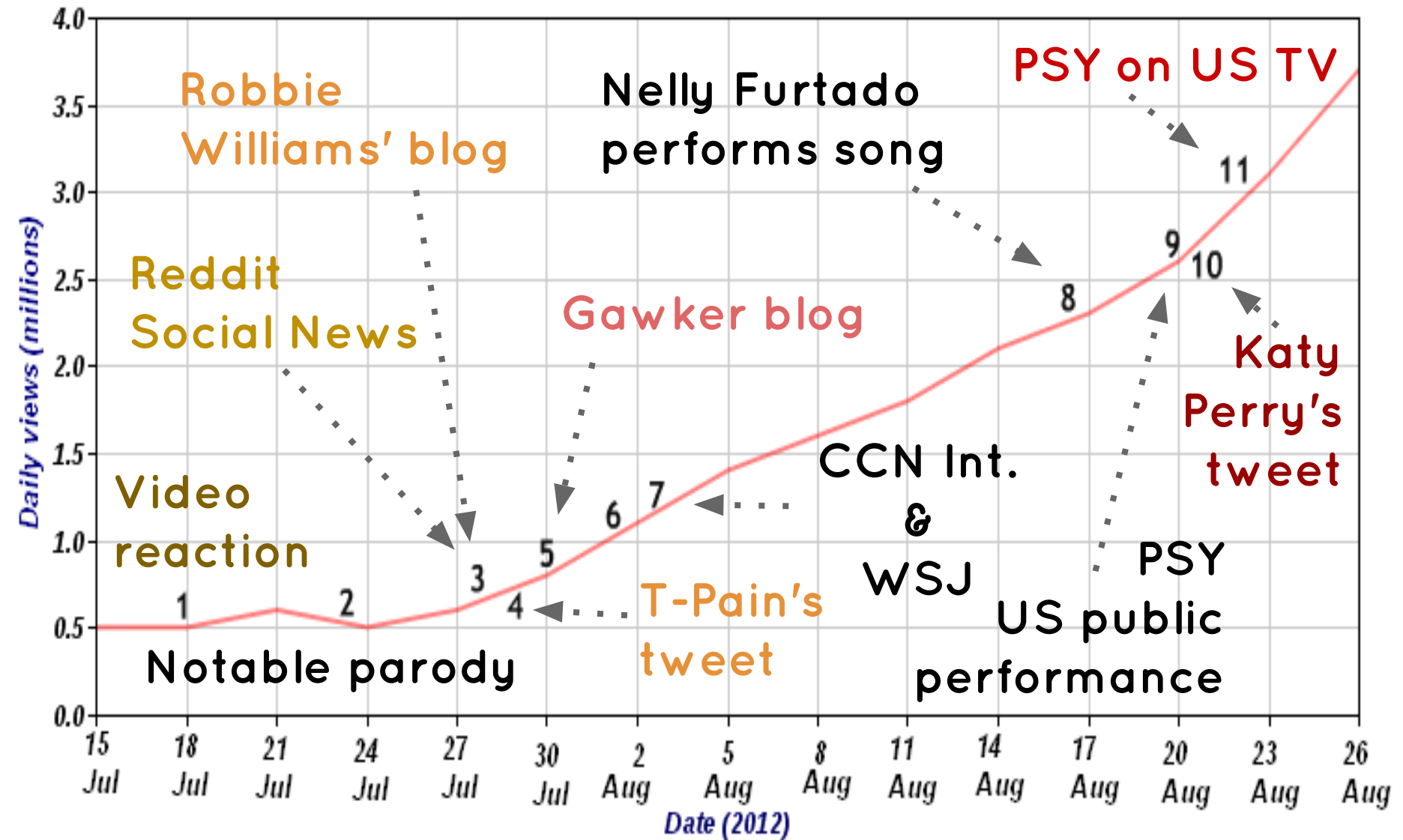
A close-up photograph of a man's face, focusing on his eyes and mouth. He is wearing gold-rimmed sunglasses with dark lenses. His mouth is slightly open, and his expression appears to be one of surprise or realization. The background is a bright, out-of-focus pattern of blue, white, and yellow, suggesting a beach or outdoor setting. The text "He may know something about it..." is overlaid in the top right corner in a bold, black, sans-serif font.

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



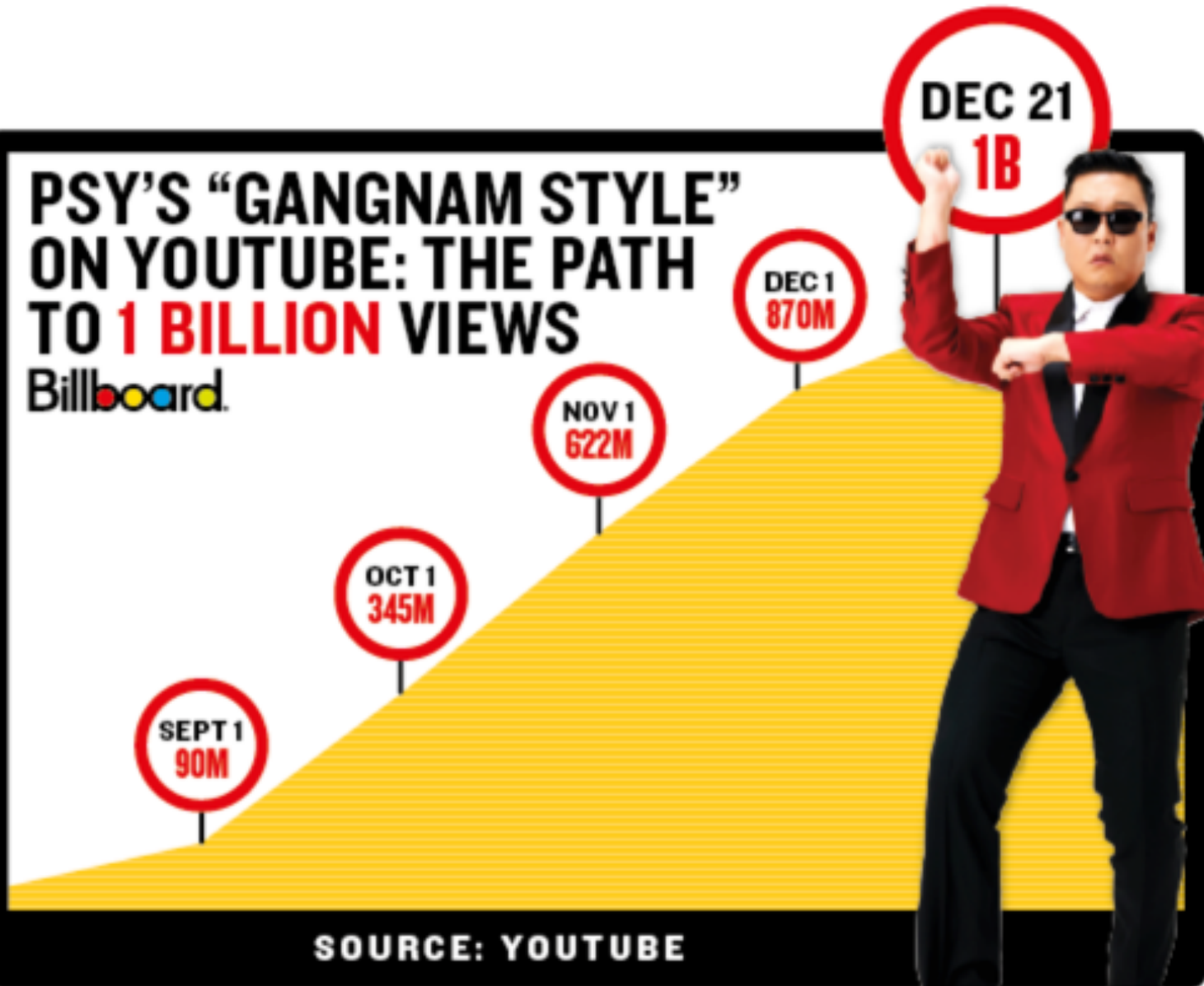
Was it...?

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...

[Details](#)

Intimate and
outreaching



QMI AGENCY FILES



CHRIS HADFIELD



Chris Hadfield @Cmdr_Hadfield

3 Jan

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

 [View conversation](#)

Life imitates Art...

www.asc-csa.gc.ca

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.



George Takei
Liked · January 4

This actually happened.

Like · Comment · Share

94,044 people like this.

27,575 shares

View previous comments

Liz Fisher Okay, but is it intelligent?

Yesterday at 7:49am · Like

Grumold Haguwit win

Yesterday at 9:57am · Like

Anderson da Fonseca Era isso! olha que huahauhah Willian Shatner é o Capitão Kirk clássica de Star Trek caso vc não se lembre.

Laura Urias Alois

See Translation

21 hours ago · Like

Kirk Fletcher Beam me up forms here.

21 hours ago · Like

Cindy Clark Burr

15 hours ago · Like

Paul Donnelly

which he instas

5 hours ago · Like

Write a comment

**GEORGE
TAKEI**

**LEONARD
NIMOY**



Leonard Nimoy @TheRealNimoy

@Cmdr_Hadfield. LLAP

Expand

**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

↑ [-] 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, leads 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 be 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

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

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?**

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

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