

The Ultimate Social Media Guide

**“We don’t have a choice on
whether we **DO** social media,
the question is
how well we **DO** it.”**

– Erik Qualman

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INTRODUCTION:

Social media can be best defined as, “the various online technology tools that enable people to communicate easily via the Internet to share information and resources. Social media can include text, audio, video, images, podcasts, and other multimedia communications” Embracing social media is critical for businesses and organizations to thrive. It creates a connection with the surrounding community and world, serves a promotional platform and marketing tool, and increases accessibility and information sharing. This manual serves to increase your company’s knowledge of social media. Within the following sections, you will delve further into, as well as learn how to effectively maintain a presence, in the world of online interactions. Social networking is an ongoing phenomenon. It is constantly adapting to the changing technology that surrounds it and it is an organization’s responsibility to evolve alongside. This guide will assist you in doing so, and serve a reference for future social media endeavors.

If you have any questions, please do not hesitate to reach us through the contact information located on page 32. Thank you for cooperation and time. It has been a pleasure working with the Family Counseling Services of Cortland County.

Kaitlin Doyle, Kimberly Mazzaro, Rebecca Laughlin

GUIDING PRINCIPLES:

-It can be easy for organizations to ineffectively take part in social networking. For example, the information posted can be easily overlooked and/or lack in usefulness. It is important to make sure you are providing your organization a service by engaging in social media. To make sure you are doing so, we offer a list of guidelines to efficiently publish information that is accurate and reliable.

- **Ensure your organization is representing itself properly.** Do not falsely post information concerning location, services, contacts, events, or any other material deemed necessary to the public's knowledge.
- **Do not stray from your area of expertise.** Your organization should not be providing any information that will not benefit itself. For example, you may work closely with a local high school, but there is no need to advertise a Friday night football game, unless the organization will somehow be involved.
- **Be respectful.** Your social media sites will be of public access. It is critical to make sure your posts are aimed at the general public, and not offensive and/or ignorant.
- **Use proper writing and grammar skills.** You want your organization to be professionally represented. Typos, misspelled words and mistakes of any kind lower your credibility. Make sure all online interactions and writing are carefully looked over.
- **Minimize text.** Bulks of text are intimidating. Short extracts of information will stick better with your audiences. Make sure to only include the critical details – who, what, when are the most important.
- **Maintain organization's privacy.** Never publish information about employees, internal affairs, legal/financial issues, or anything that shouldn't be public knowledge without the proper consent.

- **Give credit where it's due.** Any information, documents, text, photos, etc. that come from a third party need to be cited.
- **Keep your audience engaged.** Do not let your social media sites go inactive. Even if there are no specific announcements to be made, there should still be activity on your page at all times. Quotes, facts, and surveys are all alternatives if there are no messages and/or events to promote.
- **Be accountable.** If a mistake is made, or information misprinted, be responsible for it and correct it. It may temporarily make the organization look at fault, but not taking the blame will produce far greater consequences.
- **Be mindful of your “friends.”** People/groups you are associated with, follow, and/or follow you, are all representations of your organization. Make sure there are no connections to your social media sites, which counter your beliefs and ethics.
- **Maintain your reputation:** Keep in mind that everything on your social networking site is available to the public. Avoid posting information and photos that will embarrass, harm, or undermine the credibility of your organization. Use social media to further yourselves, not lower your standards.



-Like other forms of communication, social media posts are public records, which means that they require you to retain them. Agencies that use social media must understand that they will need to retain content and decide whether to moderate comments that appear on their sites.

-When launching any type of social media, these following categories of information are always involved:

- Public Records
- Public Meetings
- Content Moderation

Public Records:

You must always be aware that content posted on social media sites may become the property of the vendor.

- It is important to determine whether the social media material is an official public record and whether it requires retention. The safest alternative to this is to avoid posting original records. You must make sure that you can only post content that you retain somewhere else (e.g., press releases, articles, or material displayed on your website).
- Comments posted on your site must require retention as well.
- If employees from your office post comments on other social media sites as part of their job, they should archive locally anything that requires retention.
- Agencies should establish written procedures that guide how they will retain social media content. The procedure should address items such as:
 - 1) What social media content constitutes a record
 - 2) What method the agency will use to capture and store the records
 - 3) Who is responsible for capturing and storing records
 - 4) How long the records must be archived
 - 5) If using a vendor, how the records will be backed up

Moderating Content:

- Post a comment policy statement, such as: “The state does not endorse the opinions expressed on this site.” It is also vital that you do not enable comments without a comment policy.
- Removing or not posting comments may be illegal under the First Amendment of The U.S. Constitution. Understanding the risks before removing any content is a must.
- If your agency is uncomfortable with the responsibility to moderate posting, you may wish to consider disallowing the posting of comments altogether. However, keep in mind that this is not a recommended best practice when it comes to conducting social media outreach. It is recommended that each agency evaluate its ability to moderate content when making this decision. This content could include time allowance, good judgment, etc.

Agencies may wish to publish the following terms of use and moderation policy on their social media pages if thought necessary:

Terms of Use and Moderation Policy

State of Oregon agency content and comments containing any of the following forms of information should not contain:

- *Comments not topically related to the particular content*
- *Profane language or tone*
- *Harassing language or tone*
- *Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation*
- *Sexual content or links to sexual content*
- *Solicitations of commerce*
- *Conduct or encouragement of illegal activity*
- *Information that may tend to compromise the safety or security of the public or public systems*
- *Content that violates an ownership interest of any other party*
- *Promotion or opposition of any person campaigning for election to a political office, or promoting or opposing any ballot proposition unless specifically authorized by the agency director*
- *Disclosure of information that an agency and its employees must keep confidential by law or administrative rule*

Content or comments of this nature found on a state agency’s social media site will be edited, revised or removed from the site. Only comments that comply with this standard will receive approval by state agency staff for posting.

Communications made through social media will in no way constitute a legal or official notice to the state of Oregon or its agencies or any official or employee of the state of Oregon for any purpose.

Use of this website constitutes acceptance of this policy. Any information posted here is public information and may be subject to monitoring, moderation or disclosure to third parties.



-The use of social media must meet your agency's current policies for Internet Use. Require your employees to learn and follow the agency's policies on acceptable use of state information assets.

The following security issues cause concern and require consideration prior to the launch of any social medium.

1. Viruses and Malware
2. Hijacking

Viruses and Malware

Viruses and malware to the agencies of the state's network introduce threat or vulnerability.

Risks include:

- Data leakage
- Data theft
- Owned systems (zombies)
- System downtime
- Resources required to clean systems

Recommended mitigation techniques:

- Install anti-virus and anti-malware software on all systems and update daily at minimum.
- Use content-filtering technology to restrict or limit access to social media sites.
- Install anti-virus, anti-malware and filtering software on mobile devices, such as smartphones.
- Establish or update agency policies and standards.
- Develop and conduct awareness training and campaigns to inform employees of the risks involved with using social media sites.

Hijacking

Fraudulent or hijacked organization can expose customers or the organization to inaccurate information.

Risks include:

- Customer and employee backlash
- Adverse legal actions
- Exposure of customer information
- Damaged reputation
- Targeted “phishing” attacks on customers or employees

Recommended mitigation techniques:

- Engage a brand protection firm that can scan the Internet and search out misuse of the enterprise brand.
- Give periodic informational updates to customers to maintain awareness of potential fraud.
- Establish clear guidelines on what information should be posted as part of the social media presence.
- Immediately contact third-party media provider and notify them of the fraudulent account.

Privacy

-Federal public Web sites must conduct privacy impact assessments if they collect personally identifiable information. They must also post a “Privacy Act Statement” that describes the agency’s legal authority for collecting personal data and how the data will be used.

-Although some social media Web sites are exempt from certain requirements, the state is always bound to protect personally identifiable information on internal Web sites or pages on external social media Web sites.

Security

-Information is an asset that, like other important business assets, is essential to an organization. Agencies must secure and protect that asset to the best of their ability. Sharing information through social media technologies adds risk that agencies must account for and mitigate.

-The decision to use social media technology must align with the strategic risk management direction of the agency. If an agency decides to use social media technology, the most effective risk-mitigation takes the form of educating users and making them aware of essential security measures.

-Information security policies and processes also help address risk. User guidelines should be part of agencies' policies on human resources and acceptable use. In general, information with a classification level greater than one should not be placed on or made available via social networking sites.

-Agencies must establish controls (e.g. Web content filters, firewalls, strong passwords, etc.) to prevent hacking of the social media technology. The consequences of hacking can be incredibly harmful, because hacking can lead to the leaking of sensitive information.

When deciding whether to use social media technology, agencies must consider the following:

- **Business, legal, and regulatory requirements applicable to the agency**
- **Statewide Information Security Plan, Policies, and Standards. (Go to <http://oregon.gov/DAS/EISPD/ESO/index.shtml> for more information on these topics.)**
- **Contractual security and privacy obligations**
- **Technical security regarding accounts, the application, and data security**
- **No circumvention or violation of the enterprise or Agency acceptable use policies, without prior authorization**
- **Liability**
- **Technical threats (i.e., malware)**
- **Privacy threats (i.e., leakage of personally identifiable information)**
- **Authenticity, reliability and integrity of information**
- **Reputation**
- **Management of the account (password sharing is not a viable option)**

The Risks

-In recent times, major security issues have troubled the social networks. Security firms have found that up to one in 600 profile pages on social networking sites hosted some form of malware.

-Security concerns for these sites flourish because many of the pages on Social Networking sites contain embedded scripts that can be compromised. Advertisements on these pages, Trojan horse programs, and injected scripts can all cause immediate infection and allow unsuspected hijacking.

The potential risks of social networking sites fall mainly into the area of cyber liability and arise from the ability of cyber criminals to access sensitive/personal data via the network. The main dangers appear below:

- **Implantation or spread of a computer virus**
- **Security breaches such as unauthorized access and unauthorized use**
- **Content infringement (Web site copyright, trademark, domain names)**
- **Cyber extortion**
- **Breach of privacy / Identity Theft (electronic and non-electronic)**
- **Denial of service outages**
- **Destruction, modification, or disclosure of electronic data**
- **Loss of business income due to a network security breach**
- **Information theft**
- **Fraud (including theft of customer funds or credit card/account numbers)**
- **Theft of computer system resources**
- **Covered acts caused by service providers**
- **Negligent release of confidential information**
- **Expenses associated with breach of security notification requirements**

Social Networking Websites:

Uses for Social Media Websites:

Use tools to:

- Listen and learn from those around you.
- Share information easily.
- Build relationships with those who use your services.
- Reach groups who you might have not reached otherwise.
- Gather feedback about your services and programs.

Do not use tools to:

- For personal benefit.
- The use of inappropriate language.
- Stalking followers or users.

Twitter:



What is Twitter?:

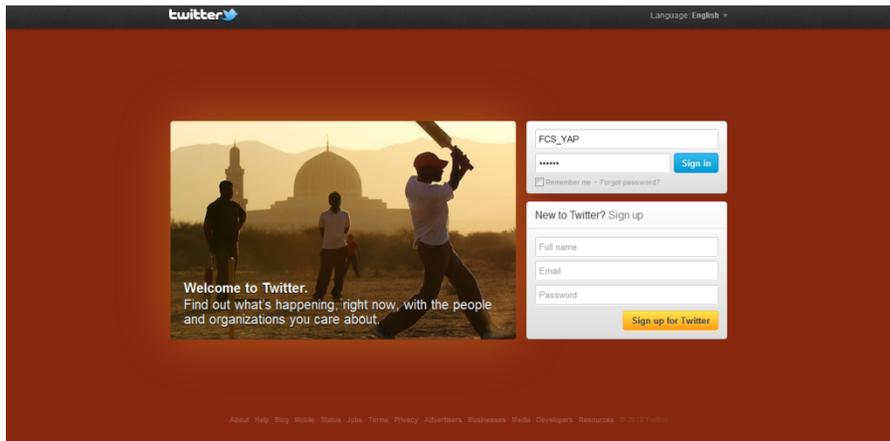
-Twitter is a social networking website that allows users to post and read messages which are called “Tweets.” This is a free service. Twitter allows users a profile page which, profile picture, followers, ability to follow others, and ability to create messages.

What can Twitter be used for?:

-Twitter is similar to a blog. By posting often and even linking your Twitter account with your Facebook account, you can reach many audiences. This increased your Internet visibility. (Examples: use in emergencies to get information out and political campaigns as well as public relations.)

How to Use Twitter:

1. Go to **www.twitter.com**.
2. **Log in** by typing in your username (*FCS Cortland*) and password (*PWR209*).
3. Then click **sign in**.

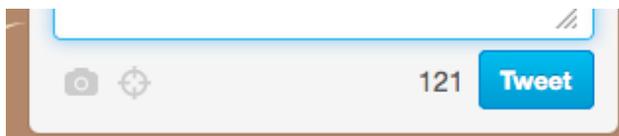


4. In order to compose a **Tweet**, you must go to the upper left hand side of your homepage and click on the **compose new tweet** text box.

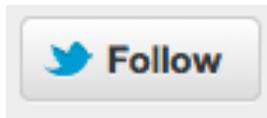
5. Then begin typing what you would like to Tweet. (*Note: Your Tweet must be less than 140 characters*).



6. Finish by clicking Tweet.



7. To **follow** other Twitter accounts, **search for the account name**, and **then click the name**, followed by the **follow button** with the blue bird.



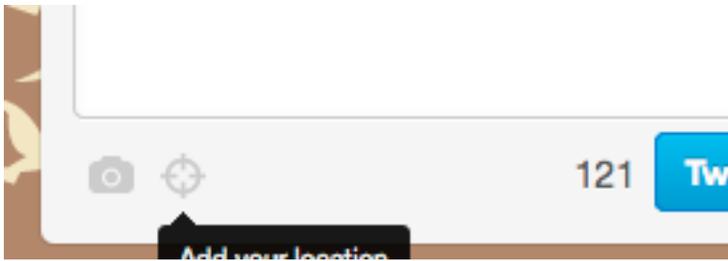
8. People can follow the account by **finding the link on your homepage** or **searching for FCS Cortland** on Twitter.



9. To **Retweet** means to copy somebody else's Tweet and **post it as your own Tweet**. You can do this by clicking the **Retweet button on the person's Tweet**.



10. Go to the text box of your current Tweet and click on one of the two image icons to **upload a picture and add a location** to your Tweet.



11. You can also **edit your profile**. To do this, you must click on **view my profile** on your homepage. Then click **edit your profile** in the upper right hand corner. Make the changes you need to but don't forget to click **Save Changes** at the bottom of the page when done.



Profile
This information appears on your public profile, search results, and beyond.

Picture  No file chosen
Maximum size of 700k. JPG, GIF, PNG.
Need help uploading a profile image? [Learn more.](#)
[Delete this image](#)

Name
Enter your real name, so people you know can recognize you.

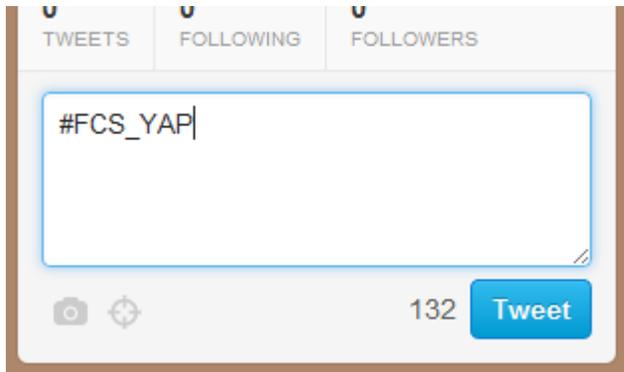
Location
Where in the world are you?

Website
Have a homepage or a blog? Put the address here.
[You can also add Twitter to your site here.](#)

Bio
About yourself in fewer than 160 characters.

Facebook
Having trouble? [Learn more.](#)

12. On Twitter, **hash tags (#)** are used to before relevant words in your Tweet, for example: *#FCS_YAP will be having an event...*” Clicking on a hash tagged word shows you all **other Tweets in that category**.



13. To **search or tweet at other people or business**, an **@ symbol** is needed before the name, for example: *@FCS_YAP*. (Note: for all # and @ symbols, there are no spaces between words).



Optimizing and Promoting Your Group on Twitter: Maintaining Your Account:

Everyday use should include:

-Logging in and tweeting about events that you have coming up, starting a week before up until and including the day of the event.

-If you have no upcoming events, tweet about events being planned, services that are being offered, location of office. You want to make sure your Twitter is active in order for your followers to be reminded of your organization.

-By tweeting daily, you will be encouraging people to follow you because this means you're updating regularly.

-Tweet Topic Ideas:

- news
- tips
- links to your website
- resources
- events
- inspirational quotes
- fun facts

-If you are searching the web for other tweet topic ideas, you should find blogs that are in your industry and follow those blogs for ideas. You can also use the Twitter search to find people in your industry and follow them.

-You can also **retweet** ideas that are related to your company and find interesting.

Promotion on Twitter:

-Be sure that you have a link to your Twitter account or any of your either social media accounts such as Facebook, on your website. Also, if you put out e-mails, brochures, etc. make sure your Twitter name is on there too so that people will be able to follow you.

-You might also be interested in participating in **trending topics**. Trending topics can be found by searching on Twitter or on the Twitter homepage. Use #hashtags to get involved in the conversations that relate to your programs.

Facebook:



What is Facebook?:

-Facebook is a social networking Web site that is global, as well as privately-owned. Users have the ability to find/add friends, send messages, update their profile pages, and upload pictures. This allows their “Facebook friends” to see what is going on in their lives.

What can you use Facebook for?:

-Like Twitter, Facebook is a social media tool. You can list facts about your program and agency and even post a link to the page. You can develop your internet profile by

reaching a wider range of people. When a person sends you a friend request, you are allowing this person to see your information. When you send a friend request and that person accepts it, they are allowing you to do the same. You can also create “events” to get information out about your upcoming programs and events. This website is often used to promote a person or business.

Updating Facebook:

Updating your Facebook page is very important to keep your audience’s attention. By updating your Facebook page, those who you are friends with will see your information more often. Even if you do not have an upcoming event, by updating a post on your Facebook, you will be allowing your users to be reminded of your group because it will continually appear in their news feed.

If you are not a part of their newsfeed, they might not remember to go onto your page to see what’s going on. This is why updating your Facebook often is an important step. Because if they don’t see you then they neglect to realize your page exist.

Guidelines for Posting:

1. **Post Daily:** If you post at least once a day on your Facebook page, your users will be reminded of your existence. You may not have an upcoming event, but you can always just post something like a quote or information about your group.
2. **Make Multiple Post:** You do not have to make more than once post a day but if you have a few events going on or coming up, then you can post about each event. This gives you more face-time in your users newsfeeds. You might want to do this a couple of times a week. Even if you have only one event going on, you can always post about your event and then make another post later that day with information about the program, etc.
3. **Posting Times:** If it is easier for you to remember to post if you post at the same time every day, then go for it. However, if you can’t remember to post at the same time, that’s fine too. By posting at different times during the day, you will hit a wider ranged audience. If you post at 11 am one day and 3 pm another day, different people who get on at different times will be reminded of your post.
4. **Consistency:** Consistency is important when it comes to social networking. If you update your Facebook only once or twice a month, your “Facebook friends” will not be reminded of your page. This is why it is important to post at least one post every day. It is also important to always post about events in a timely matter. If you start posting a week ahead of time about an event, do so with every event that you have.

5. **Alter Content:** Status updates are an easy way to get yourself into the newsfeed but it also can be helpful to grab attention by posting other content. Maybe you want to post a photo of something or questions you pose to the public, which would help you better your programs. You also might add a video or links to your page or other webpages that you want your audience to see. You don't have to vary your content every day but varying your content a few times a month will spice up your updates!

To Update with a Photo/Video: Click “Add Photo/Video on the bar that says “Update Status”



Next: Click “Upload Photo/Video”



Continue By: “Browsing” your files for the picture you'd like to post and writing something in the text box that you'd like to say about the picture.



Finally: Click “Post” and you're done!

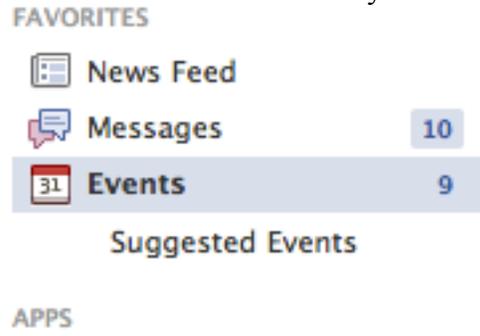


Creating and Posting Events: If you are creating an “event invitation” or an “event” on your Facebook page, you should do this a week or two before the event happens. This allows your users to be aware in advanced so that they can make sure they reserve the time in their schedules to come.

Making a Facebook Event:

To create an event:

1. Go the **Events tab** on the left side of your home page



2. Click **Create Event** in the upper-right corner of the page.



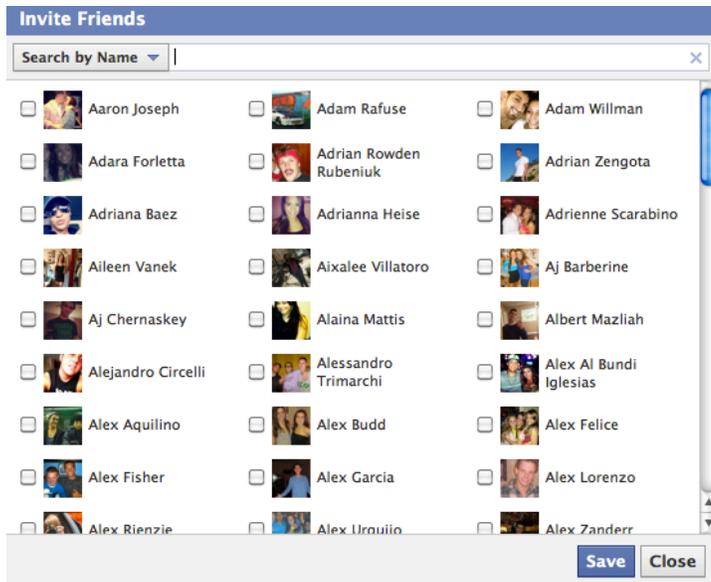
3. When you get to this point, you can **customize the event, edit its privacy settings and invite guests**. You must be sure to include an **event name and time** as well.

To Invite People To Your Event:

1. Click **Invite Friends** in the upper-right corner of your event that you just made.

A screenshot of the 'Create New Event' form on Facebook. The form has a blue header with the text 'Create New Event'. Below the header, there are several input fields: 'Name' with the placeholder text 'ex. Birthday Party', 'Details' with the placeholder text 'Add more info...', 'Where' with a location pin icon and the placeholder text 'Add a place?', 'When' with a date field showing '4/2/2012' and a calendar icon, and 'Privacy' with a dropdown menu showing 'Friends'. At the bottom of the form, there are three buttons: 'Invite Friends' (a blue button), 'Create' (a dark blue button), and 'Cancel' (a light gray button).

2. From there, you will be able **to sort your friends** by friend lists and groups.
3. **Check the box** next to your friends' names and click "Submit" to send them an invitation to your event.



(Note: Hosts can invite more people or edit the guest list at any time, which is very convenient.)

To invite the members of a group to an event:

1. **Click** on the symbol that looks like a wheel.



2. Click on that menu in the **upper-right corner**.
3. Select **Create Event** from the dropdown. This will lead you to the event creation page and will also set your group as the host of the event.
4. After you create the event, you can click the **Invite Friends** button and invite your friends that are in the group.

(Note: Although you can't invite an entire group to join an event, a story about the event will appear on the group Wall so that members can choose to join if they please.)

Hosting an Event on Facebook:

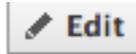
When you create an event, you are automatically listed as the host.



If you would like to **add more hosts** to the event, the main host has the ability to do so and the host can appoint other hosts and edit event content.

Any host can add more hosts to an event just by

1) Clicking **edit** at the top right of the event



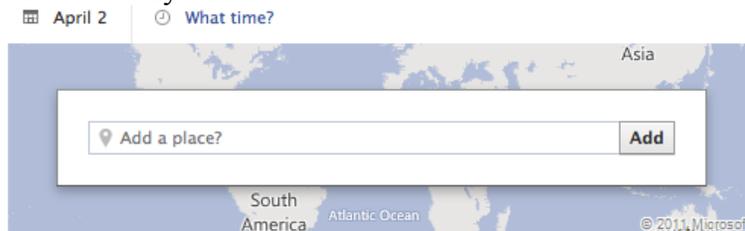
2) Adding names to the **Host field**.

Hosts

Kimberly Mazzaro

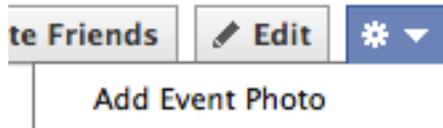
Adding a Map / Directions:

If you would like to get a map or directions link to appear on your event so that people know exactly where the Family Counseling Service Center is, the host will have to list a location for the event that corresponds to a Facebook Place. People will be able to view a map and directions to the event on the event home page and a host can add or edit the address at any time.



Add photos to your event:

1. Click the wheel-like symbol and the down arrow at the top right of the event page and select **Add Event Photo**.



2. If you'd like to upload more photos, you may post them on the Wall of the event.

(*Note:* Since the events will most likely be public, the photos will be visible to everyone who views it. If the event is private, the photos posted are only visible to other people who were invited. Hosts also have the ability to remove photos they do not want to be associated with their event.)

How many people can you invite to an event?

You can invite an unlimited number of people to events, but you can only invite 100 people at a time. Once you invite the first 100 people, you can start inviting more. You can only have 300 pending invites at one time, though, for an event.

(Note: Keep in mind that some people will have to respond to your event invite before you will be able to add more.)

Change the date or time, then click **Save Event**.

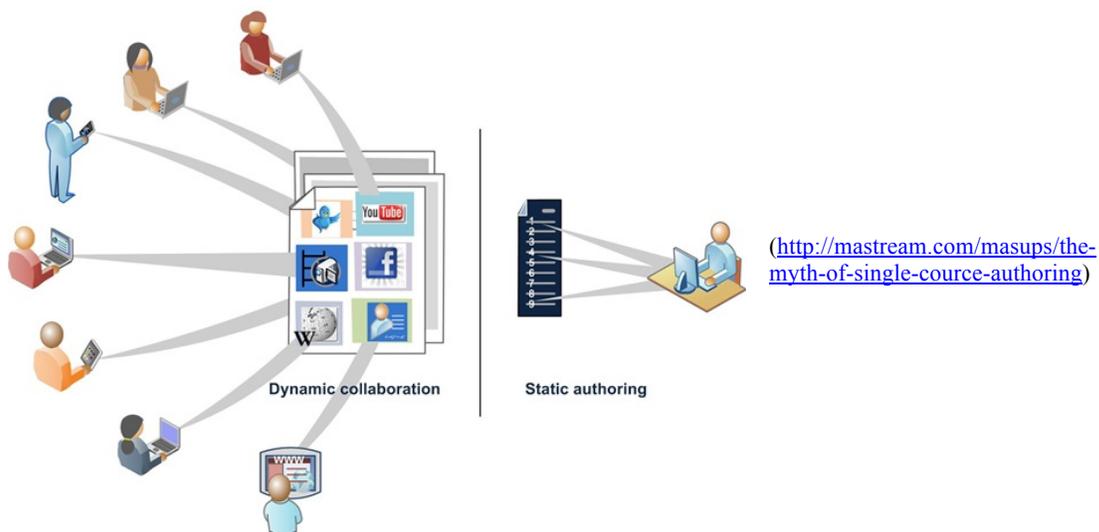


To **change the name of your event** if you'd ever like to do that, you have to go to "Edit" again, change the text in the **Event Name** field, then click **Save Event** to save your changes.



Events are very simple to make, and they are very useful and convenient when trying to promote a business and bring publicity to a specific cause. Follow these directions and you can make an event for every special occasion that takes place at the Center!

Information on Single Sourcing with Social Media:



What is single sourcing?

-Single sourcing is the ability to take the same content and deliver in various formats. This allows labor to be downsized because a creator has to make content only one time instead of continually creating the same content over and over again.

What are the benefits related to single sourcing?

-This process saves both money and time. When using single sourcing, information is only written down one time and then delivered through various mediums. This means that the creator does not have to take the time to continually reproduce redundant information. This also saves money because fewer people are needed to distribute and create this content because it's only being created one time. Information also tends to be more accurate because only one source of content needs to be reviewed for accuracy. A person is not continually creating the same information because they are using only one document to format many.

What are the problems related to single sourcing?

-When making a document into various forms, the creator needs to make sure that their document is accessible to their audience in various means and comprehensible. Even though the information may be the same in a paper manual and an online manual, people tend to read physical documents differently than on a screen so the format must be successful for both audiences use.

What does single sourcing mean to social media?

-Single sourcing allows for a person or company to distribute the same information multiple times. This means that if a company has an event coming up and they write a post saying "Come To _____ Event! Saturday, April 21, 2012 at _____ Place and _____ Time" they can take this same post and put it on multiple social media outlets (Facebook status, Twitter post, Tumblr post, etc.) This is an easy way for the person to save time by distributing the same information from multiple sources but it also allows for their information to reach more audiences. This also allows users to get information out by sharing content.

What are other benefits of employing single sourcing through social media?

-By using social media to single source, pages can also be linked or have links on them. This means that a user who is the audience of one social media outlet, can be linked to other social media outlets, as well as the page that the author would like the audience to take a look at.

Example of Single Sourcing with Social Media:

Here is an example of using Facebook and Twitter to announce the same event.

SPEAK Magazine is a campus publication which announces the debut of the semester's edition by setting up a Facebook event page, along with various Tweets.

On Facebook, it starts off with a **brief description of what the event entails**. Be sure to include:

- Who Hosts the Event (It could be FCS as a whole, YAP, etc.)
- Date
- Time
- Location

Also, at the **bottom of description mention your Twitter username (@FCS_YAP)** for more information.

The screenshot shows a Facebook event page titled "SPEAK MAGAZINE: EVOLUTION". Below the title, it says "Public Event · By Kaitlin Doyle, Lauren Ryder and 3 others". The event is scheduled for "April 24" with a "What time?" link. The location is "SUNY Cortland Campus". The description reads: "SPEAK Magazine is ready to create our own evolution with this semester's issue of juicy articles. Grab copies of the magazine all over campus at the end of the month. Changing times call for evolution!". At the bottom, it says "Follow @SPEAKPRGIRL on twitter to get more details".

There will be **more information on your Facebook Event page**, (as discussed in the previous Facebook section) but the information listed about is the most important. This is the information you will **be transporting to Twitter and Tweeting repeatedly in the days leading up to the event**. (*Note:* For more information on specifically Tweeting for events, go to the designated Twitter section of the manual.)

There is a character limit on Twitter. This means you need to **make sure you are including only the vital information** in your Tweets that pertain to the event.

For example, SPEAK Magazine takes the key information of the Magazine's debut and uses only that in their Tweets.



SPEAK MAGAZINE @SPEAKPRGIRL

[Details](#)

you can pick up a copy of speak in corey union! we are tabling now till friday:)



SPEAK MAGAZINE @SPEAKPRGIRL

[Close](#)

Look for copies all over the campus and cortland community and come stop by our table in Corey union

4:23 PM - 23 Apr 12 via Twitter for iPhone · [Details](#)



SPEAK MAGAZINE @SPEAKPRGIRL



[Reply](#)



[Retweet](#)



[Favorite](#)

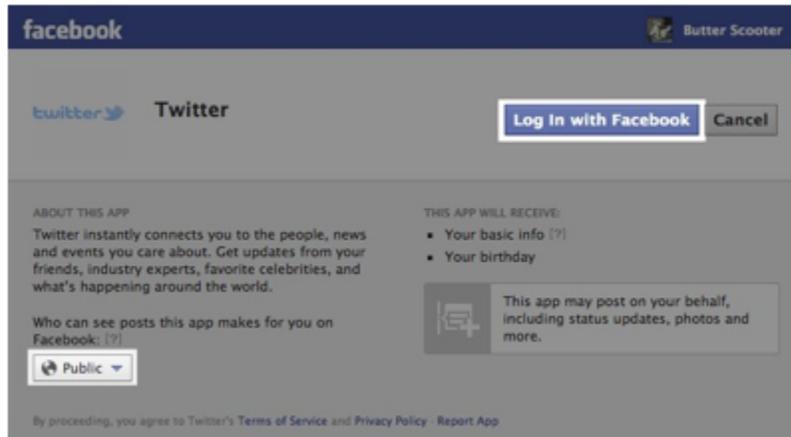
[Open](#)

you can pick up a copy of speak in corey union! we are tabling now till friday:)

All three of these **Tweets were created on the same day**, repeating the most important information for our group: **where and when**.

DON'T FORGET: A Facebook Event page is a broad medium. It enables you to describe what the event is, along with the date and time. You are able to invite people and give updates within that page through Facebook posts. Twitter is a medium to give short reminders to your followers. You can Tweet as many times you want a day, and it is acceptable to do so. It is your way of consistently reminding the community of what you whatever you want them to keep in mind – most importantly, the on-goings of your organization. It is important to take the necessary information from one social media and be able to transport it to another as a way of furthering your recognition within the community.

Connect your Twitter account to a Facebook Page:



If you have a Facebook Fan Page, or are the admin of one, you can post Tweets from your Twitter account to your Facebook page.

1. Follow the steps about to connect to your Facebook profile.
2. In your Twitter profile settings page, select the page you'd like to connect with (shown below).
3. When prompted, click to allow permission to post to the selected Facebook Page:

Allow Twitter to post to the wall of:

my Facebook profile

my Facebook page:

Tweets that are @replies and direct messages will never be posted.

You may be asked by Facebook to authorize this request. If you do not see Facebook's request for permission, [click here to display it.](#)

(Note: If you have previously removed the Twitter app from the app settings in your Page Manager on Facebook, you will not be able to reconnect. Follow @Support for updates.)

Privacy Notes:

Privacy is important to Twitter. If you have not authorized Twitter for Facebook to connect your Twitter account to your Facebook account then your cross-post to Facebook will not be posted, nor will your account display on Facebook with your Twitter username, profile picture, or other profile information.

The Facebook authentication dialog screen will appear when you decided to connect your pages, specifying the Facebook account information that you authorize sharing with Twitter. This information is then used by Twitter to cross-post with Facebook. Twitter

will delete the Facebook account information that you previously authorized if you choose to disconnect your accounts. (Note: This may take a few weeks to be completed.)

If your Tweets do not post:

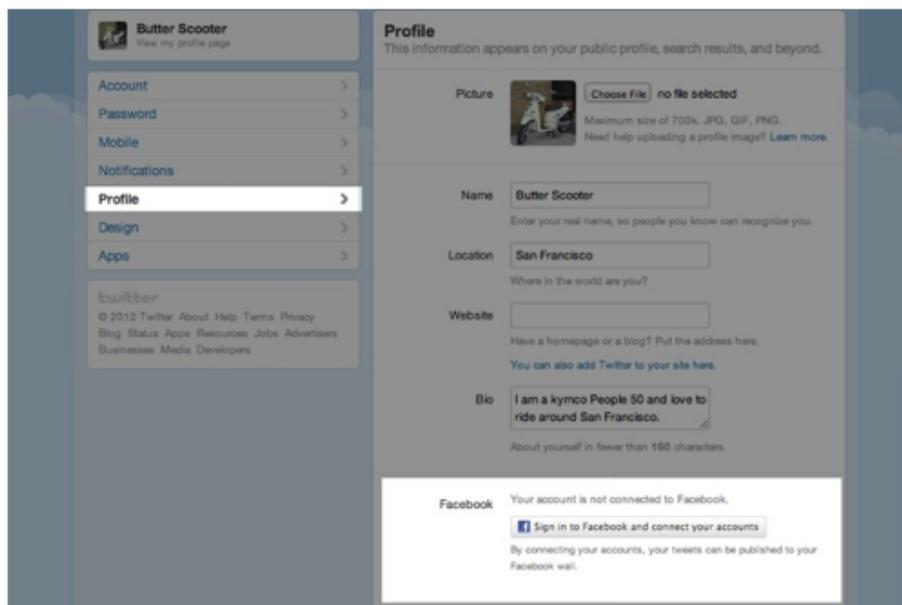
If you are trying to post a tweet and it's not appearing, make sure that the box is checked which post your Tweets to Facebook in your profile settings. If it still does not work, you might try disconnecting and reconnecting again. If this does not work, try trouble shooting by visiting the Facebook troubleshooting article.

How to Use Twitter with Facebook:

The following introduces and teaches you how to connect your Twitter account to your Facebook account so that Tweets will appear automatically onto your Facebook wall.

To connect your Twitter account and Facebook profile:

1. Log into your Twitter account.
2. Go to the settings menu on the profile tab. Scroll towards the bottom until you find sign in to Facebook and connect your account. Click [here](#).
3. You will be prompted to select the privacy settings for who will see your Tweets posted to your Facebook wall. (Note: The Public Setting is default.)
4. Click Log in with Facebook and enter you Facebook account login information (as show below.)



1. To accept permission, click allow.
2. The Tweets you create will now post to your Facebook wall and your username will be displayed on your wall. (Note: Retweets and @replies will not post.)
3. Privacy Note: If you'd like to control who sees your Tweets as well as your username, go to the Facebook Application settings page and click edit for your Twitter app to restrict who can view your Tweets on Facebook.
(Resource: twitter.com)

Frequently Asked Questions

Q. Why can you only use 140 characters in a tweet?

A. 140 characters is the size limit of text messages using SMS, since Twitter integrates well with mobile devices, you can text "40404" and enter in 140 characters to tweet from your phone.

Q. How do I use the reply feature on Twitter?

A. When you see someone's tweet, there's a small "arrow" next to their tweet. If you feel like responding to them, click that arrow and it will automatically load their name into the text box. You can then type your answer in 140 characters and submit.

Q. What is the importance of smartphones in social media?

A. Smartphones enable an organization itself and the audience to remain connected to social networking websites. Smartphones contain applications that directly connect users to websites such as Facebook and Twitter. Users are able to follow and post on the websites, just as they are able to on the computer.

-It is important for organizations to embrace social media through smartphones because it adds to their effectiveness. For example, when organizations hold events they are able to tweet, post updates and publish pictures as the event goes on. It keeps audiences engaged, as well as updated.

Q. How can an organization promote its social media?

A. The most important thing is for an organization to get its name out there. Make yourself known on the Internet by repeatedly tweeting and updating your Facebook, so your audiences do not forget about you.

-It is also important to remind your audiences of your social media sites in print as well. Whenever a flyer or brochure is produced, make sure to include the link/username to your social media sites. Make it known they can find more information by following you online.

GLOSSARY

The following terms have special meanings in the context of social media. Many will further your understanding of this guide, while others will assist in your understanding of the world of social media as a whole.

Alerts: Search engines, like Google, allow you to specify words, phrases or tags that you want checked periodically, with results of those searches returned to you by e-mail.

Authenticity: The sense that something or someone is “real.” Blogs enable people to publish content, and engage in conversations, that show their interests and values, and so help them develop an authentic voice online.

Avatar: A graphical image that represents a person within the new media arena.

Blog: Web sites with dated items of content in reverse chronological order, self-published by bloggers.

Blogosphere: The totality of blogs on the Internet, and the conversations taking place within that sphere.

Bookmarking: A Web-based service that lets users create and store links; saving the address of a Web site or item of content, either in your browser, or on a social bookmarking site.

Categories: Pre-specified ways to organize content. Example: a set of keywords when posting on a site.

Chat: A Web site interaction among a number of people who add text items one after the other into the same space at (almost) the same time. A place for chat, a chatroom, differs from a forum because conversations happen in “real time,” similar to face-to-face.

Community, online: A group of people who communicate mainly through the Internet.

Community building: The process of recruiting potential community or network participants to help them find shared interests and goals, use the technology and develop useful conversations.

Conversation: The currency of social networking; an exchange of information through blogging, commenting or contributing to forums.

Cookie: Information (in this case URLs, Web addresses) created by a Web server and stored on a user's computer. This information lets Web sites keep a history of a user's browsing patterns and preferences. People can set up their browsers to accept or not accept cookies.

Copyright: A form of intellectual property that gives the author of an original work exclusive rights for a certain time period in relation to that work, including its publication, distribution and adaptation.

Cyberculture: A collection of cultures and cultural products that exist on and/or made possible by the Internet, along with the stories told about these cultures and cultural products.

Embedding: The act of inserting video or photos to a Web site or e-mail.

Facilitator: Someone who helps people in an online group or forum manage their conversations.

Feed: The means by which you can read, view or listen to items from blogs and other RSS-enabled sites without visiting the site, by subscribing and using an aggregator or newsreader.

Flash: Animation software used to develop interactive graphics for Web sites as well as desktop presentations and games.

Forum: A discussion area on Web sites where people can post messages or comment on existing messages asynchronously (that is, independently of time or place).

Friends: Contacts whose profile you link to in your profile, thereby creating your network. On some sites, people have to accept the link; in others, they don't.

Groups: Collections of individuals with some sense of unity through their activities, interests or values. They are bounded: you are in a group, or you're not. They differ from networks, which are dispersed, and defined by nodes and connections.

Instant messaging (IM): Chatting with one other person using an IM tool like AOL Instant Messenger, Microsoft Live Messenger or Yahoo Messenger. The tools let a user show availability for a chat. Instant messaging can be a good alternative to e-mails for a rapid exchange. Problems arise when people in a group are using different IM tools that don't connect.

Listening: Setting up searches that monitor blogs to determine when an organization receives a mention or reference; also, the art of skimming feeds to the blogosphere to find out what topics bubble up.

Micro-blog: Extremely short blog posts in the vein of text-messaging. The messages are available to anyone or to a restricted group that the user chooses. Twitter, a popular micro-blog client, allows for posts of up to 140 characters, uploaded and read online or through instant messaging or mobile devices via text-messaging.

Networks: Structures defined by nodes and the connections between them. In social networks, the nodes are people, and the connections are the relationships that they have. Networking is the process by which you develop and strengthen those relationships.

Newsgroup: An Internet “site” centered on a specific topic or course. Some newsreader software can “thread” discussion so there can be various topics centered on a central theme.

Newsreader: Web site or desktop tool that acts as an aggregator, gathering content from blogs and similar sites using RSS feeds so you can read the content in one place, instead of having to visit different sites.

Peer-to-peer: Direct interaction between two people in a network. In that network, each peer connects to other peers, opening the opportunity for further sharing and learning.

Permalink: The address (URL) of an item of content. Example: a blog post, rather than the address of a Web page with lots of different items. You will often find it at the end of a blog post.

Phishing: The criminally fraudulent process of attempting to acquire sensitive information such as usernames, passwords and credit card details by masquerading as a trustworthy entity in an electronic communication.

Podcast: A series of digital media files (either audio or video) that are released episodically and downloaded through web syndication.

Post: Item on a blog or forum.

Presence online: Availability for contact by instant-messaging, voice-over IP, or other synchronous methods of communication; also, the degree to which an individual’s name shows up in an online search.

Profiles: Information that users provide about themselves when signing up for a social networking site. As well as a picture and basic information, such information may include personal and business interests, a “blurb” and tags to help people search for like-minded people.

Sharing: The process of offering other people the use of text, images, video, bookmarks or other content by adding tags, and applying copyright licenses that encourage use of content.

Social networking sites (SNS): Online communities where users can create profiles and socialize with others, using a range of social media tools including blogs, video, images, tags, lists of friends, forums and messages.

Streaming media: Video or audio intended to be listened to online but not stored permanently.

Tag: A keyword added to a blog post, photo or video to help users find related topics or media.

Threads: Strands of conversation.

Transparency: The ability to enhance searching, sharing, self-publishing and commenting across networks to find out what's going on in any situation where online activity occurs.

Video sharing: The process of sharing videos and making them available for others to view and comment on. Video sharing sites let viewers "embed," or display others' video on their own sites. Examples include YouTube, Blip.tv and Vimeo.

Widget: "Window gadget," a stand-alone application that can be embedded in other applications, like a Web site or a desktop, or viewed on a PDA. A widget may help accomplish missions like subscribing to a feed, doing a specialist search or even making a donation. For example, a widget might link to a display of the latest news and weather, a map program, or photos.

Whiteboard: The online equivalent of a write-on/wipe-off glossy surface; a tool that lets one write or sketch on a Web page.

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Resources:

Social Networking Media: Combining technology and social interaction to create value.

http://www.oregon.gov/DAS/EISPD/EGOV/BOARD/docs/social_networking_guide_v2.pdf?ga=t

<http://jobsearch.about.com/od/networking/g/socialmedia.html>