BRAVO! Summer Employee Institute 2014

Volunteerism:

"Building and Creating a Culture of Community"

Serving Your Community through Social Media

This training session will show you how to use different formats of social media to serve your community when you do not have any time to volunteer personally. These formats are part of the mainstream applications used is the social media forum such as Facebook, Twitter, YouTube, and WordPress. These social media applications are all capable of photo and video-sharing, as well creating a network of people, and best of all, they are all free to use.

What is Volunteerism?

- **<u>Volunteerism</u>**: the act or practice of doing <u>volunteer</u> work in community service.
- **<u>Community Service</u>**: <u>voluntary</u> work intended to help people in a particular area.
- **<u>Volunteer</u>**: a person who performs a service willingly and without pay.

What is Social Media?

- **<u>Social Media</u>**: forms of electronic communication (such as Web sites for social networking, blogging, video sites) through which users create online communities to share information, ideas, personal messages, and other content like videos or instructional content.

Things to do in your Community

- Create instructions for any specific subject you are a professional at.
- Showcase a specific/unique location (building, organization, business) in your community.
- Showcase a person in your community.
- Maintain a social identity for the progress of something happening in your community.
- Announce events occurring in your community.

Social Media Platforms

- **<u>Facebook</u>**: an online social utility that connects people with friends and others who work, study and live around them.
- **<u>Twitter</u>**: is an online social networking and microblogging service that enables users to send and read short 140-character text messages, called "tweets".
- **<u>WordPress</u>**: is web software you can use to create a website or blog.
- **<u>YouTube</u>**: a video-sharing website on which users can upload, view and share videos.
- **<u>Instagram:</u>** is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr, and Flickr.

When to use Social Media over In-Person Volunteering:

- Work hours are too long.
- May have a second job.
- Having to take care of family.
- Continuing education.
- When there simply isn't enough time to volunteer in person.

Facebook: Creating a "Like" page.

In order to create a "Like" page on Facebook, a user must already have a Facebook account. A "Like" page will be an extension of the original account.
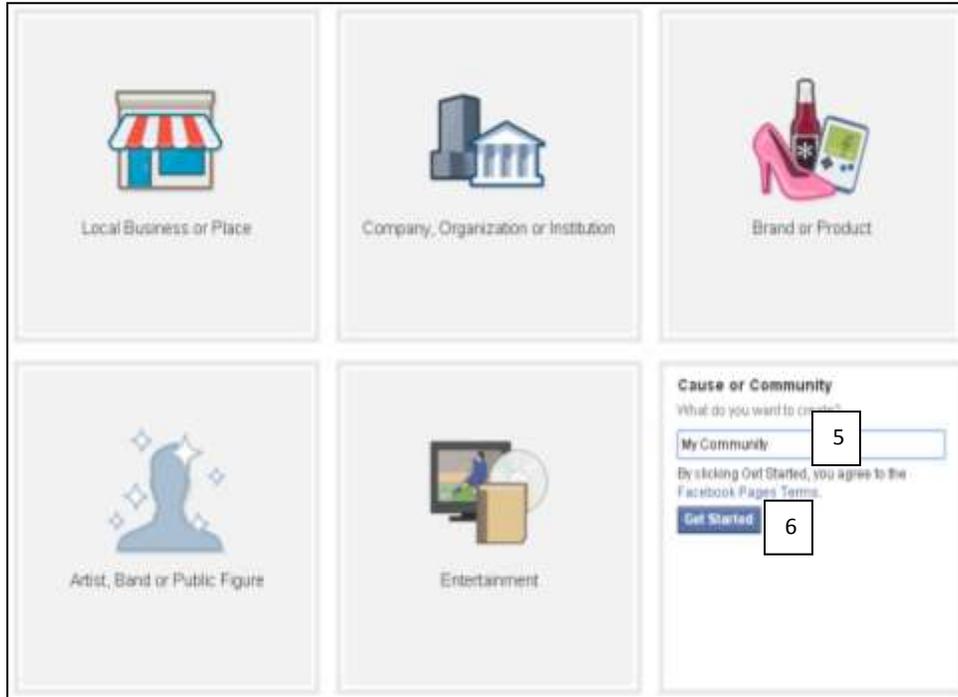
1. Log In to your Facebook account. (www.facebook.com)
2. Once logged in, click on the drop-down arrow on the Navigation Bar.

3. Click on the **Create Page** link on the drop-down menu.
4. Choose the type of page you would like to create. (Cause or Community)
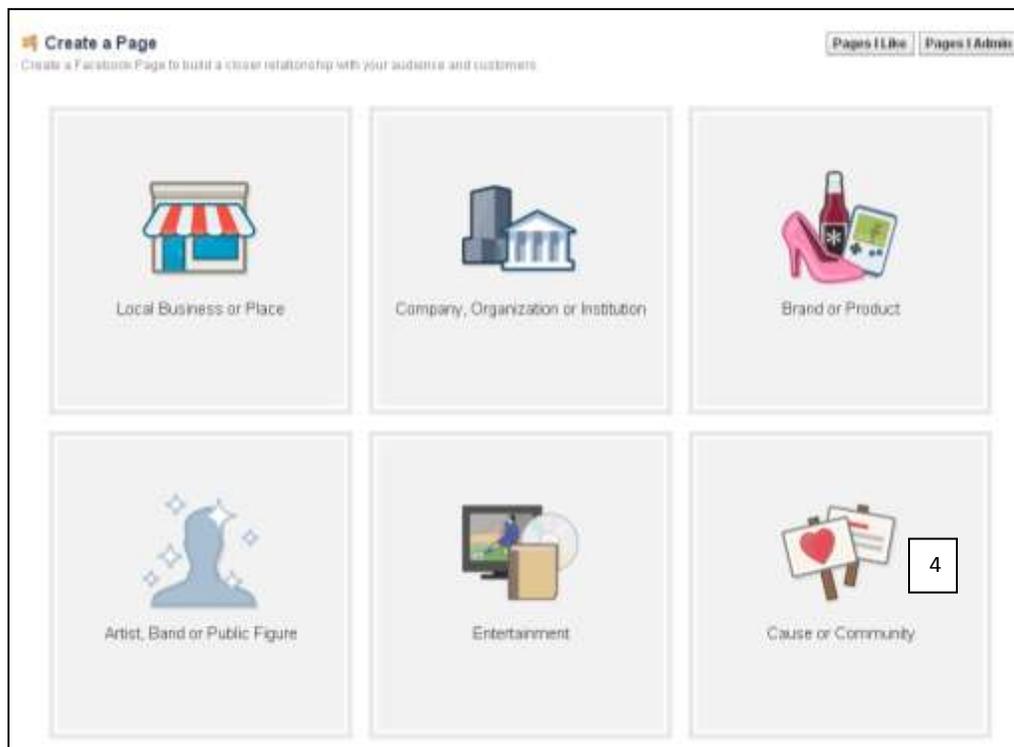
5. After choosing the type of page, you will be asked to enter a name for the page.
6. Click on the **Get Started** button.

7. You will be asked to enter information to describe your page. Click on **Save Info** once you are done.
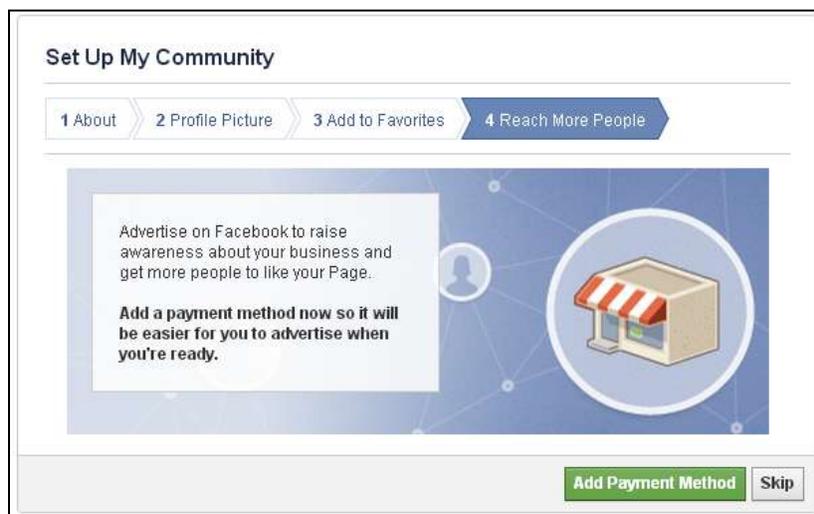
8. You can then upload a picture for the Page. Click on **Save Photo** once you are done.
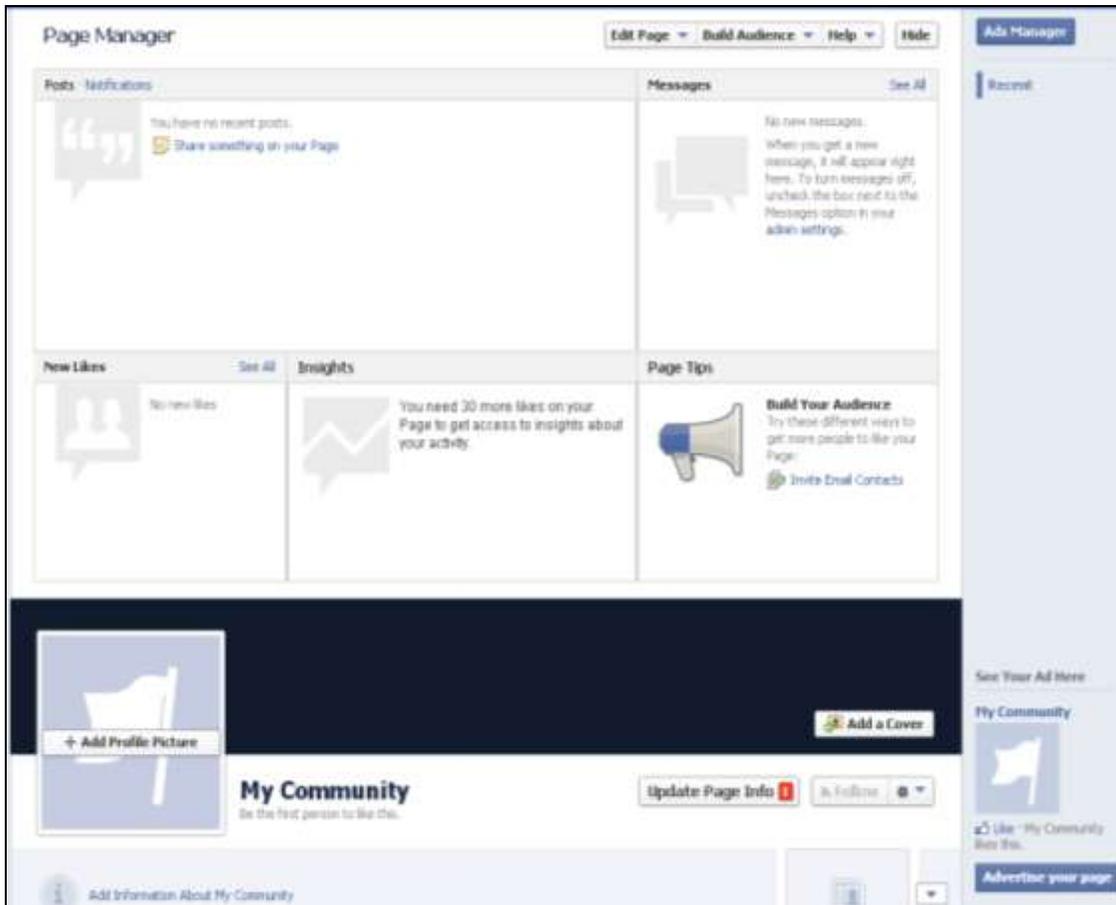

9. You can also add your "Like" page to your **Favorites** list for easy access. Click on the Add to Favorites button if you choose to this option.
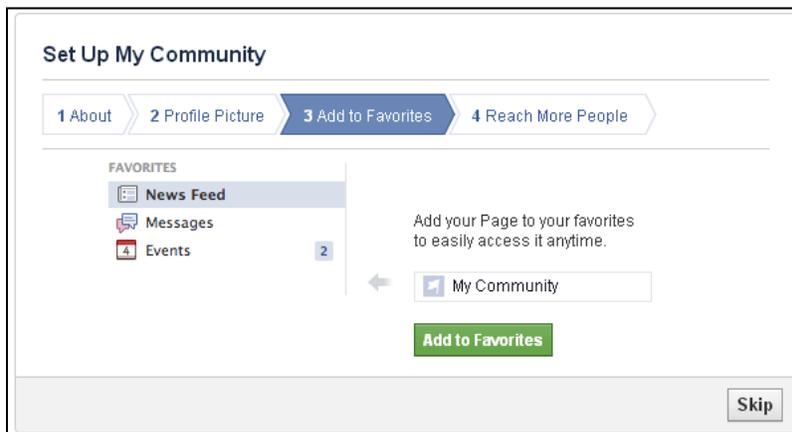
10. Lastly, you can add a payment option (Optional) if you wish to make your page available to a larger audience.

11. Your "Like" page will now be created, and you may start to fill it with content (Photos, Videos…)

12. To add content to your page, click on either the **Status** | **Photo/Video** | **Event, Milestone** link.

13. To delete the page, click on the **Edit Page** tab on the top of the page.
14. From the drop-down menu, click on **Edit Settings**.
15. From the **General** tab, click on **Remove Page**. You may now choose to remove or keep the page.

Twitter:

A Twitter page can be created to help a person serve their community via social media. Twitter is now capable of adding content such as photos and videos, which adds to the 140 characters allowed by the service.

1. Log In to Twitter. (www.twitter.com)
2. A user can choose the **language** he wishes to view twitter in.
3. To create a twitter account, add the information required in the Sing-Up section.

1. Add Picture.
2. Add Page Name.
3. Add Location.
4. A user can add a link to a web/blog page.
5. Add a small bio.
6. A user can have links automatically post to Facebook.
7. Click on **Save Changes**.
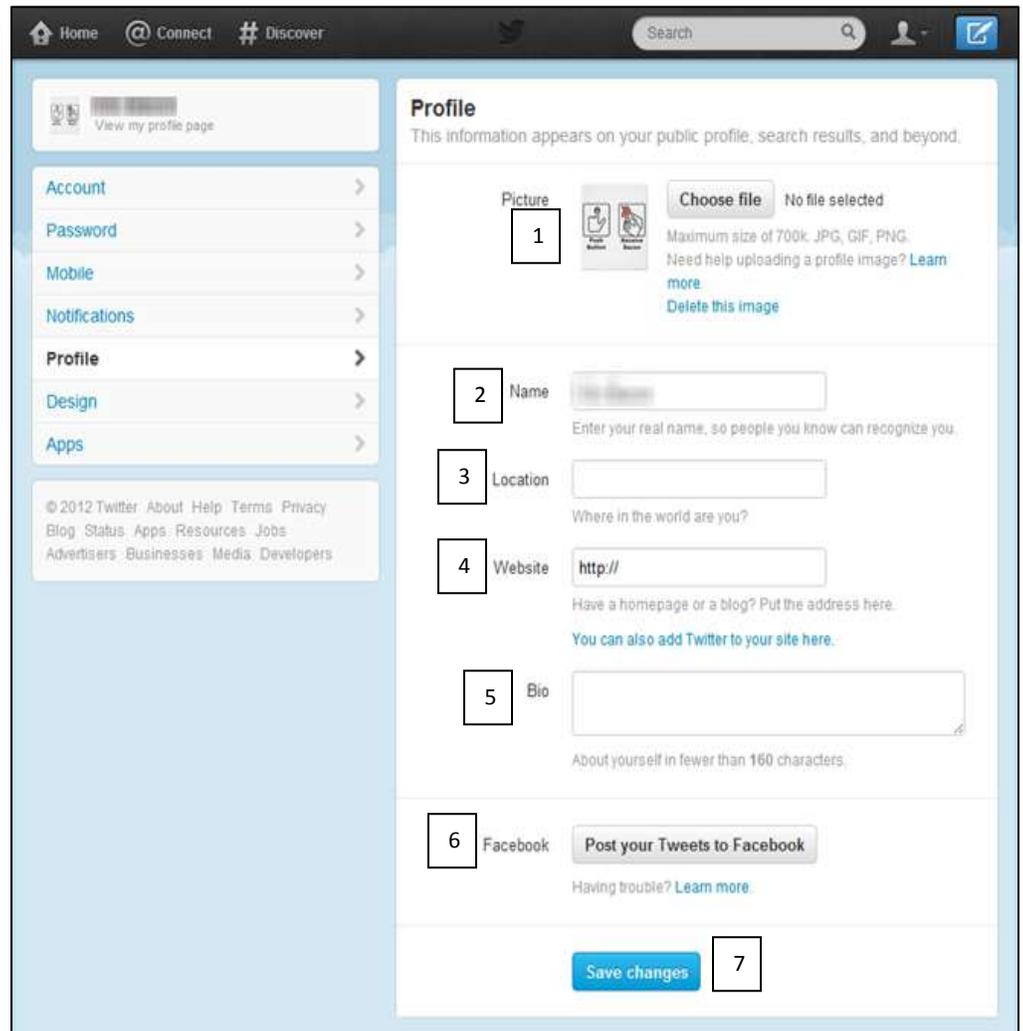
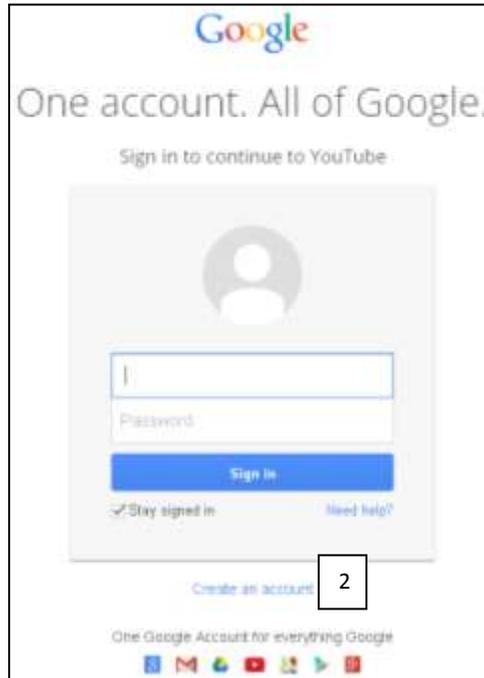4. Once all the information has been entered, your page will be activated.

5. To compose a "Tweet", click on the compose button located at the top right-hand corner.
6. A content box will open. A total of 140 characters can be typed in the Tweet text area.
7. A user can add a photo/video by clicking on the **Add photo** button.
8. Click on the Tweet button once all the desired information has been entered.
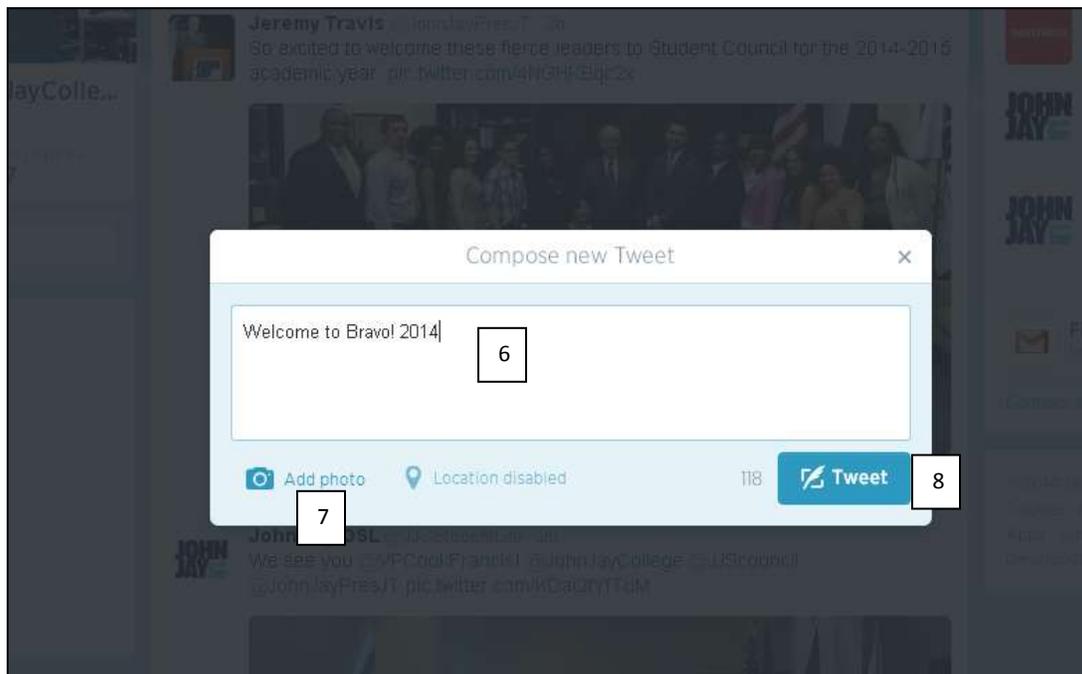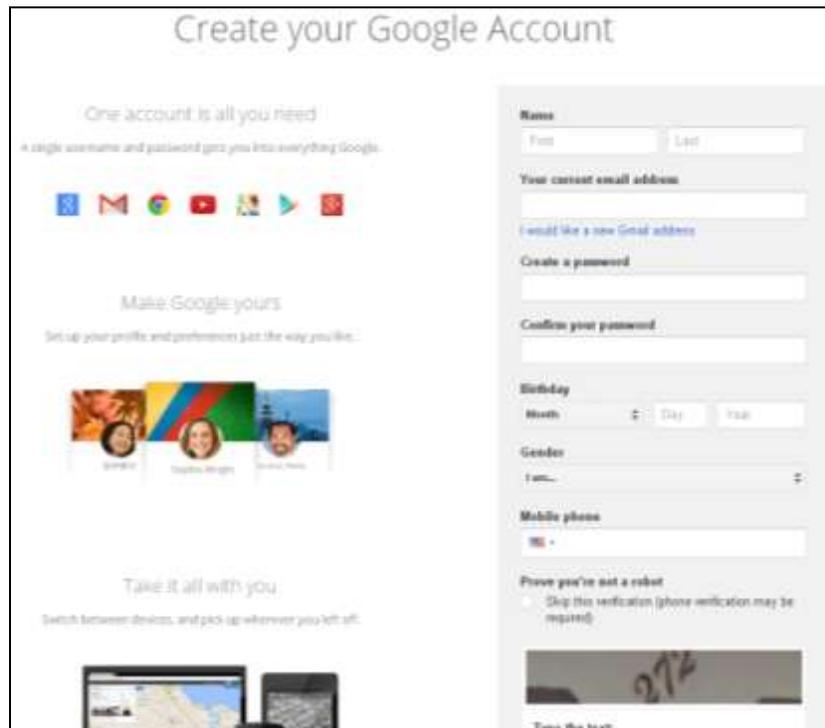
YouTube:

A person can use this online video-sharing application to showcase a specific area in their community, teach someone how to do something specific, or simply the medium for anything they would like.

1. A YouTube account has to be created in order to upload videos.(www.accounts.google.com)
2. If you have a Gmail account, you may sign-in using that or click on the **Create an Account** link.


3. Enter all the required information. This one login will allow you access to many of googles applications.

4. Once logged in to YouTube, you will be asked to select file to upload. These files are pre-recorded video files.
5. A user may also record a Webcam video directly from a device and upload it.
6. A user may also create a slideshow from photos.
7. A video can also be edited using the native Video Editor.
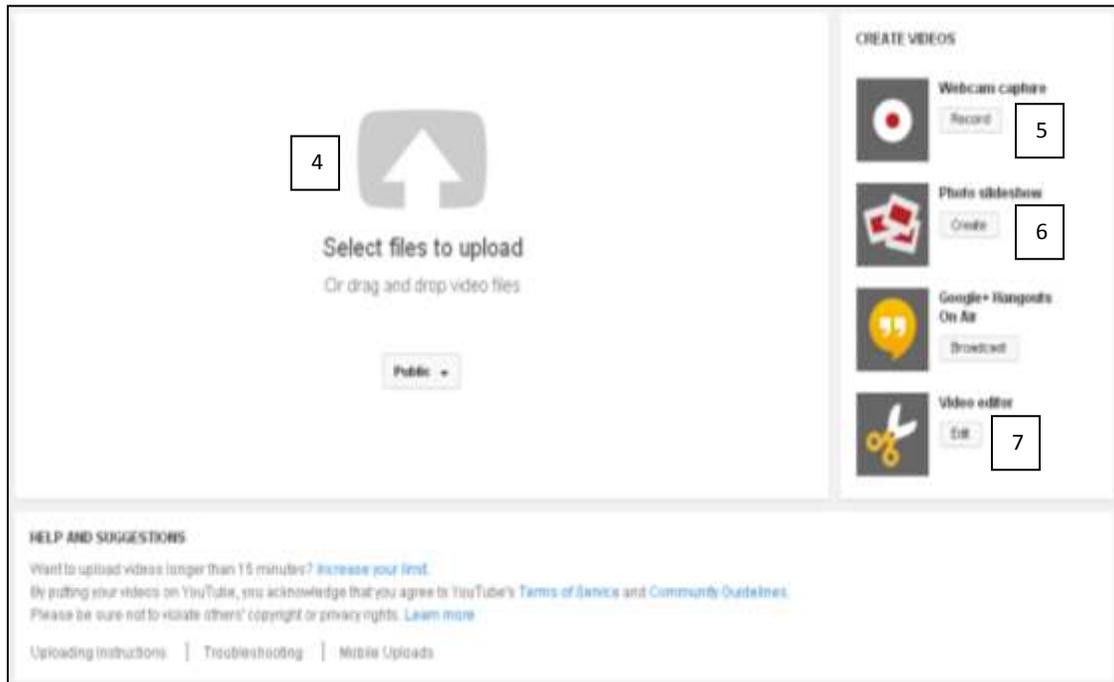
8. To upload a pre-recorded video click on the arrow icon.
9. Locate the pre-recorded video from your desktop, USB, or video recorder.
10. Once the video has been located, click on the Open button.
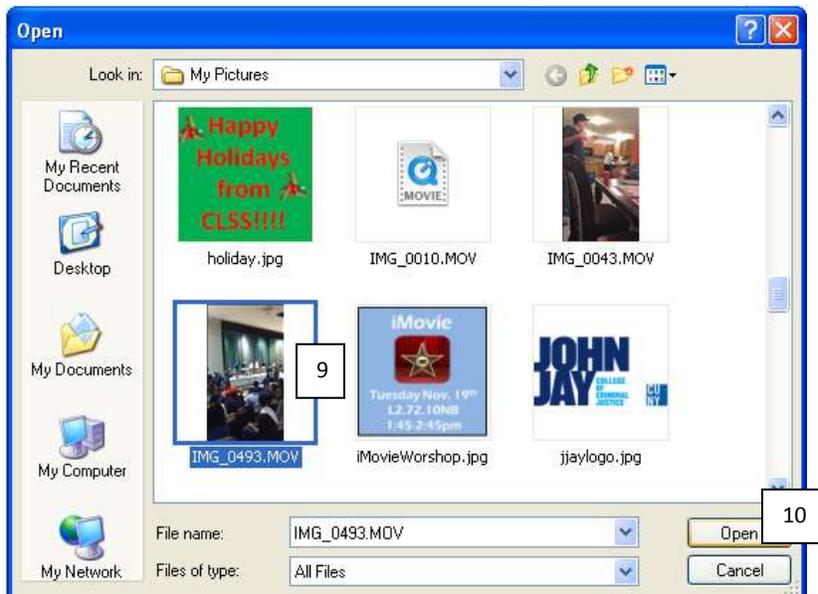
11. YouTube will begin to upload the video.
12. The video will have a URL created by YouTube.
13. A description can be added for the video.
14. Specific tags can be added to make the video more accessible.
15. Click on Publish once all the information has been completed and the video has finished uploading.
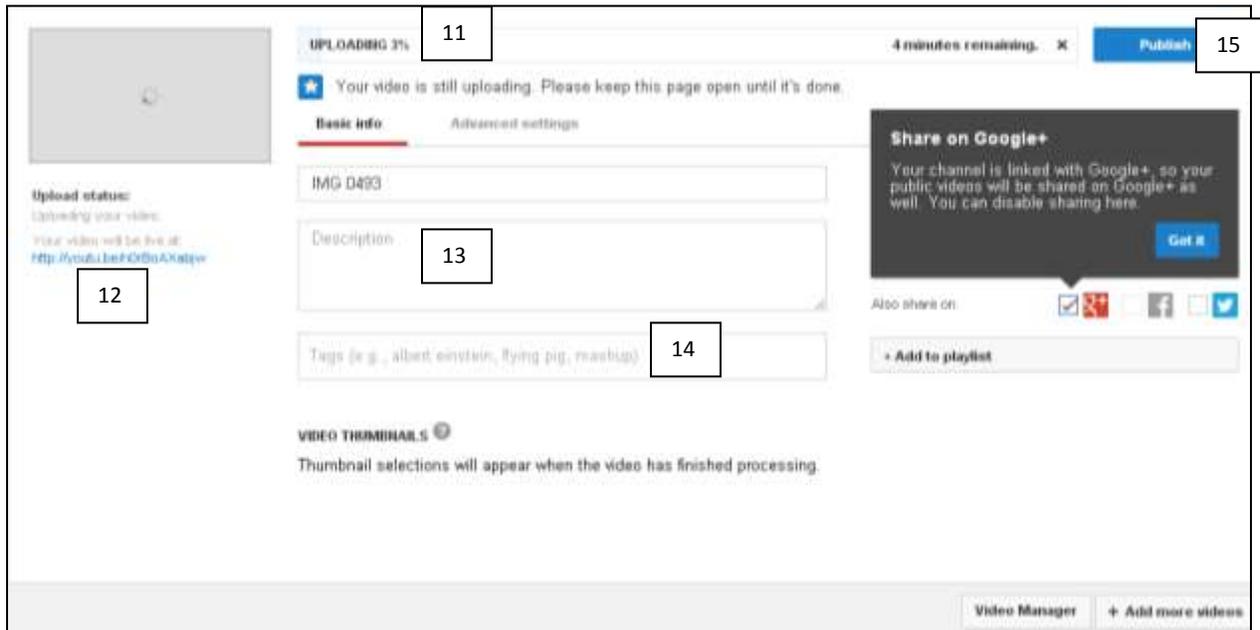
WordPress:

WordPress is a free online application that allows a user to create a free web/blog page. WorkPress supplies users with free pre-designed templates for users to use.

1. To sign-up visit the WordPress site. (www.wordpress.com)
2. Click on the Get Started button to create an account.
3. Click on the Watch Video icon to watch an instructional video.
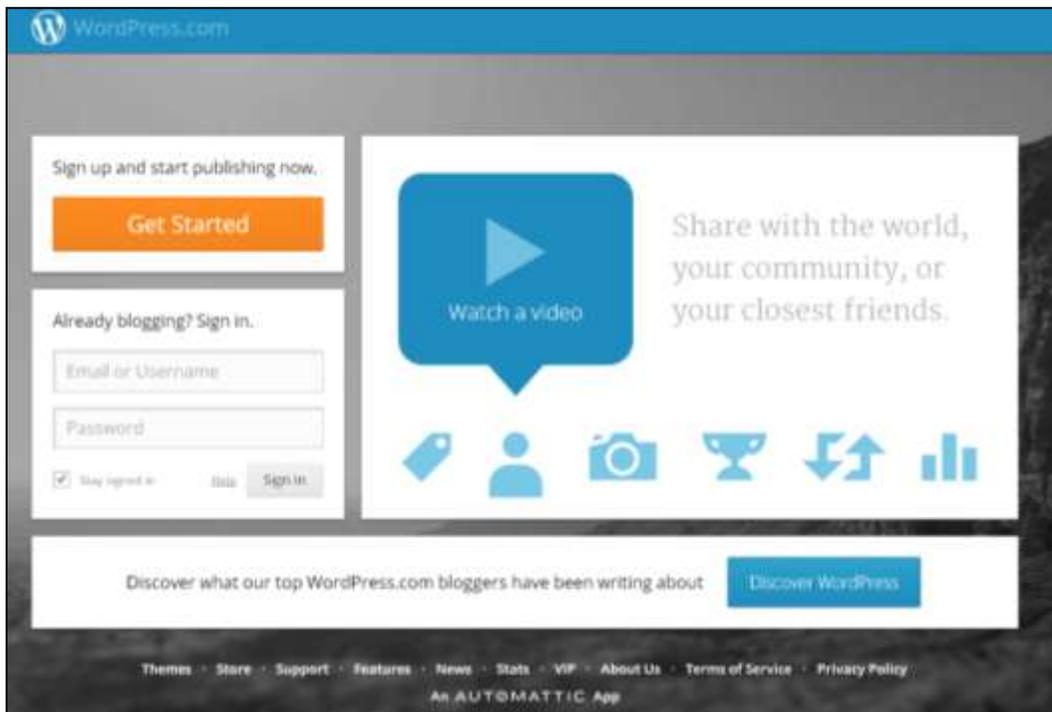
4. Enter all the required information to create your account and start building your blog.
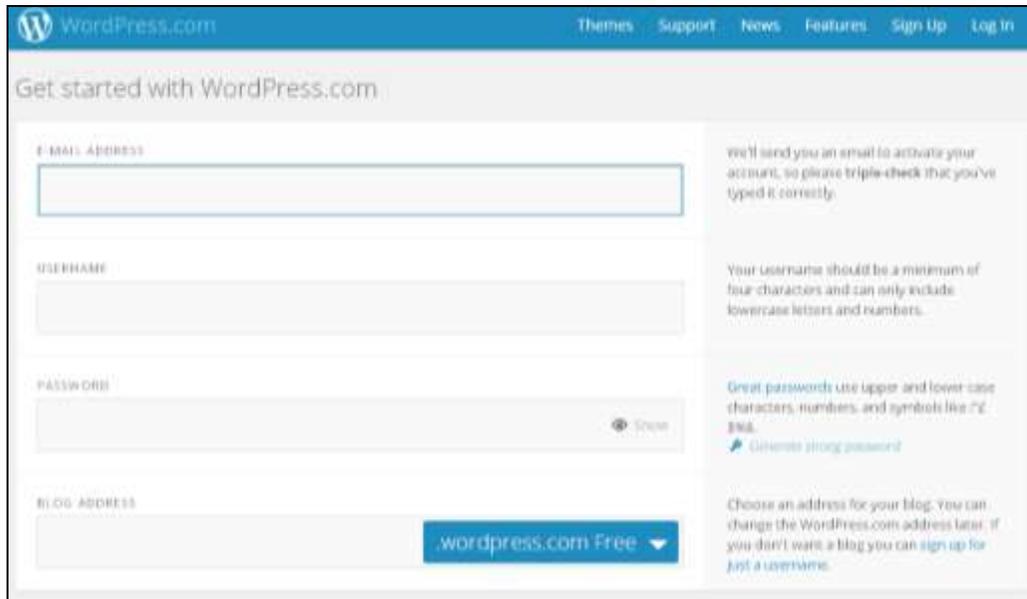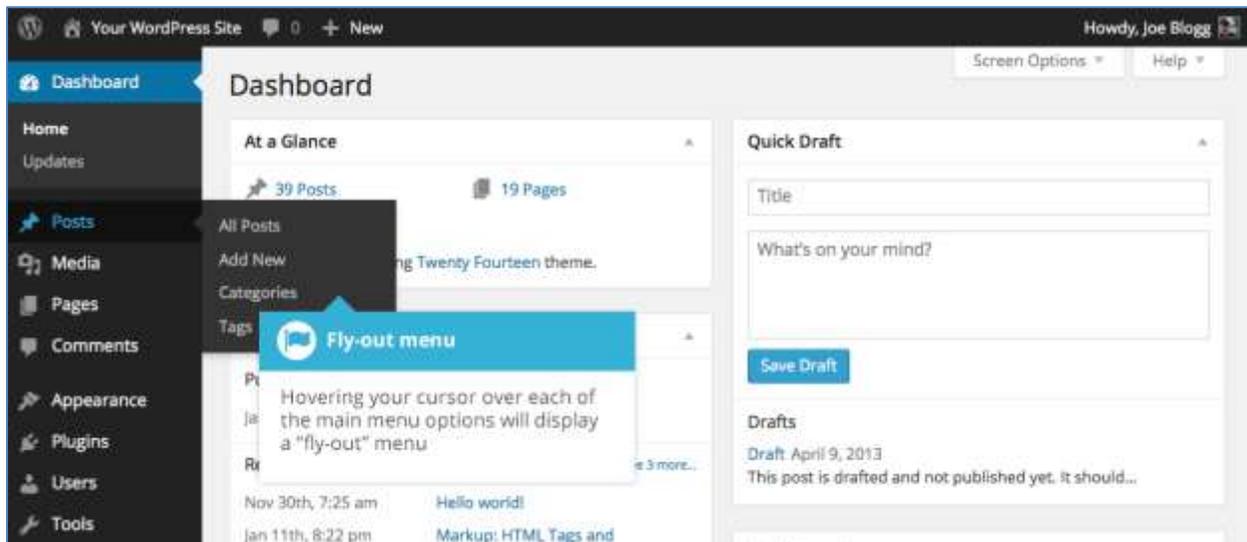

Dashboard:

1. **Dashboard**: This will display your main Dashboard 'homepage'. In the top left of your Dashboard you'll see some brief stats on the number of Posts, Pages, Categories and Tags contained within your site, as well as the total number of comments and approved comments. There's also a summary of how many Spam Comments you currently have.
2. **Posts**: This is where you can create a new Blog Post. You can also update your Categories and Post Tags.
3. **Media**: This is where all your uploaded images, documents or files are stored. You can browse through your Media library, as well as edit and update the files.
4. **Pages**: This is where you create and maintain all your Pages.
5. **Comments**: You can manage all your Comments within this section, including replying to comments or marking them as Spam.
6. **Appearance**: This menu is where you control how your site looks. You can choose a new Theme, manage your site Widgets or Menus and even edit your site theme files.

7. **Plugins**: Plugins extend and expand the functionality of WordPress. You can add or delete plugins within here as well as activate or deactivate them.
8. **Users**: This screen lists all the existing users for your site. Depending on your Role, you can also add new users as well as manage their Roles.
9. **Tools**: This section gives you access to various convenient tools. You can also Import data to your WordPress site or Export all your WordPress data to a file.
10. **Settings**: This is where your site is configured. Among other things, it allows you to configure your site name and URL , where your Posts appear, whether people can leave Post Comments or not and numerous other settings. Most times, once your site is setup, there's no need to change any of the settings within this section.

Adding a New Page:

To add a new Page, hover your cursor over the Pages menu option in the left hand navigation menu and in the fly-out menu, click the Add New link. Alternatively, click the Pages menu option and then click the Add New link underneath, or the Add New button at the top of the page. You will be presented with a page similar to the image below.
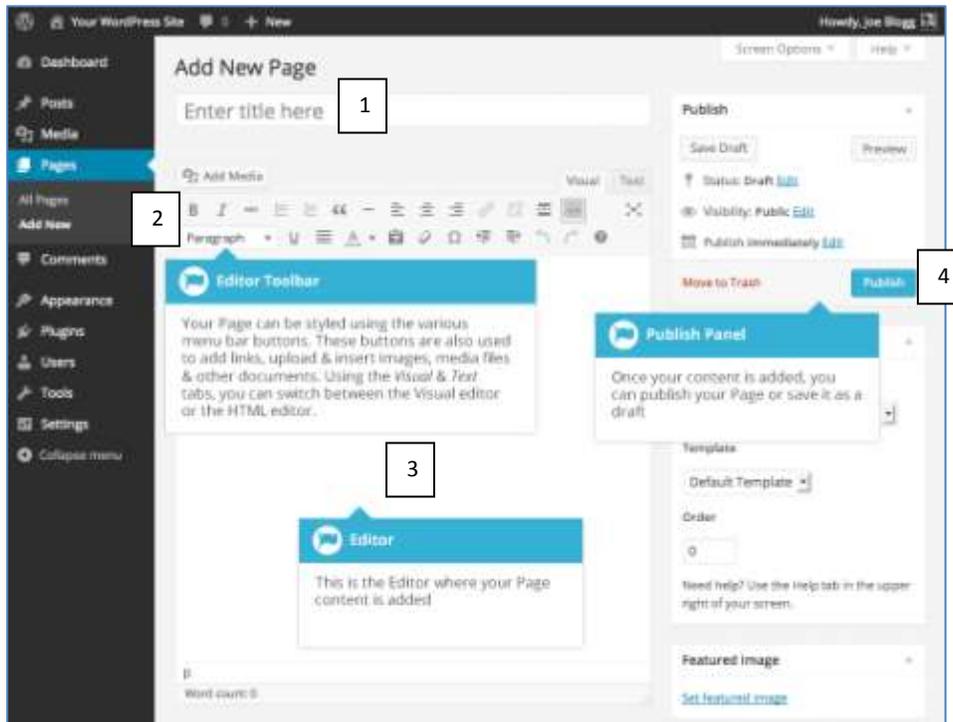
1. Add a title for the page in the **Add New Page** field.
2. Text entered in the text field can be formatted using the tools in the **Editor Toolbar**.
3. Add text in the **Editor** field.
4. Once all content has been added, click on the **Publish** button to make the content live.

Adding a Post:
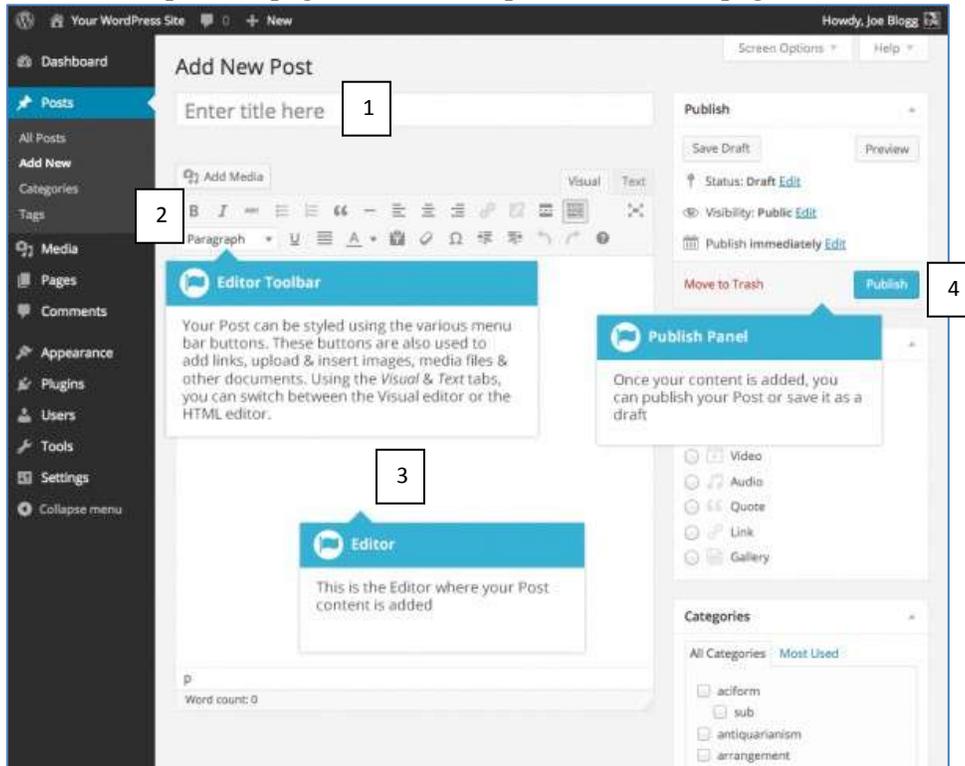
To add a new Post, hover over the Posts menu option in the left hand navigation menu and in the fly-out menu, click the Add New link. Alternatively, click the Posts menu option and then click the Add New link underneath, or the Add New button at the top of the page. You will be presented with a page similar to the image below.

1. Add a title for the post in the **Add New Post** field.
2. Text entered in the text field can be formatted using the tools in the **Editor Toolbar**.
3. Add text in the **Editor** field.
4. Once all content has been added, click on the **Publish** button to make the content live.

Inserting an Image:

To insert an image into your Page/Post, click the Add Media button (📷 Add Media) and then simply drag your image from wherever they are on your computer, into the browser window. Your file will be automatically uploaded.
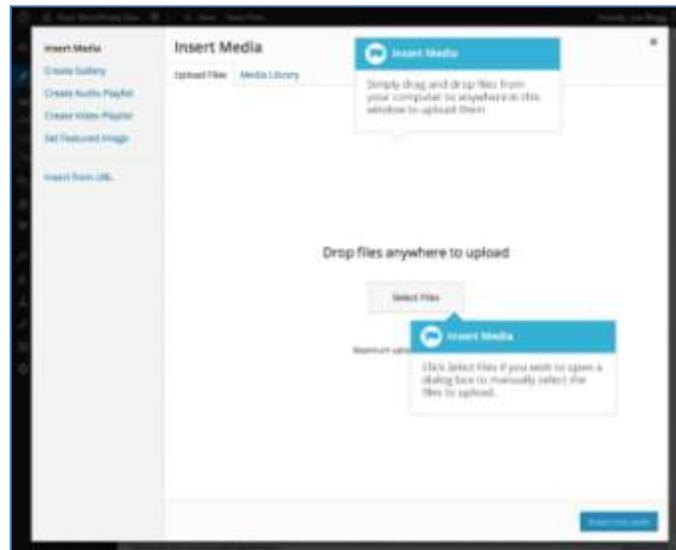
The properties of the currently highlighted image (i.e. The image with the blue border) will be shown on the right-hand side of the Insert Media window. These properties include the filename, the date the file was uploaded and the image size. It's at this point you can also change the image Title, Caption, <u>Alt Text</u> and Description for each image, as well as the Alignment, Link and the Size at which the image is inserted.

- **Title** – is displayed as a tooltip when the mouse cursor hovers over the image in the browser.
- **Caption** – is displayed underneath the image as a short description. How this displays will be dependent on the WordPress theme in use at the time. You can also include basic HTML in your captions.
- **Alt Text** – is displayed when the browser can't render the image. It's also used by screen readers for visually impaired users so it's important to fill out this field with a description of the image. To a small degree, it also plays a part in your website Search Engine Optimisation (SEO). Since search engines can't 'read' images they rely on the Alt Text.
- **Description** – is usually displayed on the attachment page for the media, however this is entirely up to the theme that is currently in use.