SOCIAL MEDIA

Questions for today.

What is social media?

How is it different to the way we communicated prior to the internet?

Should we use social media as a means of publicising the activities at our clubs and to promote the sport of croquet?

Which of the many social media tools should we use to do this?

What is social media?

Dictionary Definition: (noun) websites and applications that enable users to create and share content or to participate in social networking.

(Can you name some social media apps?)

How is it different to the way we communicated prior to the internet.

Interactive technology has infiltrated most aspects of our daily lives. Smart devices, apps and social media platforms augment communication with others across the globe, help us order goods and services quickly and effectively, enable us to seek out and add to information. Most people are not just users of the World Wide Web, but are also content creators: every tweet, status update, picture or meme, adds to the store of data available for online access.

We no longer memorise important information, like telephone numbers or dates, these details are retained in technological formats.
Humans seek out information and desire connection. We are curious and social, and will use whatever tools at our disposal to serve these purposes.

Yet we must also consider the tools themselves and their inbuilt limitations. The restriction of characters on a tweet or message will shape how we express ourselves and what may be conveyed. The emoticons (An **emoticon** is a typographic display of a facial representation, used to convey emotion in a text only medium) or emojis (**emoji** are actual pictures), available to us will dictate how we articulate emotions in particular instances. At the same time, humans adapt and evolve and the dynamic nature of the virtual space will continue to change and expand.

(How many here use emojis when posting to a social media app?)

Do you use social media for personal communication or to promote an organisation?

Is it easier than a full written explanation?

Should we use social media as a means of publicising the activities at our clubs and to promote the sport of croquet?

- social media enables us to communicate with a much greater number of people on a global scale that used to only be viable on a local level
- while this is great when it comes to keeping friendships alive over great distances, it also increases the demands on people to keep a much larger number of relationships going simultaneously. This can be a burdensome task for a club member
- communication is almost instantaneous, feedback can be gathered quickly. Most traditional online media include social components, such as comment fields for users
- social media is already widely used by club members and we should tap into this

Here are some prominent examples of social media:

Facebook is a free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.

(Do you know how many of your club members use Facebook?)

Twitter is a free microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.
Tweets and replies to tweets can be sent by cell phone text message, desktop client or by posting at the Twitter.com website.
The default settings for Twitter are public. Unlike **Facebook** or **LinkedIn**, where members need to approve social connections, anyone can follow anyone on Twitter. To weave tweets into a conversation thread or connect them to a general topic, members can add hashtags to a keyword in their post. The hashtag, which acts like a meta tag, is expressed as #keyword.
Tweets, which may include hyperlinks, are limited to 140 characters, due to the constraints of

Group Discussion Topics

How do you currently communicate with members of your club?

How do you promote croquet within your community?

If a majority of club members use Facebook, has this contributed to the establishment of a club Facebook page?

Twitter's Short Message Service (SMS) delivery system. Because tweets can be delivered to followers in real time, they might seem like instant messages to the novice user. But unlike IMs that disappear when the user closes the application, tweets are also posted on the Twitter website. They are permanent, searchable and they are public. Anyone can search tweets on Twitter, whether they are a member or not.

(Does anybody here use Twitter?)

Instagram is a social networking app made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed.
When you post a photo or video on Instagram, it will be displayed on your profile. Other users who follow you will see your posts in their own feed. Likewise, you'll see posts from other users whom you choose to follow. It's like a simplified version of Facebook, with an emphasis on mobile use and visual sharing. Just like other social networks, you can interact with other users on Instagram by following them, being followed by them, commenting, liking, tagging and private messaging. You can even save the photos you see on Instagram.

(Instagram is popular, does anybody here use it?)

Blogs A blog (also called a weblog or a web log) is a website consisting of entries (called posts) appearing in reverse chronological order with the most recent entry appearing first (similar in format to a daily journal). Blogs typically include features such as comments and links to increase user interactivity. Blogs are created using specific publishing software. The earliest blogs started in the late 1990s as online diaries, providing an ongoing inner monologue from the writer. As blogs evolved, interactive features were added to create a two-way conversation. Readers took advantage of features that allowed them to leave comments or link to posts on other blogs and websites to further the dialogue.

(Does anyone here follow a blogger?)

Group Discussion Topics

Do you just follow other users or post content yourself?

If so how do you decide who to follow?

Blogs Today There are over 100 million blogs with more entering the blogosphere every day. Blogs have become more than online diaries. Blogging has become an important part of the online and offline worlds with popular bloggers impacting the worlds of politics, business, and society with their words. Blogging will become even more powerful in the future with more people and businesses recognizing the power of bloggers as online influencers. Anyone can start a blog thanks to the simple (and often free) tools readily available online.

Snapchat One of the most unique things about **Snapchat** is the ephemeral components of all the content that gets shared on it. Photos and videos essentially disappear a few seconds after they've been viewed by their recipients. Unlike other social networks, which keep your content online forever unless you decide to delete it, Snapchat's disappearing content makes online interaction feel more human and a little more grounded in the present moment.

Skype Founded in 2003 by an Estonian based in Luxembourg, Skype can be downloaded onto computers, mobile phones and other connected devices for free. Purchased by Microsoft in 2011 for $8.5 million. It fulfils many of the same functions of Facebook, Linkedin and Twitter. It has been debated that Skype is a social tool; not a social network and vice versa.

(Skype or Facetime, which do you use?)

Google+ (pronounced *Google plus*) is Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. The project's slogan is 'Real-life sharing rethought for the web.'

Wikipedia is a free, open content online encyclopaedia created through the collaborative effort of a community of users known as Wikipedians. Anyone registered on the site can create an article for publication; registration is not required to edit articles. Wikipedia was founded in January of 2001.

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

Reddit is a social news website and forum where stories are socially curated and promoted by site members. The site is composed of hundreds of sub-communities, known as "subreddits." Each subreddit has a specific topic such as technology, politics or music. Reddit site members, also known as, "redditors," submit content which is then voted upon by other members. The goal is to send well-regarded stories to the top of the site's main thread page.

Pinterest is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the original source, if you click on a picture of a pair of shoes, you might be taken to a site where you can purchase them. An image of pancakes might take you to the recipe; a picture of a birdhouse might take you to the instructions on how to build it.

Which of the many social media tools should we use to do this?

It seems pointless to use any above examples of social media if the majority of our members do not use them. So perhaps our emphasis today should be on Facebook.

(Do we agree?)

The counter argument to this is by using Twitter or Instagram (provided we can get community members to follow us) we may connect with a younger segment of the community and thus be promoting croquet to a segment of the community that doesn't respond to posters on noticeboards or flyers in letterboxes.

If you need assistance to create a club page, let me know..

Any comments on this from anyone? How can we connect with younger members of the community if not by social media?

Before creating your club Facebook page it could be helpful to consider the following:

- who will administer the page
- what will be used as the cover photo (reflection of club culture)
- what will be used as the profile image (perhaps a map or logo)
- will it be a page accessible to the public or a closed group
- guidelines as to what can be posted as content
- can documents such as .pdf be converted to .jpg, .gif, and .png file types. JPG is generally **used** for **images** with blended tones, like photos, and GIF and PNG are better for **images** of flat tones, like logos, text, and graphics.
- please read the VCA Electronic Communication Policy before going public with your club's Facebook.

(Is one club member in charge of updating the club Facebook?)

Tips when using Facebook as promotion.
Facebook username.
When you choose a Facebook username for your Page, your Page's URL becomes *www.facebook.com/YourUsernameHere.* eg https://www.facebook.com/Croquet.Victoria/

Use of @ (Officially, this symbol is called *commercial at***) in a post**
If I do @_____ in Facebook, is that like tagging? Not everyone appreciates being tagged.

(How many here tag someone in a photo?)

Using the @ symbol *is* tagging. Similar to Twitter, using the @ symbol allows you to 'mention' someone on Facebook. On a personal page, you have the option to mention either a person or a business. On a business page, you only have the option to mention a person, if they have already commented on your status.

Using this feature is great on both personal and business levels to let someone know you are talking about him or her. Here are a few tips to make sure you execute them correctly.

Group Discussion Topics

What guidelines are given to that designated person about content?
Do you use a photo permission form?
Has there been positive feedback since the club has used Facebook?

What happens when you are tagged in a Facebook photo?

1. When you enter the @ symbol and begin typing, you will get a list of relevant matches displaying next to the symbol. Be careful with who you choose, so you make sure you pick the correct person.
2. If you are trying to tag a business and it's not coming up automatically, make sure you like their page, first. Facebook often has an easier time whittling down your choices if they have an idea of whom you are intending to tag.
3. If you are commenting back to one specific person, you can use the @ symbol, so they know the comment is directed towards them.
4. You can usually use tags right within your sentence structure of the post you are writing, so don't feel like you need to just slap them in awkwardly at the end of a post.

Tagging can be a very useful feature for communicating on Facebook, but as with everything else, use it tactfully.

Hashtag on Facebook.

Hashtags connect your content with other people talking about the same thing or looking for information about something. This can extend your Facebook content past your own audience. That is one of the only ways to do this on Facebook without paid media.

If your audience is socially savvy, then hashtags can come into play and be of value. If your audience is not steeped in the depths of social media use, then a hashtag can be a foreign symbol to them.

Hashtags turn topics and phrases into clickable links in your posts on your personal timeline or Page. This helps people find posts about topics they're interested in. To make a hashtag, write # (the number sign) along with a topic or phrase and add it to your post.

(*How many use # on Facebook?*)

When you click a hashtag, you'll see a feed of posts that include that hashtag. You may also see some related hashtags at the top of the page. Keep in mind.

- a hashtag must be written as a single word, without any spaces
- you can include numbers in a hashtag, but punctuation and special characters (like $ and %) won't work

- you can search for a hashtag using the search bar at the top of any page
- you'll only see posts that were shared with you.

If you are currently using hashtags in a campaign on Twitter or Instagram, start including those hashtags in your Facebook content. This makes it easier to integrate all your social channels as one. Don't put your #hashtag in the middle of the #sentence. That makes #reading the sentence #annoying. Instead, write out your whole post. At the bottom of the post, add the hashtags.

If you are thinking about using hashtags for your content, one of the best ways to find out if the hashtag has any traction is to simply do a hashtag search using Facebook graph search. Type the desired hashtag into your Facebook search bar to reveal all the posts associated with the word.

(*Do you periodically check if you social media content is reaching more people?*)

Differences in Hashtag Searches on Twitter and Facebook
Hashtags exist to allow people to see a different flow of information than they might otherwise see on their profile.
On Twitter, hashtags give you a way to see all tweets about a particular topic.
Other social media platforms like Instagram also let users include hashtags as a filter to find information on specific topics.
Facebook users have already actively filtered their content by choosing what pages to like/people to be friends with; they generally only want to see content from these pages.
Twitter and Instagram users are much more likely to be interested in finding content around a specific topic, so hashtags come in very handy for them.

Privacy and the Limitations of Using Hashtags on Facebook
Aside from decreasing readability and looking like spam, using hashtags on Facebook simply isn't an efficient way to reach new readers due to privacy restrictions.
Facebook marketer Mari Smith offers this overview of privacy settings and their impact on hashtags:

Group Discussion Topics

If more than one social media app is used do you cross reference?

- as with all personal profile features on Facebook, **privacy settings prevail**.
- if you publish a post on your profile to friends only, and the post contains a hashtag, the hashtag will be clickable and open up to display all other posts on Facebook containing that hashtag
- but, ONLY friends can see friends-only posts that show up in hashtag searches
- public posts—with or without hashtags—are public
- private (friends-only) posts—with or without hashtags—are just that: private and visible to friends only
- even when friends include hashtags in comments on your friends-only thread, your post is still private and visible just to your friends
- with hashtags shared in private groups, that clickable hashtag will open to show public posts with that tag (along with any friends' posts with that tag), but posts from the private group are only available to group members.

Use Hashtags On Facebook Effectively

If you're cross-posting Twitter and Facebook posts simultaneously, keep these hashtags guidelines in mind so that you can save time without experiencing any negative effects on your Facebook marketing efforts.
- capitalize the first letter of each word if you do have a longer hashtag
- consider using trending hashtags if their topics match up with your post content.
Facebook trending topics are selected by their staff and are related to current events and hot topics; they'll appear on the right side of users' home feeds.

Unlike on Twitter, however, the trending categories are not universal: they are tailored to a particular person's interests.
This means that what I see as 'Trending' won't be the same as what you see, or what your target audience sees. That makes getting on a hashtag band wagon a lot harder on Facebook than on Twitter.
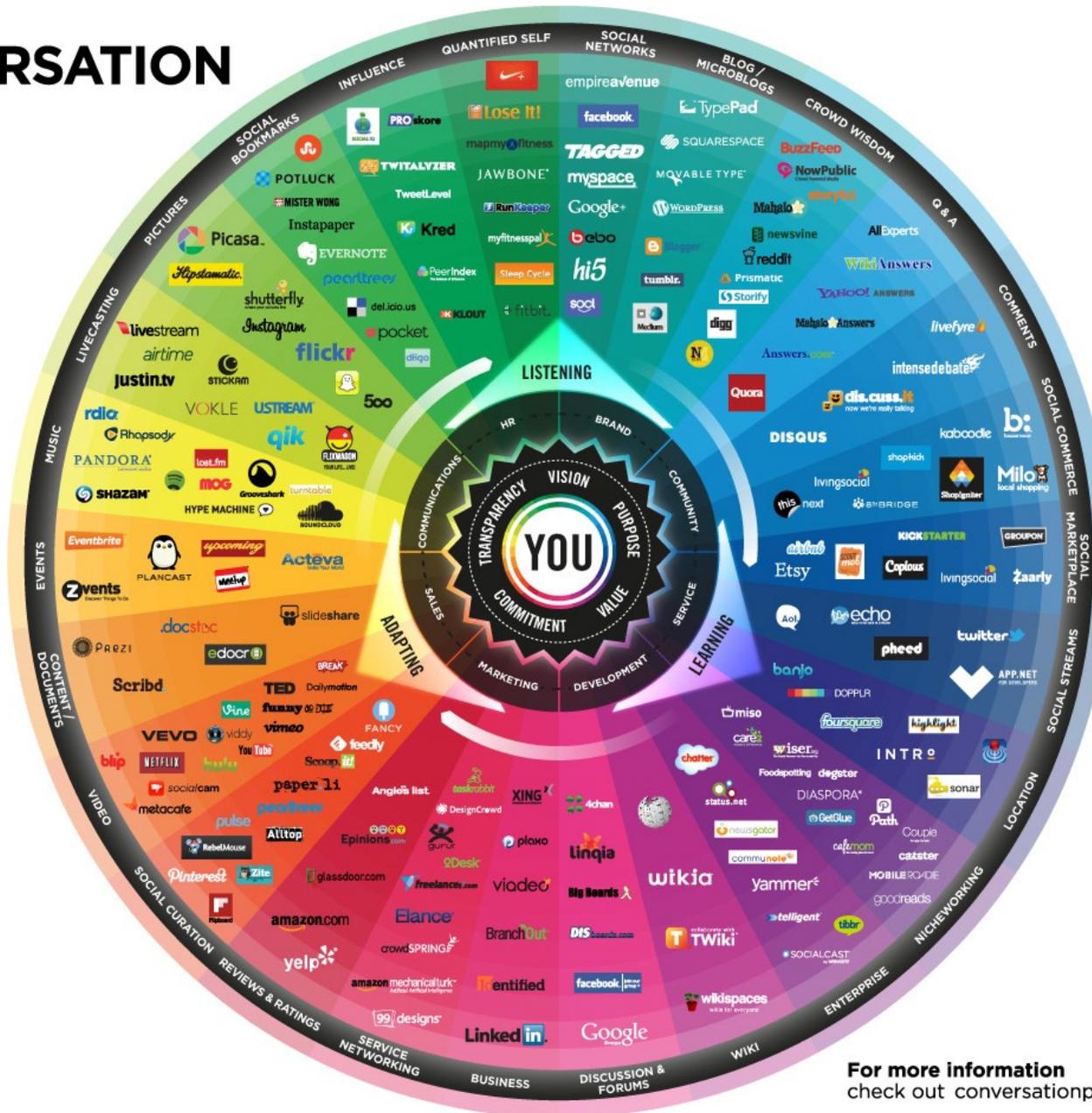
Group Discussion Topics

Please read the VCA Electronic Communication Policy before going public with your club's Facebook.

Is engagement with others in the croquet community growing through Facebook? eg Messenger or Likes/ Comments/Replies.

THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3

Brian Solis created the following social media chart, known as the conversation prism, to categorize social sites and services into various types of social media.

For more information check out conversationprism.com