

Getting Started with Social Media Part One

Angela: Hello everyone, this is Angela Brown, Project Lead with Youth CareerConnect program here at the national office. We are gonna go ahead and get started. It is 2:30, but today's webinar is getting started with Social Media Part One. So, I'm gonna turn it over to Maisha Meminger who is our moderator today to kick things off.

Maisha: Hello, everyone, good afternoon. And I don't think it's good morning anywhere, but maybe it's good morning. Hi everybody, it's Maisha. I want to welcome you here our part one of Getting Started with Social Media webinar. We are very, very excited to talk about enhancing your social media outlet, to connect the parents to you in your program, the students, future students and current student.

And we're gonna, of course, be recording this webinar for those who can't join us today, but I remember during the conference last year we talked about social media, and we talked about parent connection and engagement and how can we still keep our parents informed about what's going on in the program, and how can we sell our program and what we're doing to employers, right?

And employers always wanna see positive feedback and have connections to schools and services that are making a positive impact in the community and we had that discussion during that session, I'm sure through other sessions as well. So we're gonna take this time today to talk about the importance of social media.

Many of us already know that, but we're gonna have our expert, Elizabeth Vassolo. Elizabeth, I'm saying your last name right, right?

Elizabeth: That's correct.

Maisha: Okay.
[LAUGH]

Maisha: Talk about that. We're gonna talk about what the right channel is. Again, is it Facebook, is it Instagram, is it LinkedIn?

And also we're gonna be talking about getting attention, and also developing the communities that you had support your social media. And also most importantly, I think not just the parent and student engagement, but the employer engagement piece. This is how we communicate nowadays is through social media, through tweet, through hashtags, and how can we encourage our employers to make them happy that they're using our young people for work experiences, and having them onboard, externships for our teachers.

Make them look good. Cuz anything that makes the business look good, they're happy to give them more experiences, give more dollars, and give more support. So, I'm here to learn, as well. I'm a student today. So I'm gonna be turning it over to Elizabeth, and she's gonna tell us a little bit about herself, and about social media and its impact, and how we can make better spaces for ourselves in this environment.

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So, Elizabeth, take it away.

Elizabeth: Maisha, I'm thrilled to be here. As you said, my name's Elizabeth Vassolo, and I am the Director of Marketing and Communications for the Women's Business Development Center here in Chicago. But I have, through the years, become kind of a social media expert.

Way back when like eight, nine years ago, I helped launch the social media for the Chicago Tribune and then I went on to run my own business. And I've consulted for really big companies like Hitachi, AOL.com, Walter E Smithe Furniture which is a big regional furniture store here in Illinois and then also for dozens and dozens of small to mid-sized businesses.

So I've spoken a lot about social media and I'm thrilled to talk with you all today. Couple things before we get started, after our webinar I'm gonna provide everybody with a resource guide to talk about and send you back to some of the links that I'm gonna mention in this.

So, don't worry about taking all these notes. I want to make sure that you have everything at a glance after, and then I also want to encourage you to reach out to me. If I'm not able to answer your question during our webinar today, I am more than happy to respond to any of your email requests or any of your Twitter requests, if you wanna tweet me.

But please feel free to reach out because I want you to be successful, and the nature of social media is it's just such a big topic, and we can't boil the ocean today. So my goal is to leave you with some tips and techniques that you can take away today and start implementing and then if you'd like to have a longer conversation, I'm happy to chat with you and see if there's something specific that we need to troubleshoot together and also there will be time at the end of the webinar to ask questions as well.

So without further ado, let's get started. So why do we do social media? I always like to start with some of these level-setting social media questions cuz as I mention it's such a big topic, right? So we always like to kind of get on the same page. So why do we do social media in general?

Because there's 100 billion monthly users on social media networks. That's a lot, right? Like, what?! That is a ton of people and it's not going away. So we need to figure out how we can use it to make sense for our efforts. Now, with that said, it's important to understand what social media can and cannot do.

So, two things to know about social media. It alone will not save your communication efforts, so if you think that just doing social media is gonna solve all your problems and get everybody involved and, all of a sudden you're gonna have all this engagement, that's just not gonna happen, but social media works really well when it's integrated into an overall communication strategy.

So with the projects that you're working on, if you are doing emails, if you're doing any kind of in-person events, handing out fliers, anything that goes along to compliment your communication

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strategies, that's where social media lives. Social media is just another place in the digital space that allows people to engage with you.

So, you never want to not do some of the other standard, traditional communication methods. So that's really important to remember, cuz that's what really trips people up when they start doing social media, they're like, why isn't all this stuff happening? Cuz it's not going to, but it will when you integrate it into an overall strategy.

And then the second thing to know is content, right? You have to have something to share. So, you're only as good as your content, and we're gonna talk about little bit about content as we go forward, cuz there's lots of ways to approach content. And I always say, think of what interests you, think of what gets your attention, because that's what's gonna get other people's attention.

And a good rule of thumb is you can't bore people into paying attention, right? So you need to make sure that whenever you're framing something, whatever you're putting out there, you try to make it as engaging, as interesting as possible. Now you don't have to get crazy and do, have bells and whistles, but it needs to have a creative flair to it and it needs to get your message across to get people to pay attention.

So, here are three things that's gonna make your social media sing right away. So here's some nuggets that you can take away and implement to help start you on your path. So, you want to connect with your community. So what that means is you want to make sure that you are following all of the tertiary groups within your initiative.

So you want to make sure that you're following the businesses. You want to make sure you're following newspapers. You want to make sure you're following spot leaders. You wanna make sure you're following the parents, if they are on social media, you can do that. You also wanna make sure you're following each other and you're sharing each other's content.

That's a really important. Social media was built as a community, and it was there to be a friendly, interesting place to connect with each other. And I also say, remember when social media started, when Facebook was created, it was meant to let people know about parties in college, right.

So you don't get any more social than that. So if you keep that in the back of your mind, it's not good enough to just share your content. You need to spend time connecting and building your community. And sometimes when we look at and we talk about building your community, it's just as simple as making a list of all of the organizations that you think you should be connected with, and going through and following them and connecting with them.

So, that is something very,very important is connecting with your community. And the connecting with your community doesn't happen just once. You wanna make sure it's an ongoing effort, that it's part of your strategy as well. It's part of your daily social media activity. Now, the second thing that's really important to understand as social media gets bigger, and bigger, and bigger, our

hashtags.

Hashtags were created. They're actually a main function of twitter. Twitter is the place that births the hashtag, if you will. Hashtags are really important because that's how we organize conversation or our event in connect with more people. So let's take Twitter as an example, we'll dig a little bit more into each of the network in just a few minutes.

But Twitter is just this massive sea of people communicating. So how are you supposed to find anybody, right? So you want to use hashtags and search for hashtags that might make sense for what you're trying to communicate. And then also, you can create your own hashtags that you want people to use so they can follow your conversation.

So what happens is if you include hashtags that are either both general hashtags or hashtags that are specific to your initiative, your event, your organization, then that allows people to keep your information in a concise way under social medial networks so they're able to follow along the conversation, and they're able to contribute to the conversation.

Now, with hashtags, you might be thinking [INAUDIBLE], where do I find hashtags? I don't even know where to start, right? And how do I find the hashtags that are meaningful to me, cuz that's always a question as well. In the resource guide I'm gonna provide you, I'm gonna give you a couple OF places that you can search for meaningful hashtags, and you can start tracking them, and you can see what other people are using for hashtags and see if they apply towards your communication goals.

And then, of course, you can also create your own, which is totally fine. You'll just wanna do a quick search to make sure nobody else is using it, and to make sure if somebody else is using it that it doesn't have any inflammatory information to it. Because sometimes, acronyms might mean something one way to us for an event, but they might mean something in the digital universe to someone else.

So you just wanna be mindful of that, as well, to make sure all of your content is on the up and up. And then another great way to kind of glean from hashtag information is to either talk to your stakeholders in your group, whether it's parents, students, employers, ask them what they use, ask them what hashtags they like to follow, and see if it makes sense to include that.

Cuz you could do a blend of general hashtags and very specific event or organizational hashtags as well. Like for example, one of my clients that I do a lot of live tweeting for, meaning whenever she does an event like a webinar, I'm on the other side of Twitter and I am tweeting notes about the webinar out to people.

I will use, and she's an IT sales person, and I will use hashtags like hashtag IT sales, hashtag MSP, and then I've also created a hashtag that is specific to all of her events and it's a hashtag for sales success. So, not only to people follow along using the for sales success, they can also use some of the

more general hashtags, and it reaches out to a wider audience.

So that's something to start implementing. Hashtag's our powerful, powerful tool to reach more people. Now, the next thing is budget. This is where social media can get really frustrating. So let's say your working on Facebook and you build up a pretty decent community, and you're trying to share information, and you're not getting any engagement, and that is by [INAUDIBLE] .

Because Facebook knows that its network is valuable, and they don't wanna share your information unless you pay to promote it. So, if you get stuck and you need a boost to your engagement, you might wanna consider putting a very small budget behind certain posts that you want to promote to reach a larger audience.

Now, when we talk about a budget in a small budget, we're really talking about maybe \$15, maybe \$25. I wouldn't get crazy. I wouldn't necessarily do more than that until you do a couple of tests to see if you're spending the right amount of money. Because you might be able to spend \$15 and broadcast your message across the appropriate audience and get the reach you're looking for.

Now when we talk about budget, I do have a little asterisk down there. You wanna talk to your FPO if you have questions about your budget or spending funds. Because some of you do have access to some dollars, and this might be a really great way to use some of that money to promote your stuff, especially if you have bigger events or a bigger messaging piece that you wanna get out.

When we talk about ads, that's really a case by case example. So if you were to promote something, that might be something that you might wanna ask me specifically if this is a good thing to promote, because there's lots of ways to approach promoting your post, and you wanna be very thoughtful, and you really wanna save it for big initiative.

You don't necessarily wanna save it for some small messaging. You wanna save it for something that is tied around a big event, or a big initiative, or a big piece of communication, or a big accomplishment. So you wanna save it for the really, really juicy stuff. Now, the number one thing that is really important to remember.

So we have these little tidbits about making sure you connect with your audience, implementing hashtags, considering a budget, but the best thing you can do is take one channel and really own it. This is where it gets frustrating for people doing social media. They don't know where to start, they don't know what channel to pick, and they don't even know like the difference between the different channels.

And this is really, really tricky, and sometimes it's a little bit trial and error to figure out what channel is right for you, and i get it. Liz, which one do I pick? Cuz I hear that a lot. So you wanna do some digging. You want to determine.

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Off your audience, and you wanna pay attention to what they're using. And we're gonna talk, in just a few minutes about the different audiences that go with the different channels. But this is really important to remember, because all of our resources are limited, and you really, with social media, wanna get the most bang for your buck.

So you wanna figure out the channel that is gonna be the highest impact. And again, in the resource guide, I'm gonna provide you with some links to some blog posts that will help to demystify even further the channels that you should be on. Some of it is gonna be intuitive because you're already seeing great engagement, and you just think that this is where you wanna be.

Some of it, it may be that you already have a really strong channel, and you wanna expand into another channel, that's totally fine too. But before you start taking on more than one channel, you really want to be steady and sure in one channel. And here's the thing, if you're inviting stakeholders, like employers to get a glance at what you're doing, and to show them the accomplishments and the engagement and the reach or getting in the digital space.

You wanna make sure you have one channel that is so rocking that it's gonna blow their socks off. And within each of the Facebooks, the Twitters, the LinkedIns, the Instagram, you can create one of those channels that is just so, so good. So that's gonna be a huge goal, is making sure that one channel is just the best rocking channel where you're getting the most engagement.

Now, when we look across the spectrum, this is an interesting diagram, and it's really important to talk about. Because sometimes we hear things in the media, and we hear things that people say, nobody's on Facebook, nobody's on Twitter, nobody's here, nobody's there. And I gotta tell you, Facebook is still a really, really, really powerful tool.

And when you are an organization, something with education, something that it has positive news to share, and has kind of an advocacy bend to it, and an inspirational bend to it. Facebook is still a really strong place to be. And I know sometimes they say, well, the younger generation isn't on Facebook, that's not totally accurate.

They actually are on Facebook, but what they do is, is they've changed their username so you as the parent or the adult cannot find them. That's the difference, is that we think that the younger generation is not on Facebook, and that's just simply not true. They actually really are on Facebook still.

They just don't want you to know they're on Facebook because you're on Facebook, right? And we're super lame, and they don't want you to see what's going on. But, Facebook is still a really, really strong tool. And then Twitter is a very strong tool, but you definitely do need more time to it.

Instagram is a great tool behind it because of its visual impact. And then of course, LinkedIn has very specific uses when we look at reaching a professional community. Now, I'm gonna talk a little bit about frequency as well as we look at the individual channels. And I'm also going to put a

frequency information on the guide that I'm gonna provide you as well.

Because frequency is a really important piece to understand how you wanna boost your engagement. So, let's jump to Facebook where it all started. So, one of the great things about Facebook, Facebook has had quite an evolution from when it started way back when. So Facebook used to be, really, an open network where you could connect with anybody, anybody could see your feed if you were friends, and it was just a flood of information.

And Facebook got really wise to that because they're a very powerful tool, they've been spending years collecting data on us. So when we talk about big data that's exactly what it is. And it's always kind of big brotherish and it freaks people out, but that's the world [LAUGH] we live in now, right?

Any time you put something out on email, to a website, to social media, somebody is scraping that information to sell it to someone else. And that's just kinda the way it goes. So Facebook, a couple of years ago decided that in order to reach a larger audience, so let's say you had a page, a business page, or a group page, or an organizational page, and you have 500 followers.

A couple of years ago, Facebook said, look, at any given time, if you post something, only 2% of those people are gonna see it unless you pay to promote it. So that's where the budgetary aspect comes in with Facebook. That once you do pay to promote something, you get incredible reach with it, meaning it gets shot out to other people.

But until you integrate a budget into Facebook, it becomes very difficult to get that engagement. So, that's another reason why I mentioned the budget. So, you wanna just keep that in the back of your mind. Now, here is a really good example of a group page. And I like group pages for what you're doing, because people have to join them.

And it's really a captive audience. And that's something where when you do your initiatives, you can encourage people to join the group page. You can include it in your email interaction, you can include it in all of your communication outside the digital space. And this is a great place to invite parents to, to have a group page like this, because they're still on Facebook.

Definitely, parents are still on Facebook. So if you are looking to reach parents, the group pages on Facebook are a really, really strong place to do it. And then also, whoever starts your page, you can determine who the admins are. So anything that gets posted will have to go through a moderator first to have it approved.

So you can really have control over the conversation. And of course you want to stay as transparent as possible. But just in case there is an issue, you can take a look at it before it actually goes live on the Facebook group page. So that's something to remember as well, that if you have a group page, there's a little bit more control over the content that is shared.

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So that's really important to remember. Another thing about Facebook, in terms of frequency, you wanna post at least five times a week. So we're looking at one good post a day if you can swing it. If you can't you wanna do at the minimum three times a week.

You can do updates on the Facebook page, you can post photos on a Facebook page. The other thing that you wanna remember too, is that if you are gonna have any of these channels open, somebody does need to keep an eye on them. Because if you're inviting people to engage, they will and they might ask questions.

And they might ask a question through your social media networks, before they call you, email you, stop in, whatever. So you wanna make sure that somebody keeps an eye on these pages to address those questions because it will happen, especially when you talk about last minute information. Perhaps you have a meeting that has been rescheduled, a meeting that's been cancelled.

People will go to your social media networks first to see if it's been updated, and to get the most recent information, so you wanna remember that. And you want to be mindful of the fact that you're putting the tool out there, and people are going to respond to it.

And another thing about the community-building, as you're working on Facebook or Twitter or Instagram or LinkedIn, you wanna follow the people in your community. But you also wanna keep letting them know that you're out there, too, and to follow you back, so you want to develop a reciprocal following relationship.

And you also wanna share content. You wanna share their content and, in exchange, they'll share your content as well. So that's Facebook. Let's jump to Twitter. Twitter is the beast of all beasts. And it's not that scary, but it does take the most time. So if you feel that Twitter has been a really strong network for you, and you have a lot of activity going on and you want to broadcast in real time, Twitter's a really good place to be.

Now, when we talk about frequency with Twitter, you want to tweet at least four times a day at the minimum. But can tweet as much as you want, you could tweet a hundred times a day if you want. But it's just a matter of hitting the minimum of four times a day.

And if you're out on Twitter, people will respond to you and tweet you back and maybe ask questions, maybe ask you to share some things. So you have to keep your eye on Twitter, as well. The example here, this is a really good example from the College of DuPage, right?

So this woman, she's following the College of DuPage, and she is participating in their weather balloon launch that that they were doing there. And if you notice, they've got weathergeek as their hashtag. And they might have chosen that hashtag because it applies directly to an initiative they're doing.

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Or they found on the Internet, they found by doing some searches and following people who are like-minded, that weathergeek is kind of how this group refers to themselves. So that's a great way of using hashtags to share the message, across different audiences and different groups. And of course, a picture, pictures in social media are crucial.

Even in Twitter you can do from text update directly, but pictures are still really, really powerful. So this is a really good example of the College of DuPage posting this image on their site to use for an initiative. And I apologize if you can hear firetrucks going on in the background, I'm not sure if you can or not.

I am in downtown Chicago, so apparently something is happening, so I hope it's not too distracting for you.

Maisha: We can still hear you, so it's okay.

Elizabeth: Okay, great.

Maisha: We can still hear you.

Elizabeth: Good, I just wanna make sure. I saw a chat pop-up about waivers for students, and that's a great question.

And I would say, yeah you're gonna have to if you're dealing with students, especially under the age of 18, because I know that some parents are very sensitive to their kid's photos on the Internet. So yeah, you definitely wanna be mindful of permissions when you're gonna share stuff on social media, and even on websites and just in general on the digital space.

When I used to work for the Chicago Tribune, I was a writer as well, and so I would go cover events. And especially when we were dealing with schools, we always had lists of students we could not photograph, and that we could not use. So you want to definitely be mindful of that, so that's a great question.

Now, here's Twitter. Again, just a reminder, frequency, minimum four times a day. Maximum, you can do as much as you want, you can Tweet until the day is long. You can also repeat content on Twitter, you can say the same thing more than once. Because of the rapid way the feeds move, you can share the information, you're using it as a way to broadcast.

So when we send out messages, or we think about messages in general, you need to hear something a few times or see something a few times before you act on it or it resonates with you. So you wanna use that, keep that in the back of your mind with Twitter as well.

And again, whatever network you're using, you wanna really, really own it and really make it awesome, because if you're inviting stakeholders to view it or even to participate, you wanna make sure it's really good, right. You wanna impress them. So just keep that in mind, how you make this

really juicy and engaging and full of information.

Now, the next example is Instagram. So when we talk about younger folks, Instagram is definitely a popular place for them to be. Now, Instagram is all photo sharing and hashtags. And it's interesting because hashtags with Instagram, you wanna use anywhere from 9 to 11 different hashtags to share your information.

Isn't that crazy, 9 to 11 different hashtags? Instagram's really good about if you start typing in hashtags, they'll prompt you on what the most popular hashtags are. And again, I'll send you some tools to do your own searching for hashtags. You can also just ask Google, what are the 20 most important or most influential hashtags that have to do with a certain subject?

And then you just kind of pay attention to what other students or other stakeholders are using as hashtags, and incorporate that into your communications, as well. So with Instagram, lots of photos. So you can see, you can even get super simple with engaging photos, where you have students holding up signs to talk about what they're doing, or to share an accomplishment, or to really give a shout-out to somebody.

So photos with Instagram, of course, are really important like the other networks, but you can go a step further with the photos with Instagram, and really make them a strong tool of communication without having to add any extra text to your post outside of those hashtags. So this is actually from an Instagram account for a school.

And their whole feed are all of these really cute shout-outs from their senior class to talk about their first days of school, and to mark their whole senior experience. So it's all of these students, part of the school, that are sharing their experiences from their final senior year.

So it's an engaging, interesting feed that if you're following is really fun to follow. And they use a combination of hashtags that are applied to the specific initiative, and that also are general as well, like #soexcited, #makingithappen, #passion. So you can start to see that they're using general hashtags mixed in with their very specific event and organizational hashtags as well.

Now, LinkedIn, LinkedIn is an interesting place. LinkedIn is actually, to be perfectly honest, is one of my personal favorite networks. It's such a great place for thought leadership and it's such a great place to think of, to attract professionals, to engage with professionals and more and more young people are jumping on to LinkedIn, right?

So when you're talking about students, and if we're looking at the senior level of students, like seniors in high school and juniors in high school, they're actually creating LinkedIn profiles as well. Because you need it for some colleges, you also need it if you're looking at internships, and also if you're trying to find perhaps part time work or some other types of work to support you while you're finishing high school or you're entering your journey to college.

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So LinkedIn is definitely becoming a tool and a place where you're seeing more and more of a younger generation participating. One of the great things that LinkedIn does and this is something for you all to consider, again it goes back to discussions and the groups. So you could start a group and you can see, to the right here, all of the members of the group.

You could invite people, so you could actually, it doesn't have to be opt in, you can actually go out through your email contact and invite people to the group. And they could join the group and then you could actually have really focused conversation here. You can also decide how you want the moderation to go, as well, if there is an admin that will approve things, or if it's an open kind of forum.

And then you can just keep track of how many people comment, they like it. You can get a little bit deeper with some of the conversation and this could be something to add. So let's say you're gonna do Facebook ,or Twitter, or Instagram and you're gonna work with your parents and your students, LinkedIn group would be an interesting place for you to start a group that would allow you to engage in a different way with different employees and companies.

And you could direct them to this group and see all of the different types of discussions going on, and then you could also encourage the younger generation to engage in these groups as well. And they can take a professional stance, and they can talk to each other and show how they're developing their professional development, and their resume building as well.

So it definitely becomes a more professional environment. You might now share some of the photos that you're sharing on Facebook, or LinkedIn, or Twitter, but it gives you that other level of conversation, and that other avenue of conversation. Now, when we talk about hashtags, LinkedIn is the one place that hashtags are not really relevant.

LinkedIn is its own almost private social media network, meaning you don't get a lot of, Google doesn't really scrape data from LinkedIn to share. So let's say you did a Google search and you would see people's Tweets about a company or a different topic and you'd see a Facebook page.

You're not gonna get that from LinkedIn, LinkedIn is very private with their information in terms of letting the Google universe pull the information, because it's so valuable and they're wanting to maintain it as a professional network. So that's just something to keep in mind is that you wanna make sure the tone is elevated for LinkedIn as well.

But again, you get one of these really great groups going, you could have all kinds of fantastic discussion. And at a glance, your stakeholders can see how many people are part of this group, and that's powerful, as well. And this could be a way that you also engage with other groups that you're trying to share information or you're trying to help each other and promote each other.

And just develop a resource for each other, as well. And then you can also share stuff from the Department of Labor on this page too. So you can find links outside, and you can share them and ask

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people's opinion about x, y, and z. So this is a really, really great tool to get that kind of higher level, more in depth, juicier engagement.

And again, with all the channels, you wanna moderate them, right? You wanna keep an eye on them, so things don't kinda go haywire and you've got something that needs to be addressed that doesn't go unnoticed, it's really important. The other thing is, with the LinkedIn, is you can have, there's not really a restriction in terms of the lengths of your comments.

So Facebook has a restriction in terms of how much you can comment. Twitter of course is 140 characters. LinkedIn you can't really, I'm sorry, Instagram you can't really comment to fully, but LinkedIn you can really actually get into in depth conversations. Now, that is all I have for your social media.

And I know that is a ton of information.
[LAUGH]

Elizabeth: I know, I'm sorry, and that's why-

Maisha: That's okay

Elizabeth: And you know what, don't get overwhelmed. I'm gonna send you a resource guide. You'll have the slides. You can reflect on this. And I am available for questions.

But I feel that it's so hard to parse down how much information is out there, but even if you take one nugget away, that is going to really, really help your efforts. So don't feel overwhelmed, I feel overwhelmed with social media on a regular basis, in fact, I usually hate it one day and love it the next, so we're all in the same boat.

So don't feel overwhelmed, I'm here as a resource to help you, but just if there's one nugget you can take away. If it even just means finding some hashtags, then that's all you do. But I'm seeing a question coming in right now. So how often should you be monitoring what gets loaded?

Now my question for you is, you're the admin of a page, how often should you be checking what is getting updated and loaded by other pages, by other people? Well the good thing about all of these networks, you could set alerts to hit your phone to tell you.

So you don't have to actually be sitting on Facebook for hours, and hours, and hours a day. You can get a notification, and you can set up the notification any way you want, where it comes once a day, where it comes per post, once a week, you can set it up however you want so it doesn't blow up your phone.

Because I've had instances of that where Twitter has just shut my phone down. But you can set up alerts to keep you up to date. And when we talk about social media, we're always talking about

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resources and making sure we're using our time effectively. And we all know social media can be a huge, black hole for your time, right?

You could start doing one thing, and then four hours later look up and, like, wow, where did my four hours just go? Because we know, I know, how it sucks you in. But I would say set up alerts on the backend of your accounts and, again, if you have questions with that, that would be something we could just discuss offline, and I can send you some tip sheets on how to set up some of that.

In fact, I'll make a note and I'll add that to our sheet as well. So tips for setting up alerts.

Maisha: Yeah. So there is a question on here that I guess, and thank you for that, Elizabeth, from all us. I learned so much today. Is a question that says, are we allowed to use YCC funds to outsource for social media?

You do have an outreach. You can use funds for outreach. How you use those funds, and how you negotiate and describe how you're gonna use those funds, you and your FPO need to come together and make that decision. Then, of course, it has to go if it is not all ready in your budget, or you're trying to relocate that money in your budget, we need to discuss that.

Another fun way that you can also utilize some of your students is have them be some of your social media experts, and do some copings for you. For those students who may be into the IT field, or into that type of level of communications skills, that they want to do this.

It's a great opportunity for young people to be engaged in this process. And they're more likely to be able to tweet, and to maybe get those approved before they post them, or you post them [INAUDIBLE] send them to you via email, or pictures of what they're doing. And that could be a great way to engage the young people in the program in the social media plan as well.

Elizabeth: And that's a great way to look at it. We always talk about amplification strategies, and what you described is exactly that. It's an amplification strategy. Ways that you can get more people involved to share, and that's crucial. And if you wanna decide who some of your ambassadors are, and give them access, and let them be the stewards of social media and encourage people to share, they can encourage their groups to share as well.

That's going to spread your message further. So that's a really, really excellent point. And I see another question that entered. What are good resources available to teach use-appropriate responsible social media use? That's a great question because [LAUGH]

Elizabeth: they're the same resources that need to teach adults appropriate [LAUGH] and responsible social media use.

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That is everybody's. That applies to everybody. I'm gonna send you some articles, and I'll include it on the tip sheet, links that you can read about. Rule of thumb. Everything you put out there will be seen. You must always live by that understanding. It will be seen for years because Google scrapes the information, and it gets stored in that SEO engine of Google, right?

I mean it is serious, serious stuff. You need to make sure that whatever you put out there, the students, adults, anybody, you better make sure that you are perfectly comfortable with your grandmother seeing it. Because otherwise it can really affect you later on when you're applying for a job, because more and more businesses will check out your profiles.

And that is just-

Maisha: And that's-

Elizabeth: the way it is.

Maisha: Huge.

Elizabeth: Huge.

Maisha: A lot of our young people do not understand that, especially if you have a LinkedIn account, and I was sharing this with Elizabeth earlier, college. That the President is really working his partnership with LinkedIn for having it more user-friendly to young people.

I was sharing it with Elizabeth. I can share that with you all too. And we are looking to use LinkedIn for young people. It hasn't been seen as a youth friendly tool, but they're trying to do it, and make it a little softer. And if you're gonna be on LinkedIn, and more professional development sites like that, they're gonna be looking at your Facebook page.

And we're talking about applications for scholarships, we're talking about job applications, internship applications. We just explained to a group of young people here, a couple of weeks ago, who are the president's [INAUDIBLE] that we say, you represent the president. You cannot just put anything on your Facebook page.

If it makes you look bad, it's gonna make the President look bad, and we don't want the President to look bad.

[INAUDIBLE]

Maisha: A lot of our young people, they're ambassadors. Elizabeth used a great term for them, ambassadors. If you are elevating some of these young people to help you be media ambassadors, or social media ambassadors, these are things that you want them to know.

That whatever you post on your personal page is reflected on our businesses, and if it's connected to our site, the businesses can see this as well. We don't want them to see something that's not positive and favorable.

Elizabeth: Right.

Maisha: That's very important.

Elizabeth: Absolutely. It is crucial, and even if you setup privacy functions on your social media networks, it doesn't matter.

People can still see it. Google owns the Internet. Google finds a way, right? That's why you see, when we talked about Facebook and they say kids aren't on it anymore. That's why they come up with new names for Facebook, so they can share it, and you don't find it, and they come up with kinda like names you would never find, right?

So they create almost these aliases, but it's just really, really important to be mindful of this. And also encourage the students, when they use these networks, this is really important as well. Make sure they are using complete sentences. Make sure they are not-

Maisha: Yes, [CROSSTALK]
[LAUGH] .

Elizabeth: [CROSSTALK] shorthand. Yes, shorthand.
[LAUGH].

Elizabeth: Yeah. And I tell you, that I say this, too, because I deal with hiring interns, and we're talking about freshmans in college. And I am always surprised. You can do it with your friends, that's cool. I do the same thing.

I mean, I only speak in Mojito's my friends, which sends pictures back and forth. But when you're dealing with being an ambassador, putting your best foot forward, please encourage them to make sure that they don't have to use big fancy words. It's not about that. It's about complete sentences and clear language.

And no, no text language in these pieces. So that's really, really important. What else? What other questions? Come on, give me more questions.

Maisha: More questions? Come on, guys. We have a lot of questions. Maybe not, do you see my typing? Thank you so-
[LAUGH]

Elizabeth: You're welcome.

You're welcome, and, you know what, again this might be something. This was a lot of information, and you might need to chew on it a little bit. And you can shoot me an email and say, Elizabeth, here's something that just happened. How do I deal with it? And I'm more than happy-

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Maisha: You know, Elizabeth. I have a great idea I was sharing with you earlier, too. Okay, when you guys were having your events that the parents are involved, and the students are involved. If you're having a college fair, or a parent-teacher night to explain the program, if you have in your marketing materials a hashtag where students and parents can hashtag that they're at the school talking about how it's #YCC, you know, whatever.

That's a great way to build community. So like every event that you have has a hashtag. Your basketball game have a hashtag. A football game has a hashtag. And your YCC program has a hashtag. So we encourage our students to [INAUDIBLE] internship is a part of my program hashtag [INAUDIBLE] whatever, I think those are important to with social marketing, and with outreach to businesses and to families.

To be excited about what's going on with the program because again your students and your parents are going to be your number one marketers. You're program for those that are having trouble with recruitment again people into the program. You know you can have challenges but you hope to sell it to everybody else.

Elizabeth: And that's absolutely true, and when you get with hashtags, be mindful of the fact that you don't want to make too many because nobody won't be able to keep up with them.
[LAUGH]

Elizabeth: You might want to have, that is the struggle, so you wanna make sure that you have something that you can use a lot that people can follow a lot that isn't necessarily specific to one smaller event like for example when we do stuff with conferences like big conventions you always see a lot of hashtag use with conventions and it's a great use.

For it, but those are really really big events and they kind of live in that one time. Some things that so to be really specific like that it's cool but if you're doing stuff year around you want something that is a little bit more general. The other thing that you can do too, you could whip up a really quick postcard that's got the hashtag on it that you can share.

Or if you start to do events and you want to have some fun you could make t shirts with hashtags on the back of it. We've done that for lots of different initiatives and that really gets the conversation going and it just reminds people to keep using that.

So.

Maisha: Maybe a hashtag that Like for everything, for the small, not small schools but some of them are small and some of them are large and maybe one hashtag that compasses all of the YCC activities maybe right, that's what you're maybe encouraging here okay.

Elizabeth: Yep absolutely and I got a couple questions here.

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Talking about the times that you should post on Facebook, so. There are certain hot times like in the morning is a hot times on Facebook around the coffee break time. So weekend are the hottest time on Facebook. Right? People sometimes in the evening. So Facebook in general in the afternoon not so busy.

But here's the thing you might have to do a little bit digging because that might not make sense for your audience. If you've got parents and maybe you have a large stay at home constituency, or depending on who you're talking to, you might find afternoon is really the best time to post.

You might find that weekends are the strongest, that you get the most engagement. Don't marry yourself to just one time. You want to play around and figure it out. Like for me, for one of my clients, with Twitter I tweet on the commute in and then I tweet on the commute out and then I tweet before I go to bed and I get the most interaction because that's when everybody else is tweeting right?

LinkedIn, LinkedIn is really good during the afternoon because people are at work and they're checking their LinkedIn, so you wanna just. Start paying attention and you'll see kind of waves of, you'll see waves of engagement boosts. The other thing is if you wanna get crazy you can look at the analytics behind all of your networks and see when your hotspots are.

But don't if that feels like it's too much don't worry about that, just. Pay attention and just use your instinct and see where you're getting paps, right? See where you're seeing a little bit more engagement a little bit more sharing. Another question is personal experience pictures with faces get shared more widely by Facebook just based on the number of likes and comments.

Yes. When I get when posting scenery versus face pictures that's absolutely true. We like people, we like seeing other people having a good time. The reason is is because people if they see themselves will share. That information because it's themselves right, I always say this too here is my big takeaway, social media is the biggest vanity project out there.

Keep that in mind, right? We all love pictures of ourselves. We all love pictures of our friends. So when we create stuff, it's gonna get shared. If you, if you, if you're at an event, someone sees you at the event? They'll share it, or comment or like it.

So, yes, absolutely. Remember, it's a friendly thing. It's a social thing and think about what resonates with you. And try to replicate that in your social media stuff. Somebody had said, and I appreciate this comment a lot. My struggle is how to byte size this social media is not a small lift.

And you're absolutely right. And think of it, byte size it like this. Take one network, period. That's it. Don't worry about anything else. Pick one network. And think of three things that you could post every week. And try to recruit somebody else to help you. Start there. When you start getting some of those basics it will naturally build your confidence will naturally grow and it will take you less in less time so that's to something to think about is take it very slow, take it very small and just

gradually grow.

You don't have to boil the ocean, it doesn't happen overnight. That's another miss misinterpretation about social media, it doesn't happen overnight, you're not gonna start posting and all of a sudden have 5,000 likes the next day. It's a slow build it's a gradual build. Consistency is more important and quality is more important over quantity.

Okay, so don't freak out I totally know and if you get freaked out send me an email and we will have a virtual conference session about social media cuz I totally relate. Anything else? Any other questions? I want to make sure I'm still on time.

Maisha: Yup.

We have five more minutes. So if you have any more questions, please have them along I have a couple of announcements.

Elizabeth: Sure.

Maisha: While I have you all on the phone call I just wanted to let you all know that we hopefully, you obviously see the information regarding the video competition for the young people to come out to see us in DC as we had put out earlier this week.

Please note that we're gonna be pushing back the due date for the video contest so after Memorial Day. So hopefully if you have a group of young people who wanna submit their videos in, to be panelled by us, here at labor, and some of our federal partners, to show us how awesome you guys are doing.

The workout there, we are so excited to see these videos, we're gonna be pushing that due date back. Secondly, we have a new community practice [INAUDIBLE] social media, And all that good stuff. We have new community of practice on workforcegps.org. Angie can you type that in there for me?

There you go. [Workforcegps.org](http://workforcegps.org) what you see is workforce 31. Workforce 31 is no longer in existence any more. We have now transferred all of our documents and all our good. Stuff over to this new wonderful site. Hopefully, you'll all receive the email if you're registered or work for student one to now register or work for CPS.

So please check that out when you [INAUDIBLE] register. And currently, we have our national conference. We finally got approved, everybody we apologize for taking so long, but it's out of our hands once it goes several floors around the building. We will be here in D.C. again July 20th and 21st.

Our registration is open. I want to extend that to you all. Hopefully you start to register. Think about

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your teammates. We also have received your input as far as the different sessions you want to discuss your successes and/or challenges running the YCC program there. We are so excited.

We've been working on it to kind of. All in the agenda and see what you guys are doing, and see which ones would be best as a webinar or as an in person session. If anybody else has any last minute submissions, I don't if Angela will let me open it back up, please let us know.

But one thing that we were talking about in our team meeting on Monday, for those who missed out on the call. If anybody wants to discuss or share their YCC classroom structure, I want that topic last year about what do people's curriculums look like, what does their syllabus look like?

What does their class instructions look like, the small classroom what are the kids learning? And nobody submitted anything on that for a possible presentation. And we just wanted to know if anybody had anything they wanted to share on the YCC classroom to please let us know. Because we wanted to make sure that people talk about that or have a session or that or possibly maybe a webinar on that.

So please get back to us at YCC@dor.gov again if you want to discuss or share anything about the classroom dynamics with us in DC or on a webinar. Andrew do I have everything, did I get everything? And our next webinar. Mark your calendar for May 17th at 2 PM, we're gonna have Social Media, Part 2.

We're excited to share with you all some more business around social media. Sharing with each other, your sites, what you're doing on Facebook. So, I think Angela, did you share with everybody our little hand outs with all the social media information? Yeah it was in the handouts, Angela is yelling at me from across the cubicles.

So you guys should've all got this great handout that Angela and her team worked on that lists all the grantees and it puts who has Facebook pages, who has a Twitter accounts, who has Instagram accounts. And you guys are really out there, some of you guys only have one good thing that you guys are doing very well and some of you guys have four or five.

So hopefully using that, I know that our hyper link is about that handout that Angela worked on it. You can hyper link to your colleagues' Facebook pages, and please make sure that you make friends, and like and join communities of other YCC grantees, right. So not just make it about yourself and your small communities there or your cities there.

Make sure that you make this a global opportunity. So please, by all means, you have opportunity to get down to your Facebook pages, start liking your colleagues, your YCC colleagues' Facebook pages and Instagram pages and Twitter accounts as well. So we can build that community kinda more globally.

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Angela I didn't miss anything did I? Okay. So Lividas how about you? You have any last minute things to say?

Elizabeth: No no just, Jake and Jewett, don't worry, don't freak out. Enjoy yourself. Have fun and have fun with it, and that is the main thing cuz it's supposed to be social.

So keep that in mind, and you'll do really, really well.

Maisha: Yeah, because I'm on camera, say hi. I'm using some of my tools right?

Elizabeth: Yep.

Maisha: So, if no other questions, hopefully Elizabeth, thank you so much for your time. I learned so much today, I truly appreciate your expertise.

I look forward to seeing everybody's Facebook pages either increase or improve. And I'm looking forward to seeing you guys all in July and talking to you guys all in May and seeing those student videos. We can't wait. We're so excited here at Laywer. So take care everybody, and we will see you guys and talk to you guys soon, bye bye.

Thank you everybody, bye bye.