

**for aaron:** How you present yourself online is as important as you present yourself in person. Whether it is about keeping up to date with the news or your personal network, this lesson will demonstrate how Twitter & LinkedIn are two social media platforms with multi-dimensional applications.

## Outcomes for this lesson:

Knowledge of...

- How to create a presence on the internet
- The best practices of creating a presence on the internet
- How to listen to the internet and see what other people want
- How to respond to what people want on the internet

## Why this maybe important to you:

This is important because when using technology and its tools as a project manager and consultant [NGO setting specific].

---

**To the awesome teach team:** If I am having you copy parts for the prezi I will share it with you and give you admin access!

Post items in this order on the lesson page!! Bold and format each section so we know which parts are new and which are associated with the ones above!

Your name will be in red. In blue is the header/ sub header I want to you use!

### 1. Discussion:

- I want to know your opinion on...
  - How do you think social media is used today?
  - If you use social media how do you use it?
  - why do you think it is or is not important?
    - **Taylor:** type this out on the lesson page but with this format: in “ ”
    - "1) Before you start this lesson consider and think about:
      - How you think social media is used today?
      - If you use social media how do you use it?
      - Why you think it is or is not important?"
- **Taylor: type out this circle as one section**
  - Why I think social media is important:
    - social media allows you too....
      - [COPY THE THE BULLETS POINTS IN THIS CIRCLE]

### 2. Social Media Etiquette:

- **Taylor:** type out/copy & paste the 'General social media rules and tips' slide, include the article links via a hyperlink!

3. **Social Media: How to Create a Buzz on the Internet:**
  - o **Taylor:** type out/copy & paste the 'creating buzz on the internet' slide, include the article links via a hyperlink!
4. **Twitter:**
  - o **Taylor:** type out the 'In twitter you can.... circle'
    - type out what is in quotes 'Consider what capabilities you think twitter and social media has!'
  - o **Christine:** create a screen cast of how to set up a twitter account [touch upon each point I write about in the 'How to set up a twitter account']
  - o **Thomas:** create a screencast on how to use twitter for social activism, nonprofit org out reach, and personal use
    - mention the tips and tricks you picked up while being social media manager for EP during relaunch
  - o **Thomas:** create a screencast on how to connect RSS to you twitter
    - talk about what RSS is
    - talk about why is helpful/important to connect RSS to twitter
    - show how to connect the RSS to twitter
    - show an example of how you have used it before
  - o **Twitter Etiquette:**
    - **Taylor:** type out/copy & paste 'the do's of twitter' slide, include the article links via a hyperlink!
    - **Taylor:** type out/copy & paste 'the do not's of twitter' slide, include the article links via a hyperlink!
    - **Infographic and Article Resources:**
      - **Christine:** move from the resource bar the 'retweet time' article and 'best and worst time to post' article.
        - Make a capitalized notes that the class needs to use these for their hw
  - o **Twitter how to...**
    - **Find your Twitter Audience:**
      - **Taylor:** type out/copy & paste the 'how to find your twitter audience' slide, include the article links via a hyperlink!
5. **Manage you many social media accounts:**
  - o **Thomas:** create a screen casts
6.
  - called 'Social Media Management Tools'.
    - talk about the options out there
      - hootsuite
      - buffer—> recommended
    - mention the points I have written on the prezi about hoot suite and Buffer
      - add another ones that you personally have
  - Called 'Creating an account on Hoot suit, Buffer'
    - show them how to create an account
    - state the whole precaution of password and email choice
      - ucsc vs personal
  - called 'how to navigate Hootsuite and Hootlet'
    - briefly mention
      - what it is
      - why use it
      - and show how to use it
    - show ways you can

- connect it to other social media site
    - schedule a post
    - shorten a url [at site or using bitly]
    - how to use the analytics portion
      - why it is important for a social media manager
  - called “how to navigate Buffer”
    - state briefly
      - what is it
      - why you use it
    - show you can use it
    - show how you can
      - connect to other social media sites
      - schedule a post
      - shorten a url [at site or using bitly]
      - how to use the analytic portion
        - why it is important for a social media manager
- **Thomas:** create a screen cast using IFTTT
  - talk about what it is
  - why it is useful
  - ways to use it
  - how to create an account
  - how to use it [personal, holding data is ok to share, ex. would be awesome]
    - how to connect it to google spreadsheet/excel
    - how to connect it to various social media platforms

#### 1. Online Listening Dashboards:

- **Christine:** create a screen casts on
  - called the “Various options of online listening dashboards”
    - feature Twazzup
      - mention bullets in prezi
      - show what it can do
      - talk about why it is important
    - how a person can use hootsuite and Buffer and a listening dashboard

#### 2. Facebook Pages:

- **Taylor:** write out
  - what it does
  - why it is important
  - ways non profits and for profits use it as a tool
- **Thomas:** make a screen cast
  - call it ‘How to’s of a Facebook Page’:
    - show how to set it up
      - mention need a Facebook for that
    - show how to share editing status to other org members
    - show how to post
    - show how to add cover photo and profile picture
      - suggest if an org use the org logo
    - show how to use the analytics and backend of a facebookpage
      - talk about why it is important
      - way to navigate it
      - ways to apply it to an org

- mention and SHOW that you don't need to have a Facebook to see
  - log in and out of your Facebook
  - look at page at both times
- show how you see who views the Facebook posts
- show how you can change, when logged into your Facebook, from page admin to yourself to like a post