Social Media and Social Trust
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Social Media includes everything from blogging to video to pod-casting to photo sharing. Set up an account on these platforms and start posting: Facebook, YouTube, Vimeo. Flickr, Twitter, but remember - It is a 2-way street. You want to build a relationship with your followers – ask them to tell you things, what do they know? – you already know what you know.

- **People above all else.** Important to remember you are talking with people not at them. Don’t let them be the audience – this is too passive of a thing. Think of a way to get people into a story. Prepare to lose control.
- **People are busy** – Don’t ramble. Don’t waste their time.
- **People like to be appreciated.** Make sure you set your page to allow people to comment and make sure you are responding to questions and posts. Finding the correct balance of self-promotion, intriguing content and don’t forget to promote others.

**FACEBOOK**

- Facebook *Pages* verses *Groups*.
  - Pages are very much like normal profiles–Pages have the ability to have people “like” them, they can add pictures, and have walls that fans can post on. Pages communicate by “updates” which show on the news feed of your fans. Pages can have applications as well.
  - Groups can be set to be either open to anyone, closed (where users must get administrator approval to join) or secret (invite only). Groups have administrators that manage the group, approve applicants or invite others to join.
  - As an organization, you want to set up a page instead of a group. Page admins can send updates to fans through the Page, these will appear in the “Updates” section of fans’ inboxes long as a group is under 5,000 members Conversely if your organization is communicating with a Fan Page every time you change your status, everyone who has ‘liked’ your page will receive the update in their news feed. Clearly this is better.
  - "Best" posting time is between 10 am and 6 pm, but make sure you spread them out.
  - Use photos with every post when possible.
  - Promote your FB page with the "I like" bottom on your website, blog, newsletter, e-mail signature.
  - Check out what other organizations are doing.

**TWITTER**

- Don’t automate your posts to FB and twitter – they are two different platforms, used by different types of people – looking for different information.
- Don’t use texting abbreviations
- Shrink your link – i.e bitly, etc.
- Beware of hashtag (#) overuse.

Blogs

- Allows you chronological organization of thoughts, to expand upon news postings.

Monitor what has worked, what didn’t work!