

Ryedale Voluntary Action

Factsheet

Social Media

What is social media?

Social media are media for social interaction. The term refers to the use of web-based and mobile technologies to turn communication into interactive dialogue.

Social media sites are FREE!

Twitter

Twitter enables its users to send and read messages called tweets. Tweets are text based posts of up to 140 characters displayed on the user's profile page.

Users follow other users to find out what they are "tweeting" about.

You can follow RVA on Twitter by searching for **@ryedaleva**

Getting Started

To open up an account go to **www.twitter.com**

You will need to enter your name, email address and create a password. (Top tip: the best passwords have numbers and letters in them.)

You then need to create your profile. Your profile is displayed in Twitter search results and helps instantly identify you to those following you, and tells those who aren't more about you.

Tips

Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.

Your Twitter profile picture helps instantly identify you to those following you—and tells those who aren't more about you. If you have a logo use this as your twitter picture.

How can Twitter help your organisation

- Tweet news from your organisation, event invitations and even requests for help
- Follow relevant people using Twitter Search, such as those who live nearby and those following similar organisations
- Retweet posts from appropriate organisations, for example other voluntary groups and local businesses
- Create Twitter lists for members of your organisation and useful Twitter accounts
- Invent hashtags for key events and encourage Twitter users to include them on their tweets

Useful Terminology

@ - The @ sign is used to call out usernames in Tweets, like this: Hello @Twitter! When a username is preceded by the @ sign, it becomes a link to a Twitter profile.

Direct Message— Also called a DM, these Tweets are private between only the sender and recipient. Tweets become DMs when they begin with "d username" to specify who the message is for.

Hashtag—The # symbol is used to mark keywords or topics in a Tweet.

Facebook

Facebook is a social networking website which was launched in February 2004. As of January 2011, Facebook has more than 600 million active users.

Users may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile.

Getting Started

To open up an account go to **www.facebook.com**

You will need to enter your name, email address and create a password. (Top tip: the best passwords have numbers and letters in them.)

You then need to create your profile. You can enter as much or as little information as you like. Facebook has a wizard which will walk you through setting up your profile. The Facebook help files will also point you in the right direction if you get stuck.

Tips

If you already have a personal Facebook profile, and now want to promote your voluntary and community organisation on Facebook, set up an additional profile (so you have a personal profile and a 'work' profile).

You can use your profile to post information, or you can setup either a group or a page for your organisation.

When users join your group, or like your page, your news updates are automatically displayed in their news feed.

How can Facebook help your organisation

- Create a group for your organisation (better than a page because you can message all members directly)
- Message members to promote key activities but don't post more than once a fortnight to avoid information overload
- Create individual event pages for each of your events
- Invite friends and family members to join pages first to create a groundswell of support
- Post promotional photos
- Share links to your own website

Further Support

If you need additional support with social media or help with setting up a Facebook account or a Twitter account, contact Sarah Richardson on sarah@rva-cvs.org.uk or email sarah@rva-cvs.org.uk