Social Media and Webinars

Making technology work for you

Presenter: Josh Smee

November 3rd, 2011

9 AM – 10:30 AM

Hotel Gander

So what is social media, anyways?

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Should you take the plunge?

- **What do you want to use your social media presence <u>for?</u> (Your objective)**

- **Lots of possibilities:**

  - Listening and learning

  - Building relationships and awareness of your issues

  - Improving your organization's reputation

  - Content generation

  - Visitor traffic

  - Taking action and raising money

Refining your objectives

To make the best use of your time (and it will take a lot of time), keep your objectives SMART

- **S**imple
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime-based

Credit: Beth Kanter

Getting things moving

1. Identify your audience: what tools are they already using?

2. Build your capacity

3. Think about your organizational culture

4. Experiment

5. Assess and re-assess: does this add value?

Remember: small can be beautiful!

Watch out for…

- **Privacy: when in doubt, ask. Think especially carefully about:**
    - Photos, videos, and other media
    - Using people's names
    - Vulnerable populations
    - Remember, everything on social media is public
- **Bullying and abusive content**
- **Employees and volunteers "friending" clients**
- **A <u>Social Media Policy</u> is a very, very good idea**

The Basics: Building a social media presence for your organization

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Facebook: Best Practices

- **Encourage discussion on your "wall" by:**
  - Asking questions
  - Posting articles
  - Linking to events
  - Doing quick polls
  - Sharing photos or videos
- **Develop a distinctive voice and stick with it**
- **Understand the news feed, and don't post too often**
- **Engage your volunteers and staff**

Facebook: Best practices, continued

- **Promote your "friends" with the favourites list**

- **Promote other people by "tagging " them in your posts**

- **Promote, promote, and promote some more.**

- **Keep your content unique – if you've already e-mailed it, or posted it on your site, or tweeted it, don't Facebook it. Link to it.**

- **A fancy trick: use the "Like" box on your content**

Twitter: Best Practices

- **Start small, start quietly – just follow!**

- **Be personable, interesting, and in the moment**

- **Follow the 60-30-10 rule**

- **Post regularly and often (you can post more than on Facebook)**

- **Respond, solicit feedback and converse with others**

- **Share links whenever you can (and shorten them)**

- **Customize your profile**

- **Theme, tag, and regularize your posts**

A bit about the rest...

- **LinkedIn**
- **Youtube Vs. Vimeo**
- **FlickR**
- **Other social networks**
- **Wikipedia**
- **Other Wikis**

Webinars : A 12-Step Program

1. **Background on our research**
2. **What topics are webinars suited for?**
3. **Choosing a platform**
4. **Building your presentation**
5. **Timing and Scheduling**
6. **Invitations and Registration**
7. **Finding Your Space**
8. **Building Your Team**
9. **The Importance of Practice**
10. **Presentation Tips**
11. **Follow-Up**
12. **Question Time**

Background

- **Our survey**
- **Who is using webinars**
- **Some food for thought**

Respondent Age

- 0- 19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 +

1%, 15%, 22%, 29%, 22%, 11%
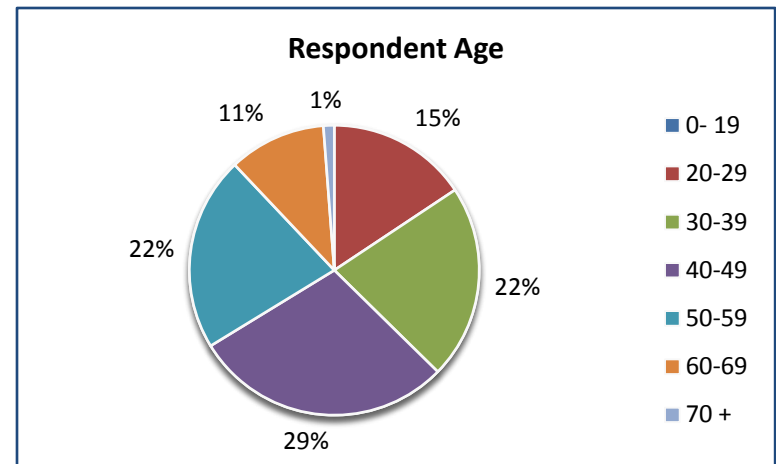
Social Media: Any Questions?

What is your webinar for?

- **Skills development?**
- **General information?**
- **A presentation of research results?**
- **A professional advice session?**
- **Marketing?**
- **Group work?**

Sometimes, there's no substitute.

What types of content are suitable for the webinar format?

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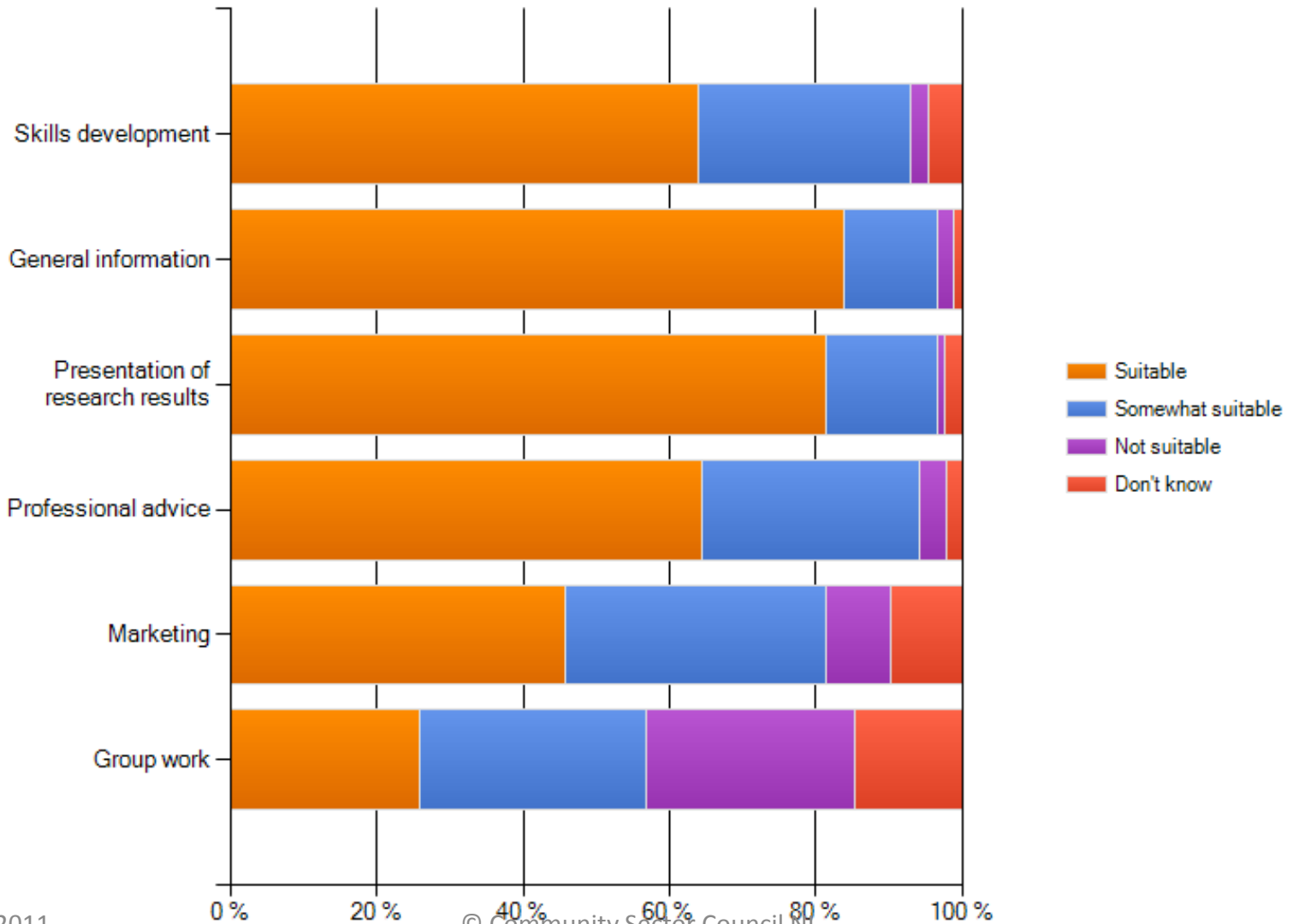
Presenters, choose your platforms

Important:	Not so much:
• Cost	• Video
• VoIP	• Operating systems
• Participant numbers	• Chat rooms
• Recording	
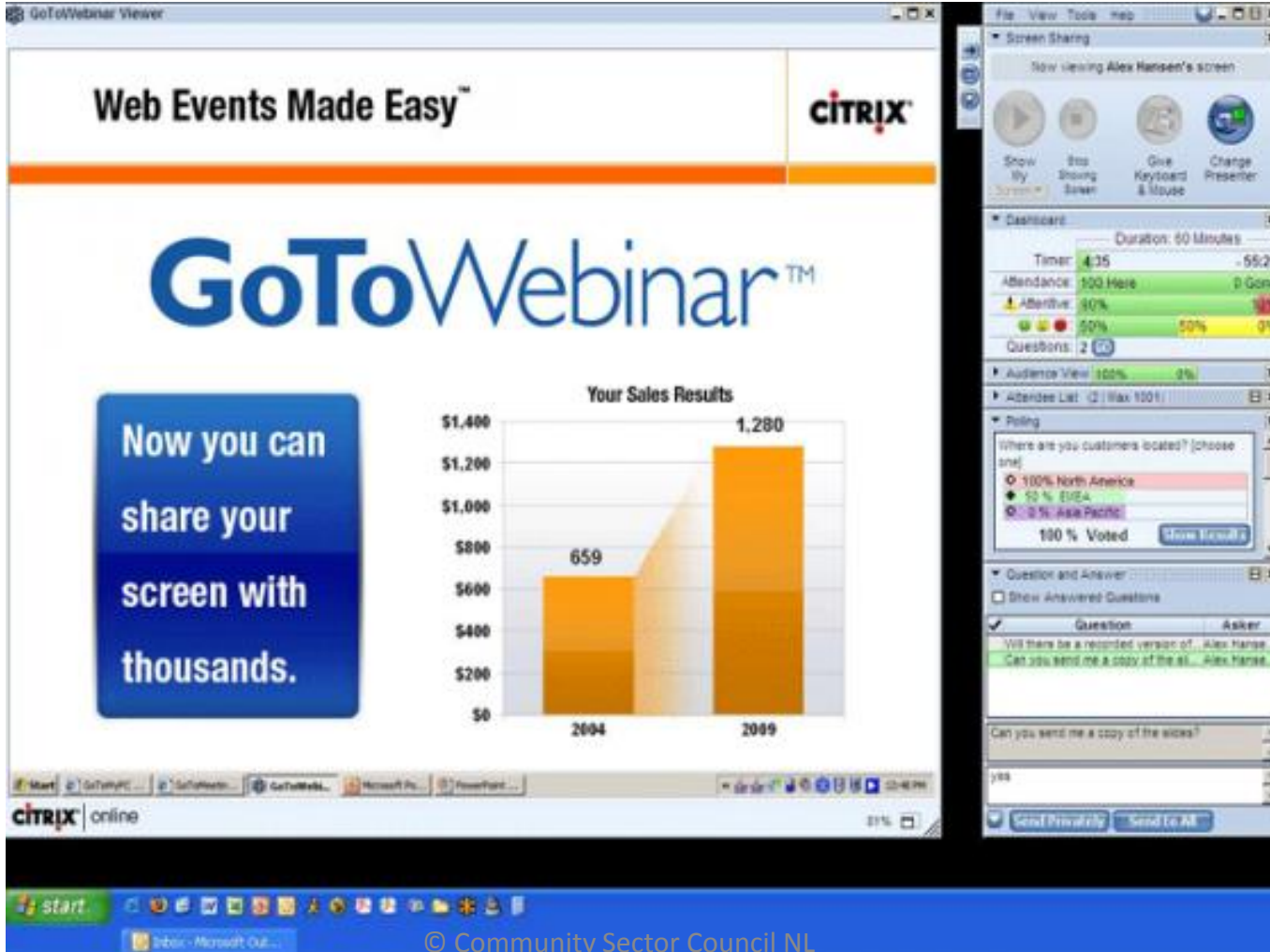
The Bottom Line

Product	Price
GoToWebinar	$99/Month (100 user max)
Webex	$ 49/Month (25 users) or $.33 per user per minute
Adobe Connect	$55/Month (100 users) or $.32 per user per minute
MS LiveMeeting	$99/Month (1250 users)
Yugma	$55/Month (50 users)
Bell Aliant Toll Free	$0 .38 per minute per line
GoToWebinar Toll Free	$0.15 per minute per line
Other Teleconferencing	$0.05 to $0.15 per minute per line

The Usual Suspects 1: GoToWebinar

The Usual Suspects 2: Adobe Connect
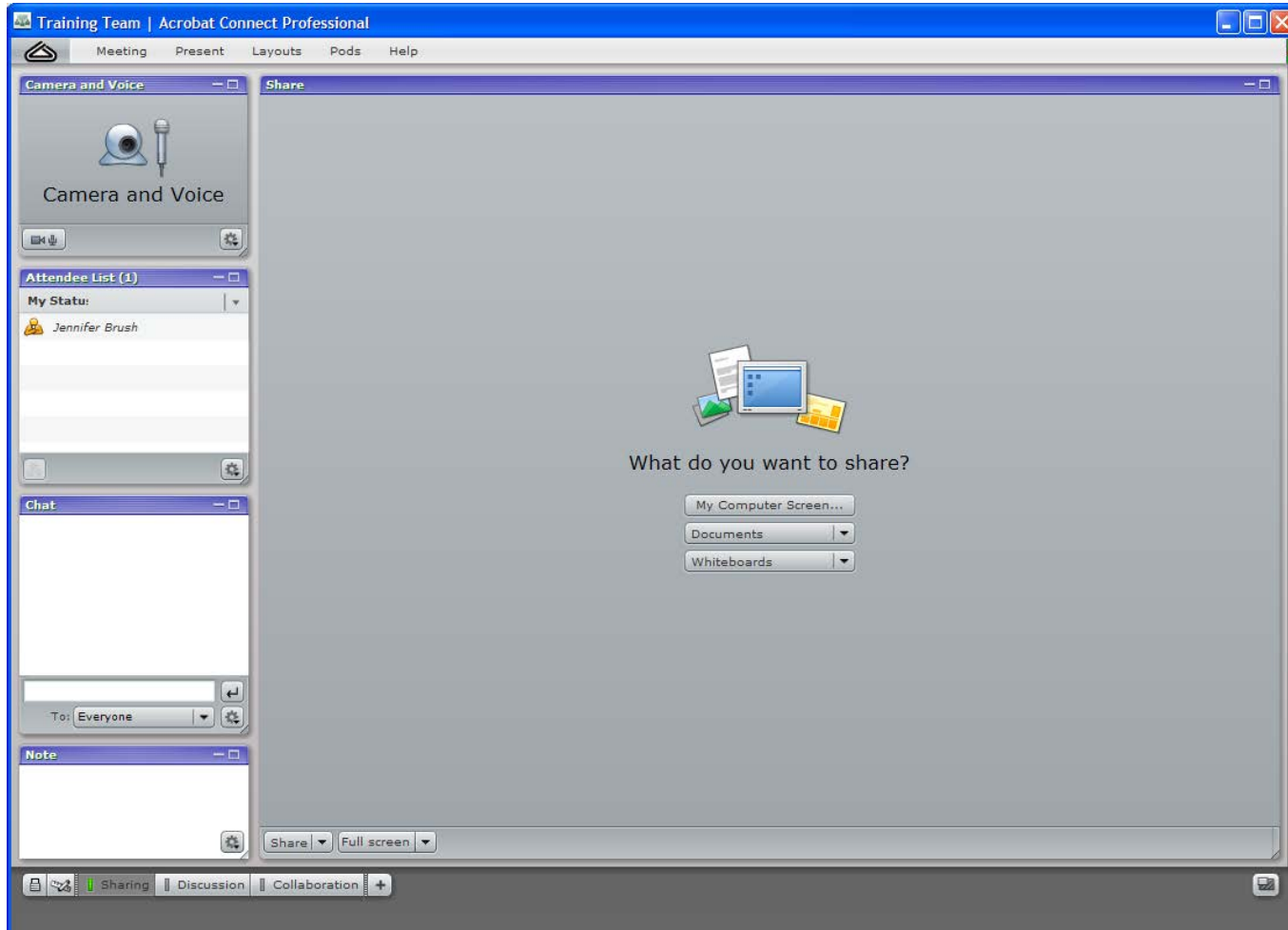
The Usual Suspects 3: WebEx

Building your presentation: what not to do

- **Building a webinar presentation follows the same basic principles as building a good presentation for people in the room: minimize the amount of text, use graphics (if they're topical!) and organize each screen clearly. The entire content of your remarks shouldn't be on the screen, and you should try and minimize the different fonts and styles you use. <u>If you're just reading your slide, what do people need your voice for?</u>**

Let's try that again, shall we?

You need:

- **Minimal, clear text**

- **Topical images**

- **Pictures of you**

- **Plenty of slides**

Webinar Learning Styles

This element is very important for my learning…
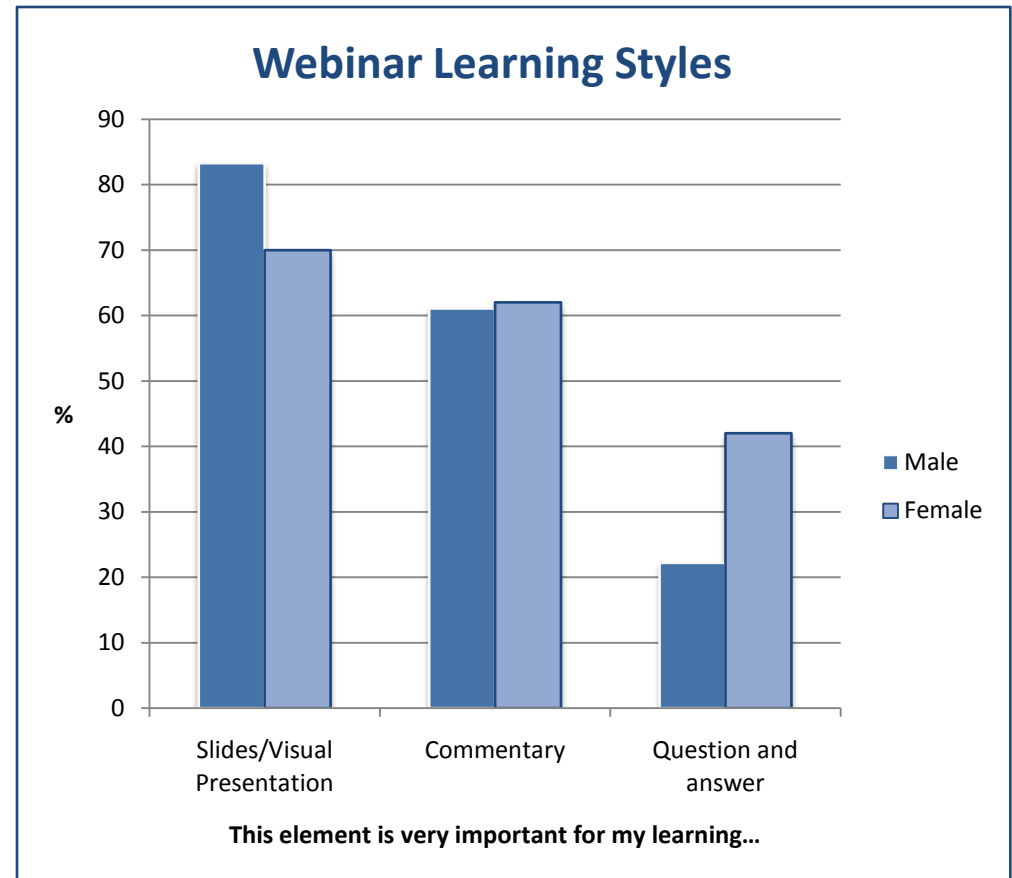
It's all in the timing

Webinars should:

- **Start at a convenient time**

- **Be about 1 hour overall**

- **Start with a brief introduction**

- **Include about 40 minutes of content**

- **Leave 15 minutes for Q & A**

What days and times would you prefer webinars to occur? Select all the times that would work for you.

Legend:
- Morning (9 AM - Noon)
- Lunchtime (12 - 2 PM)
- Afternoon (3 - 5 PM)
- Evening (6 - 9 PM)
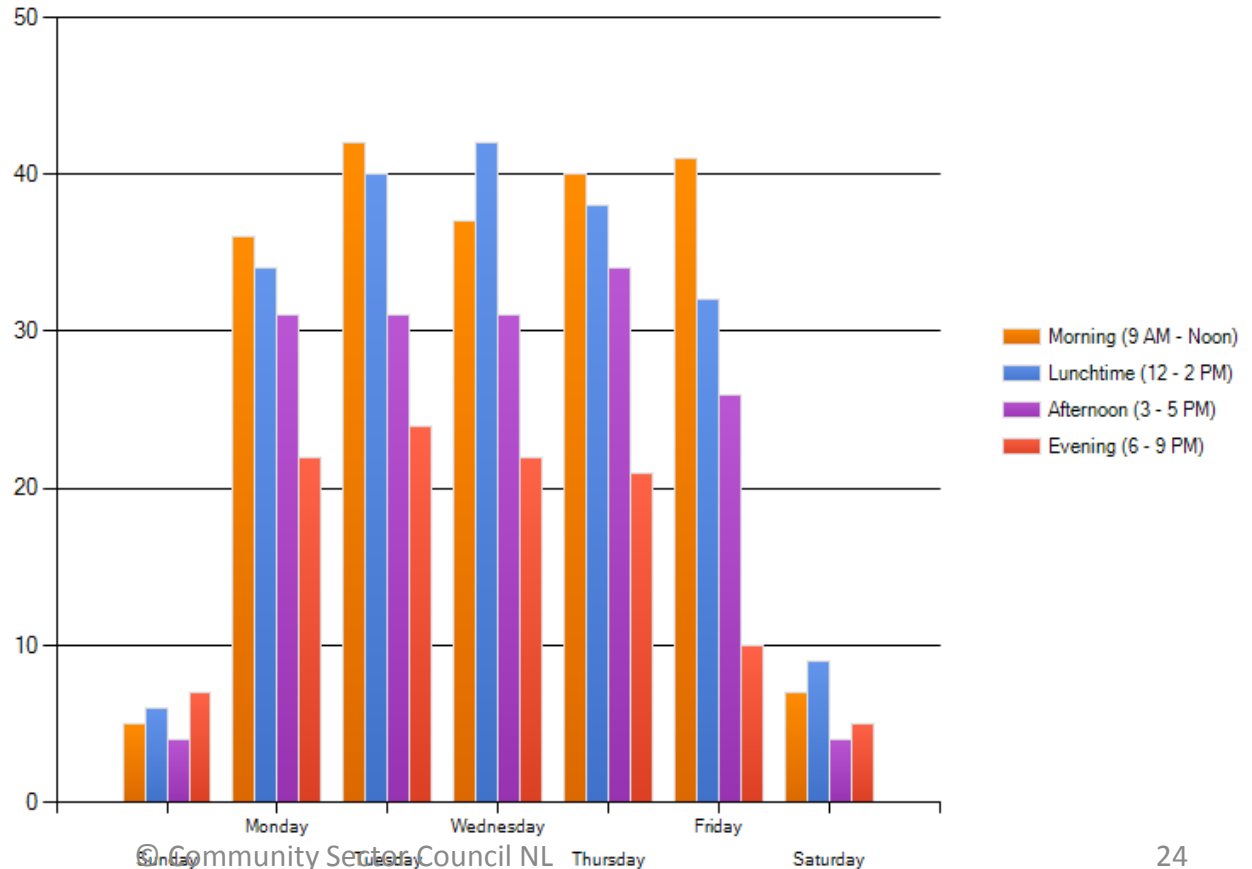
Invitation and Registration

To maximize your attendance

- **Give between 2 weeks and 1 month of notice**

- **Hitch your invitation to an email list**

- **Keep your invitation short**

- **Simplify your registration**

Finding Your Space

The Basics:

- **A room of your own, with a door**

- **A wired internet connection**

- **Peace and quiet**

- **A good-quality headset microphone**

It takes two (or three!) to tango

What a moderator will do:

- **Handle any technical problems**

- **Monitor the typed questions**

- **Keep contact if your computer crashes**

- **Share the work of organizing and promoting your webinar**

Practice Makes Perfect

Things to look for on your dry run

- **Audio problems**

- **Time lag on your slides**

- **Places where the presentation drags**

- **"Um….Ah…Errr…."**

Get used to it.

The Big Day

Things to keep in mind:

- **Your tone: vary it!**

- **The pace of your speech: slow it down**

- **Questions: if you can, answer them as they come up**

- **Your timing: log in early**

We're not done!

Types of follow-up:

- **Answering audience questions**

- **Passing along feedback surveys**

- **Distributing additional resources**

- **Connecting participants with each other**

Wrapping Up: Feedback forms and Resources For You

Head to:

http://communitysector.nl.ca/gander