

# Social Media and Webinars

## Making technology work for you

**Presenter: Josh Smee**

**November 3<sup>rd</sup>, 2011**

**9 AM – 10:30 AM**

**Hotel Gander**

# So what is social media, anyways?



# Should you take the plunge?

- **What do you want to use your social media presence for? (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**

- Simple
- **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 Social Media Policy is a very, very good idea**

# The Basics: Building a social media presence for your organization

The screenshot displays two browser windows. The left window shows the Facebook page for the Community Sector Council Newfoundland and Labrador. The right window shows the Twitter home page for the same organization.

**Facebook Page:**

- Header:** Community Sector Council Newfoundland and Labrador - Mozilla Firefox
- Navigation:** File Edit View History Bookmarks Tools Help
- Search:** Search
- Community:** Non-profit organisation
- Wall:** Community Sector Council Newfoundland and Labrador
- Contact:** csc@cscnl.ca, communitysector.nl.ca, (709) 753-9860 or 1-866-753-9860
- Roles:** ground-breaker, contributor, independent analyst, facilitator, promoter, partner, advocate, pioneer, researcher, resource leader, organizer, founder, social activist
- Address:** Suite 201 Virginia Plaza, St. John's, NL A1A 3E9, Ph: (709) 753-9860 or Toll-free: 1-866-753-9860
- Website:** www.communitysector.nl.ca

**Twitter Page:**

- Header:** (1) Twitter / Home - Mozilla Firefox
- Navigation:** File Edit View History Bookmarks Tools Help
- Search:** Search
- Home:** Home Profile Messages Who To Follow
- What's happening?:** Timeline @Mentions Retweets Searches Lists
- Timeline:**
  - DeeJayCharters:** Dee Jay Charters. Coming in the new year..... Our brand NEW AND IMPROVED web site. The address will still be [deejaycharters.com](http://deejaycharters.com). 1 hour ago
  - VOCMNEWS:** Signing of the Covenant for Veterans. 11 minutes ago
  - AnthonyGermain:** RT @Project2049: (This'll end well) #Pakistan and #China to conduct a joint-military exercise in November. 12 minutes ago
  - StarEntertain:** FX Canada launches Monday with American Horror Story. 17 minutes ago
  - alanthomasdoyle:** @VOCMBacktalk thinking about a new protest movement. " Occupy the Duke". 17 minutes ago
  - MBDAmericana:** Behind the scenes with Robert Ellis and the making of Photographs. 18 minutes ago
- Your Tweets:** 847
- Following:** 302
- Followers:** 302
- Who to follow:** SamsungMobile, edhollett, ErinSulley
- Trends:** Canada - change, #DressLikeFlo, #Youcathaveswag, #RejectedPeanutsSpecials, Charlie Brown, #TIFFNexus, Friday, Klout, THANK YOU, Starbucks
- Twitter for iPhone:** The official Twitter app for iPhone.

# 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...

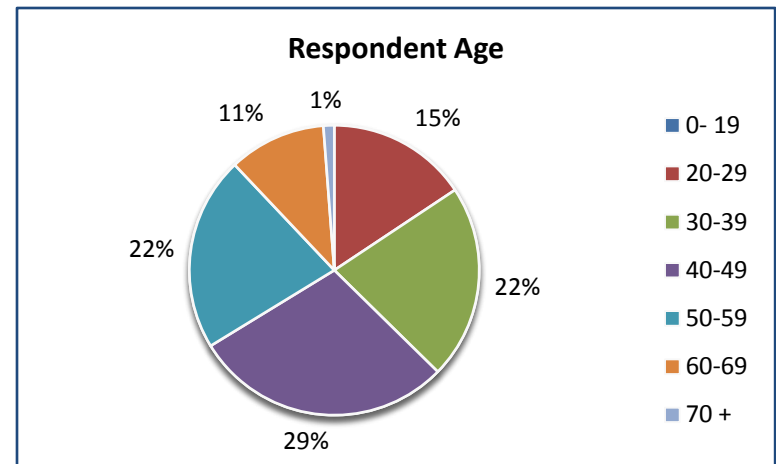
- **LinkedIn**
- **Youtube Vs. Vimeo**
- **FlickR**
- **Other social networks**
- **Wikipedia**
- **Other Wikis**

# 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**



# Social Media: Any Questions?

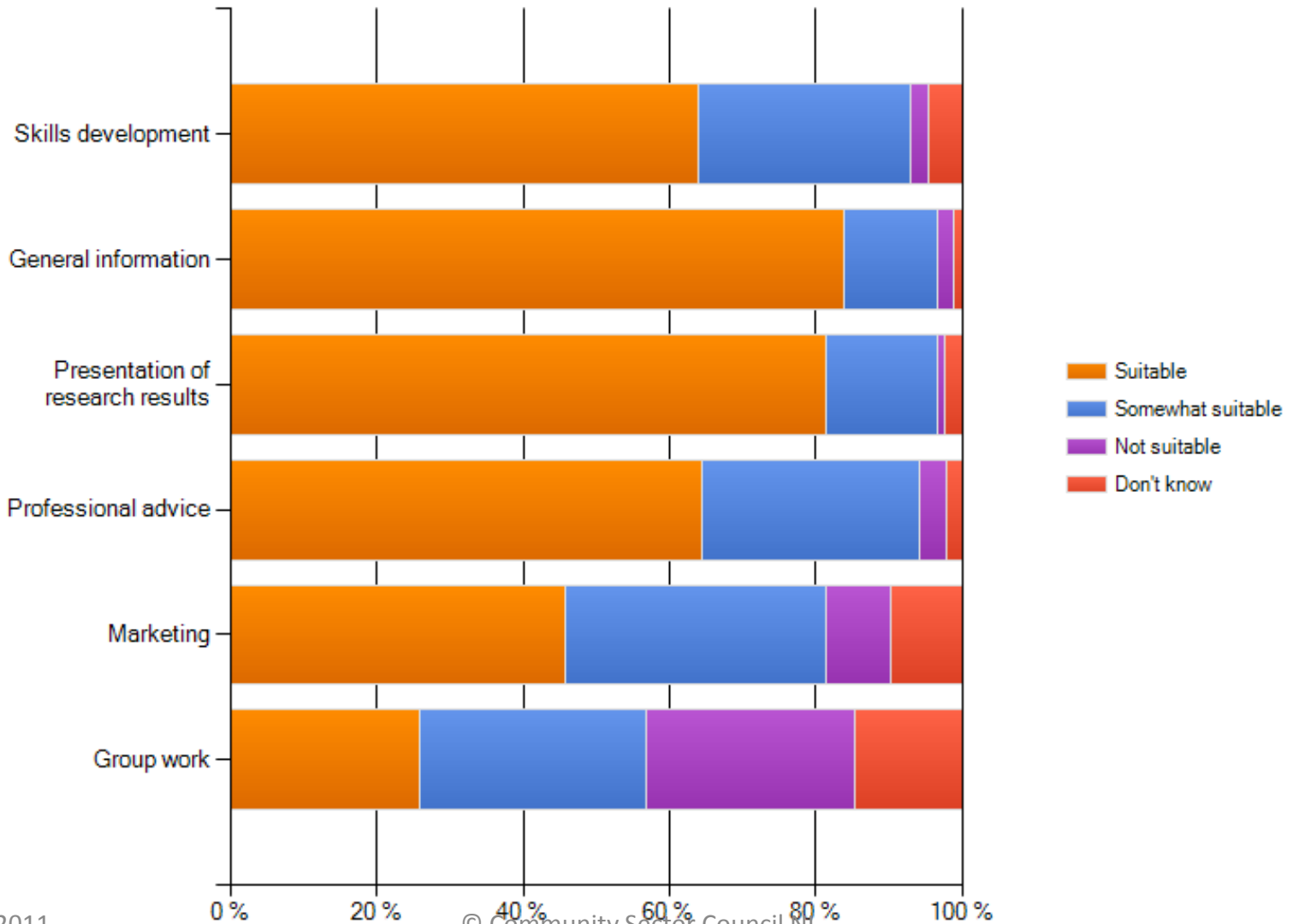
## What is your webinar for?

- **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?





# Presenters, choose your platforms

## Important:

- Cost
- VoIP
- Participant numbers
- Recording

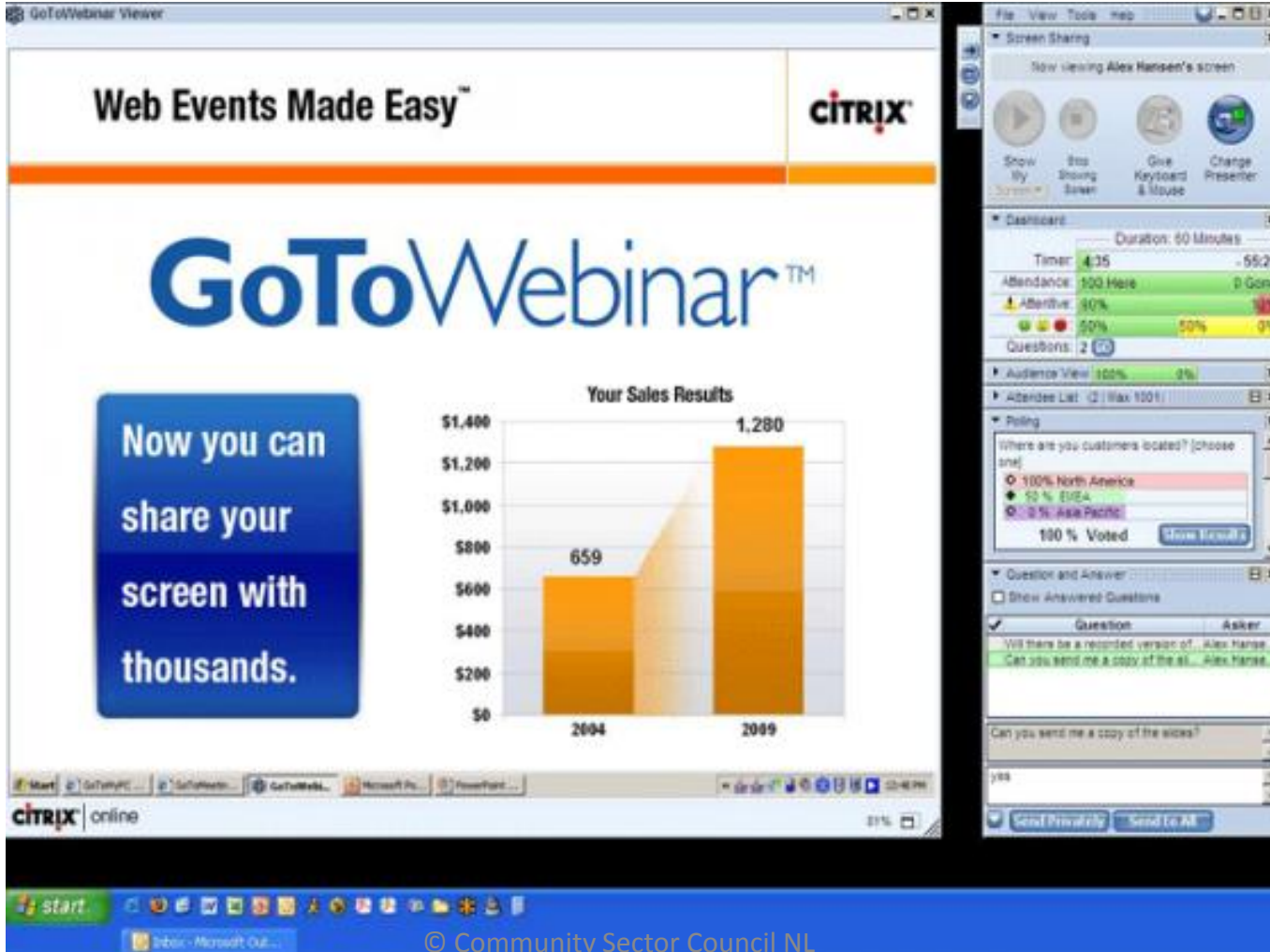
## Not so much:

- Video
- Operating systems
- Chat rooms

## 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



**Web Events Made Easy™** **CITRIX®**

## GoToWebinar™

Now you can share your screen with thousands.

### Your Sales Results

Year	Sales (\$)
2004	659
2009	1,280

**Screen Sharing**  
Now viewing Alex Hansen's screen

**Dashboard**  
Duration: 60 Minutes

Timer: 4:25 / 55:25  
 Attendance: 100 Here / 0 Gone  
 Attendance: 10% / 90%  
 Questions: 2 / 0  
 Audience View: 100% / 0%  
 Attendee List: 101 / Max 1001

**Poll**  
Where are you customers located? (choose one)

Location	Percentage
North America	100%
USA	50%
Asia Pacific	0%

100% Voted

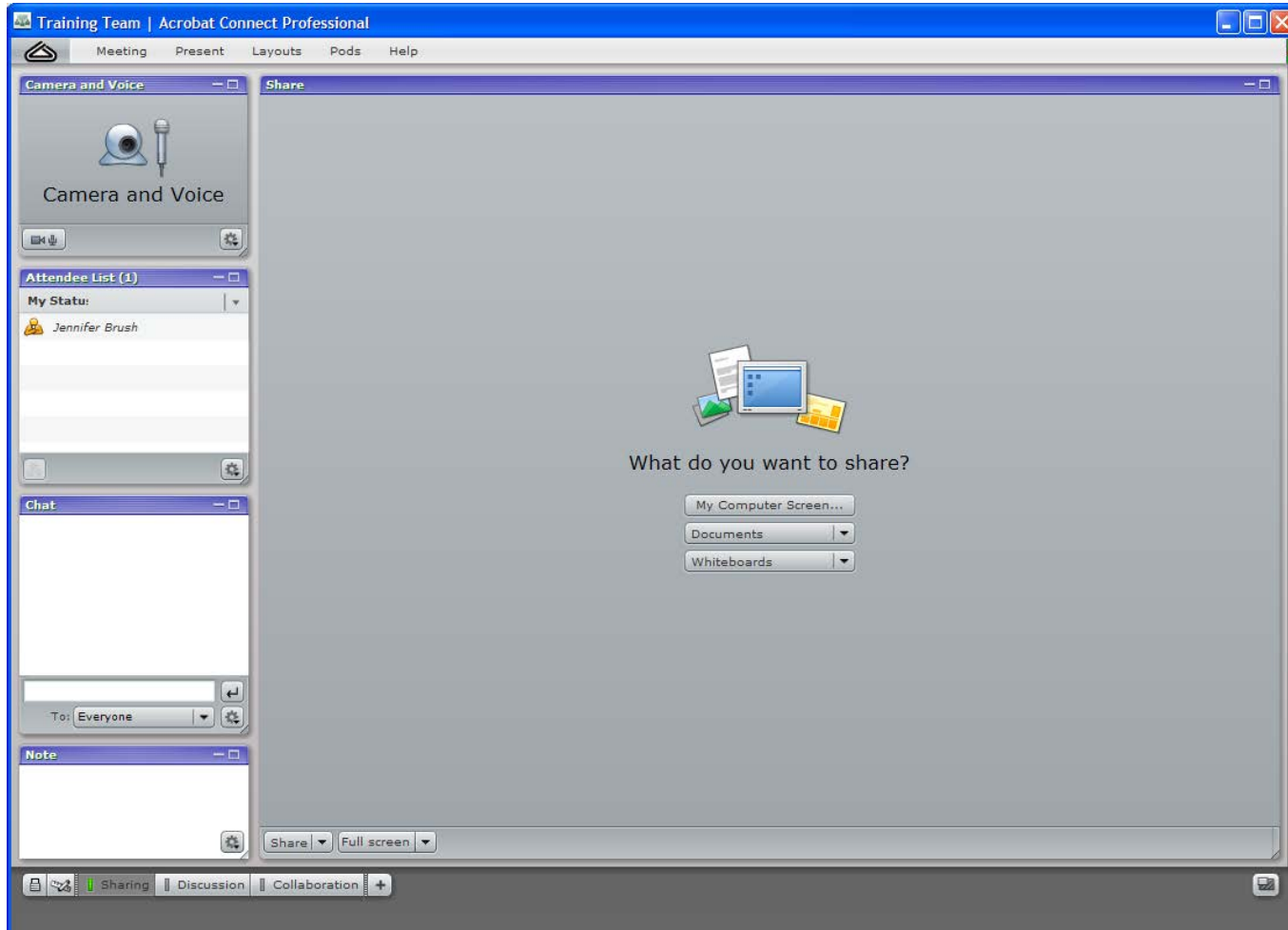
**Question and Answer**  
 Show Answered Questions

Question: Will there be a recorded version of... Alex Hansen  
 Answer: Can you send me a copy of the slides? Alex Hansen

Can you send me a copy of the slides?

yes

# The Usual Suspects 2: Adobe Connect



# The Usual Suspects 3: WebEx

The screenshot displays a WebEx Meeting Manager window titled "WebEx Meeting Manager - Screen Shots for Meeting Center". The interface includes a menu bar (File, Edit, Share, View, Communicate, Participant, Meeting, Help) and a toolbar with options like Quick Start, Info, screenshots, Whiteboard, and background. The main content area shows a presentation slide with the title "Internet & Television are the Top 2 Media of Choice". The slide features a pie chart with segments for Magazines, Videos, Newspapers, Radio, Books, Internet, and Television. The "Internet" segment is circled in yellow with an arrow pointing to it. Below the chart, it says "Source: Online Publishers.org".

On the right side, there is a "Participants" panel showing a list of attendees: Greg Saiz (Host) from San Jose, Beth from New York, Chris from Tokyo, Julio from LA, and Smitha from Amsterdam. Below the list are "Raise Hand" and "Mute" buttons.

At the bottom right, there is a "Recorder Panel" with a "Record PC Audio" checkbox checked and a volume slider. Below it is a video feed of a woman wearing a headset, identified as "Beth (Presenter)". There are "Freeze" and "Options" buttons below the video.

At the bottom left, there is a "WebEx Player" window titled "WebEx Player - Dec15th-EC" with a menu bar (File, Controls, Help) and playback controls including play, stop, and volume. The time displayed is 00:30:0 / 51:42:1.

## Building your presentation: what not to do

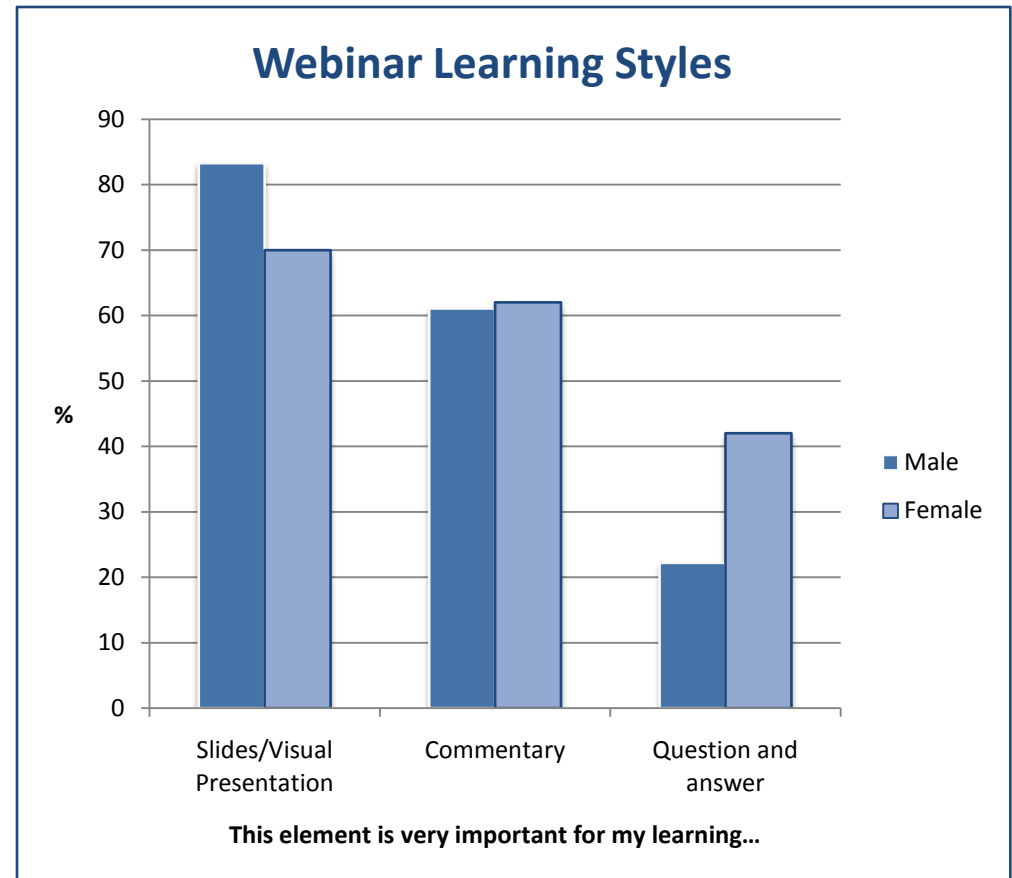
- **Building a webinar presentation follows the same basic principles as building a good presentation for people in the room: minimize the amount of text, use graphics (if they're topical!) and organize each screen clearly. The entire content of your remarks shouldn't be on the screen, and you should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



# Let's try that again, shall we?

## You need:

- Minimal, clear text
- Topical images
- Pictures of you
- Plenty of slides

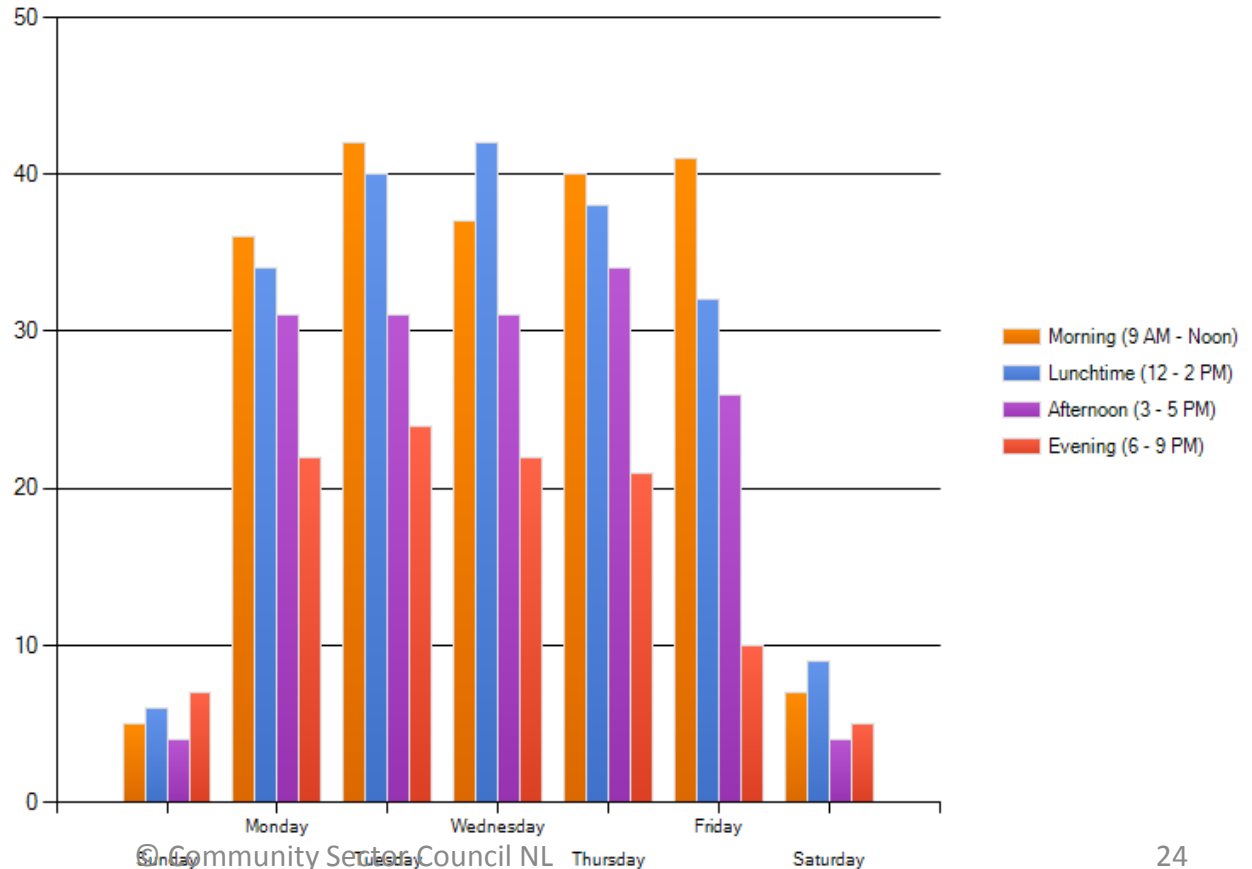


# It's all in the timing

## 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.





# 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**



GoToWebinar : Registration Preview - Mozilla Firefox


Citrix Online LLC (US) https://www1.gotomeeting.com/en\_US/organizers/webinar/previewRegistration.tmpl?WebinarKey=613234040&uf=upperF

## Registration: What Not To Do

Wednesday, March 16, 2011 9:00 AM - 10:00 AM PDT - [Show in my Time Zone](#)

### Webinar Registration

A crowd of required fields is a good way to scare away potential participants

* <b>First Name:</b> <input type="text"/>	* <b>Last Name:</b> <input type="text"/>
* <b>Email Address:</b>  <input type="text"/>	* <b>Address:</b> <input type="text"/>
* <b>City:</b> <input type="text"/>	* <b>State/Province:</b> <input type="text" value="Choose one..."/>
* <b>Zip/Postal Code:</b> <input type="text"/>	* <b>Country:</b> <input type="text" value="Choose one..."/>
* <b>Phone:</b> <input type="text"/>	* <b>Industry:</b> <input type="text" value="Choose one..."/>
* <b>Organization:</b> <input type="text"/>	* <b>Job Title:</b> <input type="text"/>
* <b>Purchasing Time Frame:</b> <input type="text" value="Choose one..."/>	* <b>Role in Purchase Process:</b> <input type="text" value="Choose one..."/>
* <b>Number of Employees:</b> <input type="text" value="Choose one..."/>	

**Questions & Comments:**

\* Indicates a required field

By clicking the "Register Now" button you submit your information to the Webinar organizer, who will use it to communicate with you regarding this event and their other services.

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Done

# 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**



Document1 - Microsoft Word

Home Insert Page Layout References Mailings Review View

Clipboard Paste Font Paragraph Styles Editing

Times New Roman 48

Roses are red  
Violets are blue  
Now I'm embarrassed  
How about you?

Page: 1 of 1 Words: 12 70%


Microsoft PowerPoint

Text Direction Align Text Convert to SmartArt Paragraph Drawing Editing

Shape Fill Shape Outline Shape Effects Find Replace Select

ending Your Space

own, with a door  
connection



eadset microphone.

Slide 13 of 14 Office Theme 74%

## 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>