



Social Media 2.0:
**MANAGING
SOCIAL MEDIA
EFFECTIVELY**



WAPTAC
WEATHERIZATION ASSISTANCE PROGRAM
TECHNICAL ASSISTANCE CENTER

WEATHERIZATION WORKS!

Table of Contents

I. Introduction..... 2

II. Facebook 5

III. Twitter 12

IV. YouTube 18

V. Other sites that Complement Social Media 27

VI. Working Smarter..... 28

I. Introduction

Social media are changing the way individuals, companies, organizations, and even governments interact. The ability to connect almost instantaneously through social media websites is revolutionizing business practices, allowing organizations and companies to reach out to potential clients and consumers in ways never thought possible. The fast pace of social media, however, can be daunting. Pages, links, and content all need to be updated constantly to remain current and engaging. While this task can seem overwhelming, social media companies and third party providers are rolling out new tools and products every day to make the task easier. The key to social media: work smarter, not harder.

What is Social Media?

Broadly defined, social media are internet-based media outlets which allow for peer-to-peer interactions. These sites are some of the most heavily trafficked on the internet. Facebook, Twitter, YouTube, LinkedIn, and the millions of blogs are all examples of social media.

Social media are ubiquitous in today's society. From Smartphones to Ipads, to laptops and desktops, it seems like you are never more than a click away from the internet. Social media are some of the most effective ways of utilizing this connectivity to increase awareness of your organization, its ideals, and the good work you do.

While it is easy to start a Facebook page, YouTube channel, or Twitter feed, utilizing these applications to the fullest extent is a challenge.

Why use Social Media?

As internet use grows, more people are turning to various social media outlets for information about issues and causes they care about. These issues can range from signing petitions and making online donations to seeking volunteer opportunities. Nonprofit organizations have responded to this demand by steadily increasing their presences on social media channels, invoking strategies such as launching an organizational blog or building a Facebook page or a Twitter profile.

For the Weatherization Assistance Program (WAP), social media presents a range of opportunities. Chief among them is to provide a stream of positive information about the WAP. Social media allows the network to drive multiple success stories of weatherization and deliver these directly to journalists, the public, and policymakers. Additionally, social media offers a cost-effective way to market your organization, publicize events, raise funds, and generally spread the word about the benefits of weatherization.

The Hazards of Social Media: Work Smarter, not Harder

Despite its many benefits, utilizing social media can be a daunting undertaking. Blogs, website pages like Facebook and Twitter, and videos need constant monitoring and updating to remain relevant. It is easy to be overwhelmed by this task, particularly when using multiple social media sites.

The key to social media is to work smarter, not harder. Sites like Facebook and Twitter understand the difficulties social media can present and have introduced features on their sites to make things easier for the average user, primarily through the integration of features across platforms. This guide will demonstrate how to employ those new features successfully to make using social media easier and more accessible.

Social Media Assessment

The first step in untangling your social media strategy is to assess your organization's resources and define the message you want to project through social media and to whom. To that end, any organization must ask itself – and answer – a few key questions:

1 What is/are your organization's key goal(s) for social media?

- a. Why are you using social media?
 - b. How will it support the core values and mission of your organization?
-

2 What is/are your key message(s)?

- a. How can that message be communicated most effectively? Through print, video, pictures?
 - b. What assets (written materials, photographs, video, experienced spokespeople) does your organization have access to that can support that message?
-

3 Who are your key audiences for social media?

- a. Who are members of your key audience? How old are they? Do they have a demographic focus?
- b. How can you best reach these individuals? Through print, video, pictures?

4 What are you organization's key strengths and resources that will influence its social media effort?

- a. What platforms are your staff members already familiar with? Do you already have an existing social media presence on sites like Facebook and Twitter?
 - b. How much time can be allocated to social media?
 - c. Who will be writing or producing the content? Is this the same individual who will be posting the information?
-

5 How comfortable is your organization with the "social" aspect of social media?

- a. What will your organization's policy be towards negative comments?
- b. What is your organization's privacy policy and does it cover social media?
- c. Do you need to log your social media activities for possible Freedom of Information Act (FOIA) requests?

I. Introduction

Once your organization has answered these questions, the next step is to select social media platforms that best suit its strengths and goals. While there are thousands of social media platforms online, this resource guide will cover the following three core social media platforms: Facebook, Twitter, and YouTube, and the myriad other sites that support and complement them. It will presuppose that you already have an organizational Facebook page, Twitter feed, and YouTube account. To learn how to create any of the above, please reference *Harnessing the Conversation: Raising Awareness of the Weatherization Assistance Program Using Social Media* available on WAPTAC.org under Public Information – Social Media.

Messaging

Crafting a well written statement is just as important—if not more important given the shorter nature of social media posts—when using social media as when using traditional media outlets. Statements, posts, videos, and pictures should all reflect the ideals of your organization and complement your broader communications strategy.

Some things to keep in mind:

- **Framing:** Audiences do not always interpret our stories in the way we intend. It is critical to frame messages for your target audience using values and words that will resonate with them. For example, instead of focusing on a single family you have helped, bring them into a broader context of energy security, health and safety, and training opportunities.
.....
- **Keywords:** Individuals and companies often find one another on the internet by searching for keywords. When posting messages, be sure to incorporate words like “weatherization,” “energy security,” “efficiency,” “job creation,” “opportunity,” and “health and safety” to name a few. Using the right keywords can help you make new connections.
- **Personal touch:** Social media are a more informal media than traditional media outlets and as such require a more informal tone. Do not be afraid to add appropriate messages or thoughts from your staff to supplement more formal posts.
.....
- **Health and Safety:** The health and safety of WAP clients and workers is essential and should be reflected in all your posted videos and pictures. Workers should be wearing the proper safety equipment at all times and following best practices to ensure the message you want to send is the message that is heard.

To learn more about messaging, please reference NASCSP’s WAP Storytelling Manual available on WAPTAC.org under Public Information.

II. Facebook

Facebook is the world's largest social media platform, with over 500 million active users including individuals and corporations. The ability to create Group, Fan, and Cause pages has revolutionized the use of Facebook from a simple way to connect with friends to a key tool for companies and individuals to engage in continuous dialogue about issues, products, and news.

Facebook is an effective way to share articles, updates, message members who “like” your page, create events, and share pictures. To help users manage this content as well as to drive individuals to your page, Facebook has developed a number of new tools which are freely available on their site.

Need some ideas on how to get started on Facebook? Check out their nonprofit guide here:

http://www.facebook.com/nonprofits?v=app_17037175766

New Features for Facebook Pages

Add a Question

Along with the regular Wall, Photo Gallery, Links, and Video features for pages, Facebook has added a new “Question” section. Polling fans of your page allows you to ask questions directly to those individuals as well as their networks. This feature could be used to modify content on your site, ask users what they like about your work, or for a contest.

Creating a poll is simple:

- 1 Log into Facebook and navigate to your page.
- 2 Click on the “Questions” tab next to the video icon.
- 3 Type in your question. If you would like to ask a question where people can respond via free form text box, leave the polling options blank. If you would like to prompt people with possible responses, you can add up to five poll options. To make the question a traditional poll with set answers, uncheck the “Allow anyone to add options.”

Wall National Association for... · Most Recent ▾

Share: Status Photo Link Video Question

Learn from your fans and others: [?]

Ask something...

Poll Options

+ Add an option...

+ Add an option...

+ Add an option...

☒ Allow anyone to add options

Ask Question

II. Facebook

For Example:
“How has the
WAP had an
impact on
your life?”

- With a free form textbox: users can leave comments about their own personal experiences.
.....
- With set responses:
.....
 - I work in an agency that helps families live in safer, healthier, more energy efficient homes.
 - I have received services and now save money every month.
 - I was trained through the WAP and now work as a weatherization worker.
 - I work at a company supported and sustained by the WAP.

A question like this will give you an idea about who’s following you on Facebook as well as statistics and quotes to use for other public information campaigns. Once you add a Question, it will show up in your “Questions Area” on the left hand side of your Fan page. Click there to track previous questions and answers for future use.

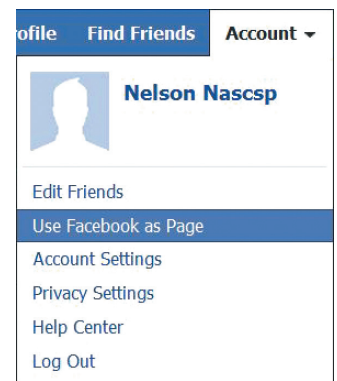
Use Facebook as a Page

Facebook recognizes that not all users create profiles to engage with their friends and family. In many cases, companies, nonprofits, and groups create dummy profiles to administer their Facebook pages. As a result, Facebook created a new feature named “Use Facebook as a Page” to allow users to track information on their fan pages instead of as an individual user. This feature is only available for individuals who administrate pages.

When this feature is turned on, your admin page becomes your homepage, instead of a newsfeed. In place of notices about who friends you or sends you messages, all notifications will relate to your company’s Facebook page. For example, notifications may include the number of individuals who “liked” your page, individuals who have written on the wall, or the number of answers to questions you’ve asked.

To enable this feature:

- 1 Click on “Account,” “Use Facebook as Page.”
.....
- 2 Facebook will prompt you to ask to which page you administer you’d like to switch. Click “Switch.”
.....
- 3 Your homepage will now switch to that page and your notifications will relate to your page instead of your user profile.
.....
- 4 To switch back, simply click on “Account,” “Switch Back.”



A number of other features on Facebook are turned off when “Use Facebook as Page” is enabled. You cannot access the Help Center, for example, nor can you access your individual Facebook page. When a feature is not supported in this mode, Facebook will notify you and prompt you to change back.

Facebook Insights

Similar to Google’s analytics for websites, Facebook Insights allows administrators to track information about their users as well as the activity on their Facebook pages. This information can be analyzed to better engage with those individuals following you on Facebook. Do stories with pictures draw more users than words alone? Do users like external links? Did a question drive more people to your page? These are all questions that Facebook Insights can help you answer and ultimately help you use Facebook more effectively. It can only be used, however, for Fan pages that have more than 40 users to protect the privacy of those individuals.

To access Facebook Insights:

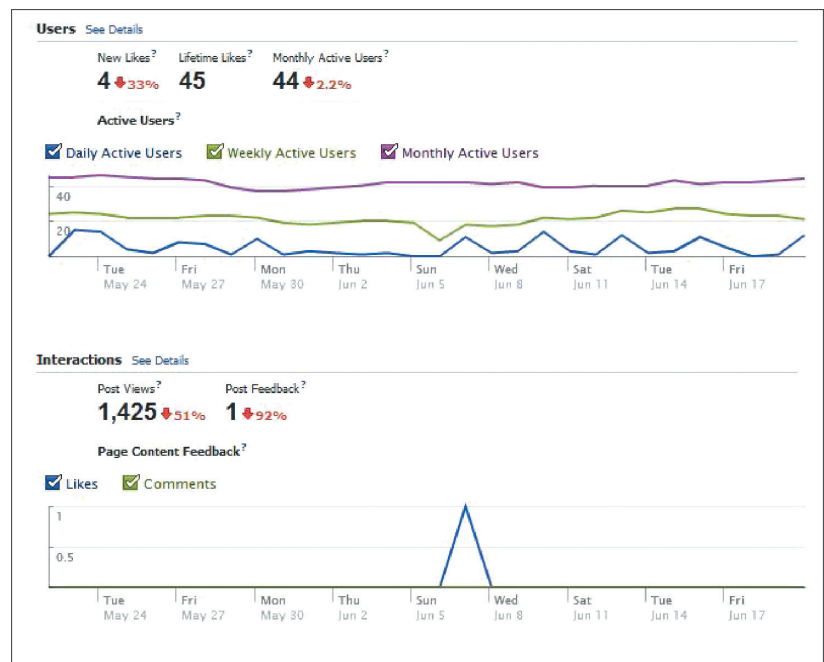
- 1 Navigate to your Facebook page.
- 2 On the right hand side click on “View Insights.”

This will take you to the Facebook Insights main page.

The two main focuses of Facebook Insights are user demographics and user interactions on your page. To access each individually, click on the “**Users**” or “**Interactions**” buttons on the left hand side.

Users: This area will show the number of individuals accessing your page, how often they do so, their general age and demographic, as well as external links on which they have clicked.

Interactions: This area shows the activity on your page including the number of mentions, likes, posts, reviews, etc.



II. Facebook

This information can be exported:

- 1 Navigate to the Facebook Insights page.
- 2 Click on “Export” on the upper right side on the “Page Overview” section.
- 3 Decide if you want an Excel File or a CSV file.
- 4 Choose the date range you want the information for and press “Export.”

** Note: this is a feature that you cannot use in page view mode**

How to Market your Facebook Page Externally

Part of the battle with Facebook—or any social media site—is driving your intended audience to your page to view and interact with your content. Facebook has developed a number of tools to help expedite this process.

Add a Facebook Widget to your Email Signature

Many individuals, businesses, and nonprofits choose to promote their Facebook pages on their email signatures, which go out with every outgoing piece of email. By clicking on the icon, it takes the recipient directly to your Facebook page. This is a simple way to let others know you participate in social media and where they can find you.

To add an icon to your email signature in Outlook:

- 1 Download the Facebook Icon by going to <http://www.iconspedia.com/icon/facebook-3147.html>, and click on the desired size (the larger the pixel count (px), the larger the icon), and save.
- 2 Go to Outlook and open a new message.
- 3 Click on the “Message” tab, then “Signature.”
- 4 Click on the signature you would like to edit or create a new one.
- 5 Navigate to where you would like the icon to go in the email signature.
- 6 Once your cursor is in the correct place, click on the picture icon.
- 7 Upload the social media icon image, press “Ok.”
- 8 Back in the signature area, highlight the image in the email signature box, press the link key, type or paste the link that corresponds to your Facebook page, press “Ok.”



Sometimes adding images like the Facebook icon can cause your email to be categorized as spam. If this happens, delete the icons from your signature and link text such as **“Follow us on Facebook”** in the same way.

A similar process would be used in Gmail and other email services. Twitter icons can also be uploaded in the same manner.

Like Button

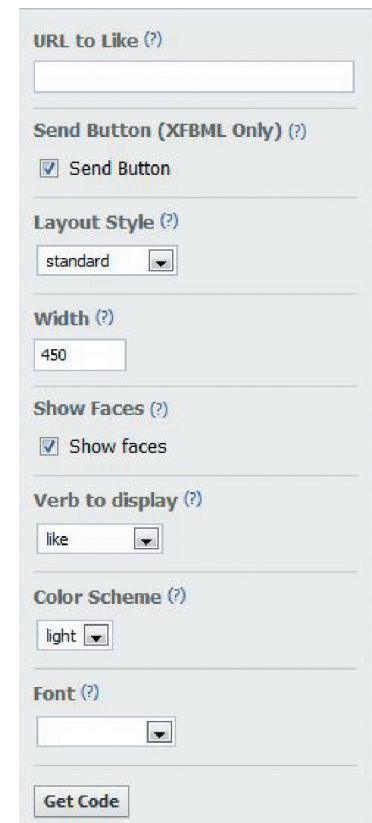


One of the most popular features Facebook created is the “Like Button” for use on sites outside of Facebook. This button allows Facebook users to share your site content with their networks on Facebook and can be placed on any page of your website. When a user clicks the Like button, a story appears in the user’s friends’ News Feed with a link back to that page. In this way, you can reach new people with your content.

The Like Button and other Facebook “widgets” are embedded into websites by a code generated by Facebook. You may need to coordinate adding these items to your website with your web development team. Facebook has made creating the code simple, however.

How to create a Like button:

- 1 Visit this site on Facebook:
<http://developers.facebook.com/docs/reference/plugins/like/>.
- 2 Scroll down to **Step 1**. The first box asks for the URL or the page on your website that you would like individuals to “Like.” This should be the same page on which your button is located, such as your homepage, blog, a news feed, or any page that you feel people should visit on your website.
- 3 Check the next box if you would like to add a “Send Button” next to your Like button. This button allows users to send a message to friends about your page instead of having it show up on their News Feed. It is possible to create just a Send button following the same steps by going here:
<http://developers.facebook.com/docs/reference/plugins/send/>
- 4 “Layout Style” shows different display options in which the button could come. Click through the options to see which you like best.
- 5 “Width” asks for how wide you would like the button to be, in pixels. The standard is 450, but you can customize to fit the space you would like to use on your site.
- 6 “Show Faces” displays profile pictures of users who have liked the item underneath the button.

A screenshot of the Facebook Like button configuration interface. It is a light gray form with several sections. The first section is "URL to Like (?)", followed by a text input field. The second section is "Send Button (XFBML Only) (?)", with a checked checkbox labeled "Send Button". The third section is "Layout Style (?)", with a dropdown menu showing "standard". The fourth section is "Width (?)", with a text input field containing "450". The fifth section is "Show Faces (?)", with a checked checkbox labeled "Show faces". The sixth section is "Verb to display (?)", with a dropdown menu showing "like". The seventh section is "Color Scheme (?)", with a dropdown menu showing "light". The eighth section is "Font (?)", with a dropdown menu. At the bottom is a button labeled "Get Code".

II. Facebook

- 7 “Verb to Display” can be either “Like” or “Recommend” depending on your preference and the content of the site.
- 8 “Color Scheme” allows for either a light button (shown above) or a darker one, allowing for differences in your website’s background color.
- 9 “Font” will change the font used for the text of the button to match your website font.
- 10 Once you have chosen your specifications, click “Get Code.” A box should pop-out (if not, double check the pop-up blocker settings on your computer) with the code which now can be copied and pasted into the code of your website.

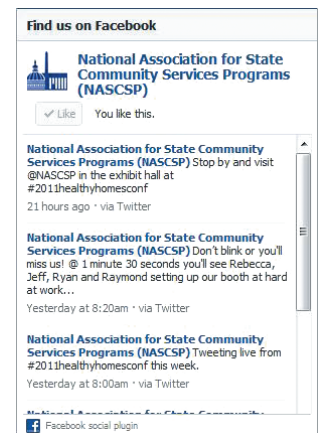
You may have to verify your account to gain access to this part of the development site. To verify your account, you have to input either a cell phone number or your credit card to confirm that an actual individual is in control of the page.

Like Box

Though it sounds similar to a “Like Button,” a “Like Box” is a widget on your website that links to your Facebook page. The widget can be as simple as a “Like us on Facebook” button so users can “Like” your Facebook page without having to navigate to Facebook or as complex as a larger widget (shown) displaying the latest news from your page. The process for setting up a Like box is very similar to setting up a Like button.

To set up a Like Box:

- 1 Navigate to this site on Facebook: <http://developers.facebook.com/docs/reference/plugins/like-box/>.
- 2 The “Facebook Page URL” is your Facebook page.
- 3 “Width” changes the width of the widget on your website.
- 4 “Color Scheme” can be changed from light to dark depending on the color of your website.
- 5 Checking the “Show Faces” box will display the Facebook pictures of those individuals who currently Like your page.
- 6 “Border Color” creates a colored border around the widget. Simply type in the color that you would like to use, for example green or black. It is not necessary to input a color; white is the default.
- 7 “Show Stream” will display the most recent postings on your wall. These will upload automatically as new content is added. If you have any concerns about people seeing your wall outside of Facebook, you may want to uncheck this box.



- 8 “Show Header” will attach a header to the top of the widget which states “Find us on Facebook.”
- 9 Once you are happy with the results, click “Get Code.” A pop-up will appear with your code that can be placed on your website. Now people can find you on Facebook from your own website!

Badges

Badges are similar to the widgets described above but with fewer options to modify to fit your site. There are a variety of badges to highlight your site, promote others’ websites, and share content from your Facebook page.

To create a badge of your Facebook page for your website:

- 1 Visit <http://www.facebook.com/badges/page.php>.
Note: you must be an admin of the page and signed into your Facebook account to access this page.
- 2 The first page will display what the automatically generated badge looks like, as well as some places to which you can automatically upload it. If you would like to add it to your site as is, click “Other,” copy the text that drops down, and place it on your website.
- 3 If you would like to edit it, click on the far left hand side where it says “Edit this Badge.”
- 4 Unlike the Like Box widget, there are fewer options to modify the badge. You can change the orientation of the badge and the content. Click through the options until you are happy with the result.
- 5 Click “Save” when you are finished.
- 6 You will be redirected back to the first page. You can automatically upload the badge to the sites listed or, if you would like to add to your site, click on “Other” and copy your website URL. Paste the generated code into your website code to add the badge.

Facebook Page URL (?)

<http://www.facebook.com/pages/National-A>

Width (?)

292

Color Scheme (?)

light

Show Faces (?)

☐ Show Faces

Border Color (?)

Stream (?)

☒ Show stream

Header (?)

☒ Show header

Get Code



Badges can be created for other sites you like on Facebook, such as partners or affiliated organization. Badges can also be used to create a photo gallery of pictures uploaded to Facebook on your site. To see these badges navigate here:

<http://www.facebook.com/badges/>

These are only some of the many features that Facebook has added to help drive people to your Facebook page. To see some of the many other options available, visit the Facebook Developer’s page at <http://developers.facebook.com/docs/plugins/>.

III. Twitter

Twitter is the second most heavily trafficked social media site on the internet after Facebook. The micro-blogging site provides an opportunity to reach out to a diverse group of people quickly. The advent of hashtags, re-tweeting, and lists allows for collaboration with individuals and organizations like never before. Like Facebook, Twitter can seem overwhelming and time consuming on the surface, but with the right tools it can be managed easily.

For an overview of Twitter basics, visit their support page here: <http://support.twitter.com/groups/31-twitter-basics>

Twitter Dictionary

Twitter users have created a whole vocabulary around the site. Here are some of the most common Twitter phrases de-mystified.

- **Hashtags:** Known by the symbol #, hashtags are a way for users to add keywords to their tweets to help categorize and contextualize them in the Twitter-sphere. Hashtags can be another Twitter user's name, a trending keyword or phrase, or something of your own creation. One of the newest uses of hashtags is for events. Event planners will create and announce the hashtag at the beginning of the event. As the event progresses, participants can tweet that hashtag with their own perceptions and thoughts. By searching for that hashtag, you get a real-time update of that event.
- **@ User:** Want to tweet at a specific person or group? Add the @ symbol and the user's name, for example @NASCSP to tweet to NASCSP. This tweet will now appear in that individual or group's Twitter feed. Tweeting at other users allows you to direct your tweets to particular groups, lists, or individuals.
- **Re-Tweet:** See a tweet that you found particularly interesting or that relates to your organization? By clicking on the re-tweet icon underneath the tweet in question, Twitter will automatically "re-tweet" the other user's tweet from your account. Re-tweets are marked with an "RT @user" with the user being the person's whose tweet you liked. You can track how many people re-tweet your tweets from the homepage under the "Re-tweet" section.

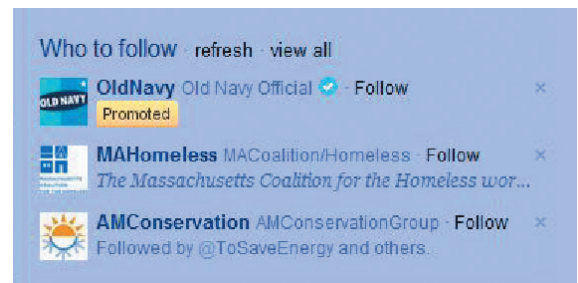
More twitter terminology pops up every day. If you ever see or hear a word you aren't sure of, look it up in the Twitter dictionary at <http://twittonary.com/>.

How to Maximize your Twitter Feed

Who to Follow

With the large number of users on Twitter, one of the biggest obstacles is finding people to follow. Twitter has tried to ease this process by creating a "Who to Follow" section.

To access the "Who to Follow" section, sign into Twitter, look on the left hand side for the "Who to Follow" box, and click on "View All."

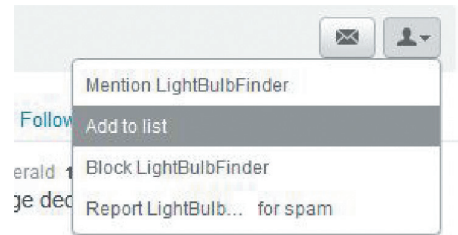


A new page will pop up with suggestions of who to follow based on your interests, the other individuals you follow, and their popularity. You can also browse who to follow based on your interests. Finally, you can “Find Friends” through other accounts you have such as Gmail, LinkedIn, AOL, etc.

Create lists

Once you have a number of people you follow, you may want to organize them into lists to group tweets into different categories or to tweet at specific groups. To tweet at a list, simply use it as you would a hashtag with a backslash “/” in the beginning, for example, “@/nascsp_list.” *Note: a single user has a maximum allowance of 20 lists with a maximum of 500 users on a single list.*

To create a new list:



- 1 Visit the profile of a user you would like to add to your list.
- 2 Click on the person icon on the right hand side of their page. This will bring up a drop-down action menu. *Note: you do not need to be following someone to add them to a list.*
- 3 Select “Add to List.”
- 4 Name the list and choose whether you would like it to be public or private.
- 5 To ensure the user was added to your list, click the person icon again and select “Add to List.” A checkmark will be added next to lists that include this user.

You can add yourself to other user’s lists if they are public. To add yourself to a list:

- 1 Go to that user’s profile page.
- 2 Click on “Lists” and use the drop down menu to see what lists are publicly available.
- 3 Click “Follow list.” Now, when that Twitter user tweets at that list, it will appear on your Twitter feed.

To view your lists, click on the “Lists” area on your Twitter homepage. Here, you can see what lists you have created, what lists you follow, and to what lists you have been added. The latter is a great way to follow new people who are following you that you may not have known about.

III. Twitter

Link Facebook and Twitter

Facebook and Twitter have teamed up to make using social media even easier. Now tweets can automatically be updated to your Facebook page, cutting your work in half.

To link your Twitter and Facebook Accounts:

- 1 Login to both your Twitter and Facebook accounts.
 - 2 Navigate to this page: <http://apps.facebook.com/twitter/>.
 - 3 Click "Allow."
-

Now tweets will be recorded on your Facebook page as well. This is only a one way street, however, and Facebook posts will not be recorded on Twitter.

Other Sites that Support Twitter

A number of sites outside of Twitter have sprung up to complement and enhance its use. These range from sites to help you find followers to sites helping you schedule tweets.

Examples include:

- TwitPic: (<http://twitpic.com/>) Currently, Twitter does not have an internal application to upload images to your Twitter feed. One of many ways to upload images to your Twitter account is TwitPic. Navigate to the site, sign in with your Twitter credentials, click "Upload Photo or Video," upload the file, add a message, and post. A word of caution: once uploaded, TwitPic retains the rights to your photos.
- Social Oomph: (<http://www.socialoomph.com/>) One of the hardest aspects of Twitter is the frequency it demands. For those who would like to schedule tweets and then forget about them, Social Oomph is a big help. The free account (a paid professional account is also available) allows you to schedule tweets, save drafts for future use, and track keywords.
- Search Twitter: (<http://search.twitter.com/>). Don't have a Twitter account but want to see what people are talking about around a topic? Search Twitter will allow you to search for specific hashtags (for example #weatherization) and see what is happening in real time.
- Form-u-lists: (<http://formulists.com/>) Form-u-lists helps you to create lists of individuals you follow or should be following. Sign in with your Twitter account and, they will do the work of managing and creating lists for you.
- Mention Map (<http://apps.asterisq.com/mentionmap/>) Mention Map helps to visualize the connections between organizations and to connect with people and organizations you never thought of before. Type in the username of someone you follow, and the Mention Map will do the rest.

How to Publicize your Twitter Feed

Like Facebook, one of the keys to using Twitter effectively is publicizing your Twitter handle to gain followers, further pushing out your message. This can be done internally through things like searching for keywords like “weatherization” or creating lists. It can also be done outside of Twitter by linking your own site to Twitter.

Follow Me Button



The Follow Me button is Twitter's version of Facebook's “Like Box.” This button allows users to follow you on Twitter directly from your site or page without having to search for your Twitter handle.

To create a “Follow Me” button:

- 1 Go to <http://business.twitter.com/about/resources/followbutton>.
- 2 Type in your Twitter username.
- 3 Adjust the color that you would like your Follow Me button to be.
- 4 “Show the Follower Count” will show how many followers you currently have on Twitter. This will updated automatically as your follower count changes.
- 5 “Choose your language” changes the language of the button and is a nice feature for websites that may be multilingual.
- 6 The “Follow Me” button will change as you adjust the options. When you’re done, simply copy and paste the code into your website.

Follow Button

Add the Follow Button to your website to increase engagement and create a lasting connection with your audience.

1. What's your user name?

NASCSP

2. What color background will be used?

☒ Light

☐ Dark

3. Show follower count?

☒ No

☐ Yes

Language options

English

Preview your follow button

Follow @NASCSP

Copy and paste this into the HTML for your website wherever you want the button to appear.

```
<a href="http://twitter.com/NASCSP"
class="twitter-follow-button" data-show-count="false">Follow @NASCSP</a>
<script
src="http://platform.twitter.com/widgets.js" type="text/javascript"></script>
```

[View documentation →](#)

Tweet This Button

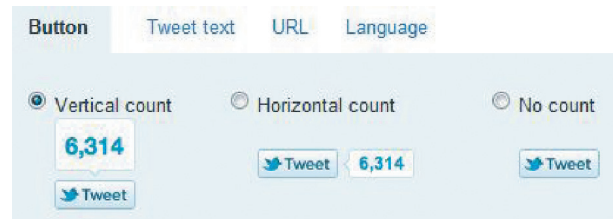
The Tweet This button allows users to post your tweets onto their Twitter feed with the click of a button. This button is an easy way to publicize your own website content or an event while simultaneously publicizing your Twitter handle.



III. Twitter

To add a Tweet This button:

- 1 Navigate to this site:
<http://business.twitter.com/about/resources/tweetbutton>.
- 2 Choose the button design that you find most appealing.
- 3 Click on "Tweet Text." Choose either to have the title of the page on your website for the text of the tweet or write your own. For example, "Check this out!"
- 4 Click on "URL." You can either use the URL of the page the button is on or you can add another if it is appropriate, for example an event registration page.
- 5 Click on "Language" and choose in what language you would like the button to appear.
- 6 In step 2, you can recommend people to follow. This user will be @ mentioned when the user clicks "Tweet this." This choice is optional.
- 7 When finished, preview your button on the bottom of the page. If you like it, copy and paste the HTML code into your website.

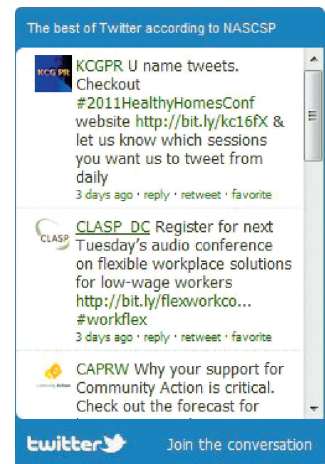


Website Widgets

Twitter has a number of ways to display your feed on your website without visitors having to navigate to Twitter. If you do not have the space or time to update a blog continuously, a Twitter feed is a simple way to provide up to date information both to your Twitter followers and your site visitors. Like Facebook widgets, Twitter widgets must be placed into the code of your website. Coordinate with your web services team if you do not have access to this area of your website. Creating the code to place is simple.

To create a Streaming widget:

- 1 Visit http://business.twitter.com/about/resources/widgets/widget_profile.
- 2 Enter your Twitter username.
- 3 Click on "Preferences." This will allow you to customize how many tweets you want shown on your widget, how often you want tweets to appear, whether you want hashtags to show, and whether to include a scroll bar.
- 4 Click on "Appearance" next. This will show different colors that you can choose for your widget. If you have specific colors for your website, you can add them here. If not, click on the colored squares to bring up different color options.
- 5 Click on "Dimensions" last. Set the dimensions of your widget. *Note: the size of the widget will not update when you preview your creation.*



- 6 Click “Test Settings” to view the widget you have created. If you are unhappy with any of the options, simply edit and click “Test Settings” until you are satisfied with the result.
- 7 If you like the widget, click “Finish & Grab Code.” Paste this into your website’s code on your desired page.

Not all widgets have to stream all of your tweets from Twitter. Others, like the Favorites widget, allow you to post only your “Favorite” tweets as marked on Twitter. This can help you better control the message being streamed back to your site than through the streaming widget alone.

To create a Favorites widget:

- 1 Go to http://business.twitter.com/about/resources/widgets/widget_faves
- 2 Follow the instructions from above to create your Favorites widget.

Note: To create a favorite tweet, click the star underneath the tweet. This can be a tweet of your own or tweets from others.

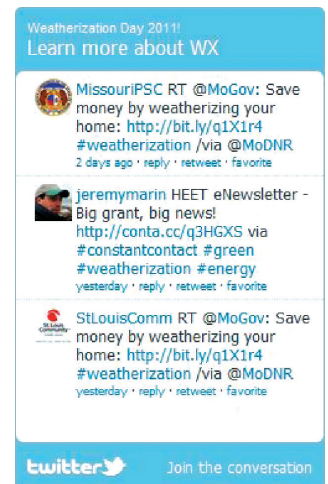
Another popular widget is the Search widget. Instead of streaming all of your tweets or just your favorites, this widget will stream results from a specific search. For example, if you have created a hashtag for an event, you can enter that hashtag as a search query, and the widget will only show results from people who have added your hashtag to their tweets. This will create a real-time stream on your website from Twitter of people at the event.

To create a Search widget:

- 1 Go to http://twitter.com/about/resources/widgets/widget_search.
- 2 Enter your search term under “Search Query.” This could be a hashtag you have created for an event, a generic hashtag like #weatherization (shown), or your own Twitter username—for example @NASCSP would show tweets directed at NASCSP.
- 3 Add a caption and title to your widget box.
- 4 Follow the same instructions from above to create a Streaming widget to determine the color, appearance, and size of the widget.
- 5 When finished, grab the code and place on your website.

Note: Re-tweets will not be posted in the Search widget.

By integrating Twitter with your Facebook account and your website, one tweet can update multiple groups of people at once. Now you can keep everyone up to date on the latest information, 140 characters at a time.



IV. YouTube

YouTube is the internet's premier video sharing site. With thousands of videos uploaded each day, it is one of the best ways to share your public information campaign and public service announcement videos with the world. YouTube has added a number of new features to the site that enable users to edit videos directly on YouTube without outside software. Each of these features requires an existing YouTube account. To learn how to create a YouTube account, please reference *Harnessing the Conversation: Raising Awareness of the Weatherization Assistance Program Using Social Media* available on WAPTAC.org under Public Information – Social Media.



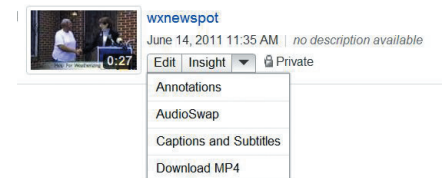
YouTube Features

Video Annotations

One of the easiest ways to augment a video on YouTube is to add “Annotations” to an existing video. Annotations are simply text added on top of the video. You can use annotations to note who is speaking, their location, facts about your program, websites people should visit for additional information, and more. Adding annotations is easy.

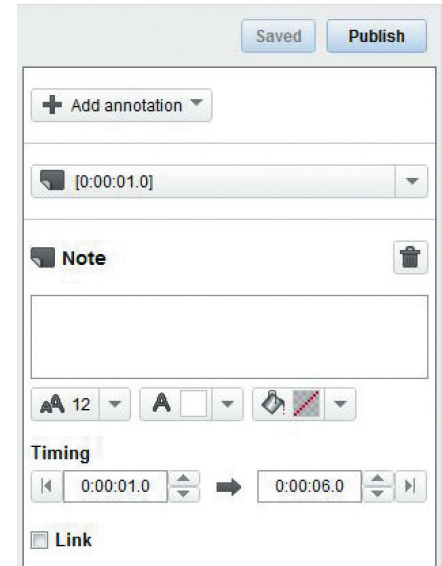
To add an Annotation to a video:

- 1 Login to your YouTube account.
- 2 Go to “My Account” and click on “Videos.” This will bring up the videos you have uploaded to YouTube.
- 3 On the video you wish to annotate, click on the down arrow to the right of the video. This will open the drop down menu. Click on “Annotations”
- 4 To add an annotation, click “Add Annotation.” A drop down menu with five different options will appear: Speech Bubble, Note, Title, Spotlight, and Pause.
 - “Speech Bubble” will create a speech bubble, like in a cartoon. You can manipulate the bubble to show someone speaking or thinking in the video.
 - “Note” will add text anywhere you would like it on the screen. This option is good for adding extra information either about speakers or for the viewer.
 - “Title” will add larger text to the center of the video. This option is good for either the beginning or the end of the video as the options for the size of the text are only large.

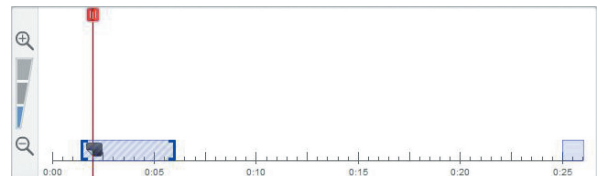


- The “Spotlight” option creates a box around an object in the video to highlight its importance. Text can be added beneath the box for further clarification.
- The “Pause” annotation will pause the video and sound for your specified length of time. This option is good if you need to add an introduction or closing to your video.

- 5 Adding any of the annotations is very similar. Click on your desired annotation, and a dialogue box will pop up on the right hand side of the page below the “Add Annotation” button.
- 6 The first option shows other annotations you may have in the same video.
- 7 To add text, type your information into the area under “Note” (the title will change depending on what type of annotation you are adding). When finished, you can move the text around on the video screen and re-size the text box depending on your needs.
- 8 You can change the size of the font, color of the font, and background color of the object with the buttons below the text box. If you would like your text to blend in with the background, choose one of the color options that has a checkered background. *Note: this feature is not available for Title Annotations.*



- 9 Finally, specify the time when you would like the annotation to play. To adjust when you'd like the annotation to appear and for how long, adjust the timeline beneath the video box. The blue bars on either side of the note allow you to adjust the time up or down on the timeline of the video. The duration of the video extends the length of the area between the bars. If your video is long, you may need to use the zoom feature on the far left hand side to zoom in on the exact time you would like your annotation to appear.
- 10 If you would like to have your text link to something, click on the “Link” button at the bottom of the page. At this time, you can only add links to other videos, channels, lists, subscribe to your feed, a video response, or a YouTube search. You will have to choose one of these options from the drop down menu in order for the link to work.
- 11 Once you have finished the annotation, click on “Save,” then “Publish.” This will add the annotation to the video.



You can add multiple annotations to a single video and have them overlap one another if necessary. To edit a previous annotation, click on the drop down menu underneath “Add an Annotation” and click on the desired saved annotation. Remember to save, otherwise the information will not update. When you’re finished with all of your annotations, you must click “Publish,” otherwise it will not add the annotations to your video.

IV. YouTube

Video Editor

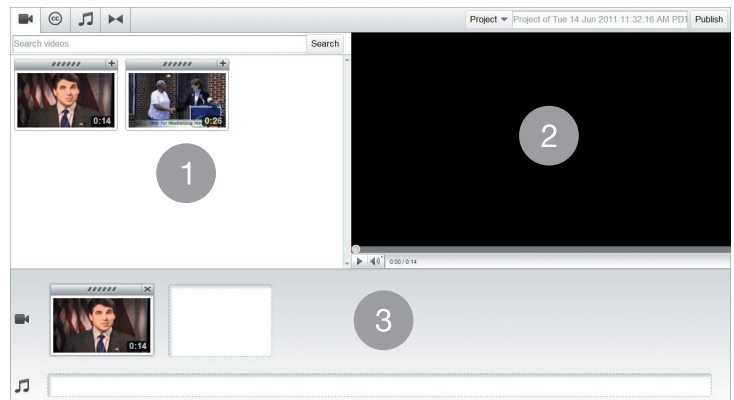
Video editing is often an expensive and time consuming process. Recognizing this obstacle, YouTube has rolled out a new “Video Editing” feature on the site, allowing you to assemble video clips into a comprehensive video. While the end product will not have the same bells and whistles as professionally developed videos, YouTube video editing is free and easy to learn.

To create a video:

- 1 Navigate to “My Videos.” You will need to upload your video clip(s) before you can begin editing. To learn how to upload videos, please reference *Harnessing the Conversation: Raising Awareness of the Weatherization Assistance Program Using Social Media* available on WAPTAC.org under Public Information – Social Media.

- 2 Click on “Video Editor” at the top of the page. It will automatically direct you to another page with all of your videos already uploaded.

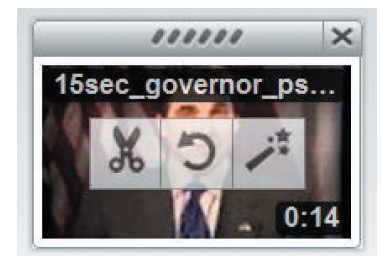
- 3 There are three components to the video editing section. The first is the top left hand side which contains all of the videos you’ve uploaded to YouTube. The second is on the top right hand side where you can preview the video you’re creating. Finally, the bottom is the “storyboard” section where you paste your video together.



- 4 To begin creating a video, click on a video clip and drag it down to the storyboard. Any changes made to this clip will not affect the original video, which will remain in the videos section.

- 5 If you would like to edit this video on the storyboard, scroll over the clip on the storyboard and three options will appear: scissors, an arrow, and a wand.

- Clicking on the scissors allows you to “snip” the video, showing only those portions in which you are interested. To snip, drag the bars on either side of the timeline on the bottom of the screen. The area between the bars is the section that will be played and the video above the timeline will show only the portion that is set to play. If you would like to preview the difference between your cuts and the original video, click “preview effects side-by-side with original video.” To finish, click “Save.”



- Clicking on the circle allows you to change the orientation of the video. Click on either one of the arrows to flip the video 90 degrees. Clicking on it twice will flip the image 180 degrees.

To create a video:



■ The wand tool is for editing the image in the video. If the image is too dark, light, or blurry, this tool will help you fine tune it. You can preview the difference just as you did with the snipping tool. When you are happy with the result, click “Save.”

- 6 Once you have edited the video clip, you can either publish the result if you are finished editing—to do this click “Publish” on the far top right hand side—or you can add more clips to the storyboard to create a longer video.
- 7 To continue editing, drag another clip (or the same clip if you are editing different sections of the same video) down to the storyboard. The video section above the storyboard will now reflect the two videos you have in the storyboard.
- 8 To add a transition between the videos, for example to fade from one video to the next, click on the “><” symbol on the top left hand side. A menu will appear with various fading options. Drag the option you like between the videos (or before the first video if you would like to have a transition to begin the entire video). Click on the transition in the storyboard and you can edit the length of time you would like the transition to run. Press play on the video above the storyboard to preview what the transition will look like in the final product.
- 9 You can also add stock clips from YouTube to your video. To do this, click the “(CC)” button on the far top left hand side. Browse the clips and drag the one(s) you like from the library down onto the storyboard. You can edit them just as you would clips you’ve uploaded to YouTube. *Note: if you use YouTube clips, it may cause ads to pop up on your video.*
- 10 To add music to your video, click on the note key on the far top left hand side. This will bring up a list of music choices provided by YouTube. You can browse by genre or artist. When you decide on a song, drag it down to the storyboard and place underneath the video section. You can choose only one song per video. To change whether you hear the audio from the video more or the musical clip more, change the volume cursor on the far right hand side of the storyboard.
- 11 Continue this process with the various video clips and music until you are happy with the finished product. Click “Publish” on the far top right hand corner when you’re done to add the video to your YouTube video collection.

Recently, YouTube partnered with a number of third party companies to enhance the video making feature. Visit <http://www.youtube.com/create> to add pictures, animation, and other features to your video. All of the partner companies require verification of your YouTube account.

IV. YouTube

Video Captions and Subtitles

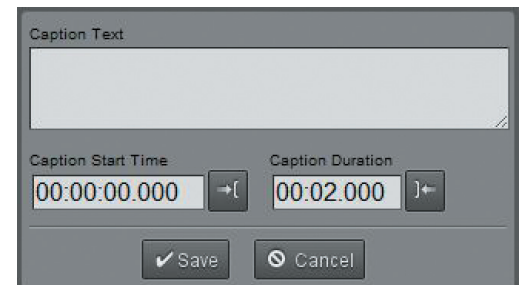
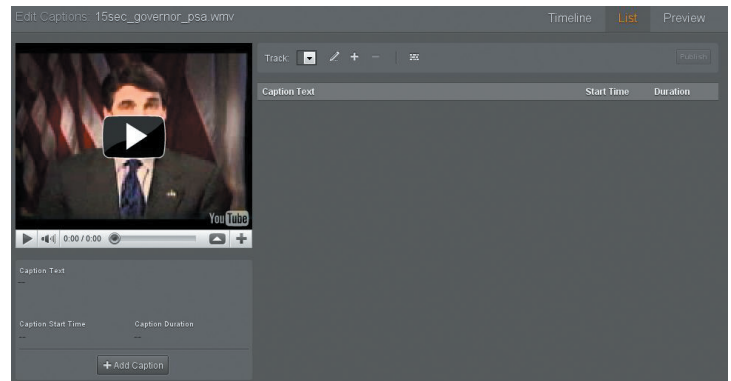
Often it is necessary to add captions or subtitles to a video. While captions, subtitles, and annotations are all text added to video, they are not the same. Captions and subtitles, unlike annotations, can be turned off and are used primarily for the hearing impaired or multiple languages in a single video.

If you are using federal funds to produce the video or you are placing it on a website that is federally funded, you must comply with all federal regulations regarding the Americans With Disabilities Act including adding captions to videos. If you would like to learn more about Section 508 Compliance, please visit this site: <http://www.section508.gov/>.

It is easier to begin closed captioning if you have a text transcript of the video ready from which to cut and paste.

To add video captions:

- 1 Upload the video you would like to modify to your YouTube account. (To learn how to upload videos, please reference *Harnessing the Conversation: Raising Awareness of the Weatherization Assistance Program Using Social Media* available on WAPTAC.org under Public Information – Social Media.)
- 2 Navigate to this site: <http://captiontube.appspot.com/>.
- 3 Login with your YouTube or Google account. Import the video that you would like captioned by clicking “Import Personal Video” and selecting the video to be captioned from the list. Click ok.
- 4 Next, click “Edit”. This will take you to the closed captioning page where you will add the closed captions. There are two different modes you can operate in when adding closed captions: Timeline and List. “Timeline” shows you the captions on a timeline across the bottom of the page while “List” lists the text line by line sequentially. Adding captions in the list view is often more intuitive and easier to visualize. To navigate to List, click on “List” on the top hand bar between “Timeline” and “Preview.”
- 5 Underneath the video, click “Add Caption.” A box will pop open where you can add text. If you have your transcript document open, you can cut and paste text from it or you can add text as you listen to the video. Closed captioning and subtitles cannot be added all at once. Rather, they must be added line by line, generally with not more than 10 or 12 words.



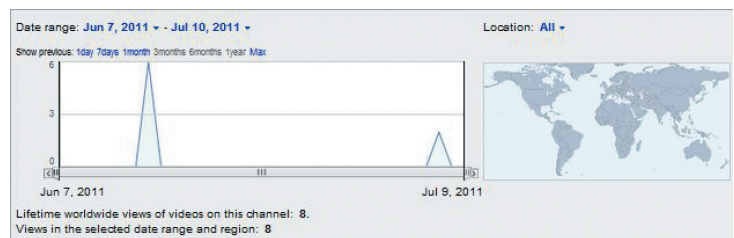
- 6 Add the first caption you would like to have in the text box, keeping in mind the word restrictions. Underneath the text box are the two time settings for the start and duration (not end time) of the caption. If the audio starts at the beginning of the video, simply leave the start time at zero, otherwise navigate to where the audio starts using the slide bar underneath the video box. Pause the video when the audio for that section ends. Click “Add caption.”
 - 7 To preview the caption, play the video to see if the timing of the caption matches up with the timing of the video. If you need to adjust the timing, double click on the caption in the list view to bring up the caption in the text box underneath the video box.
 - 8 Continue adding captions in the same manner for the whole video. As you add captions in “List” mode, they will appear on the right hand side one after another.
 - 9 To preview the video in its entirety, click on “Preview” in the upper right hand corner. You can make adjustments as you see fit.
 - 10 When finished, click “Publish” in either the Timeline or Preview modes. This will bring up options to upload to YouTube, download, e-mail, or copy and paste the subtitles. *Note: if you choose to download the subtitles, they will NOT be published to your uploaded YouTube video.*
- To add downloaded captions to the video, navigate back to YouTube – My Videos. Click on the down arrow to the right of the video you were working on and click on “Closed Captioning and Subtitles.” Click “Add new captions or transcript.” Upload the file by selecting the file you created earlier and clicking “Choose File.” Make sure to select the dot next to “Caption file.” Click “Upload File.” Now your YouTube video has captions. *Note: This is not a necessary step if you choose to upload the captions directly to YouTube originally.*

YouTube Insight

Similar to Facebook, YouTube understands that companies and organizations want to learn more about who views their pages and watches their videos. YouTube created “YouTube Insight” in response. With YouTube Insight, you can learn more about your audience and how they watch and interact with your videos.

To view YouTube Insight:

- 1 Navigate to “My Videos.” Click “Insight” on the bar across the top of the screen. This will take you to your YouTube Insight channel summary page. The default page shows the summary for all of your videos, but you can choose to learn more about a specific video by clicking on the title of the video in the center of the page under “My Videos.”



IV. YouTube

- 2 The top graph shows the number of video views, when they occurred, and where in the world they occurred. By manipulating the scroll bar underneath the timeline, you can expand or contract it to show various periods of time, say the month of October. Any changes you make to the timeline will be reflected in the other features on the Summary page.
- 3 To learn where the viewers of your videos are from, click on the map on the top right hand side of the page to show what specific countries or States are watching your videos.
- 4 The “Views” area tells you the specific number of views for your videos for the period specified on the timeline. You can reach the View section either from the summary page or from the left hand sidebar.
- 5 “Demographics” will give you general information about the demographics of your audience including if they are male or female and their country of origin. This feature is only available when your video has over 40 views to protect the privacy of YouTube users.
- 6 “Popularity” shows how popular your videos are relative to others on YouTube as well as where they are most popular. This feature is only available on the summary page.
- 7 Click on “Discovery” on the left hand side of the page to see how people get to your videos. Are they linking from other videos or from your website? This feature will help you distinguish what the most effective feature in getting users to your YouTube channel or video is.
- 8 Click on “Community” below Discovery to learn how people engage with your content. Are they leaving comments or making your YouTube page a favorite? This feature will break down the community engagement around your YouTube channel.

Summary [More info](#)

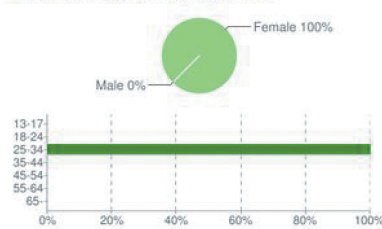
Views

Each day on the graph shows the total number of views made on that day.



Demographics

Who is watching the videos in this channel?



My videos

To see all your videos, go to your uploads list. [/my_videos](#)

| Video | Views (% of total) | Attention |
|---------------------------|--------------------|-------------|
| wnewsport | 100.0 | <div></div> |

Popularity

How popular are my videos relative to those of other uploaders?



The data from each category can be downloaded in an Excel or CSV file for future reference. To download, click on “CSV” or “CSV for Excel” on the bottom of any of the YouTube Insight pages.

How to publicize your YouTube videos

After taking the time to produce a quality video, you want to make sure the end product is seen. YouTube has a number of features that enable you to publicize your video beyond your YouTube channel. Similar to Facebook and Twitter, YouTube has “widgets” that allow you to publicize your YouTube content far beyond youtube.com.

Embedding videos

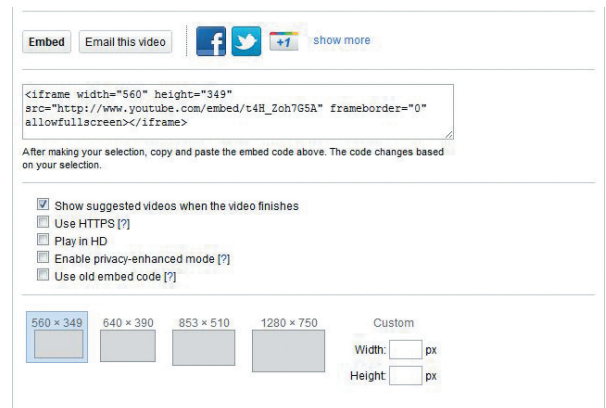
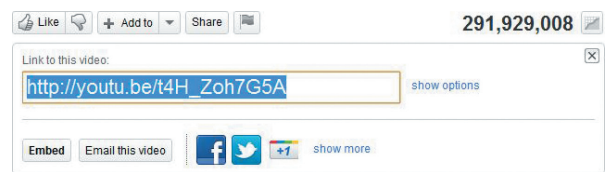
One of the most useful (and most used) features of YouTube is the “Embed video” function. Instead of having to send people to YouTube to view your videos, you can embed them directly onto your website. The videos come with a player so visitors can watch them without ever having to navigate away from your site.

Embedding videos does require you to have access to the code of your website. Coordinate with your web services team if you do not have this type of access. A reminder, if you are embedding videos onto a site that is federally funded, by law they must be 508 compliant and have subtitles. To learn more about 508 compliance, see the closed captioning section above or visit <http://www.section508.gov/>.

To embed a video:

- 1 Navigate to the YouTube video that you would like to embed.
Note: it does not have to be a video that you have produced or that is in your video library.
- 2 Underneath the video box, click on the “Share” button. On the bottom left hand side, click “Embed.”
- 3 An HTML code will appear automatically. You can make modifications to this code by checking or unchecking the boxes below.

- The first option asks if you would like YouTube to suggest other videos to the viewer when they have finished watching the video. The videos they suggest will not necessarily come from your YouTube channel, but they will be similar in content.
- “Use https:” is asking if you want the embeddable code to come from a secure site. If your site uses https, you may want to enable this function. Talk to your web services team if you are unsure.



IV. YouTube

- “Enable privacy-enhanced mode” restricts the access of YouTube to gather data—for things like YouTube Insight for instance—on users watching the video on your site.
- “Use Old Embed code” changes the code to the older version YouTube used to have. If you have problems with the newer code on your site, you may want to enable this feature.

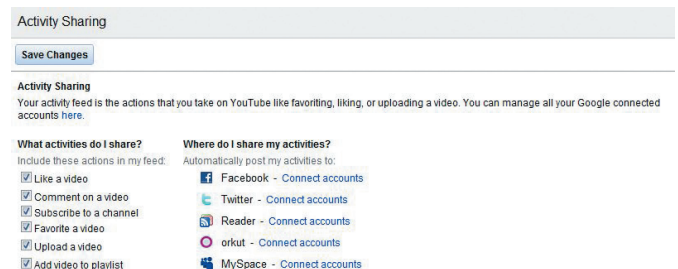
- 4 After deciding about these four options, you can choose a standard size for the player on your site among the different options or you can set your own custom size. *Note: for custom sizes, the player will still maintain the same rectangular shape and may adjust the dimensions you input to do so.*
- 5 When you’re satisfied with the result, copy and paste the HTML code onto the web page you want the video to play in on your site.

Connecting YouTube to your other social media outlets

Facebook, Twitter, and YouTube can all work synergistically to reduce the time you spend on social media while simultaneously keeping your content fresh and up to date across a variety of platforms.

To link your YouTube account:

- 1 Sign into YouTube and go to “My Account” on the top right hand side of your screen and click “Settings.”
- 2 Click on the “Activity Sharing” under Settings.
- 3 Before you connect your accounts, choose what type of information you would like to share on other social media sites. Uncheck any boxes that you do not want to appear.
- 4 To connect an account, for instance Facebook, with YouTube, click “Connect Accounts” to the right of Facebook. A new window will pop up asking if you would like your Facebook account to be connected to your YouTube account. Click “Ok.”
- 5 Do the same for any other accounts that you may want connected. Now, you can share the information you use on YouTube across a variety of platforms.



V. Other sites that Complement Social Media

A number of third party sites have developed in recent years to complement Facebook, Twitter, and YouTube. Ranging from search engines to webcasts, these third party sites can complement your social media strategy.

Search Engines

- Google Blog Search (<http://blogsearch.google.com/>): Similar to Google's main search engine, Google Blog Search combs through blogs across the internet for your search terms. The Blog Search is an easy way to find other organizations writing about your interests. Many blogs also link to Twitter and can be another avenue to finding Twitter feeds to follow.
- Social Mention (<http://socialmention.com/#>): Social mention brands itself as "Google Alerts but for Social Media." Instead of having to search for keywords continuously on Google Real Time, Social Mention can notify you each time your name or search query (for example #NASCSPP) is mentioned throughout the social media spectrum. Notifications can be tailored per your specifications or you can do a simple real time search.

ScreenR (<http://www.screenr.com/>)

Ever wish you could just show someone you're talking on the phone with how to do something on the computer? ScreenR will let you do just that. After creating a profile with your Facebook, Twitter, Google, or Yahoo account information, you can instantly record your computer screen complete with audio. This website is great if you're trying to teach people how to fill out an application or how to navigate your website. The site is free, doesn't require any downloadable information, and videos can be instantly uploaded to YouTube, Twitter, or Facebook.

QR Codes

One of the newest features hitting social and traditional media outlets are QR, or Quick Reference codes. QR codes are essentially bar codes that link to websites. Anyone with a smartphone and the right application can take a picture of the image which responds by taking them to a website. These codes are great for flyers or print media as they can link to things like your Facebook, Twitter, or YouTube page or an event page to register for an event. Setting up the codes is easy.

To set up a QR code:



- Navigate to this site: <http://createqrcode.appspot.com/>
- Input the website address that you would like to appear when someone snaps a picture of the code. This can be your organization's website, a Facebook page or Twitter Feed, an event registration page, or more. Click "Ok."
- Right click on the image that appears and click "save image" to your computer. You can also embed the QR code on your website by copying and pasting the text beneath the image into your website code.

VI. Working Smarter

These are just some of the tools that can help you employ social media effectively.

Some key tips to remember:

- 1 **Link your social media accounts.** Not only will you cut your work at least in half, but also you will reach a broader audience than through one medium alone.
.....
- 2 **Make connections between your social media and your other websites.** Widgets from Facebook or Twitter could easily substitute for a blog. If you are already tweeting or crafting Facebook messages, why not stream those to your site to keep members who may not follow you up to date?
.....
- 3 **Use the analytical tools provided.** To have a truly effective social media strategy requires some analysis of who is following you, where they are, and at what they most often look. Luckily, most social media sites today provide tools that do the heavy lifting for you—you just have to regularly look at their information.
.....
- 4 **When in doubt, look it up.** If you're struggling to manage your social media content, there is more likely than not an easy solution from a third party company on the internet. Often, these services are free and can make using social media easier.
.....
- 5 **Have fun!** Social media is a chance to make connections and find information that you would have never come across before. Become a part of that experience and teach someone something new about your program and its many successes.



WAPTAC
WEATHERIZATION ASSISTANCE PROGRAM
TECHNICAL ASSISTANCE CENTER

The National Association for State
Community Services Programs
444 North Capitol Street, NW Suite 846
Washington, DC 20001

www.nascsp.org

www.waptac.org