

TPEP Guide to Using Facebook and Twitter *And not having it take over your life!*

Why Use Social Media Professionally?

Facebook and Twitter allow you to **connect with other like-minded people and groups** where you can stay abreast of the latest news and trends, and share your ideas and information with people who are listening.

You are in control of who follows you. You can decline a friend request or block an unwanted Twitter follower, removing all of their current and future posts from your page. Likewise, you follow only the people or groups you want.

Don't let Facebook and Twitter be intimidating! Start slowly, test things out, visit other pages and ease into it. If you are new to social media, spend a little time just poking around and seeing how others do it. Become a fan of organizations you are interested in and watch how they share information.

The first sites to try:

[facebook.com/SmokefreeOregon](https://www.facebook.com/SmokefreeOregon)

twitter.com/smokefreeoregon

Social Media for Your Program

NOTE: Grantees should check their county guidelines for social media before using it at work and/or creating pages for their programs.

Establishing a presence for your organization or program on social media sites (starting with Facebook and Twitter) will allow you to **interact in a new way** with people who are interested in your issue or organization, and help position you as a reliable information source.

When you post updates to Facebook and "tweet" on Twitter, you **encourage a conversation and provide information** other people can share with their own community. That leads to more fans and followers, and a rapid spread of your message.

Some ideas for information to share on your pages:

- Newspaper articles: Post a link to the news site simply by inserting the URL.
- Upcoming events: Post to Twitter or create an upcoming event on the Facebook "event" tab.
- Celebratory news: Share good things that are happening in your community.
- Observations and conversation starters: Excited about a new development? Wondering why something's happening? Post it and ask for comments.
- Pictures: post pictures of your events and invite your fans to do the same.

Facebook Terms:

Profile Page: Your personal profile. You must set this up before you create a fan page. (Organizations set up fan pages; people set up personal pages. You might start with your own page and play around until you're comfortable, then set up a fan page for your organization.)

Fan Page: A fan page represents your organization, business, etc. From this page you can send out a message to all of your followers, post updates to your wall, share events, post pictures, etc.

Wall: Where you post your information. You can add links, video, pictures, etc. When you post something to your wall it will appear as a live feed, so anyone who is your fan will see it.

Setting Up a Facebook Fan Page

1. Create a Facebook Profile Page at www.facebook.com. We recommend setting up a generic account (in addition to your personal account if you have one), since you will have to tie your Fan Page to a Profile Page. Once you create a Fan Page it will forever be tied to the Profile Page you use, so linking it to a generic name will let others in your organization take it over without giving up your personal page. (For example, use your first name and a colleague's last name to create a generic identity for the page. This name will not be visible to followers.)
2. Create a New Facebook Fan Page: facebook.com/pages/create.php.
3. Build up your fans. Look for other like-minded organizations; once on their Fan Page, click "Add to My Page's Favorites." This is a good way to increase visibility and cross-promote organizations. Also ask all your friends to "fan" you! (Easy place to start: Look at SmokeFreeOregon's friends and friend the ones you like.)
4. Once you have at least 25 fans, visit <http://www.facebook.com/username/> to claim a custom URL for your page. (i.e., www.facebook.com/SmokefreeOregon).
5. Build out your page with as much information as possible.
6. Set aside 10 minutes a day to monitor activity on your Fan Page. Respond to posts and update your wall.
7. Share the link to your Fan Page. Post it on your website, add it to newsletters, etc.
8. You can add other people to be administrators of your Fan Page. This means multiple people can be monitoring the page and posting information. Just go to "Edit Page" and click "Add Admins."

Setting Up a Twitter Account

1. Visit www.twitter.com to create an account.
2. Add a picture and a short bio about your organization.
3. Send a tweet:

- Write a message (must be 140 characters or fewer).
 - Anyone who is signed up to follow you will receive your message on their Twitter feed.
 - Retweet something interesting that you saw someone else post.
 - Try other Twitter-related desktop applications like HootSuite.com and TweetDeck.com. They let you view your page in different ways and have features like an automatic URL shortener to help keep tweets under 140 characters.
4. Find people to follow. Once you start following people, they will often start following you. (Easy place to start: Look at whom SmokeFreeOregon is following and follow the ones you like.)
- Do a general search on Twitter to find people and organizations.
 - Visit www.twellow.com – this site allows you to search by subject area and find people you may want to follow.

Managing Your Accounts

There are a variety of free tools available to manage multiple social media accounts so you can make updates in one place and have it post to all of your accounts:

- HootSuite.com
- Ping.fm
- TweetDeck.com

Evaluation

- Try Addictomatic.com to search for social media mentions of your organization.

Resources:

<http://www.facebook.com/advertising/FacebookPagesProductGuide.pdf>

<http://help.wildfireapp.com/faqs/tutorials/facebook-fan-page-public-profile>

<http://news.cnet.com/newbies-guide-to-twitter/>