Module 4: Social Media Engagement Module

Goals:
The goals of the Social Media Engagement Module are:
- Introduction to Social Media: What is SM? Why use SM? What are the tools out there?
- Creating a social media strategy: Defining SM goals, audience, choosing SM tools, evaluating SM tools.
- Introduction to constructive online dialogue and Soliya's Public Squares.

The Sessions:

Week 1 - 9-13th April:	Social Media - The Big Picture.
Week 2 - 16-20th April:	Introduction to Social Media Tools.
Week 3 - 23-27th April:	Social Media Strategy.
Week 4 - 30 April - 3rd May:	Constructive Online Dialogue.

The module will be a social learning experience which will be presented in 4 sessions. Each session will start with a warm-up discussion for 15-30 minutes on the SM topic of the week. Then the group will watch together (week 1, 2 & 4) an online web video (10 -15 minutes) using SynchTube. Then continue discussion on the week's topic and work collaboratively using Google forms on topic assignment (week 1 & 3).

Training Tools:
SynchTube: Week 1, 2 & 4:
SynchTube.com allows anyone to create a free public or private rooms to allow Fellows to watch a synchronized web video as a group and to have a live discussion in a group chat box. Synchronized viewing, like synchronized communication, enhances the learning experience as it allows the group to interact with each other using a common chat box and also provides a unique online experience for the fellows.
There is a private room on SynchTube the group can use for their sessions:
For Fellows:
http://synchtu.be/soliya
password: fellow2012 .
For Trainers:
http://synchtu.be/soliya
Username: soliya
Password: soliya12

Web Videos: pre-recorded video presentations that include slide-show with narration. The video will include clips of video interviews with social media practitioners. The videos are uploaded on the SoliyaNetwork Youtube channel and will be posted in the resource section on the Hub for later viewing.

Google Forms - Week 1 & 3 Google Forms is one of a set of tools that allow users to view and edit online documents collaboratively. The forms will be used primarily for creation of the social media strategy part of the Module (Week 1 and Week 3). Each group will have their group document to work on and to view each others contribution.

Social Media Practitioners' Opinion: Video interviews with Social Media Practitioners have been conducted to get opinion and best practices on social media use. The interviewees work in different fields but all use social media extensively as part of their work. The edited videos (both short & extended version) will be available on the Hub. More info on list of contacts here: https://docs.google.com/document/d/1z7fLH67pzGM4b1bGhx_9yznkC26btPGmU9kIcPuPyaU/edit

The Hub: The Hub will be the space for discussions on Module 4 after the fellows' online meetings. Other then the relevant materials like the web videos and assignments for the module, additional resources will be added like SM tools best practices and more relevant content.

Week 1: Social Media - The Big Picture

Resources to be posted on Hub:
- Social Media - The Big Picture - Week 1.
http://www.youtube.com/watch?v=neSj8kOQAe8
- Ganzeer - What is Social Media? (extended version)
http://www.youtube.com/watch?v=ZgfK9TxGkI4
- Ganzeer - What is Social Media? (short version)
http://www.youtube.com/watch?v=U8wTcHaVuV4
- Social Media Wheel
http://dl.dropbox.com/u/19701820/socialmediaprism.jpg

Resources for Trainer:
- Defining Audience worksheet
http://dl.dropbox.com/u/19701820/Defining%20Audience%20worksheet.pdf
- SM Goals worksheet
http://dl.dropbox.com/u/19701820/SM%20Goals%20worksheet.pdf
- SM SMART goals worksheet
http://dl.dropbox.com/u/19701820/SM%20SMART%20goals%20worksheet.pdf

5 minutes: Introducing Module 4
Goals:
- Understanding Social Media: What are the available tools? How to use them effectively?
- Creating a social media strategy: Defining goals, audience, choosing SM tools, evaluating SM tools.
- Preparing Fellows on how to integrate SM as part of their Public Squares.
Duration:
4 weeks.

30 minutes: Follow-up discussion on Module 3 videos
As the fellows have not had a chance to discuss the videos that they've recently uploaded on the Hub, this time will be allotted to conclude the discussion on the Module 3 video assignment.

15 minutes: Warm-up discussion

Social Media is a fuzzy term that a lot of people use to mean different things. The warm-up discussion will invite the group to share their own understanding of what social media is and try to reach a definition as a group.

[Trainer note: This will help the trainer to get a feel on the group members' knowledge level and to invite the ones with social media experience to share more of their experience during the 4 week module.]

- Ask the group about their experience in using Social Media?

-- Leisure or Professional? Beginner or Power user?

-- What are some of the SM names that they are using?

-- Are there similarities/differences between them?

-- Ask them to share in the chat box, if they want, their blog addresses/ twitter handle and other SM that they are using so that fellows can get a first-hand introduction to SM through fellow fellows.

- Ask the group to individually share their definition of what they think social media means.

[Trainers note: Coming up in the video: A definition: Online Media that starts a conversations, encourages people to pass it on to others, and finds ways to travel on its own. Social media has 2 aspects: 1. listening to hear what people are saying about you online, 2. a tool to communicate in a social manner. a way of hosting conversations].

- Why are we using social media?

[Trainers note: Coming up in the video: cost-effective way to communicate with friends, supporters, constituents and engage with new ones].

15 minutes: SynchTube Video

[Note for trainer: text script to the video is here: https://docs.google.com/document/d/13Vfh6qkXMtZtEF59r4i6zItR0LO7gTdwS-TMEkFy6GY/edit]

If some fellows are having connection issues and can't synched video, here's the youtube link for them to watch it independently:

- Social Media - The Big Picture - Week 1.

http://www.youtube.com/watch?v=neSj8kOQAe8

Introduction (1 minute)

- Brief introduction to the goals of Module 4.

- Brief intro to Week 1 content.

What is social media? (2 minutes)

- Definition of Social Media

- 2 aspects of social media.

Why Social Media? (2 minutes)

- Why should we be using social media?

- Necessity or Hype?.

Social Media Wheel (2 minutes)
publish, share, discuss, social network, live stream, social gaming, virtual worlds

Social Media Practitioner (1 minute)
- Video: Ganzeer - Visual Artist

Defining Your Social Media Goals (2 minutes)
- Identify Your Social Media goals
- Ensure SMART goals

Defining Your Audience. (2 minutes)

10 minutes: Post Video Discussion
- Revisiting the definition discussed by the group before watching the web video.
- What are the comments/interesting aspects of the video?
- Was there anything new that they didn't know before?

30 minutes - till end: SM Strategy Planning Part 1 Discussion

[Trainers' note: As part of this discussion, there is an assignment for the fellows to do. Trainers should explain part 1 of the SM strategy and ask the fellows to then fill the google form as homework, due for Week 3 meeting]

In a report recently published by NTEN, Common Knowledge & Blackbaud called '2012 Nonprofit Social Networking Benchmark Report' (http://nonprofitsocialnetworksurvey.com) nonprofits that were surveyed identified that having a social media strategy plan was attributed as the number 1 reason these orgs have had success using social media during 2012 (The 2 other factors of success were prioritization and dedicated staff). For this reason, we will dedicate a little over a quarter of the module on learning how to create a social media strategy plan.

Today we will start work on the first part of creating a strategy:

1- Identify the organization/initiative
It's important that each fellow decides on who will s/he create this SM strategy plan for. Ideally an org or an initiative s/he are working for as s/he will be familiar with it. Another alternative is to choose an org or a cause that they are familiar with or are a fan of.

2- Identifying your social media goals:
Before you can make decisions about which social media to use, you should be clear on your goals. Be specific: "reaching out to people" is too broad, for example. This type of goal will make identifying your strategy difficult and measuring your progress all but impossible.

In the first part of the google form, we've created a list of sample goals to get you thinking about your own. Check off all of the reasons why you want to use social media with your organization/initiative.

Now, go back through the list and choose your top three goals. Tailor them so they're specific to your organization/initiative (Example "Understanding what people are saying about _____") and write them on the the google form. These 3 goals are very important as they will be your focus throughout this social media strategy planning.

3- Ensuring "SMART" Goals:

Now that you've identified your three most important goals for social media, let's dive deeper. Define how each of your goals is "SMART": Specific, Measurable, Achievable, Relevant and Time-based.

4- Defining your audience:
When thinking about social media, it's critical to specifically define the audience you want to reach. "The general public", for example, is too vague. Each organization has many different types of constituents who can be reached through social media channels. The challenge is figuring out who you really <u>want</u> to reach.

In the google form, brainstorm a list of all your constituents in the top box. (Having trouble coming up with constituent types? Use the word bank for ideas (in the google form).

Then, identify which of those you <u>could</u> reach through social media. Write them in the second box.

Finally, write the constituents from the list who you <u>want</u> to reach through social media in the lower box. These will represent the audience you should focus on when planning your social media activities, and as you continue work on your social media strategy planning.

Week 2: Introduction for Social Media Tools:

Resources to be posted on Hub:
- Social Media - Introduction to Social Media Tools - Week 2
http://www.youtube.com/watch?v=opEHvXC2ve0
- Ramy Raouf - What is Social Media? (extended version)
http://www.youtube.com/watch?v=fPntaOzjb9w
- Ramy Raouf - What is Social Media? (short version)
http://www.youtube.com/watch?v=a8QaCY298Fc
- 2012 Nonprofit Social Network Report
http://go.terana.com/resources/report-the-2012-nonprofit-social-network-benchmark-report

Resources for Trainers:
IdealWare: Social Media Tools:
http://dl.dropbox.com/u/19701820/SM-Tools.pdf
Links to your team Social Media Best Practices document are below

10 minutes: Recap Week 1 and Sharing link to resource post:

All Module 4 resources are here, and will be updated weekly:
http://go.terana.com/resources/module-4-resources

15 minutes: SynchTube Video:
This week's video (Social Media - Introduction to Social Media Tools - Week 2
) will be an introduction for Facebook, Twitter, YouTube, LinkedIn, Blogs and Location-based services.

Here are the SynchTube info:
For Fellows:
http://synchtu.be/soliya
password: fellow2012 .
For Trainers:
http://synchtu.be/soliya
Username: soliya
Password: soliya12

If SynchTube doesn't work properly, here's a direct link for the video:
http://www.youtube.com/watch?v=opEHvXC2ve0

10 minutes: Post-Video Discussion:

60 minutes: Social Media Best Practices

[Trainer note: This will be a discussion with the group on recommended best practices when using Facebook, Twitter and YouTube. There is an online google document for each group so that the Trainer and the fellows can read and can discuss together. The idea is by the end of the discussion, the fellows would have had a better understanding of them and added a few more to the list. The documents will be there for them to download and use for their own projects.]

There are several approaches that the trainer can take. Either go through them in sequence (FB, Twitter then YT] or ask them to choose which one they want to start with. Ask them to read them and ask the fellows if any of them are new to them. Also ask the fellows that you know that have good social media experience if they feel that there are any more best practices that they would add based on their experience.

25 minutes: Missed activities from Week 1 (SM strategy planning pt1 or Module 3 video discussion)

<u>Week 3: Social Media Strategy.</u>

Resources on the Hub:
- Social Media - Introduction to Social Media Strategy - Week 3
http://www.youtube.com/watch?v=rt1Bp7OpWIo
- Social Media Strategy templates. All are available on the Hub:
Sample Audience Survey:
http://go.terana.com/resources/part-2-sm-strategy-planning-sample-audience-survey
Brainstorming Tool Possibilities:
http://go.terana.com/resources/part-2-sm-strategy-planning-brainstorming-tool-possibilities
Deciding which channels are right for you:
http://go.terana.com/resources/part-2-sm-strategy-planning-deciding-which-channels-are-right-for-you
Thinking of about Tone & Voice:
http://go.terana.com/resources/part-2-sm-strategy-planning-thinking-about-tone-voice
Measuring Your Campaign: http://go.terana.com/resources/part-2-sm-strategy-planning-measuring-your-campaign

10 minutes: Recap Week 2 and sharing link to resource post:

All Module 4 resources are here, and are updated weekly:
http://go.terana.com/resources/module-4-resources

30 minutes: Social Media Strategy assignment (Google Doc)

[Trainers' note: This assignment is due this week. Please send a reminder to your team to fill the form BEFORE the team meeting. The links to the forms are written above.]

Ask each team member to briefly talk about the organisation/initiative/cause they are doing the social media strategy for.

[The team can look together at the spreadsheet for the team. Spreadsheet links are above.]

How did they find this assignment? Did they use the mind map from the last module? Has anyone done a SM strategy plan before? If yes, ask her/him to share experience. If no, how was it so far?

15 minutes: SynchTube video
The video will explain the worksheets and what is required for each step:
As part of a previous assignment, the following SM strategy should have been done:
- Identifying your social Media Goals

- Ensuring 'smart' goals.
- Defining your audience.

Week 3 n-session discussion:
- A sample audience survey
- Brainstorming tool possibilities.
- Deciding which channels are right for you.
- Thinking of about Tone & Voice:
- Measuring Your Campaign:

Here are the SynchTube info:
For Trainers: You MUST login with this account. This way you'll have control on synchronized playback of the video.
http://synchtu.be/soliya
Username: soliya
Password: soliya12

For Fellows:
http://synchtu.be/soliya
password: fellow2012 .

If SynchTube doesn't work properly, here's a direct link for the video:
http://www.youtube.com/watch?v=rt1Bp7OpWIo

10 minutes: Post Video discussion:

[Trainers' note: You can remind the team that there are additional resources on the Hub on using the right social media channels for activities like fundraising, advocacy, volunteer engagement and more: http://go.terana.com/resources/module-4-resources]

This is what was mentioned in the video:

Sample Audience survey:
http://go.terana.com/resources/part-2-sm-strategy-planning-sample-audience-survey

Knowing which social media channels your constituents use will help you determine the right mix for you, and the sample audience survey can help you figure it out. It can also help gauge your constituents' likely reactions to some of the methods you are considering implementing. Use an online tool like SurveyMonkey or Zoomerang to conduct an online survey, or distribute both in paper and online for greater reach.

Brainstorming tool possibilities:
http://go.terana.com/resources/part-2-sm-strategy-planning-brainstorming-tool-possibilities

Consider the strengths and weaknesses of each tool against your goals in order to determine which channels/tools are right for your organization/initiative/cause. Use the worksheet to brainstorm. Write down your first social media goal and brainstorm the ways each social networking channel could help you meet that goal. Repeat for your second goal, and then your third. On the next page, do the same for the other tools.

Deciding which channels are right for you:
http://go.terana.com/resources/part-2-sm-strategy-planning-deciding-which-channels-are-right-for-you

Now that you know what each tool is good for, let's decide which are good for you. First, consider how much time you can commit to social media channels/tools. As a rule of them, estimate 2 hours per channel, per week.

Now, write your goals in the chart below and rate each channel on how likely it is to help you meet them (survey results are helpful here), using a scale of 1-5 (1=not very, 5=extremely). Also consider how easy it will be to create content, and for your staff to get up to speed on how to use each tool (1=hard, 5=easy).

Then compile the scores for each channel by adding the numbers in each row and entering that sum into the total category. You already determined the number of social media channels you can affort to commit to - now circle that many of the highest ranking channels, and write them down on the sheet.

Look at your list of channels. Do they resonate with you for your organization/initiative/cause and its needs? If not, don't be afraid to tinker. Ultimately, only you can decide which channels are best for your organization.

Thinking about tone and voice:
http://go.terana.com/resources/part-2-sm-strategy-planning-thinking-about-tone-voice

It's hard to find the right balance between personality and mission in your posts. A few 'News items' and 'Personal tidbits' can be useful, but try to steer toward 'social content'.

It is also important to think about whether you're posting as an individual or as an organization.

Measuring your campaign:
http://go.terana.com/resources/part-2-sm-strategy-planning-measuring-your-campaign

If you don't measure your campaign, it's impossible to know if it worked or how to improve it. Using the table in the sheet, map out one potential thing to measure from each of the categories . You can add 2 more bonus metric at the bottom.
30 minutes - till end: Working on Part 2 of Social Media strategy

Till the end of the meeting time, the team will be working on part 2 of their social media strategy. For the ones who did not have a chance to start part 1 (the google form), they should use this time to finish it before working on part 2.

The SM strategy planning will require them to spend some time to work during the week. Ask them to share their completed SM strategy as post on the Hub. If possible for nextt week.

Week 4: Social Media & Constructive Online Dialogue

Resources on the Hub:
Document: The Soliya Public Squares
http://go.terana.com/do-not-show-on-home-page/the-soliya-public-squares

Social Media & Constructive Online Dialogue - Week 4
http://www.youtube.com/watch?v=4s0yC8pnNvE

Secretary Clinton participates in Social Media Dialogue with Egypt's Masrawy.com
http://www.youtube.com/watch?v=gLyxssnmG2M
AJ Stream - Hashtag Debates video:
http://www.youtube.com/watch?v=bu-aws963sM
Gaza Protest in SL - Conflict Resolution in Virtual Worlds?
http://www.youtube.com/watch?v=qFWZgD-To_A

10 minutes: Recap Week 3 and sharing link to resource post:
All Module 4 resources are here, and are updated weekly:
http://go.terana.com/resources/module-4-resources

10 minutes: Checking in on Fellows SM strategy assignment (part 1 and 2)

1.   Checking in on where they are with their SM Strategies (if people are lagging behind….)
2.   Reviewing the strategies. Ppl who have not come up with one or thought about this yet, can have their chance with the PSq.
3.   Seeing if anyone already started implementing the strategy

15 minutes: SynchTube - Social Media & Constructive Online Dialogue

For Trainers: You MUST login with this account. This way you'll have control on synchronized playback of the video.
http://synchtu.be/soliya
Username: soliya
Password: soliya12

For Fellows:
http://synchtu.be/soliya
password: fellow2012

YouTube Link:
http://www.youtube.com/watch?v=4s0yC8pnNvE

The video for week 4 will cover:

Public Squares.

-- Soliya's mission and our experience in Exchange 2.0 (combining depth of student exchanges with breadth of social media).

-- Brief introduction of the Public Squares (based on page 1 & 2 of Public Squares Concept).

Examples on Dialogue in Online Space

-- Public Diplomacy Q&A (ƒFB, Youtube).

-- Hashtag Debates,

-- Conflict Resolution in Virtual Worlds (Second Life).

Public Square docs on the Hub.

- Brief intro to the PS documents on the Hub.

The complete version of the videos (Public Diplomacy, Hashtag debates, Conflict resolution in virtual worlds) are on the Hub, under 'week 4' subtitles:

http://go.terana.com/resources/module-4-resources

[Trainers note: have a discussion with the Fellows about the 3 examples shared. If they are not familiar with it, talk about the Connect Program and how it already differs from the existing online dialogue programs

Public Diplomacy video:

Pros:

- This format of online dialogue is very similar to TV shows/programs. Presenter and guest with questions coming in from callers. In this case the questions come from social media participants.

- Allows participants on different social media networks to participate in the Q&A, so it is easier for more people to participate online. In this video, questions came in from facebook, youtube and Masrawy.com website.

Cons:

- Many of the questions are unanswered because of the limited length with the guest.

- This format is not a 2-way discussion. There isn't a way for the participants to ask a follow-up question or react to something said.

Some Pros and cons for

Hastag Debates video:

Pros:

- These debates combine both online and offline participation. A person can participate in person or can participate from home.

- Questions and comments come in before and during the discussion. Facebook is used for online discussion before the event. Twitter is used during the event itself and a twitter stream of the debate hashtag is shown on a projector in the room.

Cons:

- Many questions by online participants are unanswered due to time constraints on the offline debate.
- Live questions coming in and seen by offline participants may be unrelated or aggressive towards the guest or other participants.
- Questions go all over the place. Lacks structure.

Virtual Worlds:
Pros:
- Fun and immersive way to meet on a neutral ground. In this video it's the social network 3-D platform, Second Life: http://secondlife.com/

Cons:
- Percentage of people using virtual worlds like Second Life is very small compared to other social networks.
- High learning curve for new Second Life participants to get familar with the platform.
- And like the video says, it doesn't prevent participants from being very aggressive with each other.

25 minutes: Public Squares and You

[TRAINER'S NOTE: Trainer should send in advance "The Soliya Public Squares" document which is an explanation of Soliya's rationale behind launching the Public Squares and includes an explanation of how we hope to help the conversations be different from the usual trend of Social Media conversations.

The Soliya Public Squares
http://go.terana.com/do-not-show-on-home-page/the-soliya-public-squares

In case the Fellows haven't read it in advance, trainer should leave them time (10mn) to read it.]

> Questions for the group:
Do you have any feedback on the document?
What do you think about this way of explaining the concept?
Do you know any other way to convince people to participate?

[Trainers should take notes about all relevant and actionable feedback and send to Rafael. Trainers should see if there are any questions and, based on the PS documents (not just the doc given to Fellows but the 4 others) try to answer them or take notes of questions you can't answer and let them know that there will be another meeting later in May to explain to them in detail.]

> IF you feel your Fellows already have a good understanding of the PS, have a discussion on the different roles they'd like to have. Who would be interested in what role(s) among the following?

- Promote and recruit participants, (conveners)
- Shoot more videos when the PS start (participants may have requests of new topics / videos)
- Host
- Participate
- Contribute to making the public space a friendly place (editorials, presentation, design)

 [Soon after, we should send Fellows a form where they can express their interest. But Trainers should still make notes now of who expresses interest in what (you can put this in the "Misc Notes" Column of the "Weekly Session Notes" Google doc)]