

# Hands-On Facebook *And Other Social Media*

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Joe Ruotolo  
Business Systems Analyst

Adrienne Levine  
Grants Associate

# Agenda:

- Today's Session – We're Here to Help
- How Can We Help?
  - Facebook
  - Twitter
  - Other Social Media
- Get Started!

## Today's Session – We're Here to Help

- Brief overview of how the Technology Program Team can help you with Social Media tools like Facebook
- Let us know how we can help you today...and in the future
- Real, hands-on work – create or improve your Social Media presence. But...
- ...Remember – you must maintain your presence long-term...

# Facebook Offerings

- Profile, Group, or Page?
- Basic Facebook Page setup
- Facebook Fan Box on website or blog
- Facebook Markup Language (FBML)
  - Form to collect data on Facebook
  - eNewsletter signup widget
  - Twitter widget
  - Other images, photos, etc.
  
- What do ***YOU*** want to do with Facebook?



# Twitter Offerings

- Basic Twitter Account setup
- Tool recommendations/training
  - Connect mobile device to Twitter account (simple text messaging)
  - Utilize tools to tweet from iPhone, Blackberry
    - Twitterberry, TweetDeck
  - Utilize tools to manage multiple twitter users on a single organizational account
    - CoTweet, HootSuite
  - Utilize desktop tools to organize the flow of information
    - TweetDeck
- Integrate Twitter feed with website (depends on your web design)
- Integrate Twitter feed with Facebook Page (and vice versa)
  
- What do **YOU** want to do with Twitter?

## Other Social Media Tools



- And more...

# Questions?



Photo by Xurple

## For More Information

- Tech Program Website: <http://gijptech.org>
  - Blog: <http://blog.gijptech.org>
  - eNewsletter Archives/Signup:  
<http://eNewsletter.gijptech.org>
  - Webinar archives/registration:  
<http://webinar.gijptech.org>
- CommonCraft “In Plain English” videos  
(for Social Media):  
[www.youtube.com/user/leelefever](http://www.youtube.com/user/leelefever)