

Hands-On Facebook *And Other Social Media*

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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