



## Social Media Tip and Tricks

Hey 2016 CCP attendees! The Technology Council has put together social media tips and tricks to support your CCP process. Social media and other online tools can be great resources to enhance your member engagement, both on and off reserve. Have more questions about the tools we use, feel free to contact us!



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Facebook is a great place to send out information to your membership and create conversations about your CCP. You can utilize both Facebook Pages and Groups. Below is some information about the differences between them and some tips for creating safe group environment.

Deciding to start a page or a group?

**Facebook Pages** enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. Unlike a personal profile, Facebook Pages are visible to everyone on the internet by default. Every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them. A Facebook page can be used to create an online presence about your community and share public announcements and information.

**Facebook Groups** are the place for group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content. An important consideration when creating a group is whether it is publicly available for anyone to join or if it will require administrator approval. A great example of a Facebook group is the CCP group (search CCP: BC First Nations in your Facebook). You could create a specific Facebook group as a forum for community members to discuss your CCP. Here are a few tips to consider when creating your group:

### 1. Selecting the right privacy level

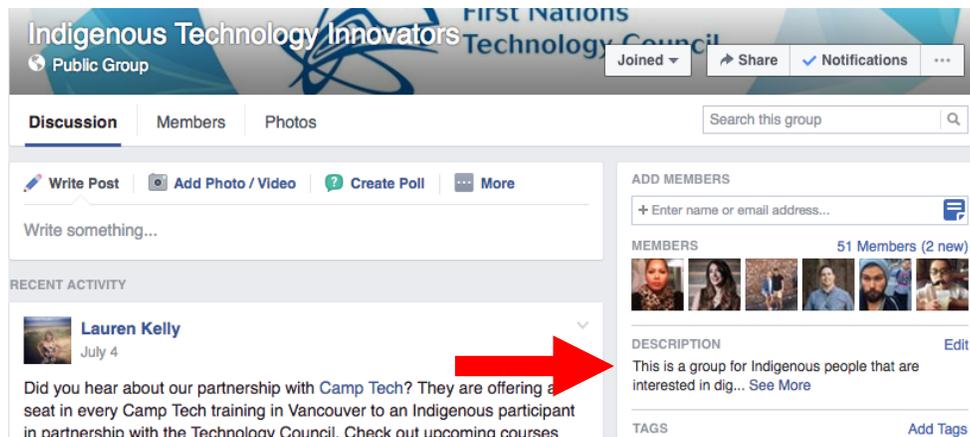
- Public - Anyone can see the group, its members and their posts.
- Closed - Anyone can find the group and see who's in it. Only members can see posts.
- Secret - Only members can find the group and see posts.

Check out this chart to determine what is the right privacy setting for your community's CCP group:

<https://www.facebook.com/help/220336891328465>.



## 2. Writing an effective “Description” blurb



In the description section of your group, you will want to write:

- Purpose of the group
- Who started the group and who the current administrators are
- Member conditions ex. Group members must be a member of \_\_\_\_\_

## 3. Writing guidelines

Guidelines in a Facebook group are important to maintain order in conversations and ensure you create a safe space to express opinions. When you write your guidelines, you can pin them to the top of the group so they are always accessible. What to include in your guidelines:

- How the group operates – what is allowed and what is not
- Expectations of group members
- Background information of the group
- Who the current admins are
- What will be monitored and what controls there will be
- What happens for the member if guidelines are not adhered to?

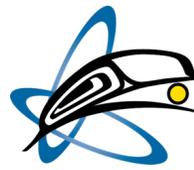
## 4. Actively monitor and intervene when needed

As opinions vary and the topics discussed in your group will be really important to your members, conversations can get heated. Its important to monitor the conversation threads in the group and intervene if comments do not adhere to the group guidelines.

Helpful links!

How to set up a Facebook group - <http://www.wikihow.com/Create-a-New-Facebook-Group>

Change your privacy settings - [https://www.facebook.com/help/286027304749263?helpref=faq\\_content](https://www.facebook.com/help/286027304749263?helpref=faq_content)



Twitter is a platform where users share their thoughts, news, information and jokes in 140 characters of text or less. Profiles are public — anyone in the world can see what you write, unless you elect to make your profile private. Users "follow" each other in order to see content on an ongoing basis and converse with specific people. Twitter could be used to send out announcements and information about upcoming CCP meetings.

A quick Twitter “lingo” guide:

**Tweet:** A 140-character message.

**Retweet (RT):** Re-sharing or giving credit to someone else's tweet.

**Feed:** The stream of tweets you see on your homepage. It's comprised of updates from users you follow.

**Handle:** Your username.

**Mention (@):** A way to reference another user by their username in a tweet e.g. @FN\_TechCouncil. Users are notified when @mentioned. It's a way to conduct discussions with other users in a public realm.

**Direct Message (DM):** A private, 140-character message between two people. You can decide whether to accept a Direct Message from any Twitter user, or only from users you are following. You may only DM a user who follows you.

**Hashtag (#):** A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #FirstNations, #Indigenous). A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.

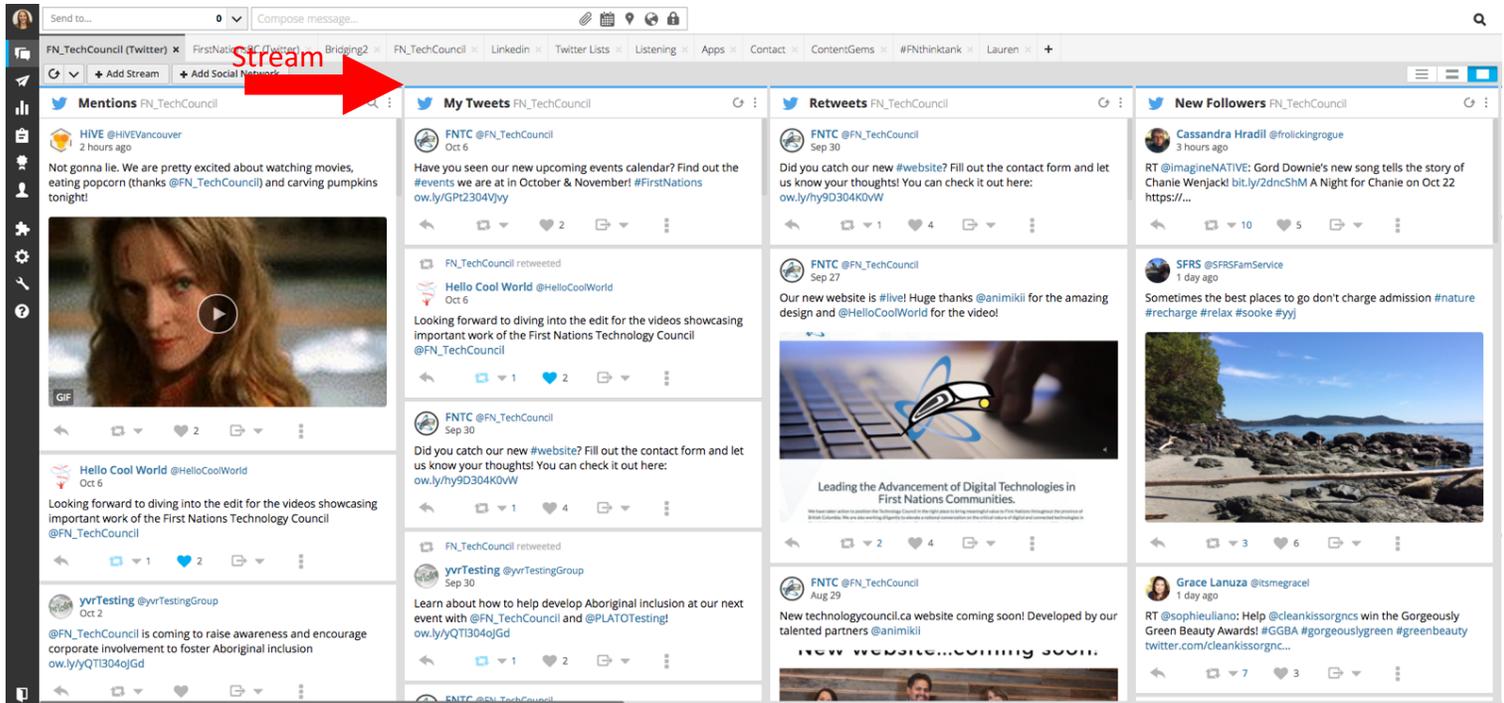
**Reply:** When a message begins with @username and then followed by the post itself, it's a @reply. An @reply is a direct reply to another user and it appears on your and the other person's public timeline. It will only be seen by the person you replied to and the people following both of you.

**Trends:** The most popularly used hashtags at the moment are considered to be "trending" on Twitter.

Tips for starting a Twitter account: <http://www.wikihow.com/Make-a-Twitter-Account>. Don't forget to follow the Technology Council @FN\_TechCouncil and the First Nations in BC Knowledge Network @FirstNationsBC.



Hootsuite is a “Social Media Management System” or tool. It helps to keep track and manage many social network channels at one time. It also enables you to monitor what people are saying about your profiles and help you respond instantly. You can view streams from multiple networks such as Facebook, Twitter, Instagram and Google+ and post updates or reply directly.



### What can you do with Hootsuite?

- Set up streams to monitor your own social media networks and see your tweets and retweets on one screen.
- Set up streams to monitor topics of interests such as Indigenous news. You can set these up by keyword or hashtag search such as #FirstNations
- Send messages directly from Hootsuite, including from multiple accounts at once.
- Schedule messages for later
- HootSuite is also equipped with another social media manager tool — a link shortener inside the compose box. This shortens the link and makes it trackable so you can see the amount of times it was clicked.

Cost – Basic is free, Pro is 8.99/month

### Helpful Links!

Beginners guide- [http://mashable.com/2013/09/18/hootsuite-beginners-guide/#\\_daH19i5kqG](http://mashable.com/2013/09/18/hootsuite-beginners-guide/#_daH19i5kqG)

Quick start guide - <https://help.hootsuite.com/hc/en-us/articles/204598140-Quick-start-guide>

Tutorial video - <https://youtu.be/8tgPuE5Latw>



MailChimp is a simple email marketing software that gives you a number of easy options for designing, sending and saving templates for your emails. MailChimp allows you to easily create newsletters of varying types and then provides simple options for sharing them on social networks such as Twitter or Facebook. You can also build a list of the people whom you want to send information to and save the list for use later on.

Check out an example of the Technology Council's MailChimp E-newsletter: <http://eepurl.com/cgWH2n>

If you currently create a newsletter, you will find MailChimp to be a lot of help. It helps to save drafts and formats easily. MailChimp also helps you track your results so you can see the reach of your newsletter and which members are engaging with your newsletter. Check out a tutorial video:

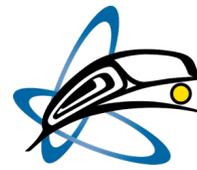
<https://youtu.be/qgjJJf3xnMc>

Here are a couple of helpful websites to get your started:

1. Creating and importing your membership list - <http://kb.mailchimp.com/lists/growth/import-subscribers-to-a-list>
2. Complying with Canada's Anti-Spam Law - <http://kb.mailchimp.com/accounts/compliance-tips/about-the-canada-anti-spam-law-casl>
3. Utilizing Mailchimp's drag and drop email template – while they are available, you don't need to purchase custom templates, Mailchimp's drag and drop editor is a great way to avoid code and build a nice looking HTML email templates – Lots of help available on MailChimp's Knowledge Base <http://kb.mailchimp.com/>
4. Utilizing MailChimp's Preview and Test Tool - Prior to sending your campaign, it's crucial to use Mailchimp's Preview and Test tools to see if your email is optimized for both mobile and desktop. It's also a great way to catch errors and ensure your emails have the highest level of readability.
5. Read and understand reports – the reporting functionality is one the best features of MailChimp. A guide to understanding reports is available here: <http://static.mailchimp.com/web/guides/understanding-reports/package/understanding-reports.pdf>

Cost – Free up to 2,000 subscribers and 12,000 emails per month.

Don't forget to subscribe to the Technology Council's newsletter. You can sign up at [http://eepurl.com/Xd\\_oz](http://eepurl.com/Xd_oz)



Here are a few more of our favourite tools that can support your social media and engagement activities. If you want to write a Social Media strategy, we recommend this step by step guide - <https://blog.hootsuite.com/guide-to-creating-a-social-media-strategy/>



Canva is a tool to easily create beautiful documents and graphics using drag and drop functionality and professional layouts. Templates are available for presentations, social media graphics, and many more formats available with lots of images, filers, and free icons to choose from.

Cost – Basic is free, Enterprise edition is 12.95/month

<https://www.canva.com/>



Padlet is an online virtual “bulletin” board where groups can collaborate, reflect, share links and pictures in a secure location. Padlet allows users to create a hidden wall with a custom URL and the creator can moderate all posts. This tool is great for a planning and engagement session. Participants can add to the bulletin board from any device including computer, smart phone and tablets when they have access to the URL. Check out this beginner’s guide:

[http://www.wvadulthood.org/uploads/4/2/4/9/42499625/padlet\\_for\\_beginners.pdf](http://www.wvadulthood.org/uploads/4/2/4/9/42499625/padlet_for_beginners.pdf)

Cost – Basic use is free, other packages available for business and schools

<https://padlet.com/>