



Hosts

NEIGHBORHOOD CONNECT **Social Media 101**

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Zion & Zion

WHAT WE WILL COVER

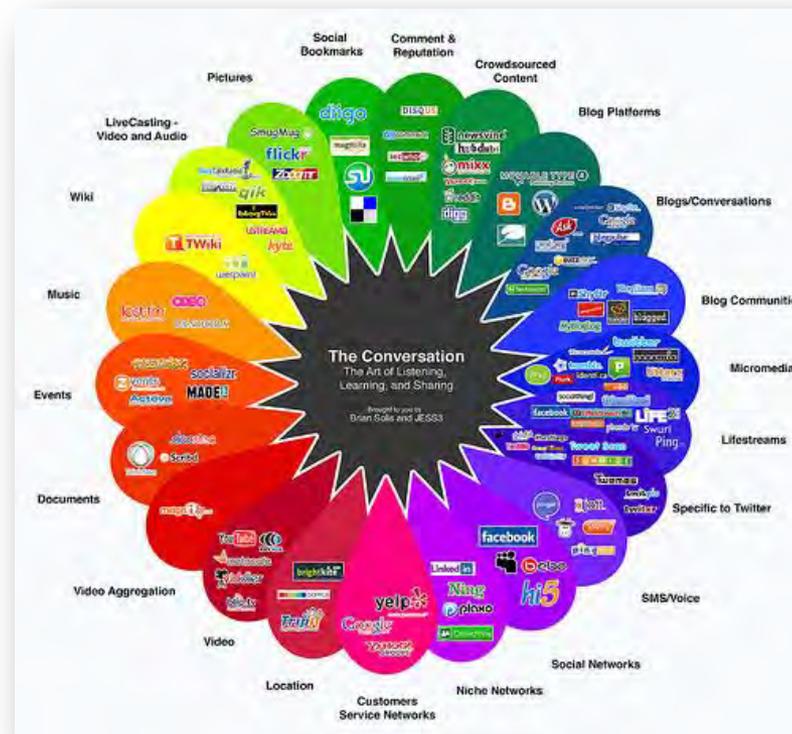
- Social Media 101
- Why you should incorporate into your neighborhood
- Tools

Today's hashtag will be #NbhoodConnect



WHAT IS SOCIAL MEDIA?

- Social media is a virtual framework consisting of tools, which enable users with a common goal or interest to set up communities and exchange information.



FACEBOOK

- 750 millions users
- 700 billion minutes per a month
- Profiles vs Pages
 - Profiles are your personal information
 - Become friends with family, friends, neighbors
 - Pages are for businesses, brands, organizations
 - Through your profile you are able to “Like” a page



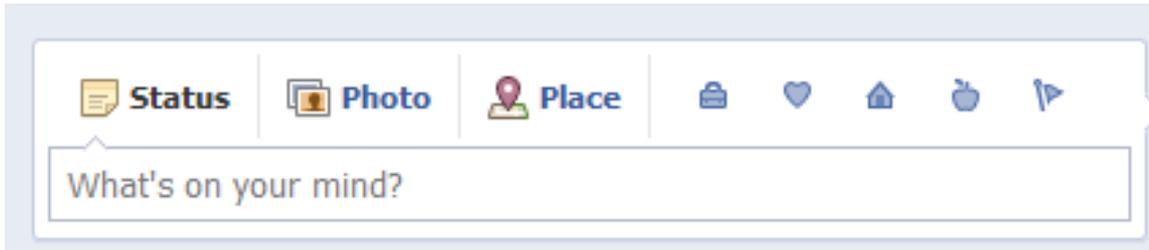
PROFILES VS PAGES VS GROUPS

- Groups are closed to the public and cannot connect to pages

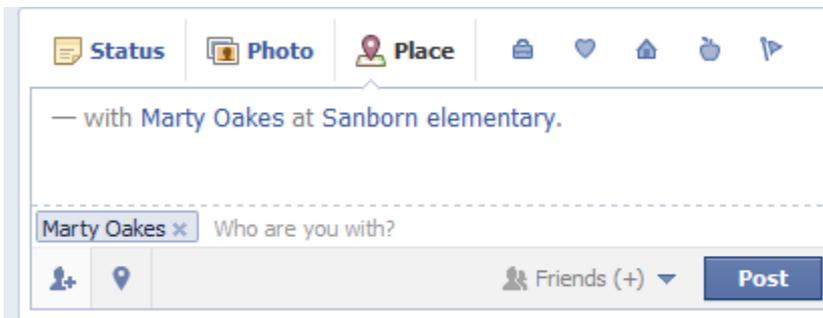
Key Feature	Facebook Page	Facebook Group
"Ugly" URLs	No	Yes
Hosting a discussion	Yes	Yes
Discussion wall, and discussion forum	Yes	Yes
Extra applications added	Yes	No
Messaging to all members	Yes (via updates)	Yes (via PMs)
Visitor statistics	Yes ("Page insights")	No
Video and photo public exchange	Yes	Yes
"Related" event creation and invitation	Yes	No
Promotion with social ads	Yes (never tried it)	No



FACEBOOK

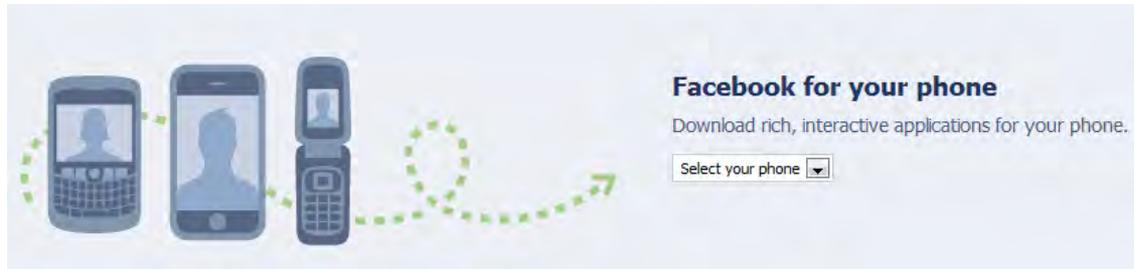


- Status – Let people know what is going on in your life
 - “Getting ready to take the family to Sanborn Elementary’s Fall Festival!”
- Photo – upload pictures that you take
- Place – Check in at a location with other people



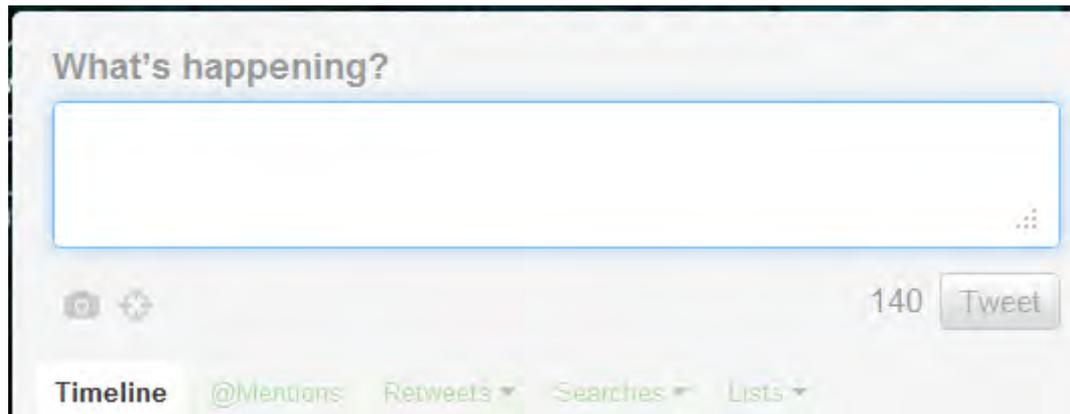
FACEBOOK

- The beauty of social media is that you can take it with you anywhere you go and update information at any time of the day
- Download for your smart phone:
www.facebook.com/mobile



TWITTER

- 200 million users
- 140 characters or less
- You can now add location and photos to a tweet



twitter



TWITTER



- You can also download Twitter for your phone:
 - Download an app OR
 - mobile.twitter.com



TWITTER

- Retweet (RT) – posting information that was tweeted by another user



- @Reply (@twitterhandle) - a tweet directed to another user to communicate a message or response
- Hashtag (#) – A way to organize tweets for twitter



QUESTIONS?



NEIGHBORHOODS + SM = <3

- Why should neighborhoods use social media?
 - Organize need to know information on a Facebook page
 - Use Facebook Polls to crowd source neighborhood/community opinions
 - Live tweet neighborhood meetings
 - Create e-vites for garage sales, school functions, neighborhood potlucks
 - Send monthly newsletters via email



CREATING A FACEBOOK PAGE FOR YOUR NEIGHBORHOOD

- Who will your admins be/who is allowed to post?
- What will your shared email be?
- How often should you post?
- How do we get fans?
- What kinds of things should be posted?
 - Initially:
 - Neighborhood cross streets (location)
 - Meeting locations and dates
 - Nearby school information
 - Pictures
 - Upcoming events
 - Local business info



Remember, your page is not only a source for current neighbors, but also potential neighbors



Ivywild Neighborhood - Colorado Springs

Discussions Like

Community Organization · Colorado Springs, Colorado

Displaying all 2 topics.

Ivywild Running Club
Latest post by Ivywild Neighborhood - Colorado Springs about 7 months ago

Ivywild Community Day
Latest post by Ivywild Neighborhood - Colorado Springs about 7 months ago

- Wall
- Info



Ivywild Neighborhood - Colorado Springs

Photos Like

Community Organization · Colorado Springs, Colorado

Ivywild Neighborhood - Colorado Springs's Photos See All: Photos · Videos



Wall Photos
2 photos



Blue Star Garden June 14, 2011
29 photos



Around the Neighborhood
32 photos

- Wall
- Info
- Friend Activity
- Photos
- Notes
- FBML
- Discussions

Ivywild Neighborhood - Colorado Springs

Community Organization · Colorado Springs, Colorado



Profile Pictures
1 photo

Basic Information

Founded February 11, 1888 | Incorporated by the City of Colorado Springs in 1981

Location Cheyenne Boulevard and Tejon Street, Colorado Springs, CO 80905

About Ivywild is a wonderful neighborhood on the southwest side of Colorado Springs, Colorado.

Description This community page is for neighbors, visitors, local businesses, realtors and everyone else interested in learning and sharing information about the Ivywild neighborhood!

Informal boundaries
North: Brookside Street
West: 8th Street
... See More

Mission This Facebook community page was created by a guy who lives in the neighborhood and is now administered by three Ivywilders.

We do it because we love the neighborhood and want to support local connections and local businesses.

Join the community and share news, stories or photos about the neighborhood.

Likes and Interests

Likes Keva Juice Colorado Springs, Panino's Restaurant 8th Street, Montague's, Baldrica & Company, Free Range Marketing, LLC, abaTina, The Old School Bakery, Womb To Grow, Luigis Colorado Springs, Blue



Ivywild Neighborhood - Colorado Springs

Community Organization · Colorado Springs, Colorado

Community Organization · Colorado Springs, Colorado



Wall Ivywild Neighborhood - Co... · Everyone (Two Posts)

Share: Post Photo

Write something...

- Wall
- Info
- Recent Activity
- Photos
- Notes
- FBML
- Discussions

About
Ivywild is a wonderful neighborhood on the southwest side of Colorado Sprin...
More

251
like this

19
talking about this

Likes See All

- Panino's Restaurant 8th Street**
- abaTina**
- Free Range Marketing, LLC**
- Luigis Colorado Springs**
- Blue Star Gardens**

Create a Page
Add to My Page's Favorites
Get Updates via RSS
Report Page
Share

Ivywild Neighborhood - Colorado Springs
Congratulations to Ashley Sahler and J Gregory Saloni
Winner of Best Hair Salon and Best Hair Salon awards in the Colorado Springs Independent's Best of the Springs 2011 voting.

Book an apartment, then drop in at 1701 S. Tejon St. between Bristol Sewing Company and Baldrica Restaurant
Like · Comment · Share · 3 hours ago

Maddy Dent likes this.

Write a comment...

Ivywild Neighborhood - Colorado Springs
Congrats to Keva Juice Colorado Springs!
Voted Best Smoothie in the Colorado Springs Independent's Best of the Springs 2011.

Check out their super convenient drive-through at 1702 South Nevada Ave (at Ramona) in Ivywild Neighborhood - Colorado Springs!
Like · Comment · Share · Yesterday at 11:05am

Ivywild Neighborhood - Colorado Springs
Sovereignty Wins at Jolo & Toly's! Sounds good to us! Thursday, October 27.

Wines of Spain 10/27/2011
Wines of Spain - Astoria Gramona, Gran Cuervo, Penedes, Spain 2008...
By: Jolo and Toly's Greek Taverna

Like · Comment · Share · Yesterday at 9:15am

Gundage Sears likes this.

Write a comment...

Randi Hitchcock
Halloween Costume Carnival | Fall Events
www.70cc.org
The Friends of Cheyenne Cañon are a nonprofit that supports the North Cheyenne Cañon Park in Colorado Springs Colorado.

Like · Comment · Share · Yesterday at 9:23am

Ivywild Neighborhood - Colorado Springs
Congrats to Panino's Restaurant 8th Street!
They were named Best Neighborhood Restaurant (Central) in the Colorado Springs Independent's Best of the Springs 2011.

Drop in at 1721 South 8th Street in Ivywild Neighborhood - Colorado Springs!
Like · Comment · Share · Yesterday at 9:05am

5 people like this.

Kim Stahlman Yay! My kid cooks there!
Yesterday at 11:05am · Like

Write a comment...



FACEBOOK QUESTIONS (POLLS)

- Ask neighbors their opinions to become a more efficient group

Share:  Status  Photo  Link  Video  Question

Learn from your fans and others: [?]

What weekend would be best for a neighborhood yard sale?

Poll Options

+ October 29

+ November 7

+ November 14

+ Add an option...

Allow anyone to add options Public Ask Question



REDUCE TIME

- Schedule updates to ensure time relevant info or use for fun fillers

A screenshot of the Hootsuite Publisher interface. The interface is divided into a left sidebar and a main content area. The sidebar contains navigation icons and a menu with options: "Schedule in Bulk", "Scheduled" (highlighted), "Require Approval", "Past Scheduled", and "RSS Feeds". The main content area displays a queue of scheduled tweets. At the top, there is a "Compose message..." field, a search bar, and filter options. The tweets are organized by date:

- Tuesday, Oct 25**
 - 10:30am: Have you ever tried a Pickle-Back? It's Natalie Abel's favorite drink and she's sure to take it with you!
 - 10:30am: Have you ever tried a Pickle-Back? It's @Likeabel's favorite drink and she's sure to take it with you!
- Friday, Oct 28**
 - 3:25pm: 1-2-3 1-2-3 Our intern, Maddie, has been a ballroom dancer since she was 16! What skills to you have?
 - 3:25pm: 1-2-3 1-2-3 Our intern, @Linameka has been a ballroom dancer since she was 16! What skills to you have?
- Tuesday, Nov 1**
 - 2:15pm: Our designer Meredith Lyon was kicked out by her host family in Canada because she didn't say "Thank You" enough. Canadians must be polite, eh?
 - 2:15pm: Our designer @M_Lyon was kicked out by her host family in Canada because she didn't say "Thank You" enough. Canadians must be polite, eh?
- Friday, Nov 4**
 - 11:05am: Where have you lived? Our intern Maddie lived in the UK! #MindtheGap
 - 11:05am: Where have you lived? Our intern @linameka lived in the UK! #MindtheGap
- Tuesday, Nov 8**
 - 1:10pm: Did you know, Steve Duffner was in a band in the 80's? Any guess on which one?
 - 1:10pm: Did you know, @ldezyn was in a band in the 80's? Any guess on which one?

At the bottom left, a system clock shows "Oct 22, 4:47 pm (GMT-7) America/Phoenix".

BECOMING A NETWORK OF RESOURCES

- Your neighborhood page will be one of many for the City of Chandler
- Connect to the Chandler Neighborhoods Facebook Page via your profile and for admins, via the Neighborhood Page.
 - Relay information about your own neighborhood for other neighborhoods to see (Don't forget to tell Chandler to add your page to their site!)
 - See what other neighborhoods are doing to trigger new ideas

www.facebook.com/ChandlerNeighborhoods



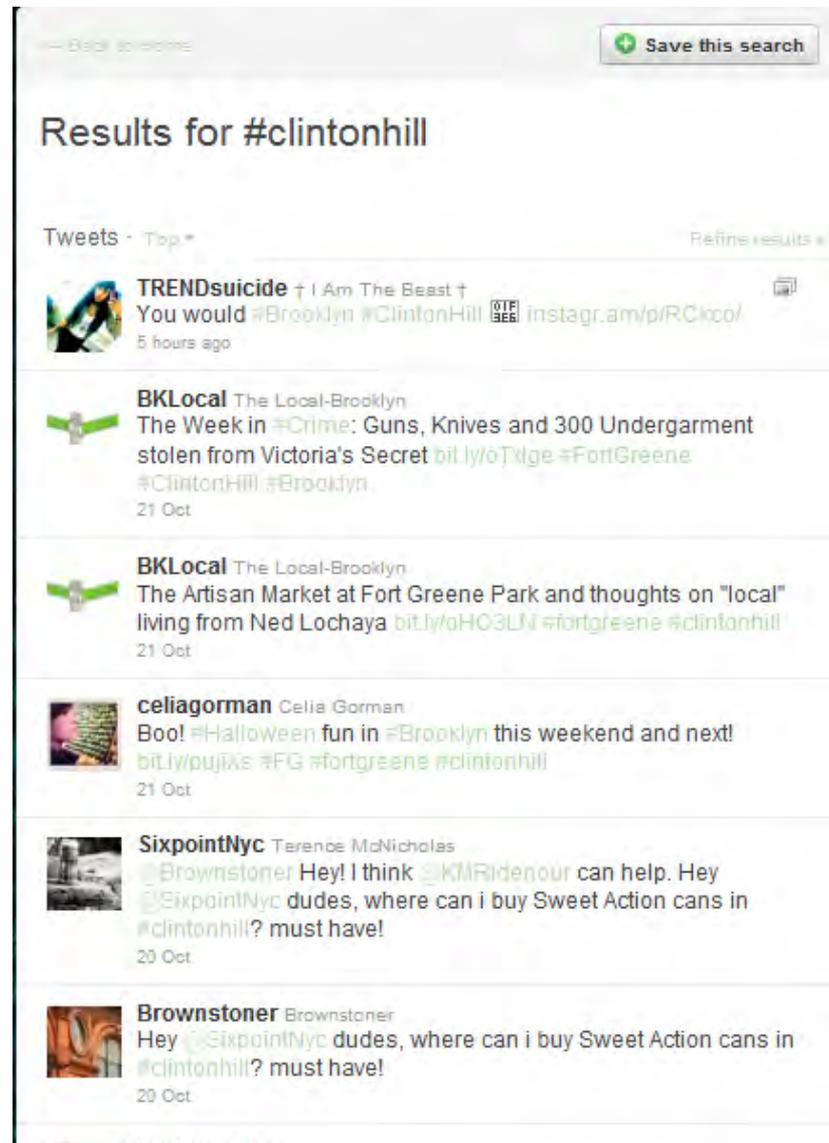
CREATING A TWITTER PROFILE FOR YOUR NEIGHBORHOOD

- Followers vs Following
- How to follow people
- Lists
- Branding

The screenshot displays the Twitter profile for @Brownstoner. The header includes the Twitter logo, a search bar, and navigation links for Home, Profile, Messages, and Who To Follow. The user's profile information shows a verified account with 3,134 tweets, 301 following, 7,823 followers, and 484 listed. The main content area features a list of tweets, including mentions of local events like 'Pupusa time!' and 'Jonathan Richman!!!'. The right sidebar contains sections for 'About @Brownstoner', 'Recent Images', 'You and @Brownstoner', and 'Similar to @Brownstoner', along with a 'Following' list and footer links.

LIVE TWEETING

- What will your neighborhood meeting hashtag (#) be?
- Who will tweet?
- Make sure people know what the hashtag is and when they can follow
 - @AshleyPark Don't forget! Neighborhood meeting this Thur at 7pm. Can't attend? Follow #AshleyParkInfo to see what we talk about!



— Back to home

Save this search

Results for #clintonhill

Tweets · Top · Refine results

TRENDSuicide † I Am The Beast †
You would #Brooklyn #ClintonHill [instagr.am/p/RClxco/](https://www.instagram.com/p/RClxco/)
5 hours ago

BKLocal The Local-Brooklyn
The Week in #Crime: Guns, Knives and 300 Undergarment stolen from Victoria's Secret bit.ly/6Txlge #FortGreene #ClintonHill #Brooklyn
21 Oct

BKLocal The Local-Brooklyn
The Artisan Market at Fort Greene Park and thoughts on "local" living from Ned Lochaya bit.ly/6HO3LW #fortgreene #clintonhill
21 Oct

celiagorman Celia Gorman
Boo! #Halloween fun in #Brooklyn this weekend and next! bit.ly/6ujixs #FG #fortgreene #clintonhill
21 Oct

SixpointNyc Terence McNicholas
@Brownstoner Hey! I think @KMRidenour can help. Hey @SixpointNyc dudes, where can i buy Sweet Action cans in #clintonhill? must have!
20 Oct

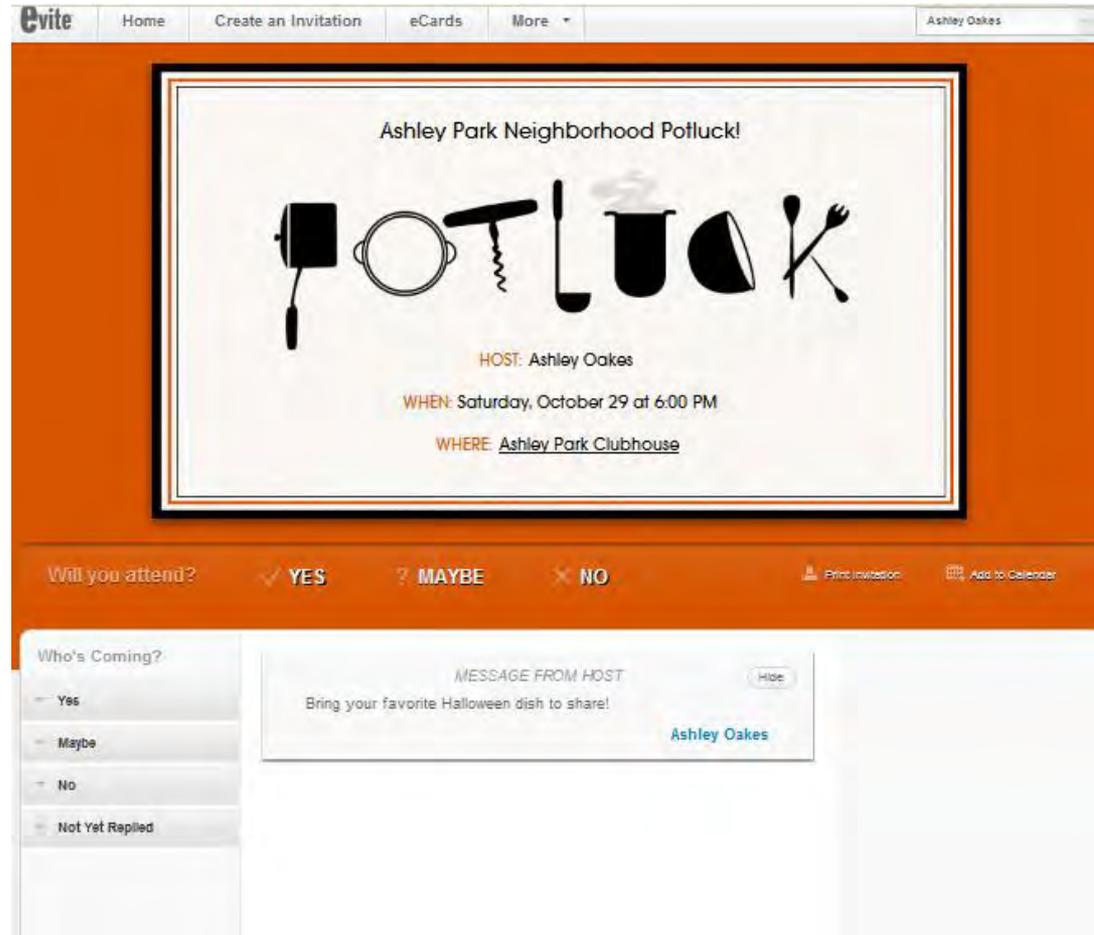
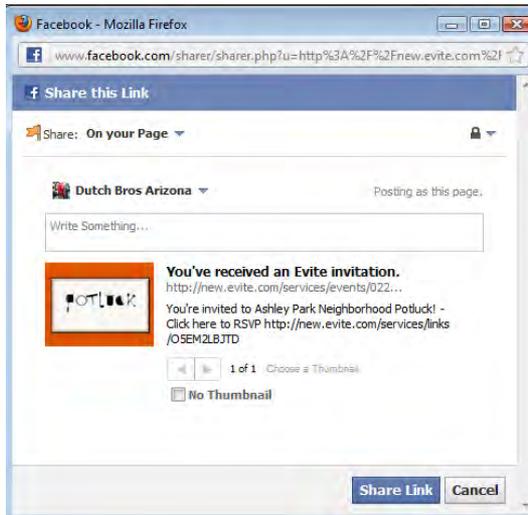
Brownstoner Brownstoner
Hey @SixpointNyc dudes, where can i buy Sweet Action cans in #clintonhill? must have!
20 Oct



E-VITES

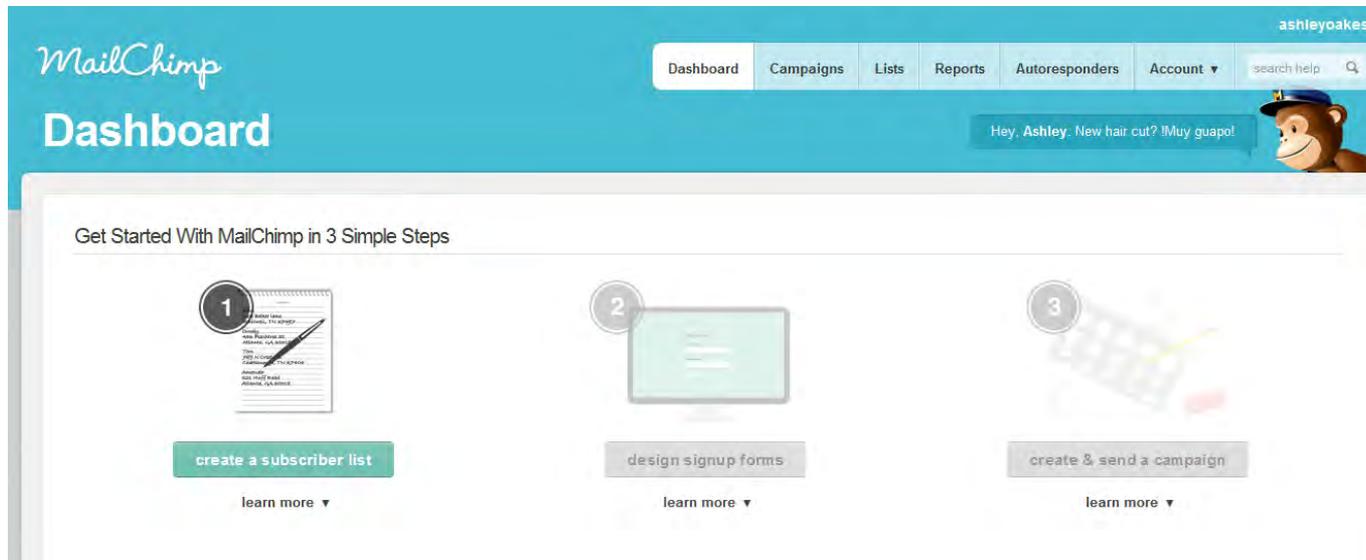
○ Resources

- Twtvite.com
- evite.com
 - Share on FB



NEWSLETTERS

- Send updates to your neighbors for free
- How often will you be sending?
- How can people send information to contribute?
- Will you be linking in other places?



The screenshot shows the MailChimp dashboard for a user named 'ashleyoakes'. The top navigation bar includes links for Dashboard, Campaigns, Lists, Reports, Autoresponders, and Account. A search bar is also present. Below the navigation, a personalized greeting says 'Hey, Ashley. New hair cut? ¡Muy guapo!' next to a cartoon monkey avatar. The main content area is titled 'Get Started With MailChimp in 3 Simple Steps' and features three numbered steps: 1. 'create a subscriber list' (with a 'learn more' link), 2. 'design signup forms' (with a 'learn more' link), and 3. 'create & send a campaign' (with a 'learn more' link).



Neighborhood Halloween Potluck

From your friends at
Ashley Park

Bring your favorite Halloween party dish to share!

The board will be providing water and sodas. We will be setting up at the Ashley Park Clubhouse. Please RSVP to ashleyparkneighborhood@gmail.com or at www.facebook.com/ashleyparkneighborhood on the event invite by October 25.



Date: Saturday, October 29



Time: 5:30-7:30 pm

We will be setting up at 5:00 pm for anyone who needs some prep time for their dish!

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MailChimp

Our mailing address is:
Zon & Zon
454 S Farmer Ave
Suite 105
Tempe, AZ 85281

[Add us to your address book](#)

[unsubscribe from this list](#) | [update subscription preferences](#)

tracking, social networking, and more

email tracking

track opens

[Learn](#) how open tracking works, and how accurate it is.

track clicks

Required on free accounts, optional on paid account.

track plain-text clicks

Required on free accounts, optional on paid account.

add Google Analytics™ tracking to all URLs

Monitor traffic from campaigns to your site.

[? info](#)

send to Twitter

Auto-tweet upon send.

[connect to Twitter](#)

integrate with Facebook

Auto-post to Facebook upon send, or enable Facebook Comments.

[connect to Facebook](#)

allow comments [? info](#)

[▶ advanced tracking options](#)



OTHER RESOURCES?



- <http://www.homeelephant.com>
 - Beta platform that can integrate Facebook to further enhance your communication
- **How it works:** Using Facebook Connect, Home Elephant logs you into the site. It also asks for your home address, though the site promises never to share the information with anyone else--only other Home Elephant users within your neighborhood can see where you are located. The site also uses users' IP addresses to ensure that spammers can't simply sign up and bounce from neighborhood to neighborhood.
- Neighborhoods are self-defined, though when you sign on you can see the neighborhoods close to your home that others have created and join them. On the site, you can participate in group chats with your fellow neighbors, post listings for garage sales, warnings about pot holes, find a babysitter, or even find lost objects.



OTHER RESOURCES

- <http://www.localblox.com/>



NEED HELP?

- www.mashable.com
- <https://support.twitter.com/groups/31-twitter-basics>
- <http://mashable.com/guidebook/facebook/>



QUESTIONS?

