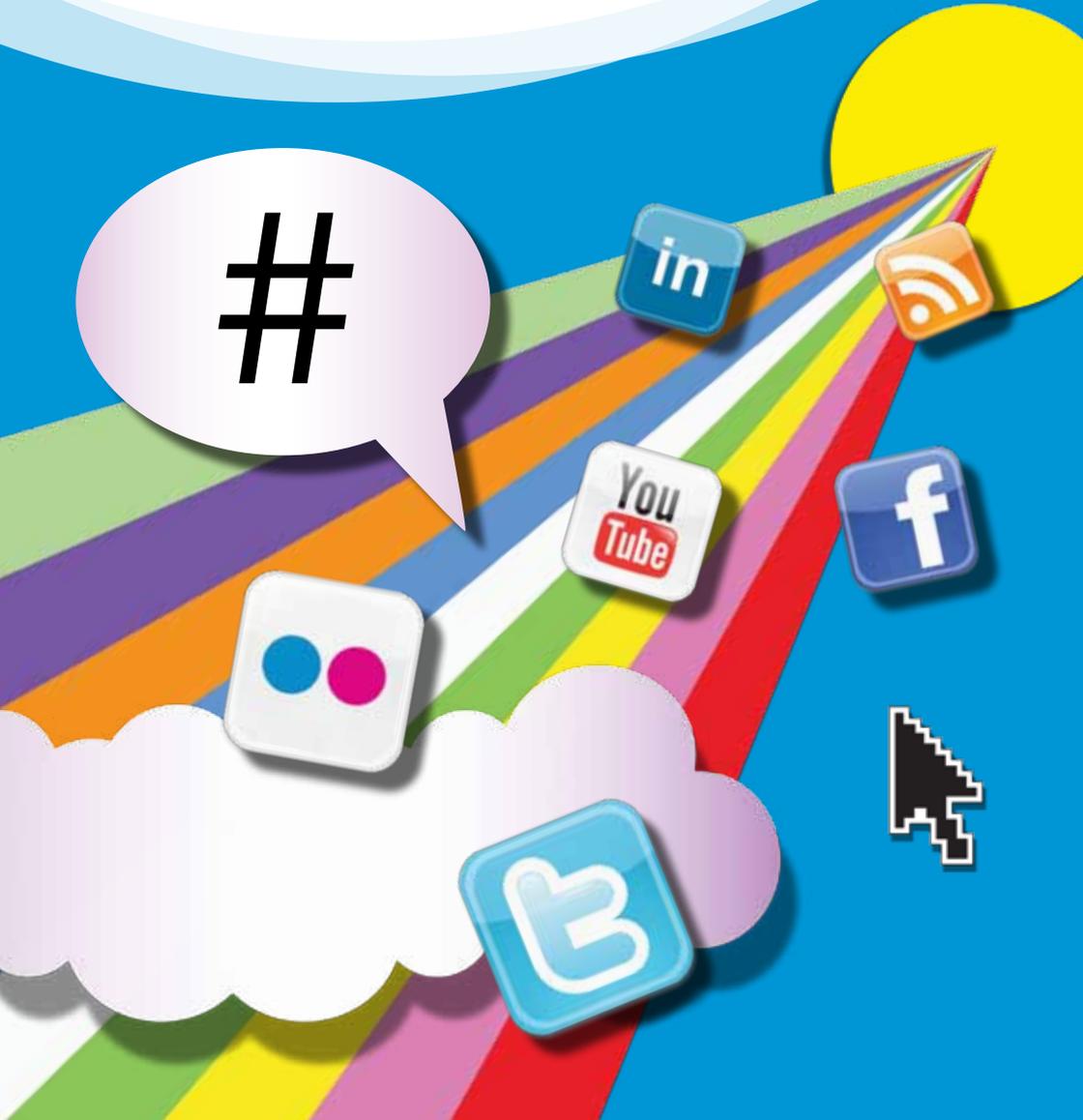


EPDA guide to  
Working with  
social media



# EPDA GUIDE TO SOCIAL MEDIA

## **SECTION 1**

Introduction 4

## **SECTION 2**

Social Media In Numbers 6

## **SECTION 3**

The Most Popular Social Media Platforms 7

## **SECTION 4**

Choosing The Right Channel 10

## **SECTION 5**

Profiles: Facebook, Twitter, LinkedIn, YouTube, Flickr, Instagram 12-25

## **SECTION 6**

Planning, Monitoring & Maintaining Your Social Strategy 26

## **SECTION 7**

Dos & Don'ts 29

## **SECTION 8**

Glossary Of Social Media Terms 32

## **SECTION 9**

Help is at hand 33

## **SECTION 10**

Further Reading 33

# INTRODUCTION

---

Welcome to the EPDA's guide to working with social media. While there can be no doubt that the new forms of interactive technology that make up the recent social media phenomenon are here to stay – you just need to look at the statistics on page 6 to understand that – the fact remains that many national Parkinson's organisations are not yet comfortable with what this revolution can do for them.

In other words, the emergence of social media is both exciting *and* daunting. As a result, we wanted to provide our member organisations – especially those who are at the beginning of their respective social media journeys – with a simple resource that 'de-mystified' social media and made it more accessible and straightforward.

Don't be fooled: social media is here to stay. The positive point to remember, however, is that social media represents the way forward for voluntary organisations like us who do great amounts of work with limited staff and resources. The potential benefits (see page 4) are simply enormous and it's in all of our interests to open our minds and embrace the social media bandwagon.

We hope, therefore, that wherever you are on your journey, this easy-to-use guide will help you to fundraise, increase your network of friends and supporters, and most importantly raise awareness about Parkinson's. As long as you use it in conjunction with other, more traditional forms of communication then the possibilities really are endless.



**Knut-Johan Onarheim**  
EPDA President

# SECTION 1 INTRODUCTION

---

## WHAT IS SOCIAL MEDIA?

Social media has completely revolutionised the way we communicate. There are numerous definitions of what constitutes social media, but essentially it is “user-generated content that is shared over the internet via technologies that promote engagement, sharing and collaboration”. Or to put it more simply: social media connects people.

## WHAT ARE THE MAIN BENEFITS?

Unlike more traditional forms of media, social media is informal, immediate and interactive. There is arguably no more powerful tool for spreading awareness and gaining supporters. Instead of a one-way flow of information, social media offers your supporters the chance to respond and engage with you immediately. Instead of pushing out messages, you are entering into a dialogue.

By talking to people, you can find out more about them – for example, what might make them volunteer for your organisation? Two-way communication helps build stronger relationships, and whether it’s with your fundraisers, key partners or volunteers, relationships are the most important tool you’ve got. And social media can help you build them.

Content for social media can also be produced at little or no cost (although the more time you put into your social media activity the more you are likely to get out of it). An online campaign with little or no budget can have as much impact as a

“  
Social media connects people and it should absolutely be embedded in your fundraising. The engagement you can build can be invaluable  
”

much more costly campaign produced using other media – provided it captures the imagination of its target audience.

## OTHER BENEFITS

- Social media enables you to reach out to people who might otherwise not come into contact with your organisation.
- People raise money for causes close to their hearts, and they discuss these causes on social media sites. Social media is therefore a perfect channel to find people who are interested in your work and would be prepared to fundraise (or encourage others to donate) on your behalf.
- Good ideas can spread very quickly online – this is known as ‘going viral’. When this happens, conversations and topics can capture the public’s imagination or emotions, which could help your cause.
- You don’t need to be very knowledgeable about IT, and minimal or no training is required to get started.
- The whole organisation can get involved, meaning your workloads are shared and that everyone is united behind a common purpose.

## WHY NOT CONTINUE DO TO WHAT YOU ARE DOING?

Many organisations remain unconvinced about the benefits of social media and claim that they don't have the time or the resources to engage with it. Of course, you could decide simply to remain with the more traditional forms of communication, such as producing a monthly newsletter.

But, in reality, producing something like a newsletter is much more time consuming and expensive – and potentially less effective – than tweeting or updating your status on Facebook. You need to ask what forms of communication offer the greatest return on investment for your organisation. That is not to say that more traditional forms of communication don't have their place – it's about choosing the right channel for your target audience (see pages 10-11).

## WHO IS THIS GUIDE AIMED AT?

This guide is designed to help the EPDA's members who are potentially:

- aware of social media but not sure what it can do for them
- already using social media but would like some tips on how to make the most of it.

There is a huge amount of information on the internet about social media, so part of this guide's aim is to do the hard work for you. In short, we have selected the information that will be most useful to you.

Communications – particularly social media – is a constantly evolving discipline, so if you find other sources of information that would be helpful to the EPDA or you have some good examples of voluntary organisations (including your own) using social media effectively, do let us know so we can update the guide.

## CASE STUDY – BIG RESULTS ON A LIMITED BUDGET

### Child's i Foundation

A recent campaign by the Child's i Foundation demonstrates that you don't have to be a big organisation with a large fundraising budget to run a successful social media campaign. The voluntary organisation, which provides care for abandoned babies in Uganda, has an income of £341,000. Earlier this year, it set out to raise £10,000 in just 48 hours to pay for a life-saving operation for a baby called Joey. Within 38 hours it had achieved its target.

Child's i Foundation reached out across all of its social media platforms, set up a JustGiving page, sent an emergency appeal newsletter, blogged about the appeal on its website and posted three videos on YouTube.

"Social media absolutely should be embedded in your fundraising," says Kirsty Stephenson, the organisation's digital strategist. "Perhaps you won't start raising money directly for some time, but the engagement and advocacy you can build could be an indirect but invaluable resource.

"Although our videos appear slick, they are not costly to produce as we have skilled volunteers doing this and equipment kindly donated to us."



# SECTION 2

## SOCIAL MEDIA IN NUMBERS

### An ever-increasing audience

The number of people using social media is growing daily, making it a highly effective tool for swaying public opinion and reaching those who wield power.

### Social media in numbers\*



Facebook



955 million users



42 million+ webpages



9 million apps



YouTube



4 billion views per day



Twitter



expected to hit 500 million users in 2013



9.2 people register a new Twitter account every second



LinkedIn



150 million users

### Europe

347 million

people use social networks

### UK

37.4 million

use Facebook regularly

32.1 million

use YouTube

15.5 million

use Twitter

7.9 million

are members of LinkedIn

### Social media – more inclusive than you might think

The last five years have witnessed the rise and rise of 'silver surfers': older people who are embracing the digital world. For example, of people over the age of 65 in the UK, more than 50% are now on Facebook, while in the US 34% of the same age group use social media.

\* As of September 2012

## SECTION 3

# THE MOST POPULAR SOCIAL MEDIA WEBSITES

Social networking sites are online services or websites that build a network of people and organisations who share common interests. This can cover anything from a group of friends who want to share photos, videos and information to professional industry networks that exist to share best practice and build contacts.



### FACEBOOK

This is the most popular social networking site. It is estimated that more than half of Facebook's 955 million registered users log in once a day, meaning Facebook is familiar to millions who wouldn't even normally use the term social network.

Facebook was originally designed as a tool for friends to keep in touch with one another. However, organisations are increasingly using it to strengthen their support bases and keep people engaged with their causes. Going directly to those social networking sites that your supporters use – rather than relying solely on your website – will make you much more visible and accessible. (See page 12.)



### TWITTER

Twitter is a social networking and micro-blogging site that allows users to publish short updates about what

they are doing or thinking in a 'tweet' of 140 characters or less. Tweets are published online and displayed on the user's profile page and in the streams of anyone who chooses to follow them. It's a bit like sending someone a text message – but in a public forum. Users can also use tweets to link to websites and news that they find interesting and to have online dialogues by replying to other people's tweets.

It is important to remember that anything you tweet is in the public domain for all to see. However, the amount and frequency of information tweeted are such that unless you are a famous celebrity, your tweet can easily get lost or missed, so it's important to reiterate your messages frequently. This is one of the main differences with Facebook, where one or two status updates a day are enough. On Twitter, it is perfectly acceptable and even desirable to update your followers three or four times a day. Those individuals who have the greatest following are often prolific tweeters.

The key to getting the most out of Twitter is selecting the right people to

“  
**Going directly to those social networking sites your supporters use – rather than relying solely on your website – will make you more visible and accessible**  
 ”

## OTHER SITES WORTH MENTIONING

The world of social media has evolved at an astonishing speed – and, importantly, continues to do so. Between 2005 to 2008, for example, Myspace was the most visited social networking site on the planet. As of June 2012, however, it was ranked 161st. With this in mind, while the websites and apps discussed in this guide are currently the most successful, this could change – and quickly. So it is worthwhile keeping up to date about any up-and-coming networks that might benefit your voluntary organisation in the future.

One photo-sharing site to be aware of is **Pinterest**, which takes its name from its pinboard-like design. Pinterest has a unique demographic among social media sites as women currently make up 90% of its user base, and most of these are aged between 25 and 45. This is a demographic that most online campaigns find difficult to target and one that is a great source of donations.

**Tumblr**, meanwhile, is a micro-blogging service, like Twitter, but much more image orientated. Around half the posts on Tumblr are images and it can also be used for sharing videos and links. You can also easily post to Tumblr from email or any mobile phone, and it offers about 1,250 themes to customise the appearance of your blog. Tumblr is better suited to showcasing a few well-chosen pictures rather than lots of images and text from the same event.

There are also other video-sharing sites in addition to YouTube. For example **Vimeo** boasts improved video quality and ownership settings, but it has a much smaller audience than its market-leading competitor. If your aim is to reach as many people as possible, YouTube is by far your best option.

follow (and who would follow you). The tweets of people you follow – which could include influential politicians, celebrities known to have an interest in your cause and other voluntary organisations – appear in a chronological list known as your timeline. By following those who are prominent in your field of work, you can access real-time information that matters to you.

Indeed, Twitter’s official guidelines state: “It’s like being delivered a newspaper whose headlines you’ll always find interesting – you can discover news as it’s happening, learn more about topics that are important to you, and get the inside scoop in real time.”

You can also reply to tweets, follow links to interesting news that others have tweeted and share your own thoughts. The bite-sized conversation format of the site invites questions, discussions and debate. This makes it ideal for discussing issues relevant to your work with other voluntary organisations, your supporters and other key stakeholders. (See page 15.)



## LINKEDIN

LinkedIn is a social network where users post information about their current and past work – rather like an online curriculum vitae. They can then create a constantly evolving online network of professional contacts and be able to connect with people they have actually worked or done business with or, just as importantly, potential clients, supporters or stakeholders.

Interest groups are also an integral part of LinkedIn. Those with shared personal and professional interests in specific industries and topics join groups and discuss issues that are relevant to them. Voluntary organisations can also increase awareness of their work by using their LinkedIn profile page to promote themselves.

LinkedIn currently has more than 150 million active users worldwide, of which more than 26 million are in Europe. The Netherlands alone has two million users. LinkedIn has quickly become the social networking site for professionals.

While many voluntary organisations have a Facebook page and a Twitter profile, few are making full use of LinkedIn. Some people may have used it personally to find work, but LinkedIn can be used for so much more. It's a great place to develop the professional contacts you need to sustain the growth of your organisation and make contact with key stakeholders such as politicians and key opinion leaders. You can also use it to get in touch with consultants who offer their services on a pro bono basis and other volunteers. (See page 18.)



## YOUTUBE

Boasting 490 million users, YouTube is a video-sharing website that allows people to upload film clips (that they have made themselves or discovered elsewhere) that can then be seen by a worldwide audience. For example, your organisation may like to upload short films promoting your work. You can also 'embed' (post) your YouTube clip on your website and Facebook page and allow others to do the same. Posting short videos of your organisation's work in creative, funny or moving ways can communicate your mission and boost your brand in a uniquely engaging and accessible way.

The key to YouTube's success is simple: images usually have more appeal than big chunks of text. When you visit a website that has either a big block of text or a short video featuring actual people, which format would you prefer to use? Most people will go for the video every time. (See page 20.)

## PHOTO-SHARING WEBSITES

If you want to make a real impact with one of your campaigns or calls to action then you can't afford to use just words – you need to use images too. Many people think that only a professional photograph can get their message across, but photo-sharing social media now means that amateur shots can get just as many views as those uploaded by professionals. And don't be put off because you think your organisation's work isn't necessarily very visually appealing – photos are still a great way to show your supporters what you are doing. They can also help show the human side of your organisation's work – people connect with other people, not faceless organisations.

### Instagram

Instagram is an incredibly popular photo-sharing app that is ideal for taking on-the-go images and relaying events in real time. For example, you could use it to share images of an event with supporters who were not able to attend.

### Flickr

Flickr is a website that allows you to upload photographs and share them with others. Although there is an app version, it is not as successful as the website, which allows users to upload, categorise and tag pictures. You can also add descriptions, which makes images more detectable to search engines and makes the site a more effective tool for campaigning. It is seen as being more professional than Instagram, which is often used by celebrities to post pictures of themselves to their fans. To get maximum exposure, you can use Instagram to capture images and then upload them to Flickr.

# SECTION 4

## CHOOSING THE RIGHT CHANNEL

---

Once you have familiarised yourself with the benefits of different social media platforms, you will need to choose the one that will be most effective for your purposes. So make sure that you ask yourself the following questions:

- Who do I want to communicate with? (Think of in terms of age, gender, country, language, profession etc.)
- What do I want to happen as a result of this communication? For example, do you want people to buy tickets for a fundraising event or sign an online petition aimed at influencing politicians?

### IDENTIFYING YOUR AUDIENCE

Before engaging in any communication strategy, you need to be clear about who your audience is. It's not enough to simply say 'the general public' as this is everybody and anybody, and there is a very real danger that in trying to come up with a message that can appeal to everyone you will fail to have enough impact with those who really matter. In order to be more effective, you need to tailor your message to your target audience.

For example, there are more women than men on Facebook, and while 40% of its users are aged 13-25 it is by far the most popular social site for older people. A survey by the American Association of Retired Persons (AARP) found that 23% of

over 50s said they prefer it to other sites – with LinkedIn and Twitter each polling about 4%. So if you had a health awareness campaign that targeted the over 50s, you might choose Facebook over Twitter. (You can download the AARP report here: <http://assets.aarp.org/rgcenter/general/socmedia.pdf>.)

Unlike Facebook and Twitter, LinkedIn is more popular with men, who make up almost 58% of its users. It's also becoming more useful to people of all ages: the 35–54 age group made up 61% of LinkedIn members in 2010. In 2012, this had fallen to 36%. Usage is also spread fairly equally across the different age groups on YouTube, making it the ideal platform to reach out to a broader audience.

### DECIDE WHAT PLATFORM IS BEST FOR YOUR ACTIVITIES

As table 1 (opposite) shows, voluntary organisations need to consider very carefully which social media platforms should be used in relation to each of the activities they decide to undertake. Take a good look at the table – it will help you choose the channel that's right for you.

As you can see, most of the social media channels can be used in a variety of different ways. In order to maximise your impact, however, it makes sense to exploit a number of different platforms as opposed to just relying on your favourite. Creating multiple points of contact creates more opportunities for people to come across your message. In addition, getting your message across in different ways through different platforms will help sustain long-term interest.

For instance, there's no point simply uploading a great film onto YouTube and then not telling anyone about it: you need

to publicise it on Twitter and Facebook and include links back to the site.

Launching a joined-up campaign on Twitter, Facebook and YouTube may sound like a tall order for a small, voluntary organisation with limited resources. However, the beauty of all of these platforms is that they can be used simultaneously by different members of staff – it is neither desirable or necessary for one person to shoulder the entire burden. However, it is worth considering recruiting a volunteer or intern to help with your social media activity.

Remember, the key to successfully exploiting social media is frequency over time. For example, you would gain more from checking Twitter for five minutes three times a day than doing it once for half an hour. The reason for this is that topics can ‘trend’ (become popular and spread quickly among users) very suddenly online. Make sure you don’t miss out on the wealth of news and developments that may be useful to your organisation.

“  
Before engaging in any communication strategy, you need to be clear about who your audience is. And, in order to be more effective, you need to tailor your message to that audience  
”

**TABLE 1: CONSIDER YOUR AUDIENCE**

Your aim	Platforms to consider
To get people to sign up to a campaign/pledge	Facebook, Twitter, YouTube
To keep in touch with supporters	Facebook, Twitter, LinkedIn, Flickr/Instagram
To attract donations	Facebook, Twitter, LinkedIn, YouTube
To show progress/demonstrate impact	Facebook, YouTube, Flickr/Instagram
To share knowledge	Facebook, Twitter, LinkedIn, YouTube
To publicise events or activities	Facebook, Twitter
To build communities	Facebook, Twitter, LinkedIn, YouTube
To get feedback	Facebook, Twitter
To recruit volunteers	Facebook, Twitter, LinkedIn

# SECTION 5.1

## FACEBOOK

### GETTING STARTED

**1** Register your organisation on the Facebook website ([www.facebook.com](http://www.facebook.com)) and create a log-in.

**2** On Facebook, individuals set up a 'profile', while organisations set up a 'page'. Pages and profiles have different features, however: unlike a profile, pages are visible to everyone on the internet by default. Once you've logged in, visit [www.facebook.com/pages](http://www.facebook.com/pages) and click the 'create your own' button at the top right-hand corner of the screen. Click 'Cause or community' and enter the name of your voluntary organisation.

#### TIP

By creating a unique Facebook page for your organisation – and not a profile – you instantly make it easier for other organisations and groups (such as other national Parkinson's organisations) to follow you and share your posts. Just remember to switch between your personal and organisational accounts whenever you need to – to do this, simply select the option from 'Use Facebook as:' under the dropdown menu in the top right corner of your page.

**3** Make sure that you add a profile photograph for your voluntary organisation: follow the onscreen instructions to do so.

**4** You should add vital information to inform people about your voluntary



organisation's work, such as what your aims are, what services you offer and to whom. But keep it concise. You also need to include important information such as your contact details, website address and links to any other social media platforms, such as Twitter. Then it's time to publish your page. However, this is just the start. Now your page is set up, it's time to engage and increase your audience!

#### TIP

Having a memorable Facebook link will make it easier for people to find you. When you first set up a Facebook page, you'll be given a long URL that is hard to remember. But it's simple to create a personalised, 'vanity URL' based on your username. Here is the EPDA's Facebook URL, for example: [www.facebook.com/theEPDA](http://www.facebook.com/theEPDA). To create your own, simply visit: [www.facebook.com/username](http://www.facebook.com/username) and follow the steps.

### NEXT STEPS

Now you've completed the basics, here are some tips to help you grow your fanbase:

**1** One of the most important things to remember is that you need to constantly produce fresh and interesting content. Aim to update your status once

or twice a day, but keep it concise and engaging. Content may include:

- a question or comment on a website, blog or article – but remember to include the link of the item you are commenting on
- a response to a comment on your wall that will show up on a user's news feed – this will be seen by a user's friends and may provoke interest, so ensure your answers position you as an expert and a generous resource so that people will want to visit your page again and again
- videos – post them periodically on your fan page and then update your profile status with a link to that video.

### TIP

If you are posting a video, upload it to YouTube first and include a link to your Facebook page in the video description, so that people can visit and become 'fans' of your page.

**2** Don't be shy about exploiting the popularity of other related voluntary organisations that have a greater online presence. Become a fan of their Facebook pages and post comments. When you become a fan of another page, other fans will see your posts and may be curious enough to take a look at your page.

**3** Join other Facebook groups. While pages were designed to be the official profiles for organisations, Facebook groups tend to be the place for smaller group communication and for sharing common interests. By getting involved in discussions within groups, you are increasing your online presence. Your supporters may also choose to set up their

## CASE STUDY – JOINING THE CONVERSATION

### Lucilla Bossi

of **Parkinson**

**Italia** posts news and messages and also joins in conversations in Parkinson's groups on Facebook.

However, Parkinson Italia has decided not

to set up its own competing group – which Lucilla believes could prove "harmful" to the organisation's wider aims. Instead, she prefers to build up a trusted profile and contribute 'genuine and relevant' information to discussions hosted by existing groups.

"We publish our news on our Facebook page, encourage comments, and join Facebook group discussions in order to drive traffic to our main website," she says. "We have not opened our own group because there are already many spontaneous, independent 'places of conversation' on Facebook where many different issues are already being discussed.

"If there are already many groups, profiles or pages discussing these topics on Facebook, it can be harmful to create your own group. Our strategy is to support those groups that already exist – feed them and join the conversation – not as 'owners' but as 'frequent visitors'. This is a way for us to raise awareness of our activities and become known as a trusted source of information – and it is still effective in driving traffic to our website. We receive 10% of visits directly from Facebook posts."



## “ Helping your supporters to feel close to your organisation will inspire them to do more for your cause ”

own group around your cause. While you won't be able to police the content on a supporter Facebook group, it's a great way for people to share ideas and support local fundraising initiatives.

**4** Make sure you place your Facebook page URL in your email signature and on your business cards. Also, make it prominent on all your marketing materials, including posters, leaflets and magazines.

**5** Post a poll on your profile. Ask people to rate your page or to choose what its best feature is. This is an excellent way to engage your fans and friends. Ask questions, ask for feedback, respond to comments and try to get people involved. Helping your supporters to feel close to your organisation will inspire them to do more for your cause.

**6** Use the 'Like' function on Facebook to show solidarity and support, and to create new connections. You can also drive traffic to your own website by adding a Like button of your own. Visitors will then be able to quickly share links to your website directly on their Facebook wall. For more information, go to: <http://developers.facebook.com/docs/reference/plugins/like>.

### CASE STUDY – FACEBOOK FUNDRAISING SUCCESS

This year, the **Malta Parkinson's Disease Association (MPDA)** promoted a fundraising concert by setting up a Facebook event page.



“We held a fundraising concert during World Parkinson's Awareness Week (April 2012) and our guests were the Animae Gospel Choir, who are quite well known here in Malta and have a good number of followers,” explains MPDA president **Veronica Clark**.

“We created a Facebook event page for this concert, which was shared by the Animae Gospel Choir through their Facebook page. The MPDA Facebook page has around 60 followers. However, the performers have thousands of followers and, therefore, with the help of their Facebook contacts we were able to reach out to many more people. Our target was to have 80 people attend the concert and we sold out, which was a great achievement. The Facebook page reached out to many people who otherwise would not have known about the event.”

The evening began with an MPDA speech about the organisation and Parkinson's. There was also a raffle and refreshments during the event, which helped bring in more funds. “We learned it is a good idea to be linked with a larger following if we want to reach out to more people. Potential supporters are out there – we just need to access them.”

---

## SECTION 5.2

# TWITTER

---



### GETTING STARTED

**1** Go to [www.twitter.com](http://www.twitter.com). Setting up your Twitter account is very much like setting up a web-based email account, where you choose your user name and are told whether it is still available.

**2** If somebody else already has an account in the name you wanted, you will have to keep trying alternatives until you find something appropriate. (Twitter does not support multiple accounts with the same name.) The user name you choose will become part of the URL of your Twitter homepage, and will be the name that identifies you to the Twitter community and anyone outside it – so choose it carefully.

**3** Once you have entered your information, Twitter will send you an email to verify your identity and you will be able to activate your account and create your profile. You need to be seen as open and transparent, so including a picture/logo is essential.

### NEXT STEPS

**1** Follow others: it's best to begin your journey by finding and following other interesting Twitter accounts. Look for voluntary organisations whose work you admire, medical professionals, celebrities with an affiliation to your cause or news sources you read. One great way to find more interesting accounts is to see who those you know or admire are following.

When you follow someone on Twitter, they will receive an email notifying them that you have begun to follow them. This is an important step – getting this email brings your organisation to their attention. They can then decide to follow you, starting a new relationship with you.

Start by following people you already know. You can find them by linking Twitter to your email client, by clicking on 'Who To Follow' and then 'Find Friends'. You can also simply search for someone's name in the search box at the top of your Twitter page. In addition, you can go to the 'Our members' section of the EPDA's website ([www.epda.eu.com/members](http://www.epda.eu.com/members)), which lists many national Parkinson's organisations' social media profiles. While it is a good idea to follow lots of people, don't overdo it. It's always better to have more people following you than the other way around. You can also unfollow people at any time.

**2** Check your Twitter account often and pay attention to what's happening: messages from others you follow will show up in a readable stream on your Twitter homepage. Once you've followed a few people, you'll have a new page of information to read each time you log in.

**3** Follow the conversations that are most relevant to you: ‘Twitter Search’ allows you to look for terms contained in people’s tweets (by typing, for example, ‘Parkinson’s’). This is the equivalent of entering a crowded room, and immediately being able to identify the people who are having the conversations you’re most interested in. You can then reply to what these people are saying, follow them and build a relationship with them.

**4** One of the best things about Twitter is that it’s portable: you can connect your account to your mobile phone or download a Twitter app to begin reading tweets on the go.

**5** Retweet, reply, react: use existing information (other people’s tweets) on Twitter to build your own voice and show others what you care about. Retweet other people’s messages that you have enjoyed (by posting them to your own page), or reply to a tweet you find interesting (using @reply). If you’re a new user, others are more likely to find your messages if they are retweets or replies to other people’s tweets.

An @reply is a public message sent from one tweeter to another and always starts with the @ sign (for example @euparkinsons). Any message that begins with @username is treated as a reply. You don’t need to be following the person to reply to them, and all of your replies are visible in the @username tab in your homepage sidebar.

Direct messages are private messages sent from one Twitter person to another. You can only send a direct message to a person who follows you. When you

“ Include others in your Twitter content. This indicates solidarity with their cause, which in turn can prompt a person or another voluntary organisation to follow you. The more followers you have, the more influence you can wield

”

receive a direct message, it is saved in your direct message inbox, which is accessible from the direct message tab in the sidebar on your home page.

**6** Include others in your content: mention other users by their Twitter username, which again should be preceded by the '@' sign. This is like name dropping and has the effect of reaching out to the supporters of the person you have mentioned. It also indicates solidarity with their cause, which in turn can prompt a person or another voluntary organisation to follow you. The more followers you have, the more influence you can wield. Get your supporters to mention you on Charity Tuesday, which is the day of the week when Twitter users can show their support for a cause.

**7** Use hashtags (the '#' symbol): hashtags are used to mark keywords or topics in a tweet. For example, tweets about the EPDA's European Unity Walk can include the hashtag #eurounitywalk, allowing anyone to click on the word and see more tweets about the event. By using an existing hashtag you increase the chance of getting people who are interested in that subject to read your updates. Or you can create a new hashtag if you want to try to create a new trend – for example, if you have an event to promote. You can see which topics are trending globally when you visit your Twitter homepage.

### TIP

Stay short and sweet: if you want to tweet links to interesting articles online, go to [www.bitly.com](http://www.bitly.com) to shorten the link and stay within the 140 character limit.

## CASE STUDY – MAKING USE OF YOUR CONNECTIONS

**María Gálvez Sierra**, director general of **Federación Española Párkinson**,

explains how to leverage other people's social networks in order to grow your own.



"We organised a fundraising event called Monologo Solidarios for the International Day of Parkinson's Disease in Madrid, where 10 famous Spanish comedians performed," she says. "These comedians were already very active on Twitter, so we decided to take advantage of their popularity by getting them to tweet about the event and mention us.

"Our first objective was to get more people to follow us in order to publicise the event to a new audience, so we began following similar organisations to us.

"Secondly we created a hashtag (#MonologoSolidarios) and asked one of the comedians to promote the event. He tweeted about it to his network of famous friends and journalists who, in turn, tweeted about it, especially on the day itself. We also mentioned that the comedians were supporting the event in our own tweets.

"The campaign was a success: lots of people used our hashtag and we had more than 1,000 visits to our website that week, which is much more than normal. Lots of people also invited their friends. What a difference it makes getting the support of celebrities – you can really reach out to their supporters and build new relationships."

# SECTION 5.3

## LINKEDIN

### GETTING STARTED

**1** The first thing you need to do is to create a personal profile. If you already have one, it's worth reviewing it to consider how you might improve it. You want other LinkedIn users to see how passionate you are about your cause and to recognise the value of your organisation's work, so remember to:

- be as concise and 'to the point' as possible – only include information that's relevant. It's not always necessary to include every job you have ever had
- have a look at other people's profiles and think about what you find appealing and what you don't
- include words that will enable people to find you via Google searches
- make it personal – remember to upload an appropriate photograph and include one or two 'recommendations' (short references from former colleagues or clients). For more help with your LinkedIn profile go to <http://learn.linkedin.com/profiles>.

**2** If there is more than one of you working in your organisation, ask your colleagues to create LinkedIn profiles – the more of you there are on the site, the greater your chances of developing useful relationships. When someone names you as their employer, LinkedIn automatically creates a company page for you. Businesses and voluntary



organisations can use their company page to create an official presence on the site. Users can also choose to follow your page, in the same way they might follow you on Facebook.

**3** You need to check that you do indeed have a company page on LinkedIn, so go to 'Add a Company' from the 'Company Pages Home' or click on the 'Page' icon next to your organisation's name on your personal profile. Finally, claim your page, but remember that you need an email address that includes your organisation's name – so no Yahoo or Hotmail accounts.

**4** When writing your company profile ensure that you have:

- uploaded your logo
- written a compelling description (you could use the same one you have on your website)
- selected your industry (if you are a voluntary organisation, choose the 'nonprofit' sector)
- added your blog, news or Twitter feed so your page is always updated
- included any relevant information in the services section (for example, "We provide information and support to people with Parkinson's and their families and carers").

## CONNECTING WITH PEOPLE ON LINKEDIN

**1** The easiest way to connect with someone is to go to their profile and click on the 'Add to my network' button. LinkedIn has a search facility to find people you know and it also includes 'People you might know' on your homepage.

**2** If you can see that someone you know is connected to someone you would like to contact, click on the 'get introduced through a connection' button. For example, you might want to connect with the corporate and social responsibility managers or medical professionals who specialise in treating Parkinson's. Remember, just as you would in real life, to wait a while before contacting them with a specific request.

**3** Unlike some social networking sites, it's not always seen as a good thing to have too many connections, so think carefully before adding someone to your network.

**4** As with all other social media, keep your tone personal. Never just use the pre-prepared requests or responses.

### NEXT STEPS

Once you are set up on LinkedIn, one of the ways you can get the most out of it is by joining one or more of the LinkedIn groups (communities with shared interests), where you can participate in discussions about topics of relevance to you.

Once you have found a group that is of interest to you and your organisation, simply click on the 'Join Group' button. It is possible to set up your own group, but this will be more time intensive, so it

makes sense to join existing groups – particularly when you first join the site.

Once you have joined an interesting group, take the time to respond to discussion statements so you can get to know the active people in the group. Then you can ask them to connect with you personally. A couple of useful groups for voluntary organisations are:

- **Social Media for Nonprofit Organisations** – which, as the name suggests, provides information and advice to voluntary organisations interested in using social media
- **Non-profit Marketing and Fundraising Tips** – again, another great resource for voluntary organisations looking to expand their knowledge in this area.

For more information, go to [www.slideshare.net/ThomasMueller/how-to-use-linkedin-for-your-charity](http://www.slideshare.net/ThomasMueller/how-to-use-linkedin-for-your-charity).

“  
If there is more than one of you working in your organisation, ask your colleagues to create LinkedIn profiles – the more of you there are on the site, the greater your chances of developing useful relationships  
”

# SECTION 5.4

## YOUTUBE

### GETTING STARTED

**1** YouTube is owned by Google. If you already have a Google account, you can use this to set up a YouTube account, otherwise you will be directed to create a new Google account. (Note: you should not associate your Google or YouTube account to a personal email address because if you ever leave your current role, your colleagues will not be able to access your organisation's YouTube account.) After you have linked YouTube to a Google account, the YouTube password becomes the Google account password.

**2** Go to [www.youtube.com](http://www.youtube.com) and click on 'sign in' in the top right-hand corner and you will have the option to 'create an account'. When choosing a Google or YouTube username, try to relate it to the name of your organisation as this is what the public will see. More information on setting up a YouTube account can be found here: <http://support.google.com/youtube/bin/topic.py?topic=16546>.

**3** When you have set up your account, you will see a screen with a link to 'Customise Channel'. Click on this link. Alternatively, if you miss it or want to add a channel to an existing YouTube account you have, just look at the top right-hand corner of the screen to find your username. Next to your username is a drop-down arrow: click on this and select 'Customise Channel' from the menu.



**4** Now you can see your channel, but you need to display your organisation's logo and make sure it fits with your brand. In other words you need to give it a visual identity that will make it instantly recognisable as your channel and ensure it is consistent with any other media channels you are using. The advantage of having all your films in one place is that it makes them easier for people to find and helps you to build an online community.

At the top of the channel are a series of tabs. The second one along from the left is called 'Themes and Colours': click on this. You can make use of one of the pre-set themes or you can create your own

**“** The advantage of having all your films in one place is that it makes them easier for people to find and helps you to build an online community **”**

by clicking on 'Advanced Options'. Once you've made your changes you can save your theme with a new name. This is useful if you want to periodically change your theme to reflect your current campaign then change it back to the standard one for your organisation.

Don't forget to save your changes. Back on the channel's page, you can use the little arrows next to any of the page elements to move that element around the screen until you have the layout you want.

**5** Go back up to the top of the channel's page and look at the tabbed bar again. The first tab is 'Settings'. Click on this. In this tab you can find out the URL of your channel, which is vital for publicising it, and set the page title.

**6** Now you are ready to make and upload films. When you sign in, simply click on the 'Upload' option in the top right-hand corner, and drag down to the 'video file' option. Then you need to click on the upload option and browse to the saved file on your computer.

**7** While the video is uploading you can type in a title, page description and tags. Tagging means adding words to describe the event or subjects that will help people find them. Tags are particularly important as they will help people find your film so type in as many relevant ones as you can think of. They will also help with Google optimisation, which matches your tags with the words people search with to increase your visibility. For more information on what you can and can't upload go to [www.youtube.com/watch?v=\\_O7iUiftbKU](http://www.youtube.com/watch?v=_O7iUiftbKU).

## YOUTUBE TIPS – KEEP IT SIMPLE

Smaller voluntary organisations may feel that they don't have the time, money or skills to make a video. But even if you're a beginner, you can ensure great results if you follow these simple tips:

- Use a basic handheld camcorder – or your mobile phone's video function – and simply film someone talking directly at the camera. For example, you could get someone with Parkinson's to talk about different aspects of living with the disease. Or you could make a video informing people about what support is available for people living with the disease.
- You can then use basic editing software such as iMovie or Windows Movie Maker. But if you manage to film what you want in one take you don't even have to use this.
- If you use music, you must make sure you have permission. Alternatively, there are sites that give you access to royalty free music, which means there is no charge. Try [www.royaltyfreemusic.com](http://www.royaltyfreemusic.com).
- Experiment and practice before you upload. But remember: the point of YouTube isn't to upload highly polished professional films. The most popular videos are filmed by amateurs and may not even be of a particularly high quality. People want something that looks authentic but will entertain and engage them.
- If your camera allows it, attach an external microphone and place it near the person speaking to get much better audio quality.
- Prepare what you will say and don't be afraid to do as many takes as you need.
- Film head and shoulders against a clear background – pop-up stands are great as backdrops.

## NEXT STEPS

**1** YouTube runs a non-profit programme dedicated to voluntary organisations. While it is only available to users in Australia, Canada, the UK and the US, the programme's advice still applies to anyone wanting to create great videos:

- **Reach out.** YouTube is not a shrunken TV screen. It's interactive, so post videos that get YouTube viewers talking, and then stay in the conversation with comments and video responses.
- **Partner up.** Find other organisations on YouTube who complement your mission, and work together by promoting your videos via other social media platforms.
- **Keep it fresh.** Put up new videos regularly and keep them short – ideally under five minutes.
- **Spread your message.** Share links and the embed code for your videos with supporters so they can help get the word out.
- **Be genuine.** YouTube has a wide demographic, so high view counts come from content that's compelling, rather than what's necessarily 'on trend'.

**2** For further tips on how to get the most out of YouTube go to [www.youtube.com/t/ngo\\_tips](http://www.youtube.com/t/ngo_tips).

“ YouTube’s advice for not-for-profit organisations is to ‘reach out’. YouTube is interactive, so post videos that get viewers talking, and then stay in the conversation with comments and video responses

”



---

# SECTION 5.5

## FLICKR

---

### GETTING STARTED

**1** Create an account at [www.flickr.com](http://www.flickr.com) using a Yahoo ID. If you don't have one then go to [www.yahoo.com](http://www.yahoo.com) and set one up. (Or you can use your existing Google account or FaceBook account to sign in.) Choose a name for the account.

**2** Once you have an account, you can select and upload images saved on your computer. It is important to tag them properly (see page 21).

**3** If you have a number of photographs from a particular event, you may want to group them together in the same way you might make a photo album. This will allow people to find all your relevant images in one place.

**4** Remember to save your images once you have uploaded them. If you want to edit them at any time, simply go to the edit option on the photo.

**5** You will also have to select your privacy settings, which gives you the chance to make your pictures available for all to see or not. If you want to keep them private, you can set up a group. However, if your aim is to publicise your work, this would not be the best option for you. You also need to select copyright settings. If you are not sure what the different options mean, once you have selected one you can



'right click' on the photo and it will explain the restrictions of the copyright setting you have chosen.

### BEFORE YOU UPLOAD PHOTOS

- A free Flickr account limits you to a set amount of memory each month. So choose and upload only your best pictures and leave space for any others you may wish to take in the future.
- Resize photos. You have a choice: upload a few very large photos or lots of smaller ones. For the latter, don't upload high-resolution images directly from your camera. Resize them to 600 pixels wide (or less) before you upload. You'll then have room for more photos every month.
- Change the privacy settings on your photos. Flickr lets you restrict access to your photos to people of your choosing, or you can make them totally public.

### BUILDING A COMMUNITY

- After you sign up, search for your friends or invite them to join you. Find groups you're interested in and add your photos. Browse other people's tags. Leave comments on other users' photos.
- Subscribe to the 'Recent comments' RSS feed in your newsreader to stay up to date.
- Check the Flickr weblog to see what the website's community has got to offer.

# SECTION 5.6

## INSTAGRAM

### GETTING STARTED

**1** Sign up for an Instagram account by downloading the Instagram app in the App Store on an iOS device (iPhone, iPod, iPad), or in Google Play for an Android device. After installing the app, open it on your device, tap the ‘Sign up’ button to begin the account creation process (the ‘Sign up’ button is at the bottom left of the screen).

**2** Once you are registered, choose a username that clearly represents your organisation. Add a profile photo, a biography and a link to your website.

**3** Connect your account to Facebook, Twitter and any other social networking sites where you have an account. To do this go to Profile > Edit sharing settings. This will allow your Twitter followers and Facebook friends to find you easily when using the ‘Find Friends’ tool. It will also create a news story in Instagram for anyone who follows you on Twitter or Facebook and has connected their account to Instagram.

**4** As you will be browsing photos on your mobile, you can set up ‘push notifications’ on your phone. Push notifications are alerts that indicate when there has been recent activity on the app – for example, when a user likes or comments on one of your photos, when a user @mentions you in a comment, or when your photo is posted to the ‘Popular’ page.



To control the notifications on your iOS device, exit the Instagram app and access the ‘Settings’ section on your phone. Find Instagram in the ‘Notification Centre’ and configure your app preferences. (Android Instagram users must change notification settings from the app itself. Choose Settings > Edit Profile > Push Notifications.)

If you choose not to enable external notifications, you can see new user and comment notifications in the News section of the app, which you can access via the navigation panel – the icon looks like a speech bubble with a heart in it.

**5** Announce to your Twitter and Facebook followers that you’re on Instagram. Let them know your Instagram username and show non-iPhone/Android followers where they can see your Instagram photos.

### TAKING PICTURES

Once you have created an account, you can experiment with taking a photo with Instagram. To do this, click the blue camera button in the centre of your Instagram navigation panel. By default, Instagram activates your device’s camera, so you may either choose to snap a picture there and then or choose a picture already saved to your phone. If you

choose the latter, click the double-square button on the lower-left of the screen.

If you choose an existing photo on your phone, bear in mind that Instagram sizes photos to perfect squares. Therefore, if you select a photo that was originally taken horizontally (landscape), you'll have to crop some portions of the image — either that or live with the default black border.

## EDITING YOUR PHOTOS

One of the main reasons for Instagram's appeal is that it allows you to edit your pictures in such a way that they can look as if they have been altered professionally.

Once you've either taken or selected a photo, a set of three icons appears beneath the image. These give access to the 17 Instagram filters that add different effects to your photos to make them look like they have been altered by a professional. Scroll through the filters and experiment with the best one for that particular image. You'll soon find that certain filters work well with specific types of photos.

Each filter also has its own associated border. For instance, the Earlybird filter adds rounded edges to your photo, and Kelvin adds a rough, sandpaper frame. You may, however, choose to forego borders altogether by tapping the square 'frame' on the upper-left of the edit screen.

There are various other editing options to enable you to enhance your pictures that may or may not be useful for your purposes. It is worth experimenting, but don't be overwhelmed: in most situations, the basic options will probably be ok.

## SHARING PHOTOS

Once your photo is ready to go, click the green 'check' mark. This brings you to the social sharing screen.

Add a caption, category hashtags and @mention people, especially if you plan to share your images via Twitter. The caption will be the text of the tweet, and the app will file hashtags and @mentions accordingly. If you've enabled location services on your device, you even have the option to tag where you took the photo. The way your photo appears when posted depends on the style of the social network to which you post.

For instance, if you share to Twitter, Instagram tweets a link to your photo, along with the text you choose as the caption. Instagram photos appear directly on Twitter, which means you don't even have to click the link to view someone's photo — you may simply expand the tweet to view directly. When sharing to Facebook, your Instagram photo will appear in the news feed with the attached caption.

## FIND FRIENDS

Head to your profile tab and select 'Find Friends'. You can search for friends who have connected their Facebook and Twitter accounts to Instagram or input your phone's contact list to generate further connections. You can also search by name, username or hashtag (e.g. "#skydiving").

You can also go to the 'Popular' page — indicated by the star on your navigation panel — and look at photos that appeal to you and try and find like-minded people to follow.

Once you've followed some users, you'll begin to see their photos appear in your news feed, which you can access by tapping the icon that looks like a house on the left side of the navigation panel. Alongside user photos, you'll see people who have liked or commented on the photo.

# SECTION 6 PLANNING, MONITORING & MAINTAINING YOUR SOCIAL STRATEGY

---

Once you have identified the best channels for your audience – and established a strong community that regularly engages with your posts, tweets, videos and other online content – you’ll need to build a strategy that helps you and your team maintain and grow your influence and interaction. These ‘advanced’ tips will help fuel your continued success across social media of all kinds.

## LINK YOUR OUTPUT TO YOUR ACTIVITY

If you know you have got a big event coming up, plan your social media activity around it. Remember to also publicise it on your website and then report on the event afterwards. There are a number of free tools you can use to schedule tweets if you know when and what you want to say in advance. This is also helpful for voluntary organisations with part-time staff: you can set one up for a day you are not going to be in the office.

To do this, try Hootsuite ([www.hootsuite.com](http://www.hootsuite.com)) or Twitter’s own Tweetdeck app ([www.tweetdeck.com](http://www.tweetdeck.com)). But remember that, ideally, someone from your organisation should respond to any emails and tweets from supporters or other interested parties.

## ENSURE THERE IS A REGULAR FLOW OF ENGAGING CONTENT

This is a challenge for any organisation, particularly a small voluntary one. It shouldn’t all be down to one person to provide the content. It’s something that the whole team should get involved in.

Try setting up regular meetings to update each other on forthcoming events and activities as well as to brainstorm ideas. In organisations where there are different departments, you could designate a day of the week to each and task them with producing content for that day based around their own activities.

Another possibility is to get your followers to contribute content by posing questions that start a debate, setting up opinion polls and then posting the results, or setting competitions for supporters and reporting back on the best entries. For example, you might ask your supporters to come up with a new name for a fundraising event and then tweet some of the suggestions. Be prepared to respond to questions and to thank people who retweet your tweets to their network of followers.

## CREATE CONTENT THAT IS USEFUL AND INTERESTING

Online relationships are like any other – their success depends on both parties

“  
If you have a big event coming up, plan your social media activity around it

”

getting something out of the interaction. Create something so useful that people who are interested in your cause will find it irresistible. Give it away in exchange for an email address, and you'll have a database of people who are ready to do more for you because they feel the gratitude of having got something from you already.

If your organisation is one of many working in a particular area, this is even more important. Your survival depends on how you stand out, and you have to make it easier and more desirable for your supporters to find you, not the other way round.

### **KEEP YOUR WEBSITE CONTENT FRESH AND INTERESTING**

Think of your main website as your 'content hub' or shop window. One of the main purposes of your social media activity is to drive traffic to your website, where your brand and message can be better controlled and where you can develop a deeper relationship with new and existing supporters.

Without a well-designed and well-structured website with plenty of interesting, relevant content, there's nothing to share on social media and they can often become closed communities. If someone sees a tweet by you that they find interesting, they will probably go to your website to find out more about you. If they find dull, out-of-date content, you could lose a potential supporter forever.

### **MAXIMISE OUTPUT**

Make the most of what you've got: if you are already producing a magazine, put it on your website. If you have just conducted a survey to find out the impact

“ Think of your website as your shop window. If someone sees a tweet by you that they find interesting, they will go to your website to find out more about you. If they find dull, out-of-date content, you could lose a potential supporter forever

”

of your services, put the results on your website and tweet about it. For example, you could tweet, ‘Guess which age group uses our services the most?’ and then include a link to your site with the full results of the survey.

### **MAKE SURE YOUR CHANNELS COMPLEMENT EACH OTHER**

Auto-link your Twitter account and blogs to Facebook. If you make a film, tweet and Facebook the YouTube link and embed it on your website. Then ask your supporters what they thought about it and post the feedback you get. If you write a blog, you can also use social apps such as Twitterfeed (<http://twitterfeed.com>) to automatically publish new stories to your social accounts via RSS feeds.

### **CREATE A REGULARLY UPDATED BLOG ABOUT YOUR ACTIVITIES**

Get contributions from as many people in your organisation as possible. You could even invite guest contributors, such as people with Parkinson’s and medical experts you have a good relationship with. Link the blog to your website to ensure you maximise any ‘traffic’.

### **BE IMAGINATIVE WHEN ASKING PEOPLE TO GET INVOLVED**

Instead of asking for a regular donation of £2 a month, follow the example of Kiva ([www.kiva.org](http://www.kiva.org)) and Vittana ([www.vitana.org](http://www.vitana.org)) and ask for a microloan. Or if you want people to support your campaign, use 38 Degrees ([www.38degrees.org.uk](http://www.38degrees.org.uk)), a site for social activists, to ask people to sign your petition. Reaching out to an undefined large group of people with an open call like this is a great way to form new relationships.

### **SHOW PEOPLE HOW YOU ARE CHANGING THE WORLD**

There are a number of digital tools in the marketplace to help voluntary organisations report their impact in a visual way – whether it’s a series of video case studies posted onto YouTube, an infographic put together in [visual.ly](http://visual.ly) (a community platform for data visualisation) or a dynamic chart connected directly to live non-profit data using Google Chart Tools. (All of these tools are free to use, incidentally, so have a look and see which ones appeal to you.)

### **ANALYSE WHAT WORKS**

Use Google Analytics to find out which social networks are driving the most traffic to your website, and monitor when there are peaks and troughs to establish what kind of content tends to be more popular. Combine the basic analysis with some of Google Analytics’ more advanced tools and you’ll even be able to work out which social networks lead to the most conversions (donations, volunteering enquiries, newsletter sign-ups etc). You can then re-focus your future efforts on the channels that work best for you, maximising your returns compared to the time and resources you invest.

### **FIND YOUR INFLUENCERS**

Every voluntary organisation has limited resources, so it makes sense to focus them on the areas where they will make most difference. Establishing new connections with the most influential online personalities can build your work, extend your reach and help get your messages out. Tools such as Followerwonk ([www.followerwonk.com](http://www.followerwonk.com)), Tweepz ([www.tweepz.com](http://www.tweepz.com)) and LinkedIn can help you do this.

## SECTION 7

# DOs & DON'Ts

---

If your organisation has yet to draft its own social media policy, the following 'dos & don'ts' will serve as a good general guide to etiquette and accepted behaviour – as well as offering some pointers about drawing up your own guidelines, if and when you decide to do so.

### DO

#### ✓ **Plan and prepare a media strategy**

before you launch your campaign, whether it's about raising awareness or influencing opinion. Social media is just the channel, not the message itself, so you need to be clear about what you want to achieve, who you want to reach and what you want to say.

✓ **Allocate resources** and be clear what commitment the strategy or campaign will require. Who will be responsible for uploading content, monitoring responses and responding to them? The chances are there will be more than one person working on the campaign, so you need a clear system in place to ensure all the gaps are filled and you don't have periods of inactivity. It is essential to set up a shared editorial calendar listing your channels, key messages and content ideas.

✓ **Be clear about your guidelines.** You shouldn't upload anything that does not reflect the organisation's views. You also need to know if your organisation takes a stance on key issues – for example, medical research into Parkinson's. If your voluntary

organisation doesn't have a social media policy or a predefined stance on key issues yet, this may be something to address. However, even without these things in place, you can still tweet links to articles and throw the debate open to your followers by asking people what they think, rather than coming down on one particular side of the argument.

✓ **Be consistent.** If different members of your team are going to be tweeting, there needs to be a degree of consistency so as not to confuse your followers and to ensure your output is recognisable as coming from the same organisation.

✓ **Be creative.** Social media cannot turn a bad idea into a good one. The creative part always has to be down to you.

✓ **Experiment and practise.** If you lack confidence, you can set up a Twitter or Facebook account in your own name

“  
Plan and prepare your media strategy before you launch your campaign, whether it's about raising awareness or influencing opinion. Social media is just the channel, not the message itself  
”

first to get used to how they function. With time you will learn what works and what doesn't.

- ✓ **Be personable but professional.** With all forms of social media, the tone of your content should be informal and conversational – people engage with other people, not organisations. At the same time, you are representing your own organisation, so the language and tone you might use for old school friends might not be appropriate.
- ✓ **Become an expert.** By using discussion forums to showcase your knowledge of Parkinson's, you can prove that you are very knowledgeable in your field, which could lead to policymakers, healthcare professionals and representatives of the treatment industry and the media seeking you out.
- ✓ **Use it to raise money.** Social media can be a highly effective fundraising tool. Justgiving and JustTextGiving from Vodafone can both help you with this as can Twibbons. Twibbons are small graphics that you can put on top of your avatar (the onscreen representation of the user) on Facebook or Twitter that show your support for a particular voluntary organisation or a campaign in a visual, impactful online statement. The user's Twitter account automatically tweets to let everyone know about their affiliation, and gives them the chance to donate.
- ✓ **Have a clear 'ask'.** People need to know what you require from them.
- ✓ **Make it easy to get involved.** Provide people with a number of options. Don't frighten them away.
- ✓ **Keep the momentum going.** There is no point setting up a Twitter account if you are not prepared to use it every day.

If your output becomes stale and uninteresting, people simply won't follow you any more. The same applies to other platforms. Don't just make one YouTube film – keep making them.

- ✓ **Be patient.** It will take time before you can reap the rewards, so don't give up too easily.
- ✓ **Monitor how you are doing.** Keep reviewing what you are doing to see what works and what doesn't and consider whether you need to allocate fewer or more resources. There are some great tools to help you such as MentionMapp ([www.mentionmapp.com](http://www.mentionmapp.com)) and Facebook Insights.
- ✓ **Beware of spammers** (social media users who post irrelevant, offensive or commercially-driven content). Take action to block these users, ensuring they cannot follow you or comment/post/share on your social accounts.

“  
Don't forget other important forms of communication. Social media has its place, but so too do more traditional forms of communication. Ideally you should integrate your use of all of them  
”

## DON'T

- × **Compromise your organisation's reputation.** Although you need to respond timely to comments, don't rush into it without thinking before you publish your reaction.
- × **Forget that it's a public forum.** Don't say anything on Twitter or Facebook you wouldn't say out loud.
- × **Preach.** The whole point of social media is that you can engage in two-way communication so don't try to tell people what to think. Enter into a discussion.
- × **Be silent for fear of saying the wrong thing.** This might seem to be in contradiction to the above points but it isn't. It's good to think before you publish, but don't be so paralysed by fear that you say nothing. New updates are sent out every second on Twitter so don't miss an opportunity to get involved in a discussion by spending too much time worrying about your response. And remember you can delete or edit any post, so it's easy to correct mistakes.
- × **Ignore negative comments.** Information can spread quickly on the internet, so you need to address issues quickly to prevent reputational damage. But be tactful in your response: don't be tempted to fight fire with fire.
- × **Forget that you are expressing the views of your organisation,** not your own.
- × **Get everything signed off.** Make it clear to colleagues that the immediacy of social media means that getting your updates signed off before you publish them is both impractical and unrealistic. Part of the cultural shift that needs to take place within your organisation before you can start using social media is that you have to be

prepared to take a more relaxed approach to protecting your reputation. That's not to say that you should ever upload anything that's not 'on message', rather that your colleagues need to trust you not to do so.

- × **Forget other forms of communication.** Social media has its place, but so too do more traditional forms of communication. Ideally you should integrate your use of all of them.

# SECTION 8

## GLOSSARY OF SOCIAL MEDIA TERMS

---

The following list has been compiled from a variety of online sources including <http://blog.hubspot.com>.

**Avatar:** An image or username that represents a person online within forums and social networks.

**Bitly ([www.bitly.com](http://www.bitly.com)):** A free URL-shortening service that also provides statistics for the links users share online.

**Charity Tuesdays:** A weekly opportunity (every Tuesday!) for Twitter users to promote non-profit organisations and good causes using the hashtag #charitytuesday.

**Cyberpressure:** Using the pressure of your followers, fans etc. to influence opinion or effect change.

**Delicious ([www.delicious.com](http://www.delicious.com)):** A free online bookmarking service that lets users save website addresses publicly and privately online so they can be accessed from any device connected to the internet and shared with friends.

**Digg ([www.digg.com](http://www.digg.com)):** A social news website that allows members to submit and vote for articles.

**Direct message:** Unlike a tweet, a direct message in Twitter is a private message between you and another Twitter user. You need to be following someone in order for that person to send a direct message to you, and they need to be following you in order for you to send them a direct message.

**Embed:** 'Embedding' involves placing content such as a video or graphic directly into a webpage – as opposed to creating a link that users follow to another site.

**Fan:** Someone who 'likes' your Facebook page (if you are an organisation).

**Forums:** Also known as a message board, a forum is an online discussion site.

**Friend:** Someone who likes your Facebook profile (if you are an individual).

**Hashtag:** The '#' sign on your keyboard, used to precede a key topic on Twitter. It helps people find comments on subjects they are interested in.

**Keywords (tags):** The words you use to describe something online, which, in turn, help people to find you via search engines.

**Mention:** A reference to a Twitter user by the username preceded by the '@' sign.

**Micro-blogging site:** A site where you upload shorter messages and links.

**Podcast:** Audio or video recordings made available for download – usually created as a series of episodes and downloaded via RSS or popular podcast software such as iTunes.

**Retweet:** When someone on Twitter sees your message and decides to re-share it with his/her followers.

**RSS:** Acronym for Really Simple Syndication or Rich Site Summary. RSS feeds allow a publisher to syndicate or share online content automatically. It is an easy way for subscribers to receive automatic updates from a website without having to visit the websites and searching for new or updated content.

**SEO:** Acronym for Search Engine Optimisation, which improves the ability for search engines to index your site – thereby increasing the likelihood that content within your webpages will be found.

**Tweet:** A post on Twitter.

---

**Timeline:** This is the new Facebook format for profiles and pages. It is essentially a digital scrapbook of a user's online life, displaying their profile in an actual timeline format so they can see at exactly what point in time something occurred.

**Trending:** A trend is seen on every social network. Facebook shows what is trending when multiple users are sharing the same link or discussing the same topic. Google+ highlights a trending topic when a user conducts a search. Twitter has a section to the bottom right of its home feed that clearly shows what topics and hashtags are trending in tweets. LinkedIn also shows what stories are popular (in its LinkedIn Today section).

**Viral:** Anything – videos, images, music, adverts, news stories, gossip etc. – that spreads very rapidly to many thousands of people within a short space of time through video sharing websites, social media and email.

## SECTION 9 HELP IS AT HAND

For up-to-date information on the social media platforms mentioned in this guide, log on to these dedicated help centres:

- **Facebook:** [www.facebook.com/help](http://www.facebook.com/help)
- **Twitter:** <http://support.twitter.com>
- **LinkedIn:** <http://help.linkedin.com>
- **YouTube:** [www.youtube.com/youtubehelp](http://www.youtube.com/youtubehelp)
- **Flickr:** [www.flickr.com/help](http://www.flickr.com/help)
- **Instagram:** <http://help.instagram.com>

## SECTION 10 FURTHER READING

### 'Older Adults and Social Media'

View the Pew Research Center's report:  
<http://pewinternet.org/Reports/2010/Older-Adults-and-Social-Media/Report.aspx>

### 'How charities can use social networks to gain engagement, support and action'

<http://www.guardian.co.uk/voluntary-sector-network/2012/jan/30/charities-use-social-networks-engagement>

### 'Mapping world social media trends'

<http://econsultancy.com/uk/blog/10019-mapping-world-social-media-trends>

### 'How to Create a Social Media Editorial Calendar'

<http://searchenginewatch.com/article/2136988/How-to-Create-a-Social-Media-Editorial-Calendar>

### '24 tools for fundraising with social media'

<http://www.socialbrite.org/2010/05/28/19-tools-for-fundraising-with-social-media>







1 Northumberland Avenue Trafalgar Square London WC2N 5BW United Kingdom  
Tel: +44 (0)207 872 5510 | Fax: +44 (0)207 872 5611 | Email: [info@epda.eu.com](mailto:info@epda.eu.com)

Regus EU Parliament 37 Square de Meeus B-1000 Brussels Belgium  
Tel: +32 (0)2 791 7747 | Fax: +32 (0)2 791 7900 | Email: [info@epda.eu.com](mailto:info@epda.eu.com)