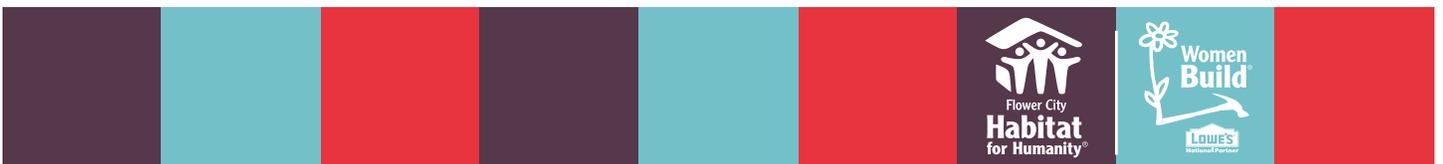




2014 Women Build Social Media Guide

**GIVE A WOMAN A
POWER TOOL
AND SHE CAN
CHANGE THE WORLD**



Flower City Habitat for Humanity

2014 Women Build Social Media Guide

This guide will focus on the following Social Media outlets:

- Facebook
- Twitter
- Instagram

Feel free to use as many or as few of these (and others such as LinkedIn or Google+) as you like – but keep in mind that the power of social media is based on how many people you can connect with. If you have 50 friends on Facebook and 3 followers on Twitter, then focus most of your efforts on Facebook and feel free to dabble in the other two. Also, don't forget that e-mail and texting can also be effective ways to get the word out.

Terminology

Platform	A	B	C	D	E	F	G
Facebook	Profile	Page	Friends	Like	Comment	Share	Tagging & Hashtags
Twitter	Profile	N/A	Followers	Favorite	Reply	Retweet	Handles & Hashtags
Instagram	Profile	N/A	Followers	Favorite	Comment	N/A	Handles & Hashtags

- A. Profile – a page you can customize and include personal information that describes you, usually includes at least one photo, your posts are also displayed on your profile
- B. Page – similar to a profile but for a company or organization
- C. Friends/Followers – people who have chosen to connect with you (and possibly approved by you) so that your posts appear in their home feed and they have access to your full profile
- D. Like/Favorite – an action to indicate you “like” a post or company page, depending on platform this action can extend the reach of a post or page to your followers
- E. Comment/Reply – the ability to post a response to an existing post, again, often extends the reach of a post to your followers
- F. Share/Retweet – the ability to re-post existing content to your page and all of your followers
- G. Tagging/Handles/Hashtags – inclusion of information that links to other people, organizations, or search terms, again, expanding reach
 - a. Tagging (Facebook) – one can tag a person or a page in a photo or in a post by typing the name and choosing from the pop-up
 - b. Handles (Twitter & Instagram) – one can tag another user by typing the handle in their post, examples: @ROChabitat, @5arah5tage, @DandC
 - c. Hashtags – can be used to link to a keyword or phrase that others may use or search for, examples: #ROC #womenbuild #ilovetwitter

Finding Content

Remember – you don't always have to come up with original content – you can share something that is already out there. It doesn't even necessarily have to be directly related to Women Build (Example: Share an article from the D&C about city graduation rates and include a plug for the 98% graduation rates of kids who live in Habitat homes). Here are a few suggestions of where to find great share-able content:

Web:

<http://fchhwomenbuild.wordpress.com/>

<http://www.rochesterhabitat.org/>

<http://www.habitat.org/>

<http://www.habitat.org/wb>

<http://www.democratandchronicle.com/>

<http://her.democratandchronicle.com/>

<http://www.rwmagazine.com/>

<http://www.rbj.net/>

<https://www.uwrochester.org/>

Facebook (like these):

Flower City Habitat for Humanity <http://www.facebook.com/RochesterHabitat?fref=ts>

Habitat Women Build <https://www.facebook.com/groups/HabitatWomenBuild>

Habitat International <http://www.facebook.com/habitat?fref=ts>

Democrat & Chronicle <http://www.facebook.com/DemocratandChronicle?fref=ts>

Rochester Business Journal <http://www.facebook.com/RBJdaily?fref=ts>

Rochester Women Magazine <http://www.facebook.com/RochesterWomanMagazine?fref=ts>

Twitter (follow these):

@ROChabitat

@womenbuild

@UnitedWayROC

@CityRochesterNY

@HerRochester

@Habitat_org

@R_Y_P

@DandC

@RBJDaily

@RBAlliance

@VisitRochester

Instagram (follow these):

@flowercityhabitat

@habitatforhumanity

Other Places to Look/Share:

WB Committee Members

Other WB Teams

Friends/Family

Local Businesses

Religious Organizations

Your Alma Mater

(search for these)

#womenbuild

#ROC

#dogood

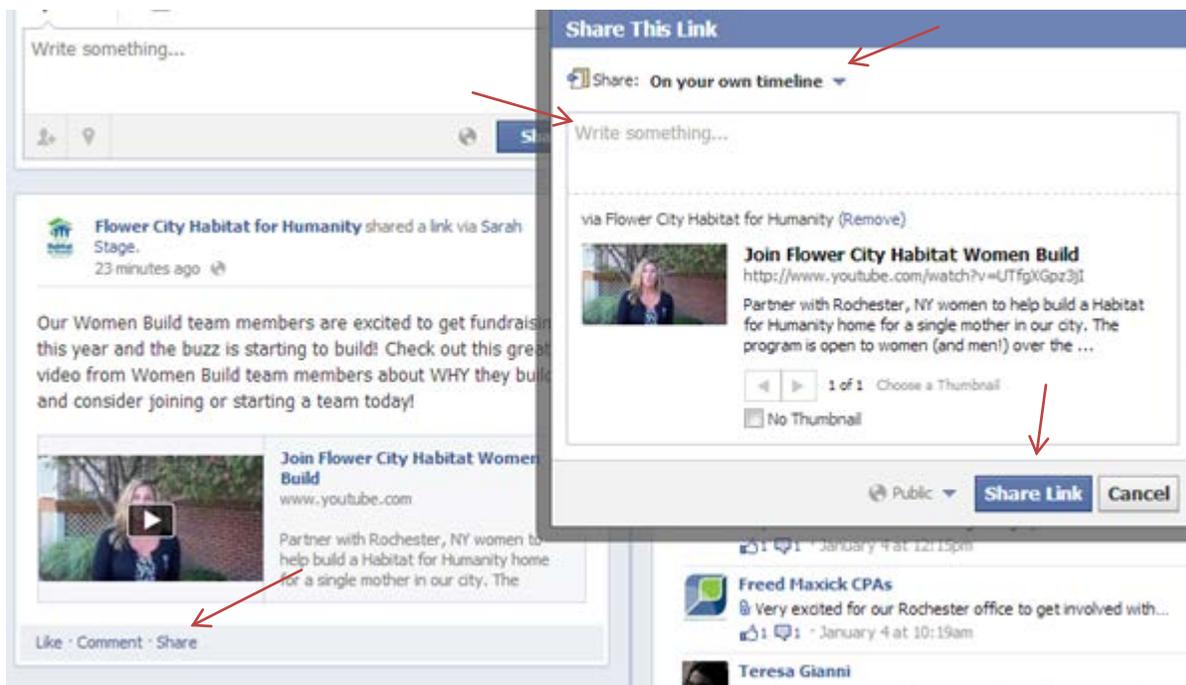
Facebook

Facebook allows you to post from any browser or from your smart phone.

If you are new to Facebook, or just need a refresher, here are a few examples of how you can use it to help promote Women Build. Keep in mind that posts including photos and videos generally get more attention than those that are text-only.

Sharing an existing post from another source:

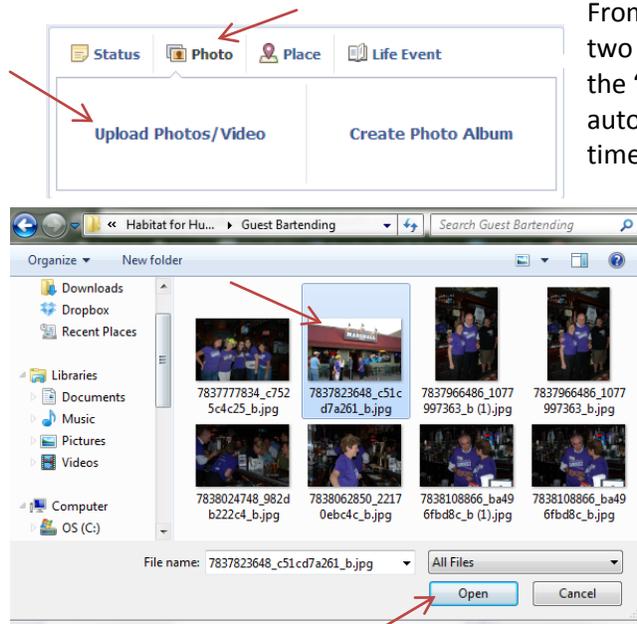
This is one of the easiest things to do and it can really make a big impact with very little work. Simply start by finding a post on Facebook that you want to promote. Look for posts by FCHH, Habitat International, your fellow team members, or even construction/home improvement companies and other women’s groups.



Once you have found your post, click “Share” at the bottom. You will get a pop-up with space to write your own comments and a copy of the original post. You can add your own thoughts or simply click on “Share Link” and you’re done! See how easy that was?

This option defaults to sharing posts on your own timeline, but you also have the option of posting to a group you are a member of or a company page (if you are an administrator). To do so, simply choose where you would like to share the post from the drop-down menu at the top of the pop-up.

Posting & tagging a photo:



From your profile page, click “Photo” and you will get two options. To quickly upload one or a few photos, use the “Upload Photos/Video” option. This will automatically add any photos you upload to your timeline.

Next you will get a pop-up where you can browse your computer for photos. Choose the one(s) you want to upload and click “Open.”



Type a quick caption for your photo (don't forget to mention Women Build) and click on the silhouette at the bottom-left corner of your post to tag people who are in the photo. You can also add the time and place the photo was taken. When you are finished, click “Post” and your photo will appear on your timeline and the timelines of anyone you tagged.

Why tag FCHH?

Tagging Flower City Habitat for Humanity in your posts and photos may add an extra step to the process, but it's an important one! When you tag FCHH, your content will automatically show up on their page and allow them to share with others. If you skip this step, they may not even be able to see your post depending on your privacy settings.

Creating a post from scratch, tagging others, and including a link:



If you are feeling creative, or find something elsewhere on the web you'd like to share, go to your profile page and begin typing your post under "Status." Tag FCHH and/or anyone else you mention in your post by typing the "@" symbol before their name (with no space in-between). After a few characters, a drop-down list of people/organizations should appear. Click on the one you want to choose and complete the name. After a person/organization is tagged, it will be highlighted faintly in blue.



Next, add a link to an outside source (like YouTube or the Women Build Blog) by copying the URL and pasting it directly into your post:

You will get a preview with items you can edit including the title of the link, description and thumbnail. When you are ready to publish, click "Post." Your post will appear on your timeline and the timelines of the organizations/people you tagged.



New Feature: Hashtags (#)

Facebook has recently begun supporting hashtags (#womenbuild #ROC) so feel free to include these in your posts whenever you can.

Twitter

Twitter allows you to post from any browser or from your smart phone. If you are not already using Twitter, keep in mind that your audience will be very small when you first start out, and you may want to focus your efforts elsewhere, but if you are interested in trying sign up for an account at www.twitter.com and get started!

Once you are logged-in, you can compose a tweet right from your home page:



Keep the following in mind:

- Tweets are limited to 140 characters, which is significantly less than Facebook or LinkedIn
- Links will automatically be shortened when pasted in to the compose box. Check the character count in the bottom-right corner to see how many you have left.
- “Mention” others by typing “@” followed by their handle (no spaces)
 - Examples: @RocHabitat @5arah5tage
- “Tag” posts with hashtags (#) followed by keywords that will appear in searches (no spaces)
 - Examples: #ROC #womenbuild #dogood
 - Experiment with hashtags and see what others are doing. There is no “wrong” way to tag a post.
- You can also add photos and locations to your tweets using the icons in the bottom-left corner
- When you are done composing, click Tweet!
- You may also “Retweet” someone else’s post to your followers and “Favorite” tweets by others.

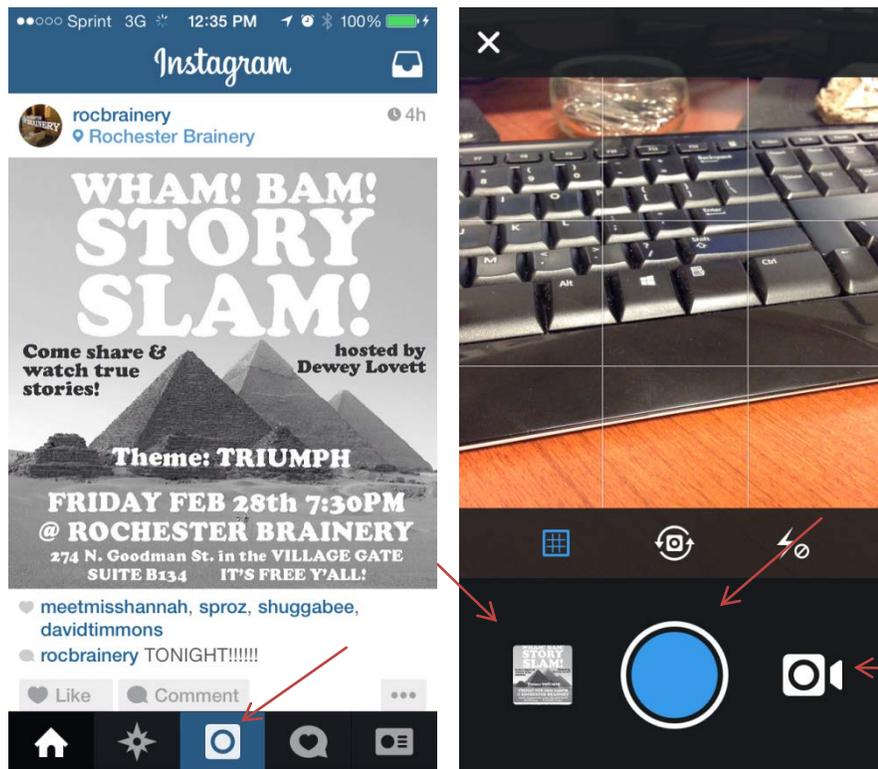
Special Request from FCHH

Please use the hashtag **#womenbuild** in all tweets to help our local program gain recognition from Habitat and others worldwide!

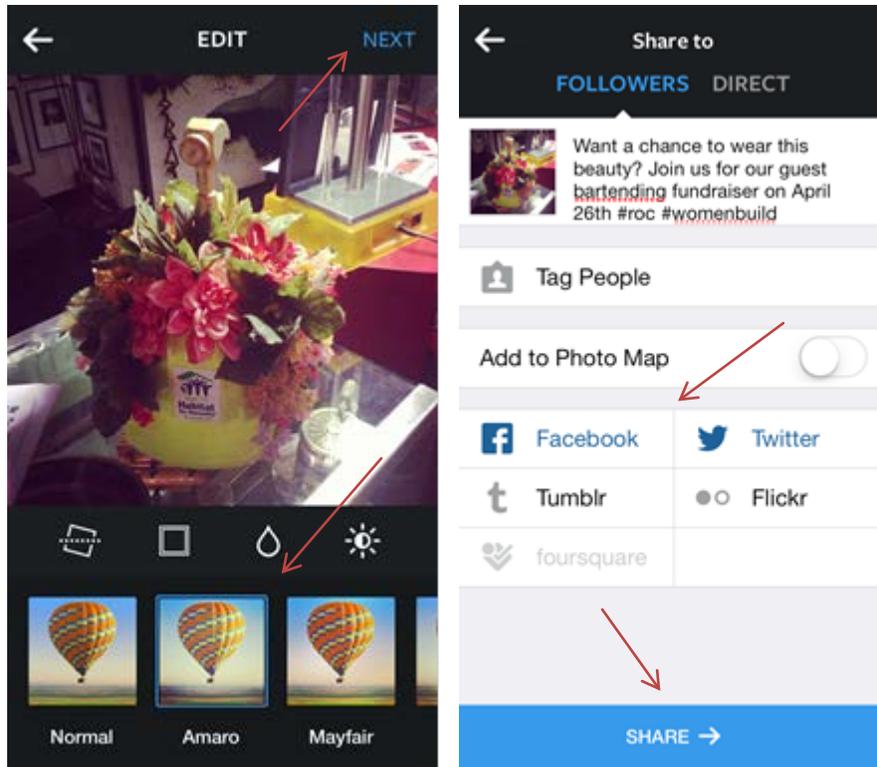
Instagram

Instagram is an app available for free in the Apple App Store or Google Play for Android. It allows you to take a photo (or use one you've taken on your phone), edit it, and then post it with a short description. Instagram functions similar to Twitter in that it supports hashtags (#) and mentioning other users with the "@" symbol. Instagram will also allow you to post your photo directly to Twitter and Facebook in addition to your Instagram feed.

Once you have downloaded the app, open it up and create an account. If you use Twitter, it is a good idea to use the same handle for both Twitter and Instagram to make it easier for others to find and tag you.



- From the home screen, press the center button to post a photo.
- You may take a new photo or video, or choose from the photos and videos already on your phone.
- Once you have taken/selected your photo, you will be asked to crop it to a square shape.



- Once your photo is cropped, you may add effects from the options at the bottom of the screen. Once you have chosen your desired effects, press Next.
- Add a short description of your photo:
 - “Mention” others by typing “@” followed by their handle (no spaces)
 - Examples: @flowercityhabitat @habitatforhumantiy @5arah5stage
 - “Tag” posts with hash-tags (#) followed by keywords that will appear in searches (no spaces)
 - Examples: #ROC #womenbuild #dogood
 - Experiment with hash-tags and see what others are doing. There is no “wrong” way to tag a post.
- You may choose to share your photo on Facebook, Twitter, etc. or you may share on Instagram only.
- When you are done with your share settings, press Share.