

Social Networking for Leagues

LWVNYS Convention
May, 2011



Biggies

- Facebook 640,000,000 users
- Skype 663,000,000 users
- Twitter 200,000,000 users
- LinkedIn 100,000,000 users

Facebook: What Is It?

- A free web site where you can:
 - Find “friends”
 - Read what’s happening in their lives, what’s on their minds
 - See their pictures
 - Comment on their postings
 - Let them know what’s happening in your life, what’s on your mind, let them see your pictures, read their comments and messages to you...
 - “The Wall”: place where your updates and posts are displayed.

Facebook

- How can you personally get on it? Set up a “Profile” ... www.facebook.com
- How do I protect my privacy? Set your “Privacy Settings”
- What Leagues are “on” it? Do a “Search”

Facebook

- How did they get on it? Make a “Page”
- How?
 - Sign up first
 - It’s easy
 - IT’S EASY!
 - Good “how to” guides online
 - <https://facebook-inc.box.net/shared/9e5jiyl843>
 - http://thesocialmediaguide.com/social_media/the-facebook-pages-manual-and-other-guides/

Facebook

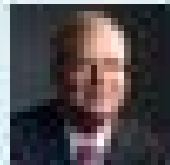
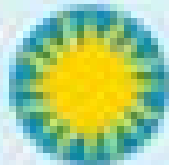
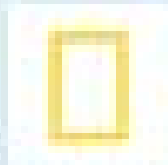
- What can you put (“post”) on your Page? Look around at what others did....
 - League of Women Voters of Saratoga County
 - League of Women Voters of New York State
 - League of Women Voters in Rye, Rye Brook & Port Chester
 -just to cite a very few....

Facebook: Why Should We Do This?

- 640,000,000 users, many of them parents, grandparents who use Facebook already
- Easy, free and open to all on Facebook
- Good way to get the word out – information is “pushed” to those who “like” your page
- Great if you don’t have a web site or email list, and even if you do.

Twitter

- [Twitter.com](https://twitter.com)
- Free, easy
- The “followed” and the “followers”
- Who I follow: Maddow, Onion, Nat’l Geo, Smithsonian, Slate, Rove, NYR of Books, WHO news....



Twitter

- What I get from those I follow: “Tweets”
- What’s a “Tweet”? Usually a link to a web site, sent to your Twitter account or phone.
- Facebook, RSS feeds, Twitter, blog posts, web site content often linked and duplicated.
- Who should “Tweet”? Someone whom others are interested in following....

LinkedIn

- Facebook for business and professionals
- Why not use it?
 - Your members aren't as likely to be on it
 - Everyone's on Facebook 😊

Skype

- Free software you install on your computer
- Allows you to talk through your computer's microphone, see the person you're talking to and let them see you if you have cameras on your computers
- Calls are free if computer to computer, anywhere in the world
- Small fee if computer to cell phone or land line
- Can set up group calls.

Blogs

- Barbara Bartoletti's Blog:
 - <http://lwnvy-capitolbeat.blogspot.com/>
- www.blogger.com
- Anyone can access a blog, post comments, etc.; don't have to be "signed on" to anything.
- Wordpress: <http://wordpress.org/>: open source blogging tool that creates very attractive blogs with many features and add-ins. For the technically inclined.