



# Getting Started

## On

# Social Media

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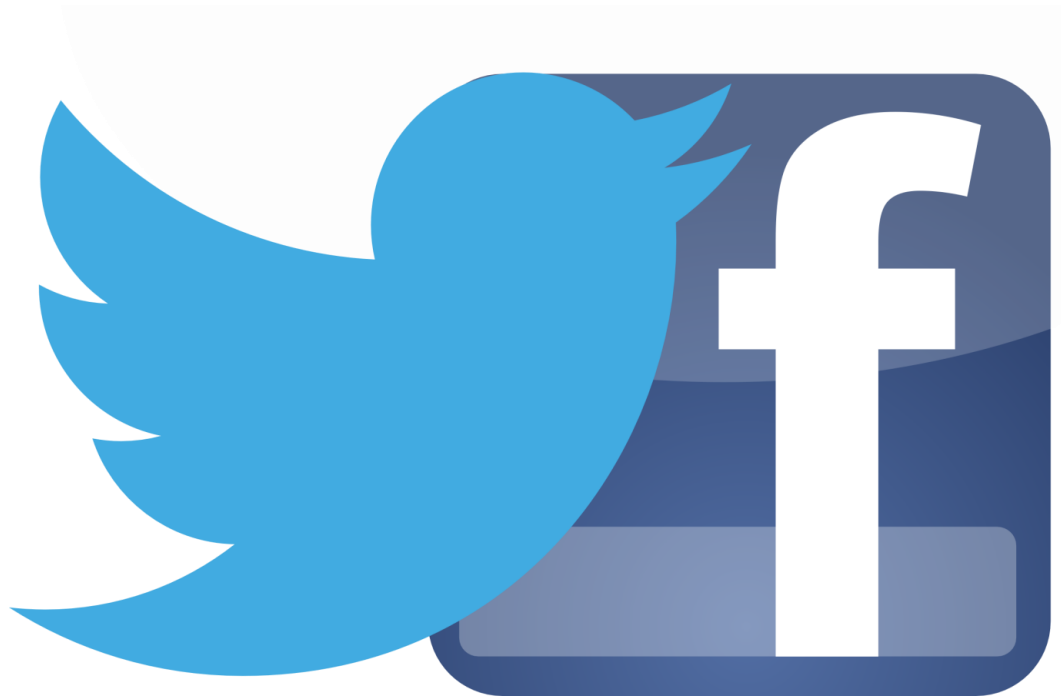
30 Tips to Improve Your Social Media Marketing..... **Error! Bookmark not defined.**

## Purpose and scope

This document has been written to provide Club officers, Area and District Presidents with some basic information on two of the most heavily used social media applications.

Social media is all pervasive these days and the ASC felt there was a need to help members use it as one of their tools for recruiting members. It is specifically a starters Guide and has restricted itself to Twitter and Facebook only.

As with all forms of promotion they work best over a period of time when used regularly. If you find this information interesting, helpful or you have alternative ideas, mail me.



## ASC Beginner's Guide to Twitter

This is simple a 20-minute guide to Twitter for non-techies. It's a simple Jargon free quick guide to why use Twitter and what Twitter can do for you and your club.

Over the last few years, I have helped several friends and family members get going on Twitter. This is where the idea for a simple, step-by-step guide came from.

If you are new to Twitter these simple steps should help you get you up and running *fast*.

### *First of all why Twitter?*

Many of you will already use Twitter so you can skip this step. Others in the organisation will either wonder what all the fuss is about or think it does not apply to you. After all who wants to know what you had for lunch?

I have pulled together some quick points on why Twitter will be good for your club, here are seven reasons:

1. **It will enable you to experience social networking first-hand.** One of my pet peeves is people who sound off on new technologies but have never actually used them. There is no substitute for personal experience, and it helps you discover how it can help your club.
2. **It will introduce you to new people.** Or in the case of speakers clubs introduce you to new club prospects.
3. **It will make you a better writer.** Twitter only allows you to post 140 characters at a time. As a result, you are forced to be concise. And we all know that good writing is often helped by short messages, short paragraphs and short sentences.
4. **It is faster than text-messaging.** In a sense Twitter is a universal text messaging system. You can broadcast to all of your "followers" (i.e., people who subscribe to your Twitter feed) or send a direct message to just one. As a result, I have almost completely stopped text messaging. The only time I use it is to reply to someone who messages me outside of Twitter.
5. **It can create traffic for your club's blog or Website.** I got a 20% increase in traffic to my website simply by Tweeting tips with a link back. You can do the same for your club by sharing information that people like.
6. **It requires a very small investment.** Twitter itself is a free service. In terms of my time, I probably spend less than 30 mins a day and I tweet for three organisations!
7. **It can help build your clubs "brand."** A brand is developed one step at a time, or one impression at a time. When people hear the club name, what comes to mind? What is the club's reputation? What is the "brand promise"? Brands are built incrementally. Twitter gives you one more way to build your club's brand, one tweet at a time.



## *Twitter in eight steps*

OK now you know why Twitter is good for you and good for your club, how the devil do you make it work? Just like before I have put together a series of eight steps for you to follow.

Take a few moments and then just ‘Go for it!’

### 1. **Set up your account.**

Go to [Twitter](#) to get started. Enter your name, email, and a password. Click **Sign up**.

You will now be taken to a second screen where you can select a username. This is the name by which you will be known on Twitter. What name should you use?

If you are trying it out for yourself your real name is best—if it’s available. If not, you can try using a middle initial or prefacing it with something like “the” or “real” (e.g., “JaneDavis” or “Real JaneDavis”).

Also, I recommend using initial caps and in-word caps. It will make your username more readable and memorable. For example: I use “PaulJohnstone”

If you are creating an account for your club we have ‘IpswichSpeakers’ and ‘SudburySpeakers’

Now click on the **Create my account** button. That’s it. You are now officially a member of the Twitter community. Congratulations!

Next, Twitter will help you get started. It will explain what a tweet is and give you the opportunity to “follow” a few friends, popular people, or brands. You can opt out of these steps for now if you wish. Simply click the Skip this step link. I would follow a couple of people or news organisations to see how you get messages (you can unfollow later)

Twitter will also give you a chance to see some of your friends who are on Twitter. You do this by checking your online address book. However, your contacts will have to be in one of the supported services: Outlook, GMail, Hotmail, Yahoo, or AOL. Also, you’ll only see users who have allowed their accounts to be found by email address. However, if you get stuck, forget this step. You can add your friends later.



### 2. **Tweak your settings.**

Make sure you are on your Twitter home page. Click on the **Settings** link. You should be on the **Account** tab. Set your time zone to London.

**Do not check** “Protect my updates” unless you only want those whom you approve to be able to get your updates. Personally, I don’t because it gets in the way of people hearing about the ASC. Make whatever other changes you want. Click the **Save** button.

Now click on the **Profile** tab. Upload your picture. This is important. Many Twitter users (including me) will not follow users without photos, because it is a tell-tale sign of a spammer and no one like a Spammer! Also note the maximum upload size of your photo

is 700k, so you may have to re-size your image to meet this condition (most PCs have a programme that can do this, like Microsoft's Picture Manager).

If you are setting up a Speaker's Club Twitter account you do not need a picture of a person. At Ipswich Speakers we have a picture of an Ipswich land mark and the inset is of a sculpture outside the building where we meet. (If you use a landmark it's best to use the most famous one in your locality)

Enter the rest of your information, including your location, website or blog (if any), and a brief bio. Your bio is searchable and people interested in learning to speak are able to search for you.

This, too, is important to keep you from getting flagged as a possible spammer.

Your bio can either be serious or fun, but it must be brief—no more than 160 characters.

To give you an idea here are a couple of examples of bios:

The place where you become a better speaker, better presenter and better leader, meeting on the 3rd Tuesday every month

Bald, argumentative social media specialist. Loves guitars, gadgets and real ale. Looks like he has all the answers...seldom does!

People, Ideas, Music, Food, Yoga enthusiast. Whatever you like:)

The Edinburgh Speakers Club is a group of people who meet every fortnight to practice public speaking (formal & impromptu) and evaluate each other's performance

Football mainly, with a dash of politics & my own humble view of the world. #crewealex fan. Proud Tesco employee.

Friend, father, entrepreneur, founder, ceo and bon vivant. For a prosperous life, full of purpose, love and living our dreams

American Management Association is the world leader in management development, advancing your skills to boost your business success

***This is one of the ways NOT to do it***

Professional Speaker, Author, Success Expert, CEO of Brian Tracy International™ For a free goal setting report, click ere: <http://www.BrianTracy.com/FreeGoalReport>

This looks like what it is a sales pitch and many people will just walk on by.

Note that you can also connect your Twitter account to Facebook on this page. This will post all your Tweets directly to Facebook. **Don't do this!** People get fed up of seeing the same thing twice.

When you are finished, click the **Save** button.

### 3. **Setup your phone.**

Twitter is *much* more fun if you connect it to your mobile. By doing so, you can receive updates from those you are following (or just some of them) as well as send your own updates. It's all done through text messaging (e.g., SMS).

Again, under the **Settings** link, click on the **Mobile** tab. Enter your mobile phone number and click on the **Start** button. Now take your mobile and text message the code Twitter gives you to, but please be patient. Eventually, Twitter will confirm to you that your device is registered.

A Note of Caution, Twitter on your phone can start to take over your life, you have been warned.

#### 4. **Following others and other club members.**

If you haven't done so already, add club members by clicking in the "Search" field at the top of your home page. You can type in a username or first and last name. When you do, you will get a list of users who match your search criteria.



You can begin "following" them by simply clicking on the **Follow** button. If you want to also follow them on your cell phone, then you can turn the "Device Updates" to "on." Personally, I only follow my family and a few close friends on my cell phone. Regardless, you will be able to see everyone you follow on your Twitter home page.

**Followers** the quickest way to get people to follow you is to follow them. Do this every time you go on to Twitter, just a few each time, will build your followers. Here are a couple of hints about following people. If your Twitter account is for your club, restrict the area your followers come from. I use the 10 mile radius for Sudbury Twitter feed, that way you are engaging with people who are likely to pop along and visit one day. That is why I only follow back (when you follow someone who has followed you) people or organisations in that geographical area.

Here are some resources that may be helpful. Tweriod is a site that provides you with the times your followers are most likely to be on line and when your optimum followers are on line. A link to social times' article on how to write the perfect Tweet <http://www.adweek.com/socialtimes/the-perfect-tweet/447086?red=at> which is very long so if you go to a site called Bit.ly they will shorten it for you to <http://bit.ly/1M52i68> saving tons of space in your 140 character Tweet

#### 5. **Become comfortable with Twitters basics.**

Think of Twitter as a room full of people, all sitting in a circle. It's a conversation. When you update your status, you are speaking to the whole group. Everyone can hear what you have to say.

- *Replies.* If you want to direct your comments to one specific person in the circle, but loud enough that everyone else can hear, use the "Reply" function. You address the person by using their Twitter user name preceded by the "@" symbol. For example:

@AdamGray I get my car serviced at Martin's in Great Waldingfield.

Everyone who is following Adam and me will see the message, but I am specifically directing it to Adam. (Those who are not following both of us will not see the message.)

You can also use the Reply function to refer to someone by name. For example:

I'm headed to a meeting with two other club presidents @doncanbroach and @jamesmcguinty I am looking forward to the evening

The thing about replies is that they are “clickable links.” If someone who is following me, clicks on one of the names, they will automatically go to that person’s Twitter page. This will give them the opportunity to follow that person, too.

- *Direct Messages.* Continuing with the metaphor of a conversation with a room full of people, you can also use the “direct message” function. This is like whispering in one person’s ear. They can hear you, but no one else can. You are directing the message to them and only them. For example:

@IpswichSpeakers Can you bring two new guides this evening I think we have new members and a couple of visitors

Or:

@ferdsmitth It looks like I will not be able to leave the office for another 30 minutes. The evening may have to start without me

Twitter direct messages have largely replaced simple text messaging for me and many people I know.

- *Hash tags #* You are probably familiar with tagging photos with a short piece of text. Twitter has this capability, too.

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages. If you click on a hash tag, it will show you all the other tweets associated with a hashtag.

At conferences and events often the official hashtag will often be announced. This lets everyone at the event track what everyone is saying about it

For example, someone might say:

Just loved @AndyPandy's opening talk. He never ceases to amaze me. #ASCConference

You can check your stats—the number of people you are following plus the number of people following you—from your cell phone by typing “stats” without any additional text.

To stop all Twitter updates to your phone, send: off

To turn them back on send: on

You can find answers to almost every other Twitter question in the [Twitter Help Centre](#).

‘Auto Follow Back’, many sites tempt you by giving you a free auto follow back. This means every time someone follows you the system follows them and sends them an ADM which stands for ‘Automated Direct Message’. Fine in theory but it looks like you can’t be bothered to do anything and have decided to have a machine think for you. These are best avoided in the opinion of the ASC.



## 6. **Start tweeting.**

Now you are setup. It’s time to start posting. You can do this from your Twitter home page or from your mobile.



The main thing you need to know is that the message can be no longer than 140 characters long. If you use the Web page, the entry field will automatically count your characters. I shorten my URLs with either Ow.ly or Bit.ly.

How often should you Tweet?

“For a club I think more than six times a day is probably too many.” Obviously, there’s a balance here many people post a lot more updates than that. Over time you will find out what works best for you.

The real issue is whether or not you are adding something of value. There’s an old Jerry Seinfeld comedy routine called “Air Travel.” In it, he talks about airline pilots who insist on telling us all about the route they are taking. He says, as passengers, we don’t knock on the cockpit door and say, “Oh, by the way, I’m eating the peanuts now.” (Obviously this was pre-911.) So why do pilots feel the need to update us? All most passengers care about is getting to the destination.

Just like no one wants to hear the blow-by-blow of your life. However, some interest is good remembering it’s ‘social media’ so some social comment is helpful. This is art not science, therefore no hard rules.

For your clubs please consider every Twitter update as a branding impression. You are developing a reputation with your online friends, so make sure you are adding something to the conversation. Speaking Tips are a great way of adding value to your Tweets.

This is really no different than a face-to-face conversation. You want to say something that is interesting, helpful, or just plain entertaining. I don’t think you should over think it, but I don’t think you should just Tweet the first thing that pops in your mind.

## 7. A word of caution

You definitely need to be cautious. It’s probably not a good idea to say something like, “I’m off to Exeter for a 3 day conference. My poor, wife is going to be all alone at home.” Not a good idea!

You need to be cautious about sharing too much private information that could compromise your safety or that of your loved ones.

8. **Think about using a scheduler.** An entire sub-system has sprung up around Twitter. Here are some of some of the ones you can use

- [\*SproutSocial\*](#). I use this application to bulk-schedule a whole series of tweets. For example, I use this application to post my tweets, so I don’t flood my followers with a string of posts. Instead, I put them in Sprout Social and it spreads my tweets throughout the day. It gives you tremendous control.
- [\*HootSuite\*](#). This is the application I used to use for free. Once the main schedulers started charging I found Sprout Social to suit my needs better. **HootSuite** is a good tool and better if you do more work on Facebook.
- [\*BufferApp\*](#). Is similar to SproutSocial some people prefer the look and feel, its a matter of personal choice. Free version limits you to 5 posts at any one time

- [Tweetdeck](#) is another free scheduler, designed to help you ‘get your message out’ when perhaps you are not able to be there in person.

Twitter is best learned by using it. You might start by following the ASC on Twitter, you’ll find us at @ASC\_Org and we guarantee to follow you back!

The most important thing you can do is getting started. For you and your club, you really can’t make that many mistakes. Just remember to have fun and enjoy the people you meet online.

**N.B.** Some schedulers are free and some have a ‘free’ element. But the cost of schedulers is reasonable at about £6 (ish) a month.

#### 9. A couple of good free Tools

**Tweriod.com:** Is a tool for finding out when your followers are on line and when most people who may find your posts interesting are on line. It’s Free and all you do is sign in with your Twitter account.



**NutshellMail.Com** They will send you an email telling you who has followed you, who has (un)followed you, and list tweets you were mentioned in, who has retweeted you and who has commented on your Tweets. This one tool save me so much time because I can see at a stroke if there is anything I should or need to do.

**Twellow.Com**, which is great for finding people in your town – but if people don’t mention in their profile the town they live in Twellow can’t find it – This is what I did for Colchester <https://www.twellow.com/twellowhood/GB/Colchester/>

**Bit.ly** Shortens URL’s giving you more space for the Tweet

## ASC Beginner's Guide to Facebook

This Facebook introduction is designed to get you going once you have either a personal account or a club account.

### *An Easy Facebook Guide for New Users*

#### **What are Friends, Groups, Networks, and all that other stuff?**

First thing to remember is that you are not restricted to 140 characters as you are on Twitter, On Facebook you can be far more informative and share more general information.

You're on Facebook! Now what? What's the difference between a Group, a Network, and a Fan Page? What's an Application? What does it mean when you write on someone's Wall?

This guide will explain Facebook so that new users can quickly come up to speed and start enjoying Facebook instead of fighting with it. Facebook is a great way to find lost friends, make new ones, and connect with people who share similar interests, such as speakers clubs. It's a great way to publicise your club events at no cost! Read the quick guide below, and then go have some fun!



### *First Things First*

#### **People, Friends, Networks, Groups, and Pages**

To help you understand, it's good to about know the building blocks of Facebook. The next four sections will explain each of these in a way that you can understand.

### *People*

#### **Also known as Human Beings - Facebook is all about people!**

People are the basic building block of Facebook. Every person (user) has a Profile page and a Home page. The Home page is where you can see what all of your friends are doing (also known as a "feed" or "stream" as the activity constantly streams by whether you're paying attention or not).

The Profile page is where your friends can see what you are doing.

You can tell people what you are doing by typing something in the box that asks "Who is going to the Ipswich Speakers club tomorrow?" and then clicking Share. This will post what you typed on your Profile Page, and will also put it on your Friends' Home Pages. You can also share photos, videos, web pages, and other items by attaching them. Good follow up after your club night.

It also 'broadcasts' information about your club

### *Friends*

#### **Everybody has friends - Facebook helps you find them!**

Friends in Facebook are People that you know. They may be people you meet in real life or people you talk to through Facebook who you have never physically met. You can invite other people to be your friend by sending a Friend Request. People can send you a request to be their friend. Your friends can also suggest friends to you.

You may know several people you have invited to speakers club in the past. Now you can keep them informed through Facebook, which is a simple way to increase your clubs publicity.

If you no longer want to keep someone as a friend you can "unfriend" them by removing them from your friend list. This is usually safe to do. The person does not get any notification that you unfriended them - they just stop seeing your updated on their Home Page and you stop seeing theirs.

## *Networks*

### **Where do you live? Where do you work? Where did you go to school?**

People join networks based on where they live, where they work, and where they go/went to school. Joining networks helps Facebook to find friends for you. Facebook will look at the networks you joined, and it will then find people in the same networks with some of the same friends and suggest them to you as possible friends.

Networks also play a role in privacy settings (see the Privacy section below). You should set your privacy settings so that people who are neither friend nor in your network cannot see any personal information. Your friends can typically see all of your information. Your networks can typically see some of your information. Other people can typically only see your name, profile picture, and a list of who your friends are. Just keeps us safe on-line

## *Groups*

### **Communities, Interest Groups, Clubs, Associations, Affiliations, Cliques, etc.**

A Group is just a collection of people with a common interest, just as the ASC group on Facebook is a collection of members of the ASC and a place they can share information and ask questions.

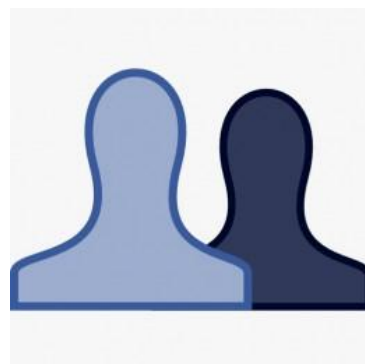
Anyone can create a Group. Groups can be open so that anyone can join, or closed so that only invited people can join.

Groups have their own pages on Facebook.

Group pages typically have a wall where people can post updates to the rest of the group, a photo sharing area, a video sharing area, and a Discussion board.

When your friends post things on group pages, that activity will show up on your Home Page. When you post things on group pages, that activity will show up on your friends' Home Pages. A group administrator can send an update out to everyone in the group.

For ASC clubs, groups are a great way to get a dialogue going



## *Pages*

### **Businesses, Restaurants, Bands, Organizations**

A Page (also called a fan page) is intended for an entity that is not a person. Pages are typically used by companies, businesses, musical bands, or other organizations that have customers, clients, or patrons. People on Facebook can become Fans of Pages.

Business and Organizations use Pages to share information and updates with their fans. Some Pages may even feature a marketplace where people can purchase products. Pages are used to build a sense of community among customers and patrons of a business or organization.

When you post something on a fan page, that activity will show up on your friends' Home Pages. When your friends post something on a fan page, that activity will show up on your Home Page. My recommendation is that ASC clubs use groups not pages.



## *Getting Started*

**Now that you know how it works, it's time to start networking!**

### **1. First, find friends**

Use Facebook to find friends from your email address book, search for club members. Just click on Friends at the top of the page. Based on the friends you add, and based on your groups and networks, Facebook will also suggest friends to you. If you want to connect, then invite them! If not, then ignore the suggestion.

### **2. Next, keep up to date with your friends**

Log in and check out your Facebook Home page as often as you can, daily is recommended. You do this because every time a friend /club member does something on Facebook, it shows up in your news feed.

It's another great way of getting the word out about your club because when you do things on Facebook, your activities show up on your friends' home pages.

### **3. Take control of your feed**

Sometimes the feeds can get out of control. If you don't particularly care about every time somebody does something on a Facebook game, you can tell Facebook to hide those items.

Your News Feed preferences show the people, Pages and groups you follow on Facebook, including a list of those you've seen the most stories from in the past week. You can also see any people, Pages or groups you've unfollowed.

To view your News Feed preferences:

1. Click ▼ in the top-right corner of any Facebook page (ex: your [home page](#))
2. Select **News Feed Preferences**

3. Click **People, Pages** or **Groups** to sort by category, and then click **Alphabetical Order** if you want to see one of those lists in alphabetical order

To adjust your News Feed preferences, you can:

- Click **Following** next to any person, Page or group to unfollow them and stop seeing their stories in your News Feed
- Click **Follow** next to any person, Page or group you've unfollowed to start seeing stories from them again

#### 4. Finding the best place to promote your club.

This is what Ipswich Speakers have done. There is a group on Facebook in Suffolk called 'Suffolk Business Stars'. It is a place where people in business in Suffolk share information, post reviews and generally trades knowledge.

We use this to promote the club. One person posts that the club night is coming, with a link to the page on the web site showing time, place and venue. Then each of us has a day when we comment on the post. This has the effect of raising the post to the top of the discussions each day. Remembering from Twitter that a brand is built incrementally, the more people have the opportunity to see details of your club, the more likely they are to pop along and see for themselves.

Having established a pattern keep at it, people are fickle and when you stop posting, often people think the club has closed.

#### 5. Take control of your profile

Your profile keeps a feed of all of your activities and also shows relevant information about you. Every now and then, click on the Profile link at the top of the page. What you see on your profile page is pretty much what all your friends see when they look at your profile page.

If there are any items in your feed that you no longer want to be there (for example, maybe you took a quiz and don't like the result), you can hover the mouse over that item and then click Remove. Some of your friends may still have caught the item in their feeds when it happened, but removing it will make sure it's not a semi-permanent fixture on your profile and will make sure that it doesn't show up on any other feeds in the future.

Participate

Have some fun!

One of the most useful features of Facebook is the Comment feature. As items show up in your news feed, go ahead and comment on them! When your friends post photos, comment on them! Commenting is a way of having spontaneous online conversations. Just be aware that comments are visible to all of your friends and to all of the friends of the person whose item you commented on.

The best way to find fun stuff to do on Facebook is to see what your Friends are doing. If they take a quiz that you like, just click on the quiz name in your news feed and you can take

it too! If they post some pictures, go ahead and take a look! If they are playing a game you like, go ahead and play as well. Have fun!

## **Other Fun Stuff - Applications**

### **This is where everybody spends (wastes?) their time on Facebook**

There are hundreds and hundreds of applications on Facebook. Some of the most popular applications include Quizzes, Candy Crush Saga, and Gifts.

Many applications are games that you can play on Facebook. Others are quizzes that you can take and share with your friends. Gift applications let you send virtual items to your friends.

Most applications have an underlying purpose of selling some item or service. Some applications will harvest your email address and start sending you spam.

## **Privacy, Malware, and Spam**

### **Know what you are sharing and with whom**

Facebook Privacy

People don't often pay attention to privacy on Facebook, but they should.

There are two reasons. First, you need to make sure you know who has access to view your information. Second, you need to publish only the activities you want your friends to see. Which when you think about it is perfect for speakers clubs.



By default, Facebook shares too much information. Many people may not want others to know their exact birth date, so leave out the year. Some may not want people to know their phone number, so either don't provide it or make sure it is only shared with your friends.

Facebook's privacy features are always changing, so to try to keep up with the changes, I've listed links below to the most up to date privacy information.

One link is important enough that I need to highlight it here as well. [ReclaimPrivacy.org](https://reclaimprivacy.org) has an outstanding free tool that helps you find out where your privacy settings could be better. Just add their bookmark, and then click the bookmark when you are on your Facebook privacy settings page. Their tool will show exactly how private your Facebook information is.

## Social Media Glossary

Here is a cut down Glossary which is enough to get you up and running

### *Avatar*

A visual representation of a user online, though not necessarily an actual photo of the user, Social media profile pics are an example of an avatar. Fun trivia fact: “avatar” is Sanskrit for “incarnation”. Makes sense?

### *Bio*

A ‘Bio’, short for biography, is the small portion of your online profile that explains to new or potential followers who you are. All social platforms have some version of a Bio as they are valuable in attracting new followers with similar interests. When it comes to your Twitter strategy, your Bio is the first thing users see when they discover your profile and a good Bio can greatly improve how often you show up in keyword searches.

### *Bit.ly*

This is a URL shortener that converts a regular URL into a more condensed format. Just like [ow.ly](http://ow.ly). It’s a great way of getting long URLs down to 11 to 14 characters.

### *Block*

A Twitter feature that enables you to prevent another user from:

- following you
- adding you to their Twitter lists
- having their mentions and replies appear in your notifications or mentions tab
- tagging you in a photo

Blocking is a useful way to keep a troublesome user out of your mentions and sends them an explicit signal that you want nothing to do with them. However, Twitter cannot prevent anybody from seeing your public Tweets. If you want to keep your Tweets private, then use a protected account.

### *Cover photo*

This is the large, horizontal image at the top of your Facebook profile or page. Similar to a profile photo, a cover photo is public and can be seen by anyone. This is a great place for individuals, brands and organizations to use an unique image to represent who they are, what their business is or what they care about.

### *Direct Message*

A direct message (DM) is a **private** Twitter message sent to one of your followers. Direct messages can only be sent to a Twitter user who is already following you, and you can only receive direct messages from users you follow.

### *Discover*

A feature on the Twitter platform that has 5 functions: Tweets, Activity, Who to Follow, Find Friends and Popular accounts.



- The **Tweets** option shows the most popular Tweets across Twitter; some are tailored to you individually and some are globally trending.
- The **Activity** tab shows notable engagements of the people you follow, including the latest Retweets, replies and favorites of your friends.
- **Who to Follow** helps you find new and interesting accounts.
- **Find Friends** allows you to import contacts from your contact book and find them on Twitter.
- **Popular Accounts** provides a list of some engaging and well-liked accounts on Twitter and is delivered to you based on your interests.

### Facebook Group

This is a space on Facebook where you can communicate and share content within a select group of people. [The ASC has a group](#) why not pop over and see what it's all about. There are three types of groups: public, closed, and secret. Make sure you understand the privacy settings of any group that you're a member of ([here's a useful table for reference](#)). You can join a maximum of 6000 Facebook groups. If that ever becomes a problem for you, I'd love to hear your story.

### Facebook Network

Your Facebook Network is the web of people whom you are friends with on Facebook. The term expresses the inherent sense of connectivity users experience on the Facebook platform, where a web of updates and information are delivered to you from all the people in your life.

### Facebook Fans

This is simply those people who like your Facebook Page.

### Favourite but in Twitter speak it is spelled Favorite

This is an indication that someone likes your Tweet, given by clicking the star icon.

### Follower

A Twitter user who has subscribed to your Twitter account so they can receive your Tweets in their Home feed. If you want to send them a direct message, you need to follow them back.

### Following

The number of accounts that a Twitter handle is following.

### Follows

The number of accounts that are following a Twitter handle.

### Friend

A person that you connect with on Facebook or another social network. Unlike a fan or follower, a friend is a two-way connection; both you and your friend have to endorse the relationship.

### Handle

Handle is another way of saying your account name. The ASC's Twitter handle is @ASC\_Org, for example. It's important that you try and maintain consistent handles on all

of your social network profiles, since people who follow you on Twitter might want to find you on Instagram or Pinterest. A consistent handle helps with discoverability.

### Header image

A header image, not to be confused with a profile photo, is the banner image at the top of a user's Twitter profile.

### Home

Often the first page you see when you sign into your social media account, it contains a constantly updating timeline or feed of the user activity and news stories in your network.

### Influencer

This is a social media user who can reach a significant audience and drive awareness about a trend, topic, company, or product. Most influencers often try to remain impartial toward brands in order to maintain credibility with their hard-earned audiences. Successful influencer strategies usually involve the coordination of Marketing, Customer Service, and Public Relations teams. If you can get an influencer to advocate for your Club or the ASC that will raise our profile way above that of our competitors!

### Like

Derived from the dictionary-approved meaning to like something on social media is a Facebook invention that's evolved into an understood expression of support for content. Along with shares, comments, and favourites, likes can be tracked as proof of engagement.

### List

A collated set of Twitter accounts that that you can group together in their own timeline. This is a convenient way to organise other Twitter users, whether you follow them or not. When you create a Twitter list, you can choose to make it public or private. Private lists are good for cataloguing sales prospects and sworn enemies, while public lists are available for anyone to subscribe to. They're a great way to show that you know who's who in a particular field or cultural niche.

### Mention

Mentions typically trigger a notification for that user and are a key part of what makes social media "social". When properly formatted (for example, as an @mention on Twitter or +mention on Google+), a mention also allows your audience to click through to the mentioned users' bio or profile.

### NutshellMail

Is a way of getting all your messages, replies, followers and information about your accounts in one daily mail. It's free and saves me a ton of time <https://nutshellmail.com/>

### ow.ly

Ow.ly is a URL shortener that converts a regular URL into a more condensed format. More specifically [ow.ly](https://ow.ly) is Hootsuite's built in URL shortener. This link shortener allows you to upload images, track real-time clicks. You can also use the shortened URL in emails or on your website.

### Pinned Tweet

A Tweet that has been pinned to the top a Twitter profile page. Pinning a Tweet is a great way to feature an important announcement or one of your greatest hits. Everyone who views your profile page will see the Tweet; however, pinning a Tweet will not have an effect on its visibility in anyone else's timeline. To increase your reach and impressions, consider Promoted Tweets.

### Post

A Facebook status update, or an item on a blog or forum.

### Promoted Accounts

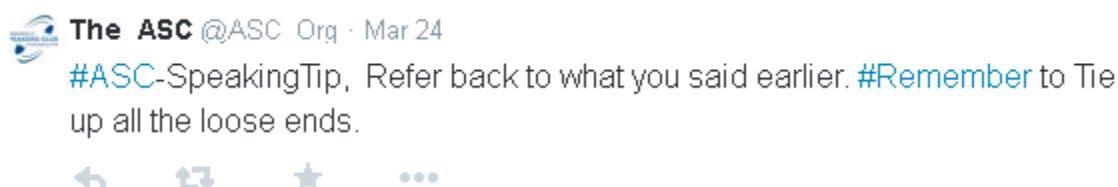
Promoted Accounts are a Twitter Ads feature that invites targeted users to follow a Twitter Handle. This function is used to quickly grow a Twitter handle's following. Promoted accounts appear in the Home timeline, the Discover tab and profile pages.

### Reply

A response to someone's Tweet that begins with their @username. Unlike Direct Messages, replies are **public**. When you click the reply button next to a Tweet, your ensuing conversation will be viewable in the public area of your profile.

### Retweet and RT

A Tweet that is re-shared to the followers of another user's Twitter account. Since a web Retweet allows your followers to easily retweet or favorite the original Tweet, it's generally considered good etiquette to use this method unless you have something valuable to add through a manual RT.



The RT Icon is the one at the bottom that resembles a recycling sign. The left facing arrow allows you to reply to a Tweet. And the Star is how you favourite a Tweet. These all show on your Twitter timeline. The final image are the three dots ... Click on these to get more options.

### Scheduling

Allows you to plan social media updates and content in advance. You do this by using a scheduling tool. Scheduling allows social media practitioners to save time in their day by drafting several messages at once, often as part of a publishing approval process. It also lets them reach audiences in different time zones.

### SoLoMo

SoLoMo is the combination of three of biggest trends among consumers: using *social* media (So); location-based relevance in both search intent and the use of the internet to find *local* products and services

(Lo); and *mobile* adoption in which consumers tend to prefer to access apps and the internet through Smartphone's rather than desktops or tablets

(Mo). The best way to understand it is to envision the following dialogue:

Potential Inverter in your start up: Why should we give you £10 million funding to your start-up with no customers and not a line of code written?

Young man in a Hoodie: "SoLoMo!"

### Thread

Is a strand of messages which represent a conversation or part of a conversation. Threads are essential to most forms of online communication, including social media, web forums, and email. Without them, it is difficult to put messages into context. Threads begin with an initial message and then continue as a series of replies or comments.

### Top Tweets

The most popular and engaging Tweets for a given search query, as determined by a Twitter algorithm. Searches on Twitter.com return Top Tweets by default, but you can toggle to "All" results to see the full list of Tweets that mach your search.

### Trend and Trending

A topic or hashtag that is popular on social media at a given moment. Trends are highlighted by social networks such as Twitter and Facebook to encourage discussion and engagement among their users. The trends that you see on Twitter and Facebook are personalized for you, based on your location as well as who you follow or what pages you like.

### Tweet

A Twitter message. Tweets can contain up to 140 characters of text, as well as photos, videos, and other forms of media. They are public by default and will show up in Twitter timelines and searches unless they are sent from Protected Accounts or as Direct Messages.

### Twitter

This is a social network and media platform that enables users to publish 140-character messages, where you can insert photos, videos, and other content. Twitter is famous for its real-time and emergent discussions on breaking news stories and trends.

### Unfollow

The action of unsubscribing from another Twitter user's account

### A URL

Is one type of Uniform Resource Identifier (URI); the generic term for all types of names and addresses that refer to objects on the World Wide Web

### URL shortener

A tool that condenses a URL into a shorter (and more social media friendly) format, this is also known as a short link.

### Who to Follow

Who to Follow is a feature in the left hand sidebar of your Twitter homepage that helps users find relevant accounts to follow. The accounts that populate in the Who to Follow section are suggested because they have similar interests, professions or geographic proximity to you. You can click follow them immediately or view their profile for more information.

## 4 Steps for Creating a Social Media Editorial Calendar

By Michael Patterson on November 6, 2014

Taking the time to plan out your social media efforts for certain events and holidays can make or break the social engagement you see at those times.

Just because it only takes a few seconds to read a tweet doesn't mean it will only take a few seconds to write it. In fact, crafting the perfect social message often takes multiple steps, people, and days.

### Why It's Important to Use a Social Editorial Calendar

Sometimes companies can churn out social posts very quickly. Oreo, a company known for their strong Twitter presence, sent out commenting Tweets during the 2013 Super Bowl mere moments after the power went out, Check it out <http://bit.ly/1MLo5Dr>

But for every quick-witted, real-time tweet like Oreo's, there are hundreds more tweets that take hours of planning and a lot of creative power to make, especially when a single tweet can help drive an entire strategy.

In the case of digital agency Huge, it took *two months* to plan and send out one tweet on behalf of their client President Cheese:

Most social posts, however, fall somewhere between these two examples; they're instant, viral responses to a huge event or global campaign kick-off. However, thinking through the cadence, timing, and nuanced language of all your tweets by developing an editorial calendar ensures that every tweet contributes to your overall social strategy.

### How to Create Your Social Media Editorial Calendar

If your company is new to the idea of setting up an editorial calendar for social, or if you want to take a look at a unique way of setting one up, here's a four-step process for implementing and maintaining an efficient social media calendar for reliable content posting.

#### 1. What is a social posting workflow?

This way you can assign roles to make sure the necessary work is being taken care of during each step of the process. Typically, a more established company will require more individuals and approvals in the process to make sure nothing goes awry. However, a typical workflow should consist of some or all of the following steps:

1. Brainstorm an idea and create a concept.
2. Make sure the idea has authorization.
3. Write the copy for the post.
4. Edit the copy and make sure it's fit for publishing.

5. Come up with a fantastic image. (it can be tough to get a unique image for each social post, so if you're having trouble, check out this list of [free image creation tools](#).)
6. Post to the social networks.

It's also important to note that the social team will frequently work with several other departments like PR, SEO, and business development. Make sure those divisions are included in the process so they can support your efforts within their own fields.

## 2. How Often do you Post?

This step depends on a handful of different things like the company, your audience, the campaign, and the social networks being used. Always keep your audience in mind and ensure you're not bombarding them with posts that are irrelevant or inappropriate. If you're looking for some basic standards, though, Constant Contact wrote a post containing [guidelines on how often to post to social](#). Here are some of the highlights:

- Facebook: 3-10 times per week
- Twitter: at least 5 times a day
- LinkedIn: 2-5 times per week

(NOTE these are suggested times you can get away with less especially if you are tight for time) There's a great chance your post frequency will depend on the amount, experience, and authority of your social media team, so don't feel like you have to send out less than stellar content to meet these guidelines.

## 3. How Long it Takes From Idea to Post time

It's important to get a good idea of how long it takes you and your team to create a post for each individual social network. That way you'll have a better idea of how long before an event you should get to work writing.

If you're doing this for your club chances are it won't take you nearly as long as a larger company to hit publish. You probably already have a good idea of what you want to say, and the approval process is as simple as deciding whether or not you want to post it.

However, larger companies and agencies will often find the approval portion of the process the most challenging. Sometimes the social team will have to come up with several variations of the same social post before they're approved.

## 4. Use Your Social Media Calendar Events and Content

You've got the process in place, now it is time to start filling up your editorial calendar. Think through your must-haves, whether it is a product release or scheduled company announcement, and develop content to promote those initiatives. Additionally, make sure you're planning out how much promotion each initiative warrants; some large releases should have multiple social posts while others only warrant one.

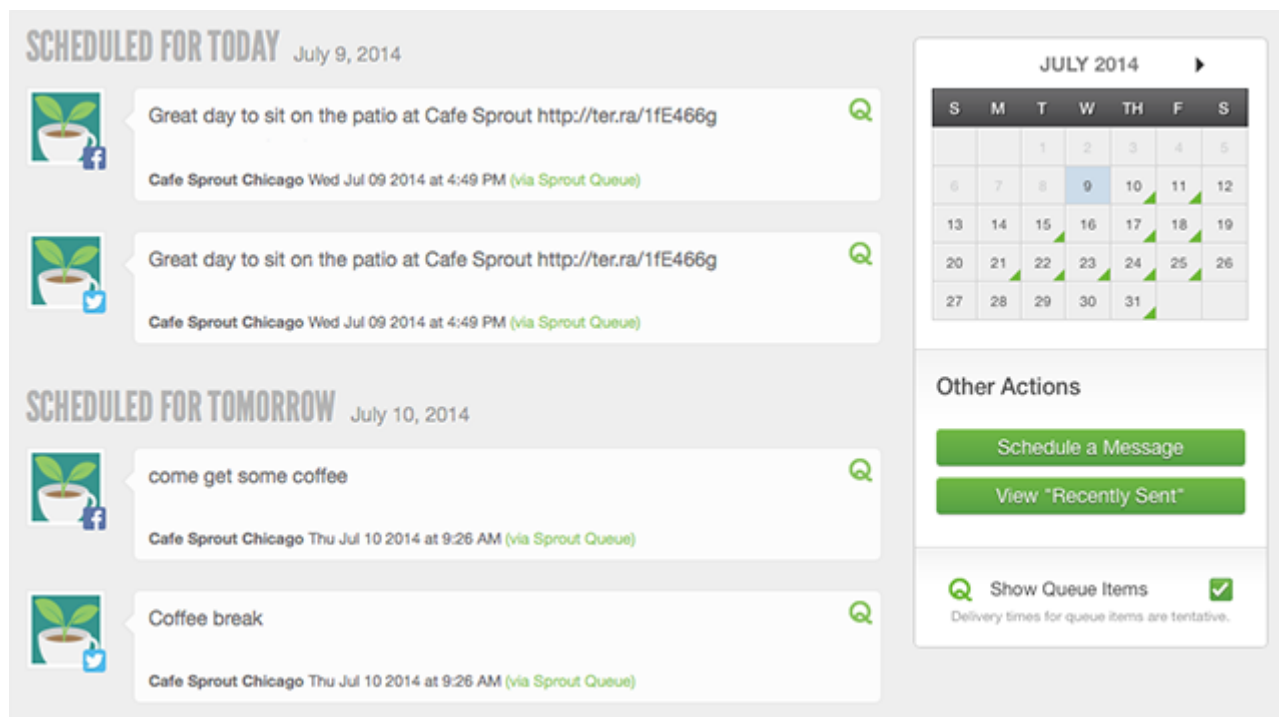
Next, fill in the calendar with links to relevant content, resources, and your own posts. These social messages will ensure you're providing your audiences with smart, useful content and give them a reason to follow you. Additionally, you can find relevant holidays or events –

from Thanksgiving to National Ice Cream Day – that you can tie in with your business. These timely events will help populate your calendar and bring personality to your feed.

Lastly, pump up the personality of your editorial calendar by planning out posts that highlight company culture or showcase who you are as a brand.

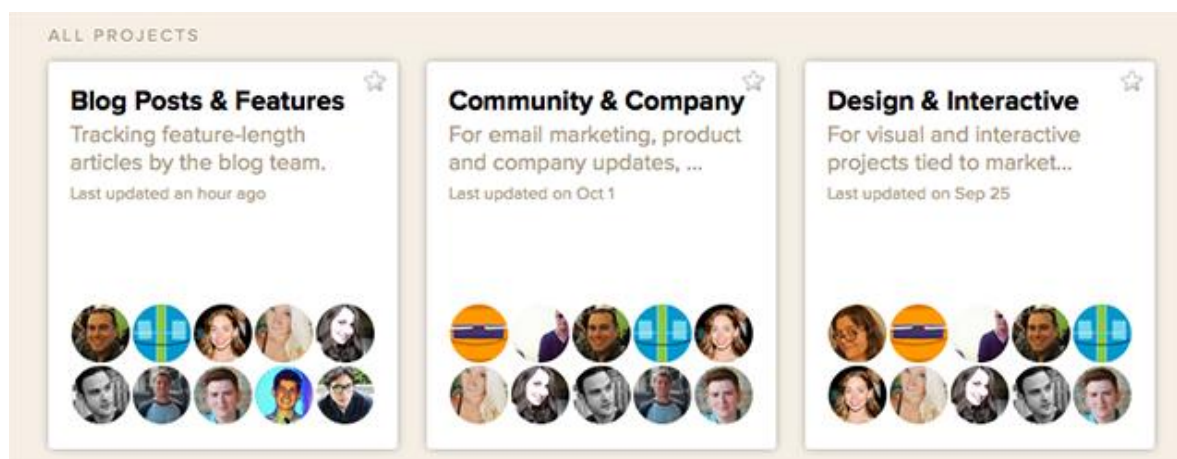
### Editorial Calendar Tools & Plugins

Managing this entire process internally can be tough. It requires a lot of communication between departments, and unfortunately sometimes things can slip between the cracks. That's why we'd recommend some of the following tools to help make the process easier.



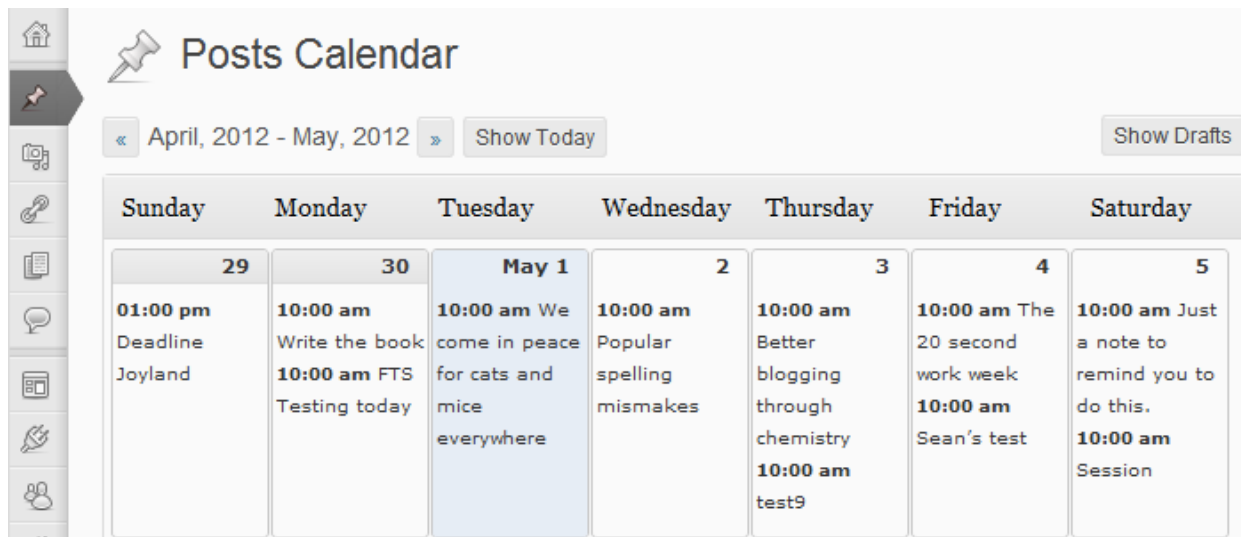
### Basecamp

Basecamp is a project management app, and it can be used effectively from the content creation part of the process all the way through to scheduling. It's easy to manage multiple projects at once, and even comes with a free trial.



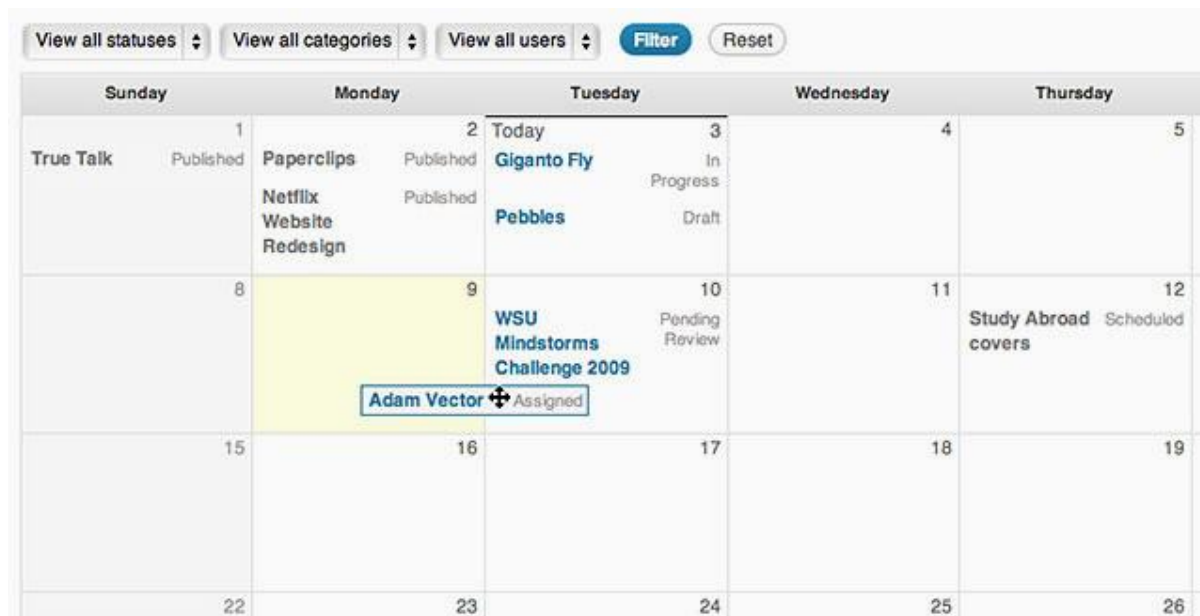
### [WordPress Editorial Calendar Plugin](#)

This plug-in is mostly for planning and scheduling content for your blog, not social media. However, if you have your social profiles set to share your blog posts, it will take care of the social portion as well.



### [Edit Flow](#)

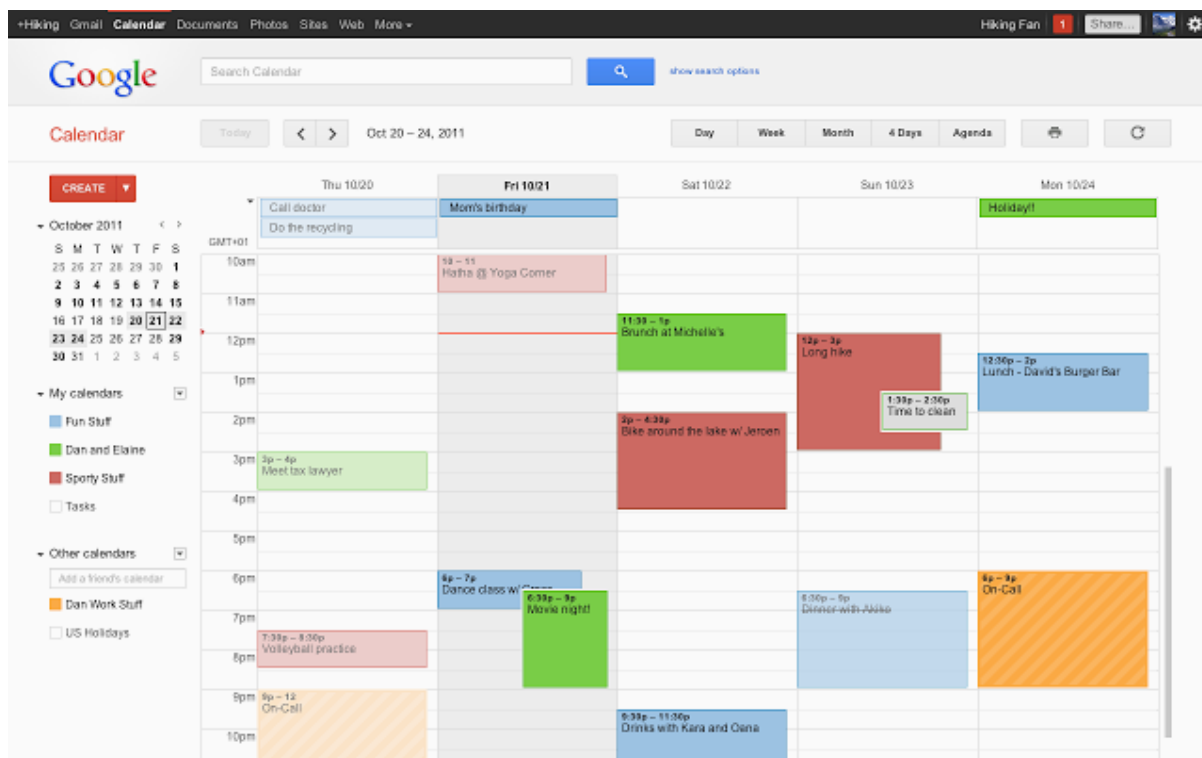
This is another editorial calendar tool that works right in WordPress. Edit Flow gives you the ability to view a month-by-month editorial calendar, write customer comments on the content, and create segmented teams.





## [Google Calendar](#)

If you want to keep it simple you could always just [create a new Google calendar](#) for the process and invite everyone on the team to view it. Those teammates could also add all of their own posts and ideas to the same calendar.



## Practice Makes Perfect

It can take even the most socially-savvy company's time to set up an effective workflow for creating and posting social media content. The main idea is to plan far enough ahead and give yourself time to work everything out with your teams so that each post is thought-out and strategically aligned by the time it reaches your audience.