

Harnessing the Conversation: Raising Awareness of the Weatherization Assistance Webinar - October 20, 2010

Webinar

Good afternoon ladies and gentlemen and thank you for waiting. Welcome to the NASCSP Harnessing the Conversation raising awareness of the Weatherization Assistance Program conference call. At this time all lines have been placed on listen only mode and the floor will be open for your questions, comments following the presentation. Without further ado it is my pleasure to turn the floor over to your host Ms. Megan Freed. Ms. Freed the floor is yours.

Ok, thanks Vinny and thanks to everyone for joining us this afternoon. I'm joined by my colleague Nathan Boltseridge and we are consultants communications consultants from Douglas Gould & Company. Just a little background Douglas Gould & Company is a strategic communications firm. We've been working with NASCSP over the past couple of months focusing in on how to use social media to advance and raise awareness of weatherization. So today's presentation is going to talk about using social media, we are going to present for about 30 minutes, try and keep it to that and then open the floor for questions. So please as you're listening, feel free to write things down and as we go through the slides kind of jog your memory later on when we open the floor. And I also just want to note we noticed last time we did this presentation that there is a slight delay in our clicking through the slides, so if you hear us, a few second awkward timing that's what that is. Just bear with us.

So today we are going to be talking about social media as I mentioned we are going to start off by giving you some background information and demographic information, just to kind of lay the foundation for our discussion later on. Then we are going to talk a little about messaging around weatherization and how to use social media to do so kind of what the dos and don'ts are what it is good for and what it is not good for. And then finally we are going to talk about four of the most popular social media platforms and touch a little bit on social media policies as well as time allocations and kind of what this really looks like on the practical level. Before we get started however, we just wanted to insert a little poll here, might as well make use of good technology. We just want to get a sense from those on the call, how you are using social media. So if you could just answer this question and we'll give it a minute or two of dead space and we'll chat again here in a sec.

Great, I think everyone's answered the question now and it looks like the majority of you are indeed using social media and mostly those that are, are splitting their time between professional and personal use. But I'm actually quite glad to see that there are some people on the line that aren't using social media so this will be a really great presentation kind of whatever level you are at, we hope that you get something out of it and certainly the range of individuals on the phone should solicit some good questions at the end. So, thanks for answering that. And we're just going to click back over here and I'm going to turn the floor over to my colleague Nathan who is going to talk a bit about background and demographics.

Good, thanks Meagan, so we are on slide one is social media and for those of you used social media that may be a bit of a review and for those who don't use it all this will be hopefully a good introduction. Social media is defined in the most broad sense as online interactive communications. And it can include what most of us think of as social media on the broadest level, i.e. social networking like Facebook, but it really can include many other types of online communications as well and this can include things like blogs and micro-blogs like Twitter as well as multimedia platforms like YouTube or Flickr which is a photo sharing website. You could also include any sort of internet based discussion forum or e-mail list and finally the wide, and wild world of online gaming. And just to give you a sense of what this could look like, we have the next slide the social media landscape which you're a big tick away and this should not be any of the individual sites themselves so much as the full range and this snap shot was put together this past summer by a specialist in this field and the content is changing constantly and growing, this is not even a snap shot which is current today. The range and the sheer number of social media can use to grow.

Next slide. The role of social media. So when we are dealing with non-profits on social media the key for organizations for government agencies is to use social media as a means to communicate with audiences where they are. We know that millions upon millions of people are using social media and it gives organizations and agencies a chance to participate in an online dialog or conversation with people who are actually using services or their constituents. For many of you, it also can service as a great way to get out in front and control a message or any sort of media stories that are out there in traditional press. It can also expose your brand and drive traffic back to your website or even to other social media platforms that you have a presence on.

Moving to the next slide. So what do we know about social media right now. Like any sort of tool has some key strengths and weaknesses. The strengths include: users will advocate within the platform and repeat the messages that resonate. So if you are putting the messages out on any social media platform users will internalize those and then push them out to their friends and family using the tool. What we think of a strength some people also think of a challenge. Users expect a genuine conversation between themselves and organizations. So as opposed to some other forms of communications where it really is a one-way broadcast out, social media really requires a back and forth and when used in an effective way as we will show hopefully, this can be a real strength for your organization and you can get feedback and input in a way that you couldn't in other venues. It does have some key weaknesses; however, it's a challenge to get users to leave the platforms. This is becoming less of an issue as people have become more sophisticated with social media, but especially for some platforms like Facebook it's often a challenge to get people to go back to your website or to other tools to get more information. And for many social media platforms, the other key problem is that the length of messaging you can put on there, especially with Twitter, which requires only a 140 characters is very short which means the message s lack the sort of nuance that you get in a longer form of communications.

Moving to the next slide. Who is using social media? We know that many, many people are using social media. As you can see from this graph, the leader Facebook has over half a billion users and social media ranks among some of the most popular websites on the internet.

Moving on. There is a myth around the social media users that they tend to be young kids, teenagers using Facebook or MySpace on their free time and you know, that has been conclusively and concretely disproven.

And, moving to the next slide. The reality is that the fastest growing audience is for social media include Americans over 35. These are business executives, potential donors and advocates, decision makers, voters and opinion leaders.

Moving on. I'm going to turn the floor back over to Megan who is going to talk a little bit about the messaging and how really to reach these key audiences.

Ok, moving to the slide about what we know works. So as Nathan has alluded to a bit, we know that social media is best used to actively engage with your followers and your fans. It's really about building awareness, it's about building a movement and in order to do that there needs to be genuine communications. It's really important when you are working with social media of an organization or an agency you set realistic expectations. Use social media to cultivate supporters and to build relationships, use social media to talk more about your issue and kind of brand your issue, but don't enter into social media under the false pretense that it may for example, help radically improve and increase your donor base. On social media it's important to really brace empathy and that kind of speaks to using story telling as ways to talk about your message and disseminate your message in ways that really touch individuals on an individual level. The importance of integrating your communications rather than just replicating them and what we mean there in terms of talking about their recent report that you might have written a press release about, rather than just posting your press release or a link to your press release on Facebook. Why not engage your Facebook fans in a conversation around whatever the issue is the report or press release talks about. And then most importantly, perhaps, is make sure that your fans and your followers on social media platforms have some sort of action to take. Even though we know that it's difficult to get them to link over to your website, or to engage in advocacy, perhaps, the social media platform, it is extremely important to ask and to make sure that you are giving them an action to build that relationship and to really kind of harness the strengths of social media.

So next slide. What doesn't work on social media? Well, we know that technical and jargon heavy prose is big challenge and a big turn off to fans and followers. They want to be able to relate to your issues and relate to your content. So try not to focus on systems, kind of bureaucratic system, how things are running and this notion of business as usual. Again as I mentioned, try to avoid regurgitated information try to be offering additional value through your message through the ways you are communicating. So how do we harness the message on social media platforms?

We are going to talk for a minute about framing and messaging just to kind of give you a Communications 101 background on these things and see how they can play into social media platforms. So messages and frames, using frames and value based messages is really an opportunity to win over your readers and your audience. What is framing? When we talk about framing, we are talking about the way people absorb information and use mental short cuts in their mind to kind of file information in file folders. You all do this every day and you probably don't realize it when you take in information whether it's reading a newspaper article or a press release, or listening to a news story on television, or surfing the net and reading a blog, you are absorbing that content and you are actually filing it in a frame in your head you're saying, "oh that's about, you know, healthcare or that's about equality in the workplace, or that's about this and that". And so, social media is just one other form or tool that you can use to really reinforce the way people think about things and call up the right frame and the right way of thinking about weatherization. To really help shape the message and shape the way people are thinking about the Weatherization Assistance Program and some of your programs on the local level.

So in terms of frames for NASCSP through a comprehensive review of their materials and through lots of conversation with the NASCSP team our team has developed what we believe are three kinds of top level values that resonate for audiences and relate to NASCSP and they are security, access for equity and opportunity.

Kind of within those three frames they set the stage for what we call value-based messaging. For the Weatherization Assistance Program these values would include things like economic security, job security, safe homes, green living or sustainability, opportunity, equity and health. And for those of you on the phone I'm sure you are quite familiar, obviously, with the Weatherization Assistance Program and I hope that you can see this list and see how these things really relate to the programming that you do on the local level. We'll give you a few examples of how those values really translate to core messages in a moment here. And it will give you an opportunity to see how you can take content and make them translate to something that is easily understood in talking about what you are doing on a local level. In terms of value-based messaging, be sure that your language is consistent and clear and that it's repetitive, it's intentionally repetitive. Sorry about that, ok... So, what makes a good message? This is a key point that we talk about often as communications professionals and it looks like a laundry list and probably hard to touch on all of these things, but it's important that you think about them when you are developing your messages.

Messages need to be both true and believable and you can have a true message that isn't believable and you can have a believable message that isn't true. So it's really important to choose your words wisely and kind of strike a balance between those two. Especially on social media it's important that your messages be emotional and really connected to peoples values because trying to build a level of engagement through technology and it's important to really touch on emotional issues and things that resonate with individuals. Your messages should be supported by facts, they should be spoken or written by the right person and make sure that spokes persons for your organization or agency really kind of embodies what the organization is

all about. They should be repeated as I've mentioned and the action component again is a very critical part of messaging. Last, but not least they need to be framed to win so making sure that you are choosing your words wisely and conjuring up frames that you want to be kind of the take away points of messages.

Ok, so here's an example of that list of values really translate to messages that are applicable to the Weatherization Assistance Program. So, WAP makes homes more environmentally friendly by reducing their carbon footprint, weatherization creates high quality green jobs that cannot be exported, WAP allows all recipients to more easily afford their utility bills and avoid falling into debt from energy costs.

Ok, so now that we have this background of the demographics coupled with the background on messaging we are going to talk a little bit about the four core platforms that we recommended to the NASCSP team and in fact their members, you on the phone, consider engagement with.

Great thanks Megan, so I'm going to move fairly quickly through this so we have time for questions at the end and I'd like to remind everyone that we go into much greater detail on each of these four platforms in the social media users guide which we will have a link to at the end and which is available on the WAPTAC website.

So, the first platform is one I'm sure most of people are very familiar with, Facebook. Facebook is the leading social networking website with over a half a billion users. It was founded in 2004 and it described itself as a social utility that helps people communicate more efficiently with their friends, families and coworkers.

Facebook has a variety of strengths and weaknesses and like I said I'll go through these fairly quickly. It's a great place to build awareness given its huge audience base and it's a good place to drive traffic and conversation and also if you have local events and you have a large base of fans on Facebook it's a great way to build event attendance. The event tools on Facebook are robust and they allow you to track people who have responded to your invitation and the people who have yet to RSVP. In terms of weaknesses, the cons of the ways Facebook works with people taking your message and reworking it maybe for their friends is not as great place for message control. We also found it very difficult to really engage on robust online advocacy with Facebook and finally related to the message control it is also somewhat difficult to have a consistent message on Facebook.

So our recommendations for Facebook include being able to strike a balance and this really goes for all social media between your professional standards and voice and conversational tone. We find because users are looking for that genuine conversation between organization or agency and themselves, a conversational personal tone works best. We recommend a number of brief open ended posts ideally two to three per week that spurs discussion by asking questions and finally because of the sheer number of people and the amount of conversation that takes place it is very important if you are using Facebook that you monitor all discussions and the way that your brand is represented on that platform very closely.

Moving on to Twitter. Twitter is a micro-blogging website, what this means is that users create 140 character posts, they are called tweets. Twitter is an organization which was founded in 2006 and it describes itself as real time information network powered by people around the world that lets you share and discover what's happening right now. Moving on to the strengths and the weaknesses. Twitter because of the way it works allows its users to repost verbatim messages that they see and that resonates with them therefore it's a great way to broadcast your message and your followers will retweet out their audiences. It is also good way to engage with constituent's like-minded organizations and the press. In particular the press uses Twitter as a way to source their stories in traditional media like broadcast and print. So, connecting with journalist that are interested in your issues Twitter is a good tool for that. Finally it's a... and the way that it has gotten the most traditional press is for providing real time updates. I'm sure some people remember the Iranian green revolution back earlier, I guess, earlier this year. Twitter was the main means of getting real time updates around what was going on around there. In terms of weaknesses, very short posts don't allow for any nuance and because of the high traffic on Twitter it's also not very good for occasional users of social media.

Moving on, recommendations like Facebook we recommend a personal tone or for you to designate a person to tweet on your behalf. Twitter allows the use of the "@" symbol to engage in direct one on one conversations between two users on Twitter. We recommend organizations do this, especially with journalist and constituents. We recommend that there are at least three to five, ideally more, posts per week and that you follow like-minded groups or organizations, individuals and journalists.

The third platform is YouTube, most people have probably heard of this as well. It's the leading video sharing website with over two billion videos online. YouTube was founded in 2005 and bought by Google in 2007 and it describes itself as the world's most popular online video community allowing millions of people to discover, watch, share originally created videos. Originally created videos is really the important part about this.

YouTube's strengths are really sharing videos that you as an agency or organization create and building awareness by embedding them on your own websites or other social media platforms or just using the audiences on YouTube as a way to build awareness. It is a good way to build awareness but not necessarily online community. We found that while there are comments and discussion features on YouTube they tend not to be as robust or productive than on other platforms.

Moving on to our recommendations, for organizations and agencies that have a 501 (c)(3) status we recommend that you create a non-profit channel by going to: www.youtube.com/nonprofit. For governmental organizations or other groups that are not 501 (c) (3) you can still create a channel and post videos that genuinely reflect your organization mission that demonstrate your work in action or to highlight people that you've helped or interviews with your key volunteers and staff. You don't need or indeed sometimes

not optimal to have professional slickly produced video and indeed just a flip cam with interviews of staff or volunteers are some of the most effective videos that non-profits have put out on YouTube. We recommend that the organizations launch with at least three videos and add a new videos at least quarterly.

And finally the last platform is blogging, blogging is a little different from the other three and it's not an individual website. Blogging is sort more of a movement, it can vary from online journalism hubs like Gawker and Huffington Post to personal web-based journals that can be hosted on aggregate sites like Tumblr, WordPress or LiveJournal. They gradually developed over the past decade from bulletin boards and e-mails list and they are now tracked by sophisticated metrics programs like Technorati.

Moving to the strengths and weaknesses blogs provide the opportunity for in depth commentary on the media and connecting with them. Many bloggers consider themselves on par with traditional journalists and on the basis of audience it's, you know, becoming more and more true. Some of the online blogs like Huffington Post have more readers per day than the New York Times. By using blogs as a means of outreach and connecting with bloggers you are connecting with audiences that include advocates and potential donors and as you find bloggers who are writing about issues that pertain to weatherization, the people that read those are blogs are people who care very deeply about the issue. In terms of weaknesses, because we often recommend, and we'll get to this in a second, their organization focus their outreach on bloggers rather than starting their own blog. You do have a loss of control similar to what you do when you're doing traditional outreach to journalists. And it's also a very time consuming intensive process and not very good for occasional users.

So as I alluded to recommendations we do not often recommend that organizations on the local level create their own blogs, it's very difficult to attract a new audience even if you have great content getting readers in is a real challenge. So instead we recommend that organizations focus the time they would be spend on building a blog into doing outreach to bloggers that already have an audience. This can include maintaining list of bloggers and then as things arise whether those be events, new reports, a video that you produced or just some commentary on a news article that you leverage those relationships and lists by doing outreach to bloggers. And then keeping the lines of communications open so if you don't succeed the first time you continue to talk to these people and get them to understand what your organization is doing. The second thing that we recommend is collaborative story telling as many of you probably know, NASCSP maintains a blog on WAP and we recommend that you as local directors and program leaders send stories to NASCSP that include program successes, interviews with you beneficiaries, volunteers or staff or just interesting local news and events that come up. And then NASCSP will leverage their national network to get you the exposure that you can use. So finally I'm going to turn it back over to Megan for some very quick, very broad how-tos and then we will open it up for questions.

Ok great so we wanted to touch a little bit on policies and questions to ask yourself before you get started working with social media. So, first of all, ask yourself of course do you plan to use

it strictly for professional uses or are you also going to do personal use through the same account and does your agency have a social media policy? We are quite aware that a lot of governmental organizations and even non-profits as well are starting to recognize that many of their staff members are on social media and that there is this play between a professional and personal profile. So, some of the things that you should be thinking about is if you indeed have a social media policy and if not is it something that you want to create. So, guidelines for using social media in a professional context are really important to follow of course at the agency level as well as considering any ethical issues around HIPPA, perhaps confidentiality, or any specific ethical issues around branding that your organization finds important and critical.

So if your organization doesn't have a social media policy you could consider writing one, chances are if you are thinking about social media policies in the context of work there are other people that you work with that are thinking about it as well and may benefit from it. So some of the things that you could consider to include in a social media policy is such things as an editorial approval process, meaning who has control of kind of what's going out across social media channels with regard to work related content. Honing in on any diversity or multicultural concerns or issues again this kind of professional versus personal use and that could see things like considering how to access the site from your actual work computer and is that by logging in as a professional profile or by logging in as a personal profile and there may just be some constraints around that or issues to consider. Tone in messaging of course, although we do recommend having a very kind of colloquial, friendly tone when you are professionally messaging on social media platforms. For most of us I would imagine our personal profiles are even more comfortable and casual so just making sure you strike a balance between that. And finally any financial transparencies so if these are government funds going to maintain a social media profile on behalf of a government agency you just want to make sure it's transparent to your donors or whomever that said person's job, a small portion of that time is dedicated to maintaining social media platforms.

So what do you do if, next slide, if you have policies against using social media in the professional context. So here are our top three recommendations, the first is to support and provide NASCSP through the use of how-to guides and providing the NASCSP how-to guides to your grantees and any individuals that perhaps you make individual grants if you are a state agency. So kind of being a go between and taking the tools produced by NASCSP at the National level and making sure they get in the hands of the local agencies who can use them.

We highly recommend, any professional frankly, is tracking of social media as it relates to your professional context so making sure that if you just have and only access social media using a personal platform, follow agencies and organizations that are dealing with weatherization because frankly it's really important for everyone in a professional context to be aware of what's going on across social media as it relates to your job and organization because as we are seeing more and more social media has becoming a tool not just to connect to friends and family, but really a tool for advocacy and awareness building and branding and it's going up to the highest corporations that are using it effectively.

And lastly, as we alluded to earlier, collaboration. So making sure you are sending your success stories to NASCSP who can distribute them through their social media channels, if you do not have the ability to do that at the agency level.

So we go into great deal of depth of these things in the guide, but I just wanted to give you a snap shot of kind of what we are talking about in terms of staffing and managing these accounts. A lot of organizations we deal with and talk with and work with are really afraid about getting into social media because they think it's going to be an exorbitant amount of time. So, and it can be we definitely acknowledge that, some organizations and very large scale non-profits they do have dedicated staff whose full time job it is to maintain social media platforms, but there are some really simple ways to you can kind of build awareness of weatherization, build awareness of your agency or organization with a small, relatively small time commitment.

In conclusion, I just want to talk about this next slide here about integrating communications. We touched on this a little bit, but just to summarize make sure that all of your sources are connecting to one another if you deem that appropriate. So there are ways that on the backend can link your Twitter account and your Facebook account such that when you update your status on Facebook it automatically posts a tweet and vice versa so that you are not specifically having to maintain two or more applications. And then that also helps ensure brand consistency and it ensures that your message is similar if not exact between various platforms. We highly recommend organizations to develop an editorial calendar and keep track of what you are posting on a day-to-day basis, on a week-to-week basis, month-to-month, you get the idea, it really does help guide your communications. And to use the tools available to you selectively and strategically. So making sure that if you are perhaps combating negative press it might not be beneficial to do that solely through Twitter due to the small character count and the inability to really have a long nuance message. And then lastly reinforcing whatever you are doing on social media platforms and really learning from your own experience. What we tell organizations time and time again is that really the way to understand social media platforms and how they can work well for you is to get in there and do it. Start playing around carefully and strategically but doing it in a way that you're learning from your metrics, you are controlling your message and you are constantly bringing the conversation back to your issues. So people are posting on your Facebook wall in ways that really isn't messaging appropriately about weatherization and whatever it is that you are working on at the moment, to being sure to add posts and comments that kind of bring it back to the way you want to talk about your issue.

So the final slide here is just a plug for the social media resource manual that we developed for the Weatherization Assistance Program, not only does it give a framework, but it goes into depth on how-to guides how to actually set up these profiles for your organization or agency. It's available at the website listed here you can also link to it from WAPTAC. So we hope that you access it, read through it, pass it on to whomever you think can benefit from it.

Alright so I'm now going to turn the phone back over to Vinny who is going to open the floor for questions and we hope there are some good ones out there and we hope that we can answer them in a way that is really helpful for you all.

Webinar Q&A Session

Hi Megan, this is Rebecca, this is Rebecca Stewart from NASCSP that is on the phone. We got a couple of questions through the Q&A box that I just wanted to put out there.

Great.

So, one person just wanted to emphasize that creating a social media presence isn't a build it and they will come situation there has to be a lot of awareness campaigning through, you know, building an icon on your website, links in direct mail pieces, text messages if you have that capability I don't think most do, but you want to make sure that your e-mail signature, see if you can add links to everything and things like that just getting the word out is one of the biggest jobs.

Absolutely, we couldn't agree more including... even a welcome, if you do e-communications and have an e-mail distribution list. As soon as you set these up and you are comfortable making sure that all of your constituents who regularly receive information from you get a blast e-mail that's says hey check us out, follow us on Twitter, become a fan on Facebook, connect with us where you spend a lot of your free time anyways.

I think that for many organizations we definitely recommend that you go beyond what you often think of as your traditional go to, you know, your e-mail list, your donor base. Think about other things, a lot of people who are, like the people access services have access to social media and can be following you as well as people who are donating or donating their time.

We also had a question; what are your recommendations for using Facebook. Fan versus Friend setup.

That's a great question, and you know one of the challenges that continues to be a real challenge around Facebook is that they change their setup fairly often and like one of the big professional things to keep in mind if using Facebook is to keep up to date with what are the current practices on Facebook. Right now we recommend that organizations use a page and a page basically is a way for people to become a fan of your organization. We say that because Facebook has some rules in place that if an organization creates a personal profile they may go in and actually delete that profile because it violates some of their terms of use. Beyond that specific issue it's also a much more robust set of tools available to organizations if they create a page involving metrics, involving a way they can message their fans and Facebook is really designing the pages software to be responsive to organizations needs so looking long term building out a page and creating a fan rather than friends is definitely the way to go. Great question though.

Right, I would just add that, last or I think it was the week before Facebook came out with a new revamped groups which previously groups kind of trumped fans or pages in our recommendations but, so we are kind of reserving judgment on the new group set up until we can kind of see how organizations are playing with it and how we can play around with it more, but just to underscore Nathan's recommendation that you need to stay abreast all of the changes and Facebook actually has an excellent blog that they maintain to talk about all the changes when they occur.

Another question that came through; I have talked to several organizations who are hesitant to utilize social media because of concerns relating to controlling, preventing, controlling or preventing damaging / negative comments from being posted and what are your recommendations.

That's another really great question. And in general we recommend that organizations do whatever they can to get out in front of negative messaging whether that's the media or whether that's comments on their Facebook page. And I think for the two ways to do that, central is to just keep pushing out positive messages that respond, at least obliquely to the negative things that are going on out there. So if someone says weatherization is a waste of money, you are not saying no it's not, you're wrong. You are saying instead weatherization is a great use of money here are some examples how and really pushing out those positive examples that counteract that. In specific around negative comments on your profile it's important for organizations to consider and draft a policy around commenting and that can be as simple as: the Connecticut weatherization program reserves the right to edit or delete offensive or hate filled speech that is posted to the profile. So that it is very clear what is going to be deleted and what can be edited. And then it is important to respond to things that go on in your profile so if there is someone who is not disruptively or offensively challenging some of the things you put up there that you respond to it in a positive, but respectful way.

This is Rebecca, I just asked Vinny to go through how people can raise their hands and ask questions.

Certainly, the floor is now open for questions. If you do have a question please press the number seven on the letter Q on your telephone keypad. Again, if you do have a question please press the number seven or letter Q.

Again, if you do have a question please press the number seven or letter Q.

I can do a couple more while we are waiting for something to come through. How can an organization ensure that their messages are getting misconstrued?

There is, as we alluded to a bit in the presentation there's really a level of message control that you have to assume when you jump into social media. So as Nathan just talked about, the importance of getting out in front of the message and framing things in a way that is positive

and actually calling up things that you very intentionally want to call up in your readers mind. That's really the key way to ensure that your message isn't misconstrued so certainly there are specific tools of course on each platform that allow retweeting for example which is a way to exactly verbatim retweet what your message is and similarly on Facebook there is a share function of course by sharing the information very infrequently is that message actually changed. So taking advantage of the tools, positioning things and branding things in such a way that really hones in on what your core message points are and your platform, those are the keys ways of controlling your message online.

And I have one more, would you suggest creating multiple social media accounts for every division within an organization?

In general we do not and we say that because what that ends up doing is splitting your audience so rather than having multiple Facebook and Twitter profiles each of which has only a few fans, by pulling it together you are both creating a broader audience base, but you are also solidifying your brand as an organization and it is important for your audiences to know the depth and breadth of programs that organizations offer. And so even though that maybe very disparate, we do recommend that you use only one profile per organization. And what we found is that people will read what they are interested in so they'll click on links about the programs that they find personally most interesting and not necessarily the other one or maybe they will just because they've built up such a connection with your organization.

Any last questions?

Are there any in the queue?

At this time, there are no questions in the queue.

OK.

This is Rebecca, I just want to let everyone know we will be posting a transcript and a audio recording and the slides from this so if anyone in your organization missed it, they can catch it later.

Great, well in closing we just like to thank all of you for attending today. We hope that this was really valuable and that you access and download and save and spread on, pass on the social media resource guide for the WAP.

Thanks very much everyone.

Thanks so much.

Bye bye.

Thank you ladies and gentlemen that concludes today's teleconference.

Webinar Chat Q&A Session (occurred during the entire webinar)

Gina Peattie to Q & A Group 2:18 PM
Will these slides be available to download?

Rebecca Stewart to Gina Peattie and Q & A Group
Yes

Gina Peattie to Q & A Group
Great, thank you!

Julia Geyerhahn to Q & A Group
What about creating a social media policy - what employees can/cannot post regarding the company?

Julia Geyerhahn to Q & A Group
Also, not sure if you are going to address this, but in case I forget... creating a social media presence isn't a "build it and they will come". There has to be a lot of awareness campaigning (icon on website, links in direct mail pieces, bills, text messages, etc.).

Gina Peattie to Q & A Group
What are your recommendations for using Facebook - fan vs. friend set up?

Julia Geyerhahn to Q & A Group
So this webinar appears to be more of a "What's Social Media" than "How can I use social media successfully for LIHEAP & WAP".

Rebecca Stewart to Julia Geyerhahn
Hi Julia, is Megan addressing your question on a social media policy?

Julia Geyerhahn to Q & A Group
Yes

Rebecca Stewart to Julia Geyerhahn
This is background, the Q & A portion is meant to address those concerns.

Gina Peattie to Q & A Group
I have talked with several organizations who are hesitant to utilize social media because of concerns related to controlling/preventing damaging/negative comments being posted.

Gina Peattie to Q & A Group
What are your recommendations?

Rebecca Stewart to Gina Peattie

Hi Gina, I will ask Megan and Nathan to address during the Q & A session.

Gina Peattie to Q & A Group

Thank you.