

Social Networking 101

**Ohio Association for Career and Technical Education
Spring Conference**

April 16, 2010

Facilitator/Presenter - Angela Siefer



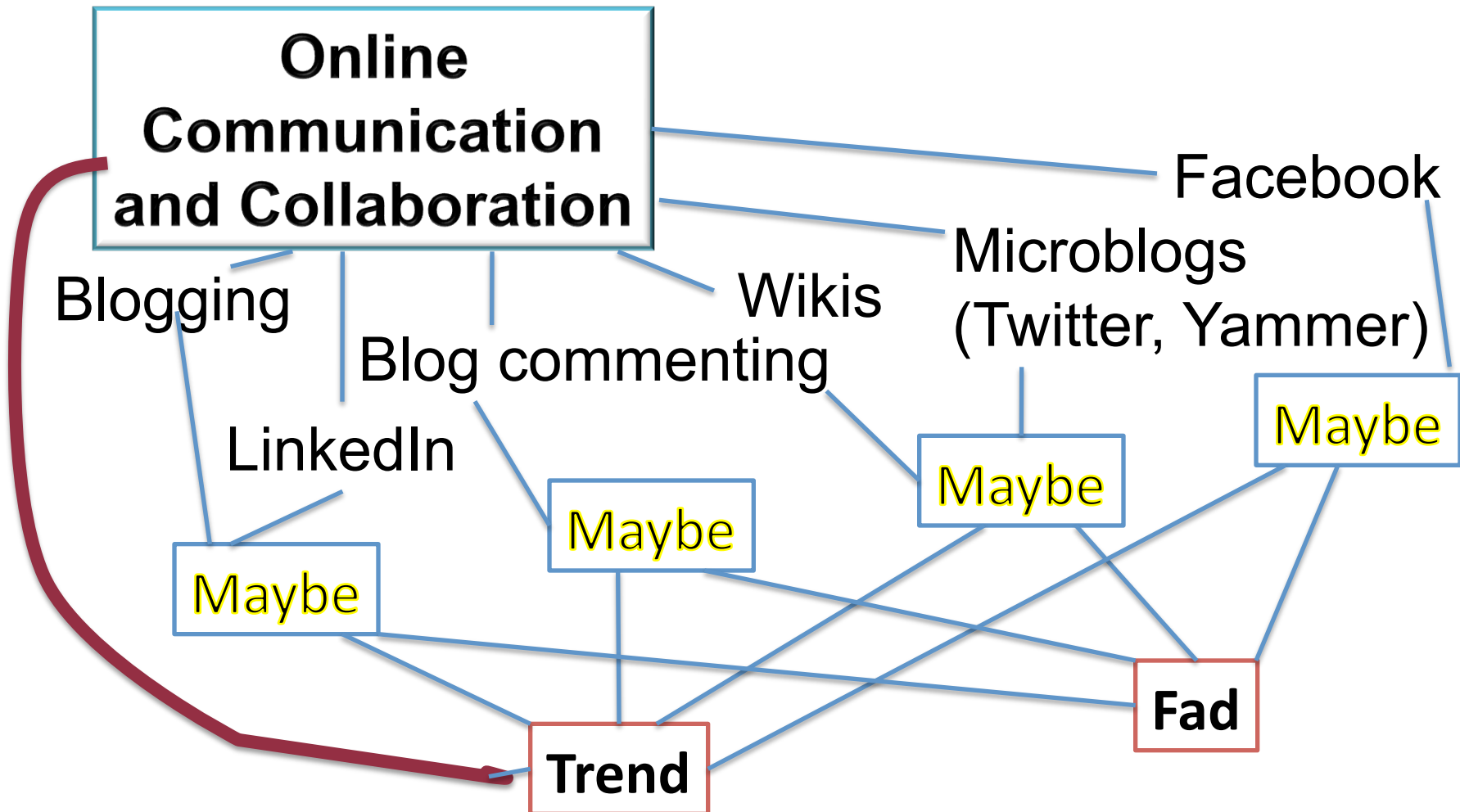
Fad



Trend

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Social Media – Fad or Trend?



Social media is how we share information online. Sometimes we are the audience. And sometimes we are the author. Often we are both. Social media tools include blogs, message boards, podcasts, micro blogs, bookmarks, networks, and wikis.

Social media tools enable anyone without knowledge of coding, to post, comment on, share or mash up content and to form communities around shared interests.

Why?

Why Not?



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Top 3

twitter

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How?

Ohio Farm Bureau & Social Media

The screenshot shows the Ohio Farm Bureau website with a navigation menu at the top: NEWS & EVENTS, MEDIA & PUBLICATIONS, POLICY & POLITICS, BENEFITS & MEMBERSHIP, EDUCATION & REFERENCE, and GET INVOLVED. The main content area is titled 'SOCIAL MEDIA' and features an article titled 'Discover Your Social Web: An Ohio Farm Bureau Guide to Social Media'. The article text states: 'While many organizations will tell you to follow them on Facebook and Twitter, not many of them tell you HOW to use these sites. Ohio Farm Bureau understands that for its members to fully utilize this new mode of communication, we must provide more than just links to our social media accounts. For this reason, OFBF has created an easy-to-follow guide to social media, including detailed, one-page tutorials on Facebook and Twitter topics to get you more comfortable using these new modes of communication.' Below the text is a graphic of a laptop displaying 'SOCIAL MEDIA' on its screen, with the text 'Discover Your Social Web: An Ohio Farm Bureau Guide to >>>' above it. At the bottom of the graphic are icons for twitter, facebook, and YouTube. To the left of the main content is a sidebar with a 'MEDIA & PUBLICATIONS' section containing links for Overview, Read, Watch, Listen, News Room, Advertise with Farm Bureau, and Social Media. Below this is a 'POPULAR VIDEOS' section with a video thumbnail titled 'OFBF at the 2009 Ohio State Fair' showing a person climbing a rope tower.

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National Meningitis Association on Facebook

The screenshot shows the Facebook profile of the National Meningitis Association (NMA). The page header includes the Facebook logo and navigation links: Home, Profile, Friends, and Inbox. The user's name, Angela Siefer, and options for Settings and Logout are also visible. The NMA logo, featuring a stylized 'NMA' with a circular graphic, is prominently displayed. Below the logo, there are options to 'Suggest to Friends', 'Add to my Page's Favorites', and 'Subscribe via SMS'. A descriptive text box states: 'The National Meningitis Association (NMA) is a nonprofit organization founded by parents whose children have died or live with permanent disabilities from meningococcal disease.' The 'Information' section lists the organization as 'Founded: July, 2002'. The 'Fans' section shows '6 of 107 fans' and a 'See All' link. The main content area features a post by Cindy Krejny, dated July 10 at 7:32pm, expressing excitement about creating a Facebook event. The post has received likes from Lynn Bozof and comments from National Meningitis Association and Angela Siefer. A text input field with the placeholder 'Write something...' and a 'Share' button are visible above the post.

facebook Home Profile Friends Inbox Angela Siefer Settings Logout

NMA
NATIONAL MENINGITIS ASSOCIATION

Suggest to Friends
Add to my Page's Favorites
Subscribe via SMS

The National Meningitis Association (NMA) is a nonprofit organization founded by parents whose children have died or live with permanent disabilities from meningococcal disease.

Information

Founded:
July, 2002

Fans

6 of 107 fans See All

Write something... Attach Share

Cindy Krejny I am so excited about the create an event on facebook that we learned about at our conference. I have been receiving responses from volunteers and golfers. Even a friend of Erin's from Texas is coming in for it. What a great outreach tool. Thanks for all you showed us Angela. Check out my link on my page!
July 10 at 7:32pm · Comment · Like · Report

Lynn Bozof likes this.

National Meningitis Association This is great!!!
July 10 at 7:40pm · Report

Angela Siefer Excellent! Be sure to let us know if you receive more volunteers and raise more funds because of using the Facebook event. If its ok, I'll have one of my interns call you after the event to hear of your experiences. That way others can learn from you!
July 22 at 10:36am · Delete · Report

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MORPC on Twitter

The screenshot shows a Twitter profile for 'morpc_chester'. The profile picture is a man in a suit. The name is 'morpc_chester'. The bio states: 'Executive Director of MORPC, where visions and ideas of our growing central Ohio region are created, designed, discussed and embraced.' The location is 'UT: 41.887173,-87.615511' and the website is 'http://www.morpc.org'. The profile shows 69 following and 65 followers. There are 64 tweets. The most recent tweet is from Crystal Wilson at PlaceVision, discussing online social networking applications for planners and including a link to 'http://mypict.me/v6Z7'. Below it is another tweet about social networking and tech tools for enhancing public outreach, with a link to 'http://mypict.me/v6CV'. The profile also shows a 'Following' list with several user avatars.

twitter

Home Profile Find People Settings Help Sign out

 **morpc_chester**

▶ **Following** - Device updates OFF

Crystal Wilson, PlaceVision.
Talking about online social networking applications for planners. Discussion forums.
<http://mypict.me/v6Z7>
about 2 hours ago from UberTwitter

Social networking and tech tools for enhancing public outreach and participation. From tweeting to being friended. <http://mypict.me/v6CV>
about 2 hours ago from UberTwitter

MORPC has been working with local communities in central Ohio to ensure their voices are heard. We encourage you to...

Name Chester Jourdan
Location UT: 41.887173,-87.615511
Web <http://www.morpc.org>
Bio Executive Director of MORPC, where visions and ideas of our growing central Ohio region are created, designed, discussed and embraced.

69 following 65 followers

Tweets 64

Favorites

Actions
[message morpc_chester](#)
[block morpc_chester](#)

Following



Angela Siefer

angela@shinydoor.com

614-537-3057

@angelasiefer

<http://shinydoor.com>



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