Social Media Overview: Getting a Grasp of the Basics

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Andrea Zeelie and Robyn Kalda

“...they think the purpose of communication is to get information. We think the purpose of information is to foster communication.”
Mark Zuckerberg, founder and CEO of Facebook

Flickr photo by Will Lion
Tips for organizational success

- Tool choice
- Don’t block
- Edit
- Support
- Share
- Be transparent

Twitter

- SHORT, public information sharing
- Immediacy
- Radar
- Broadcast
- Engage

Twitter

- Twitter.com/@HC_Link and @ReseauCS (FR)
- Twitter.com/@Health_Nexus and @Nexus_Sante (FR)
- Twitter.com/@CAMHnews
Twitter hashtags

• Image-based sharing
• Inspiration
• Female
• Promote the work of others

Pinterest

https://pinterest.com/heiferint

http://pinterest.com/operationsmile
Pinterest  
https://pinterest.com/cmhabc/

Facebook

- Symmetric relationships
- Profiles for people
- Pages for organizations
- Groups
Google+

- Circles
- +1
- “Hangouts”

LinkedIn

- Professional focus
- Real-life connections
- Awareness of who you are and what you do (personally and organizationally)
LinkedIn: The Nature Conservancy

- 2-click sharing of found items
- Q&A