



EDUCATE
HONOR
CHALLENGE

Social Media

What is Social Media?

forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc.

Social Media Platforms

- Facebook
- Twitter
- Instagram
- Flickr



Platform Uses

Facebook

- Pictures
- Updates
- Videos
- Links
- Conversation starter

Twitter

- Short updates of 140 characters or less
- Pictures
- Links to videos

Uses Continued

Instagram

- Pictures
- Short Videos

Flickr

- Pictures

Pros of Platforms

Facebook

- Chance to post sharable content with others- will reach more users
- Multiple uses in one place
- Option to Schedule posts
- Option to comment and message with other users
- Popular for all age groups

Pros of Platforms

Twitter

- Ability to give quick updates and facts to people that follow you
- Can easily share what other chapters, chapter members and like-minded organizations are doing
- You can link your Facebook and Twitter pages to post same content

Pros Continued

Instagram

- Main focus on pictures
- Very popular with younger generation-
potential for student alumni to follow and get engaged
- Good for posting one or two pictures from events/ award ceremony
- Pictures are essential on social media today
- You can only post photos from a smart phone
- (If you have enough pictures for an album and/or don't have a smart phone use Flickr)

Examples with Pictures

Another special thanks to Medal of Honor Recipient Major General James Livingston, USMC (Ret.). It is always a pleasure having you speak on campus! #realhero



837 people reached

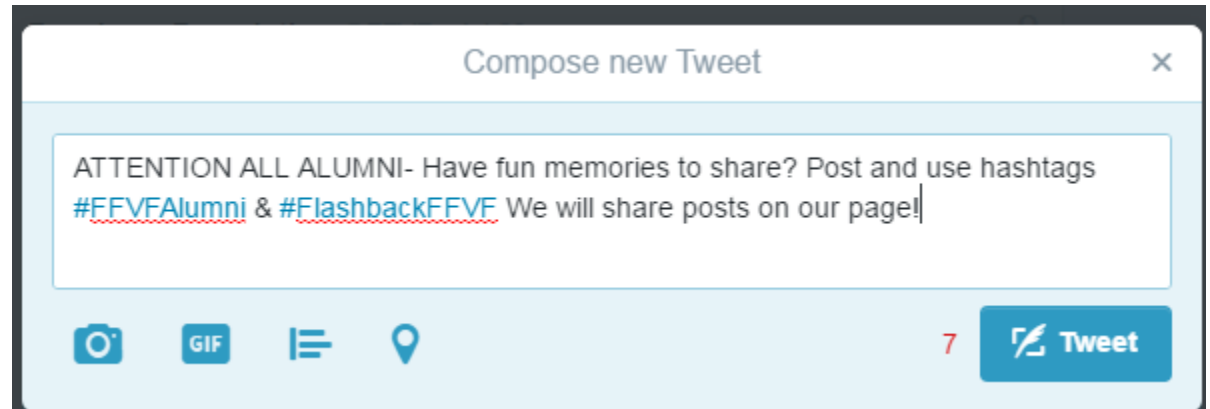
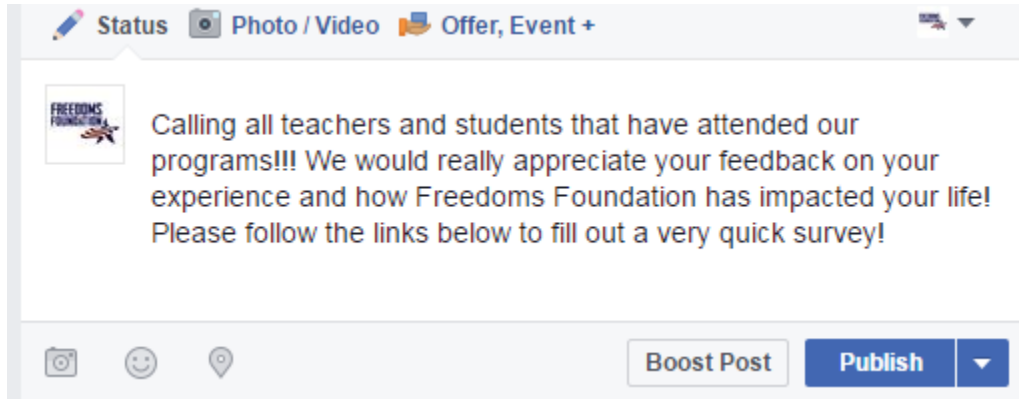
Boost Post

Like Comment Share

 **Freedoms Foundation @FFVF** · Aug 8 
Our pictures from the SLIPP program are now on Facebook!
[facebook.com/FreedomsFounda ...](https://facebook.com/FreedomsFounda)



Examples of posts



Helpful Links to get you started

- Facebook
- <http://www.mahalo.com/how-to-use-facebook>
- <https://www.facebook.com/business/learn/set-up-facebook-page>
- <https://www.facebook.com/help/345121355559712>
- https://www.youtube.com/watch?v=1d5iiV_QjUA

More...

- <http://mashable.com/2012/06/05/twitter-for-beginners/#WhpUJfc2iEqw>
- <https://michaelhyatt.com/the-beginners-guide-to-twitter.html>
- http://mashable.com/2012/05/16/facebook-for-beginners/#EZStK_uLoaqZ
- Google

Contact Info

ssisson@ffvf.org

610-933-8825 Ext. 232

Questions??