Voluntary Service
Reigate & Banstead

Media Training

Day 2 – Social Media

Thursday 9 June 2010

Course Tutor: **Des Shepherd**

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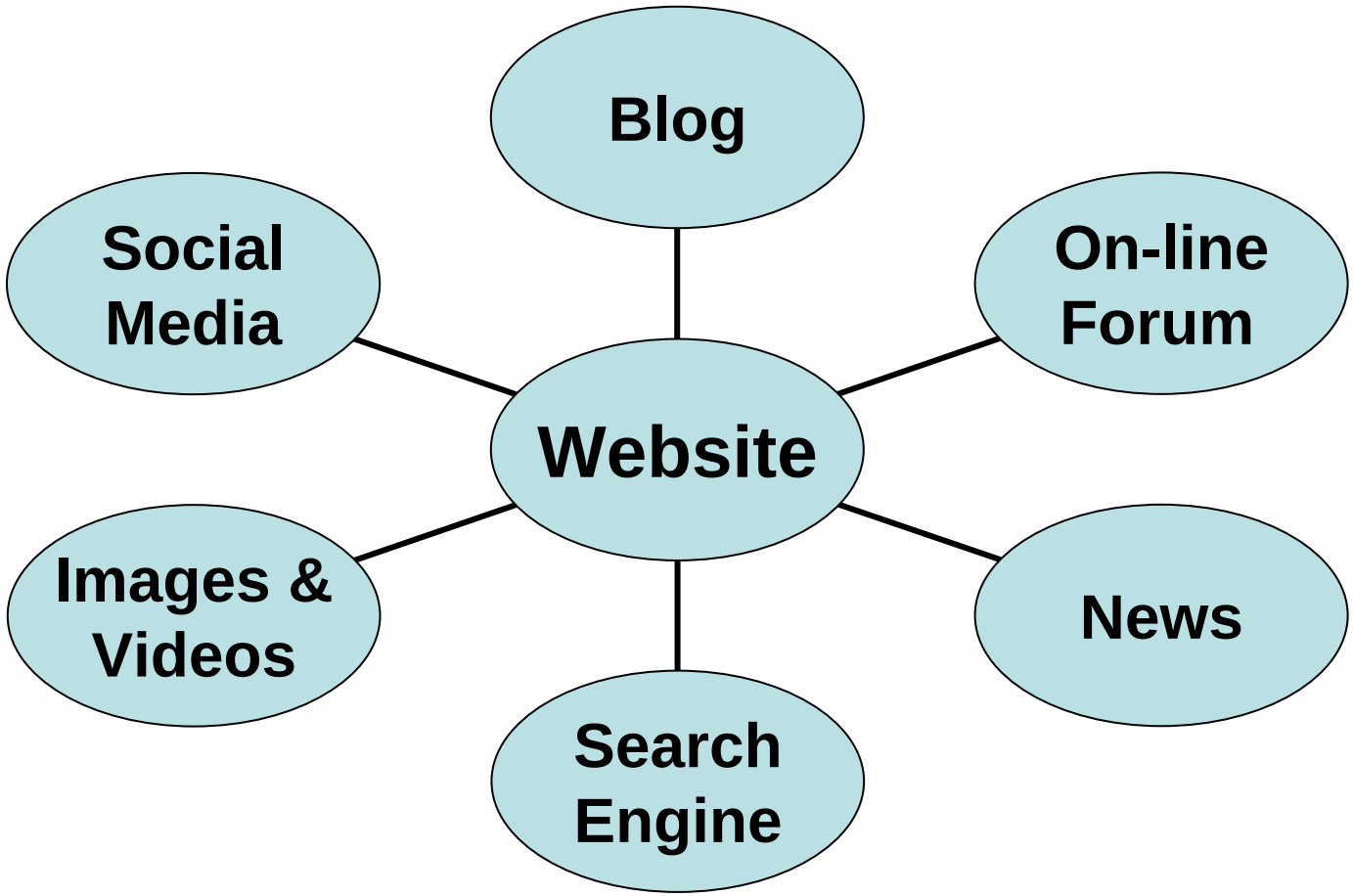
On Line Marketing

An integrated strategy



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Your On-Line Identity

Profile

On-Line behaviour

Needs

How do they look for it?

What do you offer?

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Your Website - from a visitor's perspective.

Use short lines of text and a clear font.

Break text up with headings and bullet lists

Key Information – on the top half of the page

How easy is it to navigate?

Feature real people visitors will identify with

Use of pictures (copyright)

Accessibility

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Keep your On-Line Visitors coming back for more.

Refresh your website **plus offer additional content**

Meet immediate needs

Loyalty

Empower your members/supporters/clients

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Social Media

Facebook is a social networking service and website launched in February 2004, operated and privately owned by Facebook, Inc. As of January 2011, Facebook has more than 600 million active users. Users may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile.

You Tube is a video-sharing website on which users can upload, share, and view videos

Twitter is a website which offers a social networking and microblogging service, enabling its users to send and read messages called *tweets*. Tweets are text-based posts of up to 140 characters displayed on the user's profile page.

Bebo is a social networking website very similar to others in particular Facebook.

Legal Matters

Remember the laws of Contempt of Court and Libel!

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Social Media

These sites can all drive traffic to your web site.

They can encourage dialogue – allowing interaction with your organisation.

Posting newsworthy items/ events/ videos/ tweets/ blog entries create a buz across multiple on-line social media sites.

Anything you post MUST reflect your organisations values and priorities.

WHAT DO YOU WANT TO ACHIEVE?

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facebook

Reasons to Connect

On line expert

Share experiences

Share interesting links

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Use Videos

Interview with Technorati CEO, Richard Jalichandra (Video) [HQ]
Length: 8:35
August 5 at 8:16am · Share

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Encourage debate

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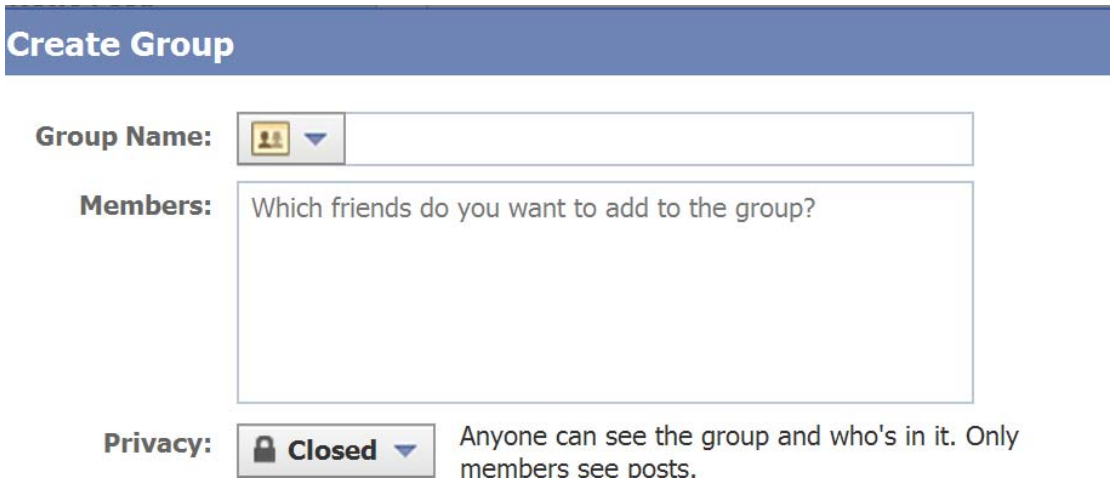
Create a Group