

Social Media Orientation Kit

This introductory kit was established as a roadmap for creating profiles on social media and making your first post. Each platform changes on a regular basis, so specific steps may not always be correct, but the general outline for creating a social media pro-file will stay the same.

Facebook

A social-networking website intended to connect friends, family, and business associates by facilitating communication through a dedicated forum.

Creating an Account

1. Go to www.Facebook.com.
2. The sign-up process actually begins right there on the home page. Enter your information. You will have to enter an e-mail to complete the process. You may want to establish a separate e-mail from your personal, as your inbox can become cluttered with Facebook notices, unless you choose to opt out of them.
3. After you have registered with Facebook, they will direct you to a page allowing you to begin finding friends based upon e-mail servers. Facebook will pickup the e-mails in your address book, and then go into their database to determine if they are already registered Facebook users. If so, it will allow you to send them "Friend Requests," which means they would be able to see your posts, status updates, pictures, etc. unless you specifically block content to that user.
4. The next step will ask for your high school, college, and employer, aka—primary locations where you might have made friends. Once you click Save and Continue, Facebook will generate a list of folks who also attended those schools or work for that employer. Simply click on the Add as Friend link under each photo of those you know and wish to friend.
5. The third and final step is uploading a picture of yourself for others to see. You can upload an existing picture from your computer or take one then using the camera on your computer. I recommend using an existing picture—simply because it's easier and probably of better quality.
6. Congratulations! You're now "on" Facebook!

7. You'll now have the option to complete Steps 1-3 if you didn't previously. You'll also be able to edit your personal information by clicking the Edit Profile link. Once you click on that, a list of categories will appear to the right: Basic Information, Education and Work, Philosophy, etc. This is your opportunity to reveal personal things about yourself such as your interests, hobbies, marital status, etc. Share what you'd like, but remember this is a public forum, which can and will be viewed by others.

8. Last, you'll need to go to your e-mail to complete the sign-up process. They just want to confirm that you're a real person and not a computer.

Creating a Group site for your Grange

1. Go to www.Facebook.com.
2. Underneath the green Sign Up link, there's a tiny little link called Create a Page.
3. The next page asks you to categorize your page. If you're making one for your State Grange, then choose Company, Organization, or Institution.
4. Under the Choose a Category dropdown, choose Non-Profit Organization. For Company Name, put in the name of your State or Local Grange. Check the box next to I agree to Facebook Pages Terms.
5. You'll be asked to enter whatever words or numbers they provide. Again, they just want to make sure that you're a person and not a computer.
6. Next, you'll be asked whether or not you have a Facebook account. Since you've just created one, you can check I already have a Facebook account. Simply enter your e-mail and password used to log into your regular account.
7. Your page is officially created now, and all you've left to do is spice it up and add your Grange's information.
8. For the image, use your Grange's logo if you have one. If not, use your President's picture, or a picture of your Grange hall, etc.
9. Click the Invite your Friends link, and click on all of the people who are members of your Grange. In this instance, Tell your Fans is essentially the same as Invite your Friends and you shouldn't worry about this step.
10. Go ahead and click the Post Update link and say hello to all your new members.
11. If you'd like to put a Like box on your website, go ahead and click on the Add Like Box link under Step 5. Follow the steps provided by Facebook. If you have trouble, I found this website to be a bit more helpful: http://www.askdaveytaylor.com/add_a_facebook_like_fan_page_box_blog.html.
12. Last, if you have a mobile device capable of sending and receiving e-mail, proceed with Step 6.
13. Go to Edit Info to add information about your Grange, such as its mission, purpose, etc.

14. That's about it. Now feel free to explore your new Facebook page.

Creating Friends Lists

NOTE Not the same as a group. A list is a specific segregation of friends into a related cluster.*

1. On your profile page (your name on the upper right side), click Friends under your profile picture on the top left side of your page.
2. A list of your friends will now appear. Click on any one that you wish to add to a list and view the list of options; including New List.
3. Simply type in the name of the new list and click Enter.
4. Proceed down the list of your friends, adding each to the list of your choice.

Add/Change Administrators

1. Go to your group's home page.
2. Under the name of your Group at the top of the page, there will be a blue link called Members; click on it.
3. A list of the Group members will appear, with gray boxes that say Make Admin next to each one.
4. Simply click on one to make that member the new Group administrator.
5. Similarly, to remove an administrator, find their name in the same Members window, and click Remove Admin.

Creating an Event

1. Go to your group's homepage.
2. In the top right hand corner, next to Notifications, there will be a gear-shaped button that when clicked will drop a list of options; including Create Event.
3. You will then be taken to a new page containing areas for you to enter the Event details.
4. Simply fill out the form, including your guest list, and click Create Event.
5. All of your guests will now receive an invitation to your event.

Facebook Tools and Tips:

- Nobody can see that you've been looking at their page—so feel free to browse around!
- Notices are not sent out when you “unfriend” someone by deleting them from your friends list; just in case you “friended” someone whose updates offend or annoy you. If you find they post too frequently, or you otherwise do not wish to receive their updates, by clicking “Remove from feed” in a small box that appears next to one of

their updates, you can remove them from your 'feed' or Facebook updates while still maintaining a Facebook friendship.

- When uploading photos, holding down Shift & Command allows you to select multiple photos—saving lots of time. Or, you can download Facebook's Simple Uploader which allows for even easier uploading.
- News Feed, located to the right on your Home page, contains recent news updates and stories from the pages and people you follow.
- <http://www.facebook.com/help/> can provide help should you need it.
- Groups allow you to organize your friends into those with similar interests, hobbies, political affiliations, etc.

Twitter

A social networking and microblogging service that allows you to answer the question, "What are you doing " by sending short text messages 140 characters in length, called "tweets," to your friends, or "followers" (Self-defined by twitter).

Creating an Account

1. Go to www.twitter.com.
2. You will see a yellow Sign Up button in the right corner, along with spaces to enter your name, e-mail, and password. Go ahead and enter this information.
3. You will be taken to a page with the heading Join Twitter Today at the very top.
4. The information you entered on the previous page will appear in the new boxes, and all you have to do now is choose your username. Go ahead and do that, and then click Create My Account.
5. You will then be taken to your new Twitter account. A greeting saying: Welcome, (your name) will now appear. Click Next.
6. A list of popular Tweeters will appear, but to search for a specific person, organization, etc., simply enter their name in the search engine box.
7. As you begin following people, they will appear on the right in the list of Tweets.
8. Congratulations! You are officially "on" Twitter.
9. You will now be given the opportunity to click on topics and fields that interest you. I encourage you to click on those topics you will want to hear/read about on a regular basis. Upon clicking on a topic, various individuals, organizations, publications, etc. will appear. To the right of these Tweeters is a Follow button for you to click on, should you desire to hear their comments and updates.

Twitter Tools and Tips

- TwitterSearch: find people, organizations, groups, etc. or plug in keywords of interest.

NOTE: when using the search feature, Twitter will automatically search for Tweets using the keywords entered. To look for people, simply click the People link in the new window.

- Hashtags: add hashtags (#) to your Tweet to have it circulated whenever somebody runs a search for that word or topic. For example, you could Tweet “Looking forward to helping with the urban community farming initiative this weekend #Grange #communityservice” and those searching for the Grange or community service would see your tweet.
- TwitterFox: view Tweets within your web browser (in a popup menu). Very handy and eliminates the need to constantly go to Twitter.com.
- Tweetosphere: join a conversation or track topics & trends through e-mail digests of keyword activity.
- Twitter for Facebook: forwards Twitter updates directly to Facebook as status updates.

Blogger

A site created and maintained by Google that allows individuals, companies, organizations, etc. to publish their own content.

Creating an Account

1. Go to www.blogger.com.
2. Click on the big, orange link entitled Get Started.
3. You'll be directed to a page entitled Create a Google Account. You must already have a Google e-mail account to be able to complete this step. If you don't already have one, go to www.mail.google.com and follow the steps. As a matter of fact, you can connect this e-mail to all of your social media accounts, keeping them separate from your personal e-mail and avoiding inbox clutter. Fill out the information on this page. Your “Display Name” is what will appear at the end of all your blogs; in other words, your signature.
4. After you complete the first page, you'll be asked to title your blog and choose the “Blog Address.” They can be one in the same, assuming neither is taken. Also, giving them the same name makes it easier for others to find it.

Some tips on naming your blog: Don't use the word “blog” in the title. It's vague and unimaginative. Use a title that's both descriptive of your blog, but creative enough to grab a reader's interest.

5. After completing Step 4, you should be directed to a page entitled Choose a starter template. This is the background and layout that will appear in your blog, upon which

the words will be written. Get creative and choose whatever you like, but remember that presentation is key and busy, crazy, wild-colored backgrounds can be irritating. Whatever you choose is not set in stone; simply by going to Dashboard, Design, and then clicking on Template Designer, you can customize your blog to anything you'd like. You can also upload personal backgrounds from your computer using photos, logos, etc.

Adding an Administrator

1. Go to your Dashboard and click Settings.
2. Click the Permissions tab at the top.
3. Click Add Authors in the new window.
4. In the dialog box, type in the e-mail of the person you want to grant access to.

Note: this person must also have a Google account.

5. Click Invite. An invitation to be an author on your blog has now been sent to that person. They must now accept it before you can move on.
6. Once this person has accepted your invite, go back to Dashboard, and click Settings once more, and again on Permissions.
7. You will now see that person's username in the box. Click on the grant admin privileges link right beside it.
8. A warning box might appear now, warning you that this person can now make changes to your blog. That's alright; go ahead and confirm your decision.
9. You're done!

Blogger tools found under Dashboard in the main menu.

- Comments: view, delete or remove a comment from yourself or a commenter. Delete completely removes a comment, whereas Remove Content leaves a blank space or says "Content Removed."
- Settings: where you manipulate things such as the title, time zone, comment restrictions, etc. Feel free to explore and click on all the tabs to tailor everything to your liking. I only suggest that under the Basic tab, under Let search engines find your blog, you choose yes.
- Design: layout, fonts, templates, etc., for your blog will be found under this tab.
- Monetize: this is for advertising purposes only. Should you agree, Google will place ads and images in your blog, and possibly pay to do so. As all Granges are under the trademark of the National Grange, there could be legal issues involved and I would advise against it.
- Stats: gives a summary of who is reading your blog, from what country, what posts are most popular, how long people spend reading them, and what sites direct traffic to your blog.