Social Media 101: A Guide for Affiliates
Part I

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What is social media?

“Social media is any form of online publication or presence that allows end users to engage in multi-directional conversations in or around the content on the website.” —onlinematters.com

In other words, social media is a set of tools one can use to communicate, engage, and connect with others.
Why use social media?

- “Because 3 out of 4 Americans use social technology”
- “Because 2/3 of the global internet population visit social networks”
- “Because visiting social sites is now the 4th most popular online activity—ahead of personal email”
- “Because time spent on social networks is growing at 3X the overall internet rate, accounting for ~10% of internet time.”

Quotes taken from this social media presentation from the Managing Director of US at Espresso, :
http://www.slideshare.net/mzkagan/what-the-fk-is-social-media-one-year-later
Who is the social media audience?

- The answer is EVERYONE.
- For Affiliates, social media can help you reach these target audiences:
  - Members
  - Teachers
  - College students
  - Advocates
  - Policy makers
  - Parents
  - General public
Basic rules to Social Media

1. Listen
2. Engage
3. Measure

Social media can be used professionally for:
- Marketing, public relations, customer service, loyalty-building, collaboration, networking, thought-leadership, and customer acquisition.
Social media landscape is vast
You don’t have to use every tool!

• Since there are hundreds of tools to use, you personally and professionally must learn what will work best for you.
• No one is recommending that you learn every social medium that exists.
• Lucky for NAEYC Affiliates, NAEYC has already done some research to help.
Personal to Professional

- Once you feel comfortable with using social media personally, you’ll be able to plan the official launch of your Affiliate pages.
- If you already have an Affiliate page, hopefully this presentation can help you strengthen your engagement and outreach.
- Learn from others!
Personal before Professional

- Get personally active!
- You will **not** be successful at communicating information from your Affiliate on these platforms unless you are comfortable with them.
- Select a platform you have heard of and get started.
- NAEYC has found success with Facebook, Twitter, and YouTube.
Facebook: Getting Started

- Things you need:
  - An email address
  - An interest in learning
  - Patience
  - Some free time

What is Facebook?

• Facebook allow easy sharing of content – thoughts, news articles, photos, videos and much more!
Facebook

• Facebook terms
  • **Profile:** The overall area with your personal information. Usually includes a picture, name, location and other identifiers.
  • **Wall:** The center of your profile for adding new things, like photos, videos, notes and other application content. The Publisher at the top of your Wall allows you to update your status and share content through many different kinds of Wall posts.
  • **Info tab:** Includes specific information including your email address, birthday, education and work information, list of your fan pages, etc.
  • **News feed/live feed:** Your default homepage on Facebook. Shows the information from all the friends and organizations that you are connected to.
Facebook

Tips:

- When you post on your wall, everyone who is your “friend” can see this on their news feed.
- When you post on someone else’s wall, your friends do not see that on their news feed.
- You can change the way this works through privacy settings, but we will get to that during part II of this presentation this summer.
Facebook Fan Pages

• Since your ultimate goal is to use social media to get your Affiliate engaged, you will need to learn how a fan page works.
• Each Affiliate is encouraged to create a fan page to reach out to the public.
• Join NAEYC’s fan page to learn more!
  ◦ www.facebook.com/naeyc
NAEYC’s Fan page

- Monitor what people are saying on our fan page, how NAEYC responds, and what we post as an organization.
- Notice how you receive updates on your news feed.
- Notice how you cannot see other’s profiles unless you are friends with those people.
- Connecting with fan pages connects you professionally.
Join other fan pages!

- Search for other interests — sports teams, politicians, musicians, TV shows
- Look at NAEYC's Favorite pages for recommendations of where else you can connect.
What is Twitter?

- NAEYC also uses Twitter to reach out.
- Are you interested in sending out updates and news on your Affiliate’s activities and resources? Twitter might be a great tool for you.
- Twitter is a microblog where you can post very short pieces of information (140 characters or less).
Twitter

• Things you need:
  ◦ An email address
  ◦ An interest in learning
  ◦ Patience
  ◦ Some free time

• http://twitter.com/
Twitter

- Pick a Twitter avatar that is personal – can be your name or something casual, like a screen name. You can always change it.
- Affiliate avatars should be straightforward – ie. @caeyc = California AEYC
Twitter terms

- **Tweet**: post or status update, must be 140 characters or less

- **ReTweet**: when you want to share something someone else has posted, but give them credit.
  - Someone named “@Sallywits” shared information about a parent survey that NAEYC originally posted.
  - You must use the @ sign before the avatar name to ensure it gets linked.

- **Hashtag**: label tweets for search
  - The hashtag is when you use the # sign before a word that you want people to search. Adding #naeycINST for instance will label your specific tweet as related to NAEYC’s Institute. A search of “#naeycINST” will give you all related tweets from everyone on Twitter.
Twitter Terms

**Feed:** The stream of people’s posts and updates.
- Your homepage will be the stream of everyone who you are following.
- An organization’s homepage will be a stream of all their tweets and reTweets, starting with the most recent tweet.
- The more people you follow the better diversity of content you’ll get.

**Direct Message:** A private message between two users.
- You can use DM before a person’s avatar to label that message as a direct message.
- DM @naeyc would mean you are directing that message just to @naeyc.
Twitter Tips

- Anything you say on Twitter is public unless you check a box to make all tweets private. This can be found in your settings.
- The more people you follow, the more interesting your Twitter experience will be.
- Start by following NAEYC!
  - www.twitter.com/naeyc
  - www.twitter.com/naeycac
We've reached a milestone in EC Associate Degree Accreditation! Congratulations to the programs accredited by #NAEYC! http://bit.ly/aRvQoh

Would you like to receive updates and action alerts on federal and state early childhood policy issues? http://bit.ly/99CEuN #naeyc #ece


Want to be the first to know the early childhood education scoop? Sign up for #NAEYC's Early Learning News: http://bit.ly/25pW1 #ece
People to Follow on Twitter

- Once you start following NAEYC, browse those people we are following and see if those people interest you.
- Other people or organizations to follow include: news organizations, US Department of Education, The President, other politicians, interesting celebrities, other organizations you support, early childhood education leaders
Part II

• Stay tuned for Social Media: Part II some time this summer.
• We’ll go over tools for managing professional social media pages, and how you can separate your personal and professional social media selves.
Resources

NAEYC’s Facebook Page:  
www.facebook.com/naeyc

NAEYC’s Twitter pages:  
www.twitter.com/naeyc
www.twitter.com/naeycac

NAEYC’s Social Media page:  
http://www.naeyc.org/about/socialmedia

NAEYC’s Affiliate Resources page:  
http://www.naeyc.org/affiliates/forms
Questions?

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