



[LET'S TALK ABOUT]

STORYTELLING THROUGH SOCIAL MEDIA

Community League Social Media Training Manual

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[INTRODUCTION]

WELCOME

Welcome to the Community League Social Media Training Program. This program was created in partnership between the Edmonton Federation of Community Leagues (EFCL) and ev+ Digital and Traditional Marketing Agency based in Edmonton with funding provided by the Alberta Real Estate Foundation.

This program was developed with the objective to help set up community leagues for successful storytelling on social media and to help community leagues connect and interact with the robust social media scene in Edmonton.

Community leagues, like everyone else, have really started to explore having a social media presence. Many have encountered some great success on social media with things like successful events and new programs advertised entirely on their social networks. There have also been challenges, especially around striking the balance between league social media pages being hubs for conversation and still maintaining a respectful environment. Our hope is that this program can help leagues up their success count and minimize their challenges on social media.

The vision for this project is to help community leagues connect neighbours on and offline and to be able to use social media tools to share great stories about their neighbourhoods. The plan is to see more leagues using social media more often to build positive connections and community participation.

BUT WHY?

Why social media? Why stories? Why should community leagues work to become more social? Besides the noted success of community leagues and Edmonton-based individuals and organizations using social media, we wanted to drill down to the core of why social media and storytelling is relevant to your community and ultimately to the individuals that make up a community.

We know the objective of this program is to help community leagues connect neighbours on and offline and to be able to use social media tools to share great stories about their neighbourhood.

But why exactly is this a good thing? Why should community leagues become more social?

Because the best way to promote a community is through authentic stories told from within the community, and social media is one of the most effective and free ways for people to interact and share stories.

Why is it important to share stories?

Because authentic stories are powerful and allow people to share their experiences within the community. Stories capture the essence of what a community cares about in the form of shared values and lessons.

Why are shared values and lessons important?

Because shared values builds a more cohesive community based on a collective identity, which will help the community generate greater buy-in and participation from its members.

What makes cohesion so valuable to communities?

A cohesive community unites its members and helps spread awareness of everything a community league does for them, and it educates them on what being a good community member should entail.

To prospective community members, a cohesive community helps inform them of what the community is about and whether that community would be a good fit for them.

So the bottom line is a more social community leads to a more engaged community, which leads to a more cohesive community which ultimately leads to stronger, safer and more supportive communities. And we feel this is definitely a worthy cause to work towards.

[STORYTELLING]

WHAT GOES INTO TELLING YOUR COMMUNITY'S STORY?

KEY CONCEPTS

- Character Building
- Purpose
- Plotting Your Story

DEVELOPING YOUR CHARACTER

For the purposes of community storytelling, your community will be the central character of the stories you tell. Each community has its unique story and personality. The key is to arrive at a reasonable consensus of what the community stands for and what the community is working to achieve. In short, you are trying to establish both a personality for your community and identify a purpose that your community is working towards.

PERSONALITY

You want to give some thought to your community's personality as each community is unique. Identifying your community's qualities can help guide the voice and tone of your social media. For example, if your community personality is lighthearted, you may want to use more humour. If your community deals with more serious issues you may want to try an authoritative voice.

Keep in mind this can be a comprehensive process where you spend a great deal of thought and discussion developing your community personality and purpose, or it could be a relatively straightforward process.

PURPOSE

Your community purpose is important as it breathes life into your community as a character and gives the character a reason to exist. In short, it is about the "why" your character does the things it does, or why it's after a certain goal. Knowing and communicating this reason is what makes a character relatable and interesting.

In order to uncover your community's personality and purpose we suggest the following:

1. Refer to your community's goal, mission statement or slogan if you have one. These are great indicators of what your community cares about and focuses on.
2. In addition you may want to intentionally develop your community's personality and purpose through brainstorming and discussion.

Here are a few areas we recommend exploring when intentionally building out your community's personality and purpose:

Distinct Characteristics

i.e. What is unique or distinct about your community (including meaningful, physical distinctions)?

Identity

i.e. Are there unique demographics that make up our community?

History

i.e. Do we have an especially rich or meaningful history?

Goals

i.e. What are the things our community is working towards?

Motivation

i.e. What is motivating our community?

Relationships

i.e. Who are our community's partners and allies?

Vulnerabilities

i.e. What are our hot button issues that we deal with?

At the end of this stage you should have a reasonable consensus as to what the personality and purpose of your community is. These decisions need not be permanent; in fact, they should be updated to reflect the values and priorities of your community as it grows and changes.

SELECTING THE SUBJECT OF YOUR STORY

Now having established your community as a character through defining its personality and purpose, we can proceed to showcasing your community through its story. In order for a story to exist you will need a subject for your story.

Potential subjects for your story include:

- The unfolding of important projects (i.e. building a spray park)
- The promotion of community events
- The latest developments within your community
- Something a community member is doing
- Something a community taskforce is doing
- Something an organization within your community is doing

The takeaway here is that almost anything can become the subject of a story as long as it is relevant to your community and relates to your community's purpose.

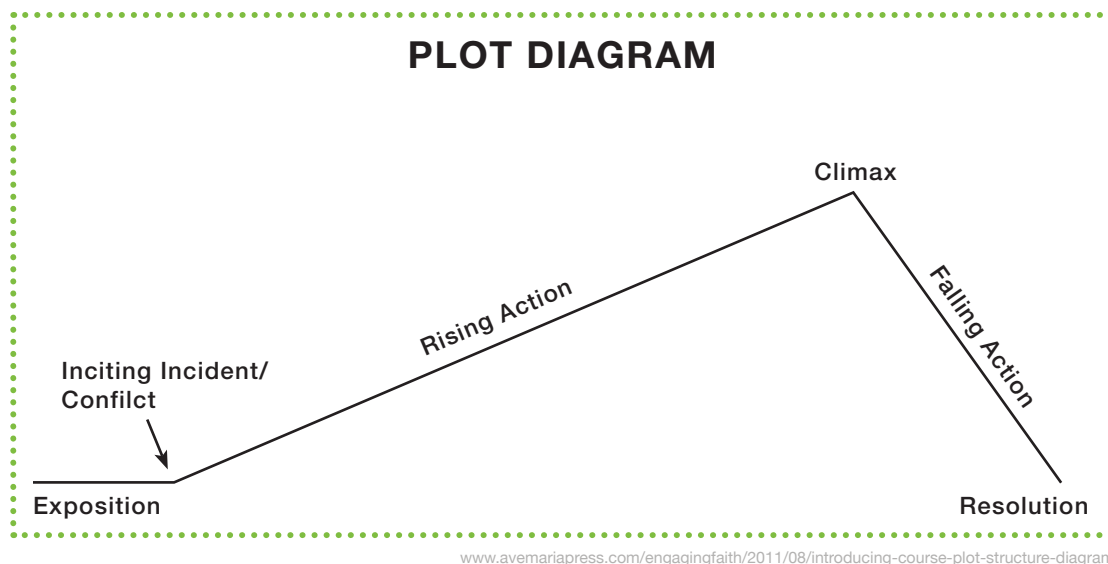
PLOTTING YOUR STORY

Once you have a character with a personality and purpose, and have selected a subject that you want to tell a story about, you will need to become familiar with the six stages of a plot and how each stage translates into messages on social media.

Let's use an example of the fictitious community of Big Castle:

Big Castle is a popular community amongst those starting a family and is currently home to a large number of families with young children. In this example the character is the community of Big Castle, and its personality and purpose revolve around being welcoming and supportive to its key demographic of young families through improving existing amenities.

Now in order to tell a story about Big Castle we will need a subject. For this example let's choose to focus on a project happening within the community. Let's say Big Castle has decided to work with the City of Edmonton to build a spray park attachment to its existing park. This now becomes the subject of a story we can tell about Big Castle and the improvement of its amenities.



Now we can move on to plotting your story. A well-told story takes a reader through six distinct stages that make up a plot:

1. Exposition
2. Inciting Incident
3. Rising Action
4. Climax
5. Falling Action
6. Resolution

Before we delve into each stage, keep in mind the story that you tell does not need to be complete in order for you to tell it through social media. In fact stories that are unfolding in real time make for highly engaging social media content.

To tell a real time story using social media you will need to have a good grasp on where the story is in terms of its plot development and what needs to be communicated in that moment. As we cover each stage and provide examples, you will gain a better understanding of how this is done.

1. Exposition

We start with the exposition, which is the background of your story. This is your character's personality and purpose as developed earlier.

Going back to our example of the community of Big Castle, we have identified that its personality and purpose is to make its community more welcoming and accommodating to young families through adding more kid-friendly amenities. This serves as the backdrop to your story.

2. Inciting Incident

The inciting incident is the point in a story where the subject or goal is introduced. For the purposes of community storytelling, think of inciting incidents as anything that would be relevant to your community such as an important initiative that affects your members or an important development in your community.

In our example, the subject is Big Castle's decision to work with the City of Edmonton to build a spray park. The development of this spray park project then becomes the subject of your story and serves as the inciting incident.

3. Rising Action

Rising action is where you outline what needs to happen in order to achieve the outcome outlined in the inciting incident. At this point in the plot, you should consider developing your social media messages as there is now "movement" in your story; something is happening and it is a good time to inform your community members and get them engaged.

For our example regarding the spray park, if the project will require a public discussion amongst community members and a vote to decide whether or not this project should move forward, this then becomes your rising action.

Sample social media posts during the Rising Action stage of your story:

Facebook:

The community of Big Castle is focused on becoming more child-friendly, and we want to know you think about adding a spray park to our community. Please attend our public discussion Thursday night at the Big Castle community league at 7 pm to let us know what you think! [link to public discussion details]

Twitter:

Big Castle is home to many young families and tonight we talk about adding a spray park. What do you think? #yeg [link to public discussion details]

4. Climax

The climax would be the deciding moment in your story, and it serves as the moment your exposition becomes actualized.

Going back to our example of the spray park project in Big Castle, let's say the outcome of the public discussion and vote was the only determining factor to getting the spray park built, then the climax would be about the outcome of the event. The public discussion could even be lived tweeted on Twitter much like how Edmonton city council meetings are live tweeted.

A sample social media post could be:

Facebook:

It's unanimous—the community has spoken! Big Castle in conjunction with the City of Edmonton has approved the Big Castle spray park project. Thank you for those who voted and voiced their opinion at the public discussion.

Twitter:

It's unanimous, the Big Castle community league and the @CityofEdmonton has approved the spray park project #yeg

5. Falling Action

Falling action would then focus on the implications of the climax.

In our example of the Big Castle spray park project, the falling action would cover the construction of the park and the lead up to the opening day.

Facebook:

As summer approaches we eagerly anticipate the opening of Big Castle's very own spray park on May 5th. Be sure to ready the sunscreen and join us at noon for the grand opening!

Twitter:

May 5th is the grand opening of the Big Castle spray park! Come down at noon for the grand opening! #yeg

6. Resolution

The resolution would then focus on the long-term implications of the spray park and what has been done for the community.

In our example of the Big Castle spray park project, the resolution could mean a Facebook photo album of the grand opening which marks an end to the story of the spray park's development or as an end-of-summer recap of the park's success based on how many people used it.

Facebook:

The development of the Big Castle spray park was an incredible endeavour, and we are proud to announce that the park was open to the public every Saturday from May to August, and rarely was it empty. Thank you to our community members, volunteers and staff for making this project a reality.

Twitter:

From May to August the Big Castle spray park was a fun and safe way for kids to beat the heat. Thank you to all those involved in the project! #yeg

Through character development and utilizing a plot to construct your story, you can see how an ordinary initiative could be turned into an engaging story that your community members are more likely to pay attention to. You can also see how a progression of social media messaging could be created based on which part of the plot your story is currently in.

You will not need to turn every initiative into a story, however any initiative that aligns with your character and its purpose is a good bet to become an interesting story.

STORYTELLING TECHNIQUES

Now that we have introduced the concept of storytelling, we want to share with you a few techniques that you could use when constructing your social media messages. These techniques can be applied to any stage of a plot, however certain techniques will naturally work better for certain stages. In addition, these techniques are suitable for one-off social media posts that may not require an entire plot. By using one of these techniques you can ensure your social media post will have an element of storytelling within it.

VISUAL NARRATIVE

The visual narrative technique involves using photos and imagery to tell your story. Almost every social media platform gives you the ability to add a photo to your post, including Twitter, and it has shown to significantly increase the reception of social media messages.

Considerations:

- Every social media post should ideally be complemented with a photo as it improves engagement
- Use this technique to illustrate the mood of your post by finding images that match the tone of the story you are telling
- A great tool for covering community events
- When you have more than one photo, you can create an album on Facebook
- Allows existing members to see what there is to do in the community
- Allows people to see the faces that live within their community
- Works well for every plot stage, especially for the falling action and resolution stages, as you can provide visual closure to a story you are telling



Glastonbury Community League

September 13

Fall Family Fun Day 2014 (57 photos)

Another fantastic day in Glastonbury Park. Thanks to Laurie, our Community Events Director, and all of the volunteers who helped make this day a success. To our board members - the usual suspects you'll see putting up tents, taking them down... See More — at Glastonbury Park.



Like Comment Share

14 5

PERSONAL EXPERIENCE

The personal experience technique is about sharing a first-person perspective of your community. The goal is to create a social media message that helps someone else visualize what you are seeing or what being a part of your community is like. To execute this technique, write your post in the first-person perspective, share a picture with a first-person point of view or do both.

Please note this technique is not encouraging the use of “I” we advocate

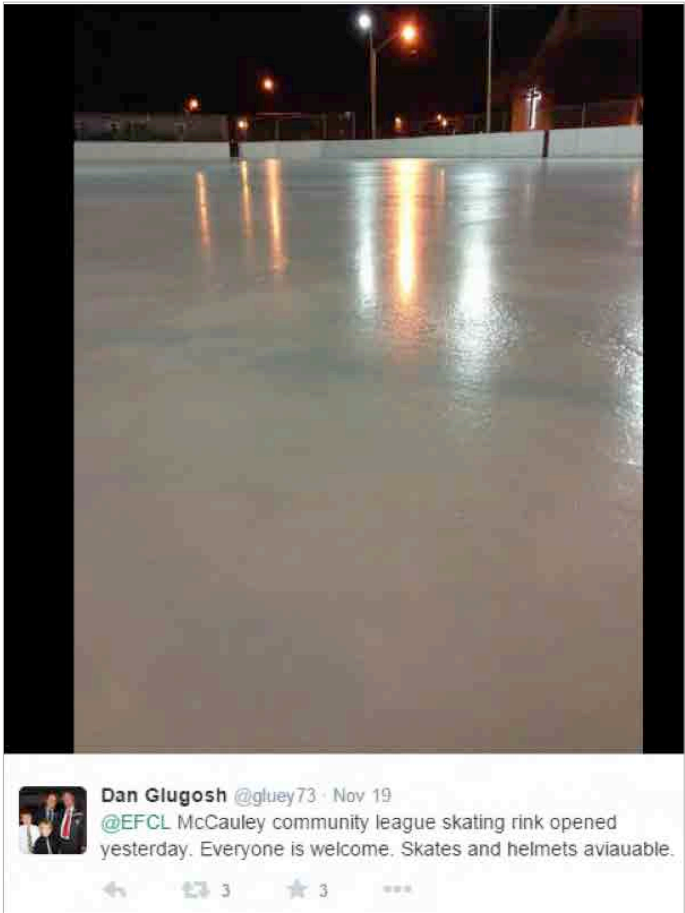
using “we” instead. When representing your community on social media, speak from the perspective of your community.

Considerations:

- This technique is about conveying the “intangibles” of your community—what you can’t communicate with facts and statistics
- Well suited for communicating the personality of your community through one-off posts both on Facebook and Twitter
- Works well when you are live tweeting an event

Example:





SHARING COMMUNITY VALUES

The sharing community values technique can help you craft social media messages that reinforce behaviours and promote actions that are desirable amongst community members. This technique can be executed by recognizing what your community's purpose is and crafting a social media message that promotes it.

- Gives outsiders a sense of the community's vibe or spirit
- Good initiatives for this technique include littering, neighbourhood watch and the Snow Angels program
- This technique is well suited for communicating your community's character, more specifically its purpose, through one-off posts both on Facebook and Twitter and for the inciting incident plot phase

Considerations:

- Appeals to our natural sense of community and tribal tendencies
- Highlights shared values and reinforces desirable conduct and behaviour
- Provides community members with a sense of togetherness and belonging

Example:



Delwood is a great place to grow, especially under the watchful eye of our awesome community members! Join the neighbourhood watch today!



HISTORICAL PERSPECTIVE

The historical perspective technique is well suited for those communities that have a notable history that influences the community's personality or purpose. This technique can be executed through the sharing of historically significant pictures, facts and stories.

Considerations:

- Share the history of the community's creation or development and its founding principles
- Highlight historical landmarks and long-standing locations of public and cultural interest
- Seek out historical archives for images
- Provides strong positive context for current and future narratives
- Appeals to our natural fondness of trivia and origin stories
- Transforms mature neighbourhoods into cultural hotspots

Example:



Did you know?

Edmonton has had community leagues for nearly 100 years. The first community league was founded in 1917. The following community leagues came together in 1921 to found the Edmonton Federation of Community Leagues:

- 142 Street (Crestwood)
- Bonnie Doon
- South Side (Strathcona Centre)
- Westmount
- Riverdale
- West Edmonton (Calder)
- Forest/Terrace Heights
- Calgary Trail (Allendale)
- Bennett School (Cloverdale)



Development of sport programs has always been part of the EFCL mandate. Above, the Jasper Place Community League hockey team (1925).

COMMUNITY SPOTLIGHT

The community spotlight technique is well suited for stories where the subject is a specific individual or organization. This technique can be used when congratulating someone in your community who has received positive recognition.

Considerations:

- Draws attention to the achievements of community members thereby raising your community's profile
- Helps that person or organization gain additional awareness for their cause through your promotion of them
- Strengthens community pride
- Lets people get to know community members in a non-invasive manner

Example:



"We are proud to announce that Samson Smith made Avenue Magazine's Top 40 Under 40! Way to make Oliver proud Sam, keep up the great work!" ps. She also volunteers at the EFCL, make sure you congratulate her at Community Day!



www.jessicakluthe.com/blog/a-literary-autumn-in-pictures/

LIVE COVERAGE

The live coverage technique is especially well suited for Twitter and entails having someone attend an event while providing important updates through social media. This works well for any significant event happening in your community.

Considerations:

- Provides time-relevant information to your followers
- A good technique for letting people know when an event is about to begin or about to end

- Encourages people to get involved before something is over
- Great for things such as soccer registration, membership drives, etc
- Use a hashtag to make it easier for people to follow
- Acts as a non-invasive reminder

Example:



[BASIC SOCIAL MEDIA LITERACY]

FACEBOOK TERMINOLOGY

Profile

Your profile is your personal piece of “real estate” on Facebook. Your profile can be public or private and includes your profile picture, biography, personal information and more.

News Feed

Your Facebook news feed is the continually updated feed of status updates, images and other posts that appears on your Facebook profile home page. It shows the most recent activities from your Facebook friends and Facebook pages that you follow.

Wall

Your Facebook wall is where you can publish updates and where your friends and fans can post updates directly to you.

Timeline

Your Facebook timeline shows all of your Facebook updates and activities in reverse chronological order.

Page

A Facebook page is a space on Facebook for brands, businesses, organizations and popular personalities.

Group

Facebook groups can be created by any Facebook member and provide a space where smaller groups of people can come together to discuss specific topics. Groups can be public or private.

Like

Whenever your friends share something on Facebook, you can choose to like the post. This is just a simple way of showing your friends that you enjoyed what they shared.

You can also like the Facebook page for certain businesses and organizations to receive updates about them in your news feed.

Tag

You can tag another Facebook member or page in photos and posts that you publish on Facebook.

Event

Use the events feature to organize events, gather RSVPs and even respond to events that you’re invited to.

Messages

Your Facebook messages are similar to private email messages. They appear in your Facebook inbox and can include text messages, chats, emails and mobile messages from your Facebook friends.

KEY CONCEPTS

- Facebook Terminology
- Twitter Vocabulary
- Ultimate Social Media Metrics
- Culture
- Owned Properties vs Rented Properties

Subscribe

Using the Subscribe feature, you can keep track of posts and updates from other Facebook members, even if you're not Friends with them.

Notification

You'll receive a notification in an email message and on your Home page whenever someone interacts with you on Facebook. For example, you'll be notified when someone adds you as a friend, likes or comments on something you've shared or sends you a private message.

Comment

Whenever your friends or fans share on Facebook, you can leave a comment about their posts.

Status Update

One of the most common things people share on Facebook are status updates—short, text-based posts that your friends can see and comment on.

You can also post other things, like photos, videos, links and more. Your friends will be able to see your posts on their news feeds, and the things you share will also be posted to your Timeline.

Hashtags

Hashtags turn topics and phrases into clickable links in your posts on your personal Timeline or Page. This helps people find posts about topics they're interested in.

To make a hashtag, write # (the number sign) along with a topic or phrase and add it to your post.

For example:

I just saw the cutest puppy! #dogs

When you click a hashtag, you'll see a feed of posts that include that hashtag. You may also see some related hashtags at the top of the page.

Please keep in mind:

- A hashtag must be written as a single word, without any spaces
- You can include numbers in a hashtag, but punctuation and special characters (like \$ and %) won't work
- You can search for a hashtag using the search bar at the top of any page
- You'll only see posts that are normally visible to you

TWITTER TERMINOLOGY

Follower

On Twitter, you “follow” another user to see his or her updates on your feed, and they follow you to see yours.

This is the basic social relationship of Twitter. If you have more followers, your updates reach and potentially influence more people.

Social connections on Twitter are not symmetrical — that is, even if you follow someone he or she may choose not to follow you back.

Tweet

Each message you send out to your followers through Twitter is called a “tweet.” It works as a verb, as well; you tweet a message. Twitter is one big network for delivering tweets to people, and by default, tweets are public and searchable. Each tweet must be 140 characters or less.

Retweet

Twitter is all about sharing things that your followers might find useful, interesting, or entertaining. The “retweet” is a manifestation of this. When you see a tweet that you think your followers would be interested in, you can click the “retweet” button to make that tweet appear in your followers’ home pages. They’ll know you were the one who shared it. Depending on the length of the tweet you will be able to add your own text to provide context for the retweet. When retweeting with additional text, it is customary to mark the original tweet with RT (retweet) and to signify modified tweets with MT.

@Mention

You direct public messages to other Twitter users by inserting an “@” sign immediately followed by their username. For example, “@EFCL Hi there.” This causes your tweet to also appear in the “@Mentions” section of the EFCL’s Twitter account.

A tweet that begins with “@username” will only appear on the home pages of followers who also follow the person you’re referencing, but if you place the @username later in your update or place a period in front of the (.@Mention), it will appear to everyone who’s following you.

DM

“DM” is short for “Direct Message,” a tweet-like message sent in private between two Twitter users. Unlike the public @Mentions, DMs are private and do not appear to anyone besides their specified recipients, but you can only send a DM to someone who’s following you. They’re still limited to 140 characters.

Engagement

When people talk about “engagement” on Twitter, they’re referring to the practice of responding to and making conversation with your followers and other people on Twitter. Doing so lets people know you’re a human being they can have a relationship with and encourages them to continue following your updates. Most of the organizations that are successful on Twitter make engagement a priority.

Feed

A “feed” is any constantly-updating list of tweets or other updates, usually sorted chronologically with the most recent updates appearing at the top. Almost every page on Twitter includes a feed; your home page is a feed of tweets from the people you follow, your profile page is a feed of your tweets, and Twitter’s search results are feeds of tweets containing the searched-for terms. Also known as “timeline” or “news feed”.

URL shortener

Since tweets are limited to a succinct 140 characters or less, services have popped up around the web that create short website addresses that you can share with your followers without using up too many precious characters in your tweet.

These services are called “URL shorteners” because “URL” is the technical term for

a web address. Typically, URL shorteners create very short addresses that automatically transfer anyone who clicks on them to the longer address of the page you want to share. bitly.com and goo.gl are two common URL shorteners. Some Twitter apps also feature a built-in URL shortener such as TweetDeck.

Trending

When a term is extremely popular on Twitter at any given moment, it’s “trending.” Twitter’s home page offers a list of trending terms, and even lets you view terms trending in certain locations as opposed to the whole world. When a particular term is much-talked about on Twitter, like a natural disaster or a celebrity who’s just done something notable, that term can said to be “trending,” but the Twitter community is fickle; trends often evaporate as quickly as they appear.



Example of a tweet directed specifically towards the EFCL by an organization called Samara Canada. If you follow both @SamaraCDA and @EFCL then this tweet would show up on your feed.



Example of a tweet mentioning Mark Cabaj and the Edmonton Chamber of Voluntary Organizations.

COMMONALITIES: WHAT ALL SOCIAL MEDIA PLATFORMS HAVE IN COMMON

Although Facebook and Twitter appear to be quite different, the underlying nature of social media networking remains the same. It all can be boiled down to three fundamental metrics that sum up the purpose of almost every social media function. In a nutshell users engage on social media so that they can foster a **conversation**, extend their message so that others can see it (**amplification**) and receive feedback from for their content (**applause**).

This is an important mindset to have when conducting social media on behalf of your community league. Understand that although each platforms appears to be different, their functions essentially serve the same purposes. This mindset will allow you to quickly ascertain what a social media platform is trying to achieve for its users.

THE CULTURAL DIFFERENCES BETWEEN FACEBOOK AND TWITTER

An analogy that illustrates the difference between Facebook and Twitter in terms of their culture and norms...

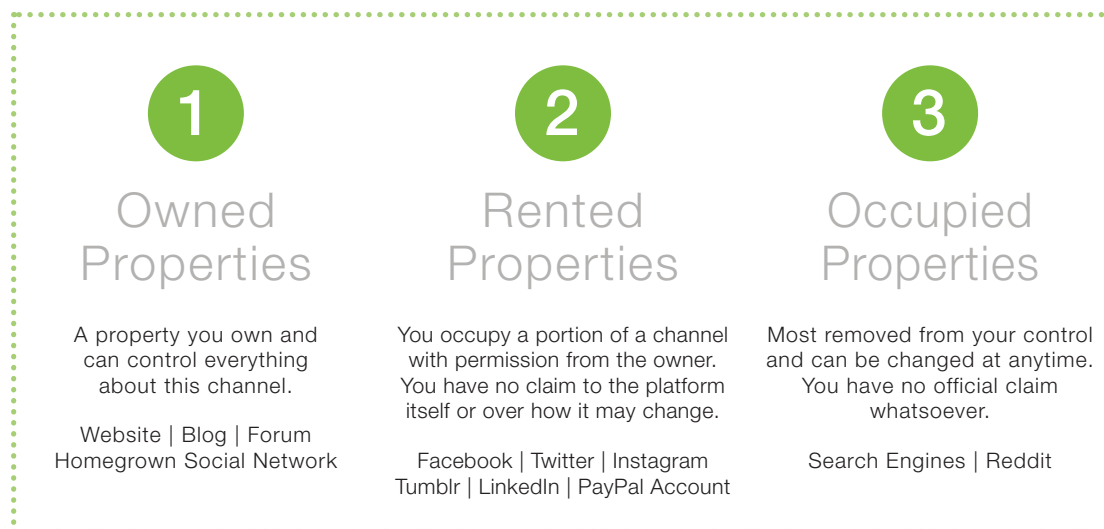
Facebook is like an aquarium in the sense that people have certain expectations towards the content they will see, such as updates from friends, that tend to hang around for a while. Twitter is more like a flowing stream where you tap into the stream whenever you're looking for relevant news right at that moment as content continues to flow.

These expectations should guide how you approach Facebook and Twitter. Facebook users are more protective of their timeline and will actively "unlike" or "hide" people or pages that provide frequently irrelevant content or post too often. Facebook users expect to be able to see everything their friends post and will comb through their entire feed throughout a day.

Twitter's culture reflects the fleeting nature of tweets. Twitter is a powerful tool when tapping into time-relevant content, specific topics, dialogue during live events and interacting with the people you don't

We'll show you how to track these in the tools section. For now just understand that Facebook and Twitter both share fundamental similarities.

Metric	Definition	Examples
Conversation	The number of conversations generated per social media post	Comments (Facebook) Replies (Twitter)
Amplification	How much your posts are amplified throughout their respective network	Shares (Facebook) Retweets (Twitter)
Applause	Accounts for the various ways users can promote a post or show support	Likes (Facebook) Favourites (Twitter)



currently know or plan to know. Twitter users do not expect to see every tweet put out by the people they follow. Instead whenever they check their Twitter feed they expect fresh content and information.

For now we want you to keep this analogy in mind when thinking about the difference between Facebook and Twitter and the role they could play in your community league. We will dive into tactics and practical tips in the upcoming sections.

OWNED PROPERTIES VS RENTED PROPERTIES

Although this program focuses on social media it is important to take a step back to consider the big picture of your online communications. In this analogy we compare the differences between an owned, rented and occupied property.

This analogy drives home the point that you should be using your owned properties (ex. your community league website) to house content, pictures and any other content.

Rented and occupied properties then become your advertising vehicle that drives traffic back to your owned properties.

When choosing your tactics don't be afraid of rented properties, just make sure you are using them for the right purpose.

1. Use owned properties to influence behaviour

Your website can collect and provide information that you own indefinitely and can use to help shape the online experience and influence the behaviour of your visitors.

2. Use rented properties to extend your reach

Social communities and channels can help grow your audience while extending the reach of your message.

3. Build a bridge

Don't operate your online efforts in a vacuum! Cross pollinate your online and offline worlds often. This means hosting blog entries and event information on your website then using Facebook and Twitter to share the link.

[FACEBOOK]

SETTING UP YOUR COMMUNITY'S FACEBOOK PAGE

SETUP YOUR FACEBOOK PRESENCE AS A 'PAGE'

The first step in building your community's Facebook presence is to ensure that you create a "page" for your community instead of a group.

- A page looks and acts like a personal profile
- It allows users to "like" your page to receive your status updates
- Pages provide customizable URLs which are easier to promote

There are instances where someone has created an actual profile instead of a page, and in those instances it is against Facebook terms to use a personal account to represent something that isn't you.

ESTABLISH YOUR PAGE AS A 'COMMUNITY ORGANIZATION'

Your objective is to officially represent your community league on social media, so you will want to ensure that you select the 'Company, Organization or Institution' option and select the 'community organization' category. For the name be sure to use your full name, for example "Spruce Avenue Community League" instead of just "Spruce Ave".

Once you've named your community league we also encourage you to strategically select a URL that best reflects your community. Here are a few examples of what other communities are doing:

Spruce Avenue – www.facebook.com/SpruceAveCommLeague

Royal Gardens – www.facebook.com/RoyalGardensCommunityLeague

Delwood – www.facebook.com/DelwoodAGreatPlaceToGrow

KEY CONCEPTS

- How to setup your community's Facebook presence
- Tactics and strategies on how to best use Facebook
- How to protect your community through page moderation
- How to apologize

Why should I convert my personal account to a Facebook Page?

It's against the Facebook Terms to use your personal account to represent something other than yourself (ex: your business). If you're using your account to represent something other than yourself, you could permanently lose access to your account if you don't convert it to a Page. [Learn how to convert your personal account to a Page.](#)

If you're a public figure, [learn about allowing followers.](#)

www.facebook.com/help/175644189234902

If you find that your community Facebook presence has been set up as a “profile” here are the instructions to convert the “profile” into a “page”:

▼ How do I convert my personal account to a Facebook Page?

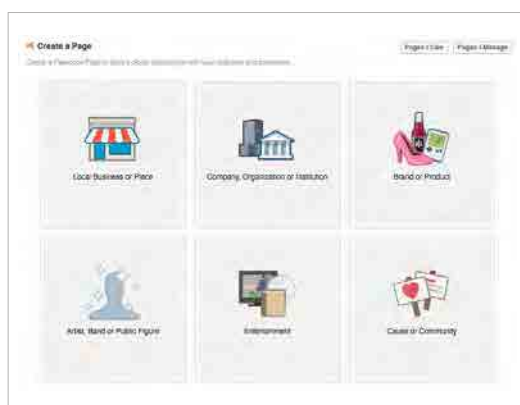
When you convert your personal account to a Facebook Page, we'll transfer your current profile picture and add your friends and followers as people who like your Page. Your account's **username** will become the username for your Page, and the name on your personal account will become your Page's name. If you want your Page to have a different name, consider [creating a new Page](#).

No other information or things you've shared will be moved over to your new Page, so be sure to save any important info before converting your account. You can:

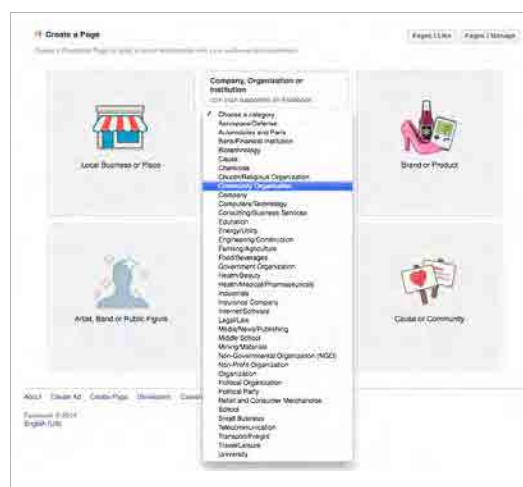
- Download your info, such as your sent and received messages and the photos and videos you've uploaded to Facebook.
- Appoint a new group admin to any groups you manage. You'll be unable to manage groups once the conversion begins.

When you're ready to convert your personal account to a Facebook Page:

1. Go to Profile to Page Migration
2. Click to choose a category for your Page
3. Select a more specific category from the dropdown menu and fill out the required information
4. Click **Get Started** and follow the on-screen instructions



Creating a Community Organization page



BECOME FAMILIAR WITH THE DIFFERENT LEVELS OF PAGE ROLES

Properly assigning page roles will allow you to give individuals the ability to switch between their personal accounts and the pages account for the purposes of posting and responding. A properly assigned page

role would also mean the administrator has the ability to take the “keys” away from someone if necessary. This safeguards your Facebook community from being destroyed or hijacked by someone given access to the account.

Page Roles

– What are the different Page roles and what can they do?

There are 5 different types of roles for people who manage Pages. Only an admin can change someone's role. The table below outlines the 5 Page roles (across) and what they're able to do (down):

	Admin	Editor	Moderator	Advertiser	Analyst
Manage Page roles and settings	✓				
Edit the Page and add apps	✓	✓			
Create and delete posts as the Page	✓	✓			
Respond to and delete comments and posts to the Page	✓	✓	✓		
Send messages as the Page	✓	✓	✓		
Create ads	✓	✓	✓	✓	
View insights	✓	✓	✓	✓	✓
See who posted as the Page	✓	✓	✓	✓	✓

IMPROVING YOUR FACEBOOK VISUAL IDENTITY

The key takeaway from this section is to ensure that your Facebook community looks professional and conveys an official tone. The features to pay attention to are your profile picture and your cover photo.

PROFILE PICTURE

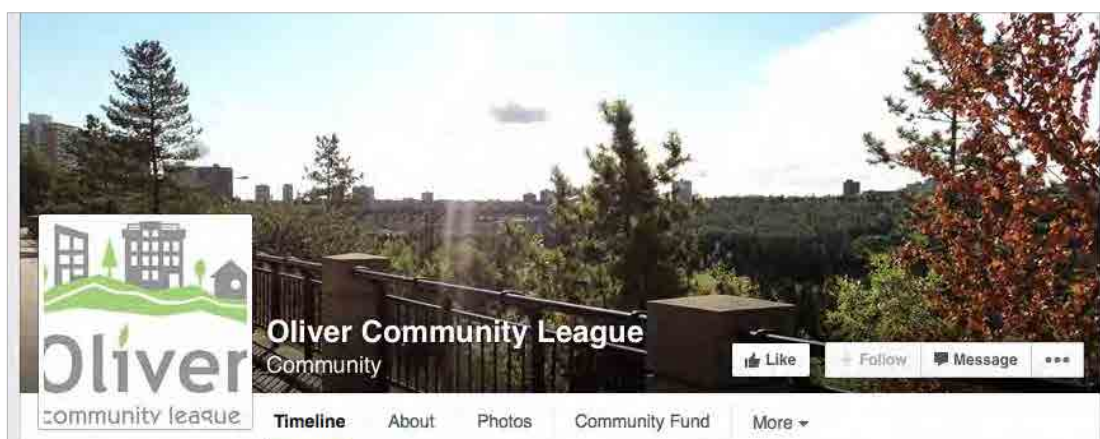
Your profile picture is one of the first things people will look at when they arrive on your 'page' and it is essential that you use your community's official logo. If your community does not have an official logo a common practice is to use a picture of your community's sign.

COVER PHOTO

Your cover photo sits atop your 'page' and offers a great opportunity for you to showcase well known community landmarks and promote special events.

Oliver uses an official logo as well as a nice landscape image taken within their community.

Spruce Avenue does not use an official logo for their profile picture, however this is a great example of using a cover photo to promote important information. And although an official logo is not used they have a consistent leaf motif across their profile picture and cover photo which gives a nice clean and professional look to the page.



For those without graphic design expertise the key to selecting cover photos is to choose landscape-oriented photos. Facebook will automatically scale the photo to fit the area.

For those tasking a designer with developing a profile and cover photo be sure to provide the follow dimensions to ensure you get the best resolution:

- Profile picture - 180 x 180 px
- Cover photo - 851 x 315 px

Please note these dimensions are relevant for 2014 and may be changed at Facebook's discretion. It is worth spending some time on popular social media blogs such as socialmediaexaminer.com to stay current on what is happening.

FACEBOOK AUDIENCE BUILDING GUIDELINES

Once you've completed the technical setup of your Facebook community and have taken steps to enhance your visual identity you will now need to shift your focus on building your Facebook community in terms of the number of 'likes' on your page.

1. BE AWARE OF FACEBOOK ALGORITHMS

It is important to note that Facebook does not show your posts to 100 percent of your 'fans'. Instead a certain percentage of your 'fans' will see your post based on numerous factors.

- How popular (Liked, commented on, shared, clicked) are the page's past posts within their 'fans'
- How popular is this post with everyone who has already seen it

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * I \times P \times C \times T \times R$$

Interest	Post	Creator	Type	Recency
Interest of the user in the creator.	This post's performance amongst other users.	Performance of past posts by the content creator amongst other users.	Type of post (status, photo, link) user prefers.	How new is the post.

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

- How popular has the page's past posts been with the viewer
- Does the type of post (status update, photo, video, link) match what types have been popular with the viewer in the past
- How recently was the post published

The bottom line is the more engagement (likes, comments, shares) your posts receive, the more likely more people are to see your post and continue doing so. A post that receives low engagement will negatively impact your future posts. So the takeaway is to put the extra effort into making your posts interesting and avoid posting if you feel the post may receive low engagement.

2. ALWAYS BE RELEVANT

Facebook 'likes' are gained through providing valuable content to your fans. Facebook users are very particular for what shows up on their timelines. Always ensure your content is directly relevant to your community members to lower your chances of your post being hidden or your page being 'unliked'.

Avoid posting for the sake of posting. We suggest asking yourself "will this post be valuable, informative, interesting or entertaining to my community members?" If the answer is a "no" or a "maybe" reconsider posting. This is why understanding the building blocks of your community story and using storytelling techniques are so important. It ensures your content is relevant and interesting for your community.

3. EMBRACE THE "BUILD IT AND THEY WILL COME" MENTALITY

When starting a new Facebook page it is important to have interesting content right away irrespective of the number of people that 'like' your page. Facebook users will judge the quality of your page based on what you've posted in the past.

4. ENSURE MAXIMUM VISIBILITY:

When starting out your community may be small and grow at a slow pace, which is why you want to take every opportunity to promote your social media accounts when possible.

Include your Facebook url on all online and offline materials, this could include brochures, handouts and sign-up forms that your community produces. Do not stop at "Find us on Facebook". Be sure to include the full length URL:

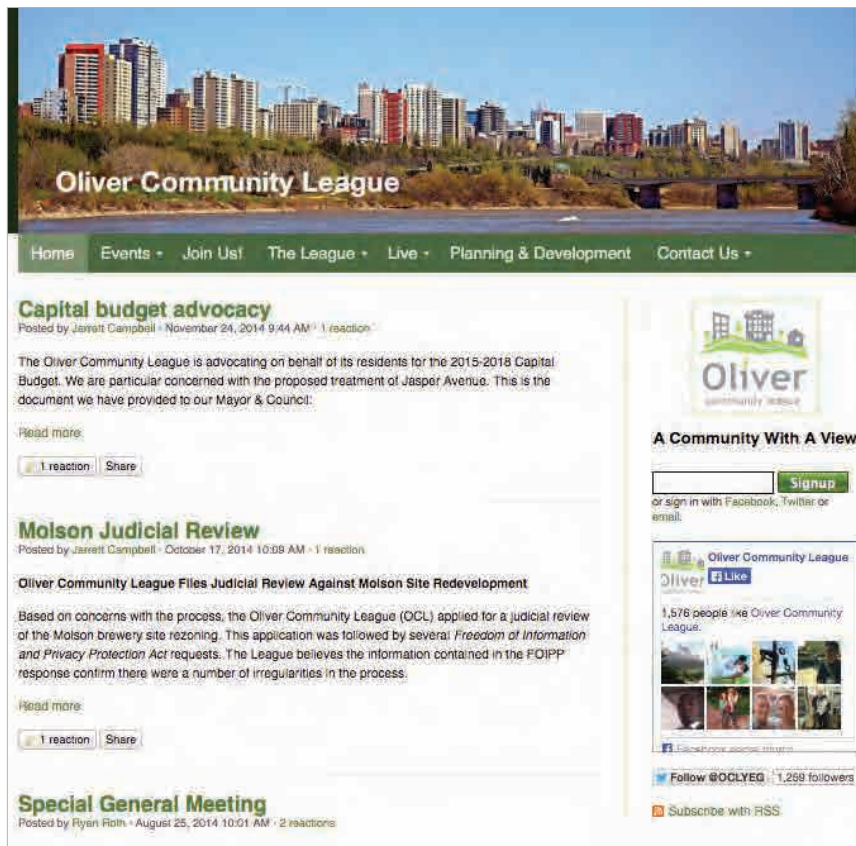
Example:

Delwood - www.facebook.com/DelwoodAGreatPlaceToGrow

Spruce Avenue - www.facebook.com/SpruceAveCommLeague

Royal Gardens - www.facebook.com/RoyalGardensCommunityLeague

In addition you will also want to embed a Facebook 'button' onto your community website. This is a relatively simple request for someone who has web experience.



On the right-hand side Oliver has embedded both a Facebook and Twitter button that enables users who are logged into their Facebook and Twitter account to 'like' and 'follow' without having to leave the website.

5. ENGAGE YOUR FANBASE

Social media is largely touted for its ability to promote a dialogue between an organization and its 'fans'. Be sure to take advantage of this and engage whenever possible:

- Reply to comments and questions when possible
- Tag the people and organizations you mention in your post
- Like other pages that have liked your page and share your status updates
- Experiment with polls and questions, and play with what Facebook has to offer

Engaging with your fanbase is important as it helps encourage community members to speak out on important topics for

your community, and it fosters positive relationships with other organizations. The mindset to adopt is to create as many positive interactions as you can through your Facebook 'page'.

With any dialogue comes the potential for things to go negative. In our next section "Page Moderation" we go into great detail of how to deal with negative comments and trouble-causing members of your Facebook community. For now just understand that little acts of kindness such as 'liking' someone's comment, answering an easy question or 'sharing' another organization's post will go a long way in terms of relationship building and will quickly translate into real world results.

ELEMENTS OF A GREAT POST

Understand that each Facebook community will have its unique preferences for the ideal length of a post, how frequent they want the 'page' to post and when to post. This section is meant to provide you with a few basic guidelines to follow when starting off. Once you've started posting you should then review your stats and determine what's best for your community. There are a number of ways to make your post more interesting, and we encourage you to exercise your creativity.

VISUAL ELEMENT

Whether you're asking a question, sharing a tip or promoting an upcoming event always be sure to pair your post with a visual. The human eye responds first to visuals then text when presented with both simultaneously.

CALL TO ACTION

A call to action ensures that your post is relevant and has a point behind it. Calls to action include asking your 'fans' a question, sharing a link, video or image and encouraging your 'fans' to 'like' and 'share' it or even to take a real world action such as coming to a meeting or event. A call to action is what you want your audience to do after reading your post.

YOUR STORY

Storytelling is a powerful communication tool, and each post can be used to tell a piece of your story. Ensure that the content of your post ties back to your community's character or a topic you are currently covering.

LENGTH

Although social media experts may debate over the exact length of an ideal Facebook post, the underlying trend is that Facebook users prefer shorter posts. There has been a recent analysis that suggesting that "ultra-short" 40-character posts perform better than any other length. A 40-character post would work best for asking your 'fans' a question or providing a short commentary on a link or a photo you are sharing. In terms of longer posts, research suggests that 80 - 140 character posts tend to perform quite well.

FREQUENCY

In terms of how often you should be posting, here are a few considerations to keep in mind:

- As of 2014 an average of approximately 16 - 20% of your users see your updates
- Half-life of a Facebook post is 90 minutes (within that timeframe half of its likes, comments and shares will be received)
- Of the people that see your post, 75% of them will see it within 2.5 hours
- If you are posting multiple times a day post in intervals of 4 - 5 hours
- General rule of thumb is to post 5 - 10 posts per week

TIMING

When it comes to determining the best times to post we want reiterate that every Facebook community will be different. We suggest using the following infographic as a general guideline. Be sure to study your insights to find the best times for your community.

Moments to watch for – Humpday coffee break, bedtime for kids (8-9pm), Seniors (7am or before 9pm)

BEST TIME:



PEAK TIME:



WORST TIME:



PAGE MODERATION

MODERATION TOOLS

Blocking Words

If you're an admin of a page, you can block certain words from appearing on it and turn on the profanity filter.

When people include a word you've blocked in a post or comment on your page, it'll be automatically marked as spam.

To block words:

1. Click **Settings** at the top of your page.
2. Click **Page Moderation**.
3. Type the words you want to block, separated by commas. You'll need to add both the singular and plural forms of the word you want to block.
4. Click **Save Changes**.

Profanity Filter

You can block different degrees of profanity from appearing on your page. Facebook determines what to block by using the most commonly reported words and phrases marked offensive by the community. To turn on the profanity filter:

1. Click **Settings** at the top of your page.
2. Click **Profanity Filter**.
3. Select **Medium** or **Strong**.
4. Click **Save Changes**.

Hiding a Comment

To hide a comment click the "x" on the upper right side. Upon clicking the comment will be hidden but will still be visible to the commenter's friends.

Deleting a Comment

To delete a comment you first need to hide the comment by clicking the "x" on the upper right side. Then you will be presented with the option to "unhide", "delete", "report" and "ban". Deleting the post will eliminate the post entirely.

Reporting a Comment

Reporting a comment notifies Facebook that the comment has violated Facebook's community standards and could potentially result in disciplinary action from Facebook. For the purposes of community league we recommend either hiding or deleting a comment instead of waiting for Facebook to take action. Facebook's community standards can be found here:

www.facebook.com/communitystandards

Removing Someone Who Likes Your Page

When you remove someone from your page, they'll no longer like it. This is a good option for people you don't want following your page's posts in their news feeds or the news feeds of their friends. However, pages are public spaces, and people you've removed can choose to like your page again.

To remove someone who likes your page:

- Click **Settings** at the top of your page
- Click **Banned Users** in the left column
- Click **Banned** ▼ and select **People Who Like This**
- Click ⚙ ▼ next to the person you want to remove and select **Remove**
- Click **Confirm**

Banning Someone From Your Page

When you ban someone from your page, they'll still like it and be able to share content from your page to other places on Facebook, but they'll no longer be able to post to your page or comment on your page's posts. We recommend banning people who continually post spam on your page.

There are several ways to ban a person or another page from your page.

From the people who like your page:

- Click **Settings** at the top of your page
- Click **Banned Users** in the left column
- Click **Banned ▼** and select **People Who Like This**
- Click **⚙️ ▼** next to the person you want to ban and select **Remove**
- Click to check the box next to **Ban Permanently** and click **Confirm**

From a comment on a page post:

- Hover over a comment by the person or page you want to ban and click **X**
- Click **Ban [Name]**

From a post on your page:

- Click **Posts to Page** on the left side of your page's timeline
- Click **♥** in the right of the post by the person you want to ban
- Select **Delete From Page**
- Click **Delete and Ban User**

Unbanning Someone

To unban someone from your page:

- Click **Settings** at the top of your page
- Click **Banned Users** in the left column
- Click **⚙️ ▼** next to the person you want to unban and select **Unban**

DEVELOP INTERNAL MODERATION GUIDELINES

The first step of page moderation is to arrive at a strong internal consensus as to what will be accepted on your page. Once you've created a set of internal guidelines, a public facing social media policy can be developed for your Facebook 'fans'. The following are important considerations when developing internal social media moderation guidelines.

Defining the Chain of Authority

For community leagues, we recommend considering the people and the process involved when moderating your Facebook page. We recommend defining who will have control over comment deletions and whether the Facebook user should be banned.

Example:

The social media manager only has the authority to hide any comment that he or she has deemed offensive. Deleting a post or banning someone would require the social media manager consult with someone else who would have the authority to make that call.

Defining An Escalation Path

In conjunction with identifying the chain of authority, you will want to define an escalation path that guides how many offensive incidents would warrant a 'ban' from the page and subsequent real life consequences in which the police are contacted.

Example:

Any offensive post may be 'hidden' or 'deleted' as per the discretion of the social media manager. If the user has demonstrated a pattern of repeated offensive posting, the social media manager then escalates the issue to someone of higher authority within the community league. Together they decide whether or not the user should be 'banned' from the page. If a comment has harmful intent or is of a libelous nature, then the issue may be escalated to the point where that user's community membership may be affected or the comment is reported to the police.

Passionate Discussion Versus 'Trolling'

You will need to agree upon where the line lies as to someone who is just passionately talking about a topic versus someone who is insulting and belittling. The term "troll" is used to define someone who "makes a deliberately offensive or provocative online posting with the aim of upsetting someone or eliciting an angry response from them." You will want to internally outline what is acceptable and when the comment or individual should be moderated.

Example:

Any comment that is deemed offensive will be hidden by the page moderator and the person who made the post will receive a notification that their comment has been hidden. Should the person continue to leave offensive comments despite the notification, that person will be banned from the page. The individual could appeal the ban by contacting the community league.

GENERAL PAGE MODERATION RECOMMENDATIONS

- Maintain a respectful and firm tone
- Use empathy
- Avoid polarization
- Avoid the temptation to respond to every post
- Trolls maybe unrelenting, however if you've addressed the issue back away
- Sentiments to avoid include using sarcasm, elitism and the overuse of jargon

DEVELOP A FORMAL SOCIAL MEDIA POLICY

Ideally you should create formal community standards which outline a set of rules and standards that all participants need to oblige by in order to participate. These rules and standards may suggest when a post will be hidden or deleted and when someone will be reported or banned from the page. It is also important to make mention of your community's escalation path which would ultimately lead to real life consequences.

McCauley's Social Media policy:

The McCauley community Facebook page is a place to learn what's new and happening in the neighbourhood; to share your thoughts, ideas, photos, events, and to network with others who share our wonderful community! We kindly ask for all to refrain from posting harmful or unsubstantiated accusatory comments on this page, whether towards a group or any individual person. We understand that sometimes tough topics arise, and we want to assure every member that we seek to hold safe and accountable space to have those difficult conversations in an appropriate manner. To assist with the intent of keeping this a safe and welcoming space, we will have two page moderators who will review all comments and posts. If there is a need to remove or edit a post, a moderator will use their discretion and will connect with you if need be. We thank you for your participation and respect towards all our community members.

Contact:

c/o McCauley Community League
10826 95 Street NW
Edmonton T5H 2E3

Fulton Meadow's Social Media Policy

This page is all about activities, events and community information for the residents of the Fulton Meadows Community League. We are excited to represent this beautiful area with 3 amazing neighbourhoods.

Please confine all comments to be community relevant. Moderators are allowed to remove any post deemed offensive or not applicable to the community. Please no tagging of other people in photos. We wish to keep the residents privacy when possible.

HOW TO APOLOGIZE

When moderating your Facebook community, mistakes can happen and that is okay. These mistakes include:

- Misspellings and typos
- Forgetting to mention somebody
- Forgetting to give photo credit
- Posting an identifiable photo by mistake
- Accidentally posting from your page instead of your personal account
- Letting an argument rage out of control without intervention

Here are a few guidelines to keep in mind when apologizing on behalf of your community's Facebook page:

- Acknowledge the mistake - "Thank you for bringing this to our attention..."
- Clearly specify the mistake that was made and demonstrate an openness and willingness to correct the mistake
- Remain genuine, personable and open when apologizing
- Avoid saying "I'm sorry" as this opens you up to liability
- Avoid insincere apologies such as "We're sorry you feel this way"

[TWITTER]

IMPROVING YOUR TWITTER VISUAL IDENTITY

The key takeaway from this section, much like Facebook, is to ensure that your Twitter account conveys a level of professionalism and officiality.

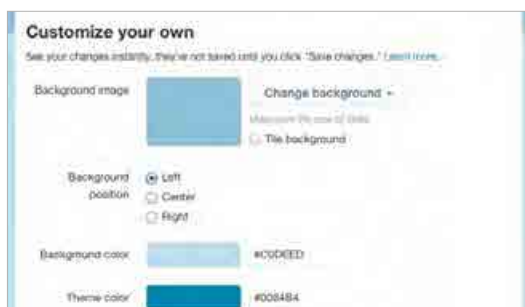
✔ Please note that verified Twitter accounts (featuring the blue check mark) are granted by Twitter and they have indicated that they are targeting “highly sought users in music, acting, fashion, government, politics, religion, journalism, media, sports, business, and other key interest areas”.

PROFILE PICTURE

Your profile picture serves a similar purpose to your Facebook profile and we recommend adhering to our Facebook profile picture recommendations. Use an official community logo or an image of your community sign.

HEADER PHOTO

The header photo is similar to the Facebook cover photo and we recommend applying the same principles as your Facebook cover photo and perhaps using the same photo to show consistency.



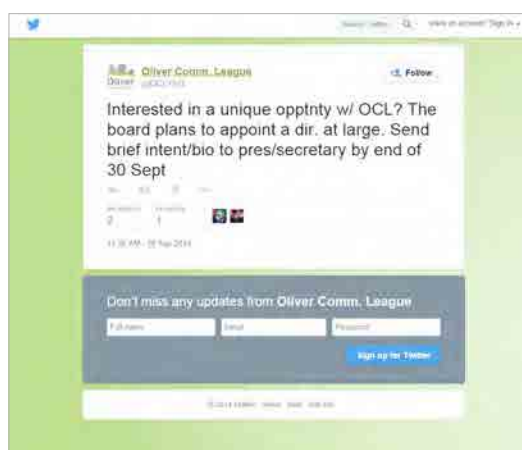
BACKGROUND IMAGE

Twitter has a background image option which is only viewable to your followers when they click on a specific Tweet on their desktop. For this reason we do not feel that it should be a major consideration however, you do have the option to use a custom image or a specify a specific colour.

For those tasking a designer to develop a profile, cover and background photo be sure to provide the follow dimensions to ensure you get the best resolution:

- Profile picture – 400 x 400 px
- Header photo – 1500 x 500 px
- Background – 1920 x 1200 px

Please note these dimensions are relevant for 2014 and may be changed at Twitter’s discretion. It is worth spending sometime on popular social media blogs to stay current on what is happening such as socialmediaexaminer.com



A look at Oliver’s custom background.

KEY CONCEPTS

- Improving Your Twitter Visual Identity
- Twitter Audience Building Guidelines
- Elements of a Great Tweet
- Moderating Tweets



A look at Strathearn's visual identity.



A good example of a profile picture without the use of an official logo by Rio Terrace.

TWITTER AUDIENCE BUILDING GUIDELINES

Once you've created a Twitter account and have taken steps to improve your visual identity, you will now need to shift your focus on building your Twitter 'following'.

1. TELL YOUR STORY

The overarching theme for this program is to use social media to share stories about your community and to connect to one another. Keep in mind the building blocks of your story and the storytelling techniques. Ensure each tweet either tells your story or helps you connect to someone who has impact on your community.

2. ENSURE MAXIMUM VISIBILITY

Be sure to include your Twitter URL on all online and offline materials.

- Oliver - <https://twitter.com/OCLYEG> or @OCLYEG
- Strathearn - <https://twitter.com/StrathearnCL> or @StrathearnCL
- Rio Terrace <https://twitter.com/RioTerraceCL> or @RioTerraceCL

Add a Twitter button or an embedded timeline on your community website. This should be a relatively simple request for the person that created your website.

3. BUILDING YOUR FOLLOWERS

When building your followers we suggest that you generously follow accounts that are:

- Relevant to your community
- Accounts who have followed you
- Accounts of your community members and associates

It is based on this reciprocity that you grow a following and reach those who would benefit from following you.

When deciding who to follow a suggestion is to look up established Twitter accounts and review who they follow. The EFCL and other community league accounts would be good accounts to refer to when looking for accounts to follow (<https://twitter.com/EFCL>).

4. CONNECT INTO THE #YEG SOCIAL MEDIA SCENE

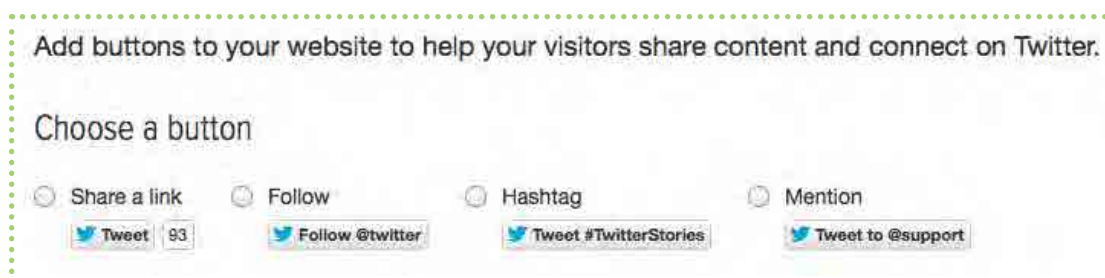
Edmonton is known for its lively Twitter scene. You will want to become familiar with Edmonton centric hashtags so that you can use these hashtags in your own tweets or to search up the hashtags to keep current around specific topics.

YEG-related Hashtags

#yeg - Edmonton
 #yegdt - Downtown
 #yegcc - City Council
 #yegtraffic - Traffic
 #yegwx - Weather
 #yegmedia - Media
 #yegarts - Arts Community
 #yegfood - Food Community
 #ableg - Alberta legislature
 #ets - Edmonton Transit
 #ep1 - Edmonton Public Library
 #yegarena - Arena
 #esks - Edmonton Eskimos
 #oilers - Edmonton Oilers
 #eia - Edmonton International Airport
 #CoE - City of Edmonton
 #KDays - K Days
 #yegheritagefest - Heritage Festival
 #yegwinter - Edmonton Winter Activities

Community League Hashtags

#CLDay2014 - Community League Day
 #CLAlive2014 - Leagues Alive
 #efcl100 - EFCL 100 Year Anniversary

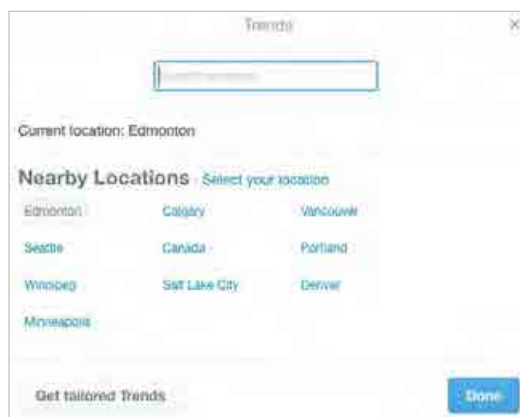


5. USING HASHTAGS PURPOSEFULLY

Hashtags are essential for Twitter because it allows people to connect around a common topic, and by using a hashtag you make your tweet much more searchable.

Keep in mind the following tips:

- Use hashtags respectfully and limit your use of hashtags to those that are directly related to the subject of your tweet
- Hashtags are most commonly added on the end of tweets, although you could also incorporate them in the middle of your tweet or, even less common, at the beginning of the tweet
- Consider developing a community hashtag to allow your community members to connect to one another easier
- When developing your community hashtag be sure to limit its length as hashtags that are too long are used less due to character restrictions
- When developing your community hashtag we highly recommend incorporating a YEG qualifier into the hashtag to differentiate your community from other similarly named communities across the world
- When introducing a new hashtag actively encourage your members to use it whenever possible; new hashtags become accepted as they get used more and by a large number of people
- Keep an eye on 'trending' hashtags to stay current; set your 'trending' hashtag filter to "Edmonton"
- Be aware of the difference between a hashtag that is used conventionally in order to tap into a conversation versus those that are used for humour
- Avoid using hashtags you do not understand especially when tweeting on behalf of your community league; common hashtags may not be appropriate coming from a community league



Be sure to set your 'trending' location to Edmonton to view tweets that are trending in Edmonton.

6. USING LISTS

Using lists can be a powerful way to manage your Twitter timeline. A list is a curated group of Twitter users. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of Tweets from only the users on that list.

This feature allows you to organize Twitter users in groups and manage how you look at Tweets. You can either create your own list or subscribe to a list created by someone else. Twitter lists can be used to follow a separate group of Twitter users from those you follow. Creating or subscribing to a list allows you to see only Tweets from users on that list. Lists are not a way to send Tweets to a select group, just to read them.

For the purposes of creating lists for your community Twitter account, we recommend building your own custom list based on the unique relationships within your community. You should also subscribe to lists that other accounts have created if relevant.

7. ENGAGING ON TWITTER

Much like other social media platforms, the more you engage directly with your 'followers' the more you enhance relationships and grow your own following, which is why we recommend the following engagement tips:

- Reply to tweets mentioning your community (especially answering questions)
- When mentioning another organization or person check to see if they have Twitter so that you can include them in your tweet
- When interacting with community members, partners and associates in person ask if they have a Twitter account
- Retweet the tweets that would provide value to your followers (compliments, positive news, interesting trivia and etc)
- Generously favourite tweets to show your support



A screenshot illustrating where to access and create lists on desktop.



A good example of an Edmonton-centric Twitter account that has compiled five public lists for other Twitter accounts to subscribe to.



An example of a Twitter conversation between the EFCL and Volunteer Alberta. You will note that Volunteer Alberta mentioned the EFCL in their tweet by using @EFCL. You will also notice that the EFCL account directly responded to Volunteer Alberta by starting their tweet with @VolunteerAB which communicates that this tweet is meant as a direct response to Volunteer Alberta.

ELEMENTS OF A GREAT TWEET

To craft a valuable tweet for your ‘followers’ we recommend paying attention to the guidelines outlined below regarding content, length, frequency and timing of your Twitter activity.

LENGTH

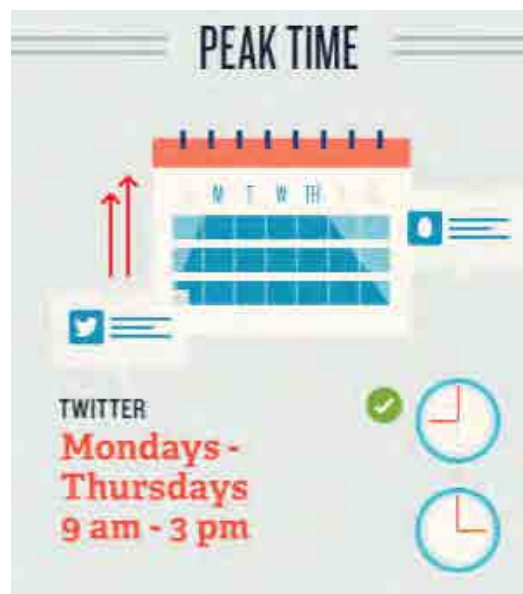
- Aim for 100 character Tweets, this allows you to attach a photo onto the Tweet and allows others to RT or MT adding in their own commentary (*RT/MT are defined on p 19*)
- Include a photo to increase engagement
- Focus on adding value—share a unique point of view or add additional information or context

FREQUENCY

- Half-life of a tweet is within 18 minutes (within that timeframe half of its replies and retweets will occur)
- Be careful not to tweet or retweet too many times at once
- Favourite as many tweets as you like, the more the better for relationship building
- Aim for 3 to 6 original tweets a day, but don’t stress if you don’t get there right away. Quality is more important than quantity.

TIMING

When it comes to determining the best times to post we want reiterate that every Facebook community will be different. We suggest using the following infographic as a general guideline. Be sure to study your uptake and engagement to find the best times for your community.





ADDING CONTRIBUTORS

Currently Twitter has no built-in feature that allows for multiple accounts to collaborate and tweet under the same username or identity. This means in order to have multiple people tweeting from one account you will need to hand out the username and password. This may not be desirable to some communities, and in that instance we recommend considering a third party application known as Group Tweet:

GroupTweet is a service that allows any number of contributors to Tweet from a group account safely and securely. GroupTweet accounts can be configured to hide each contributor's username or display names at the beginning or end of Tweets.

With GroupTweet your company Twitter account won't have to be a faceless tool or have a single voice as different people can manage such an account. GroupTweet will allow your employees the responsibility of updating your company's Twitter account; it doesn't have to be one person's job or ideas.

GroupTweet allows for multiple contributors to seamlessly update a Twitter account regardless of the Twitter client they are using.

Group Tweet is free to use and can be found at www.grouptweet.com



MODERATING TWEETS

Twitter provides two options for moderating tweets: 'blocking' and 'banning'.

When blocking a user the following will occur:

- Their @replies and @mentions to you will no longer appear in your @mentions tab
- They can no longer add your Twitter account to their lists
- They can no longer follow you
- They can no longer see your profile picture in their timelines or profile page
- They won't be notified of the block, but will certainly at some point in the future notice that your posts are not appearing on their home pages. They will also not be able to follow you.

You also have the option to report an account as spam:

The moment you do this, the user will be blocked from replying, mentioning and following you. Twitter's Trust and Safety Team will then immediately review the account if it is, indeed, spam. You may not instantly see that this account has been blocked.



[SUSTAINING YOUR EFFORTS]

PICTURE TAKING

PEOPLE SHOTS

- Rule of thumb: the photographer is there to make people look good
- Tip: get up closer and pose the shots if needed, frame people nicely

Examples of good people shots:



KEY CONCEPTS

- Picture Taking
- Image Sourcing
- Facebook Page Insights
- Twitter Analytics



Examples of bad people shots:



Notice the shadow is covering the person on the right. There is also too much foreground. This shot could have been improved by asking them to sit closer together and lean forward.



This photo lacks a centre/focal point.

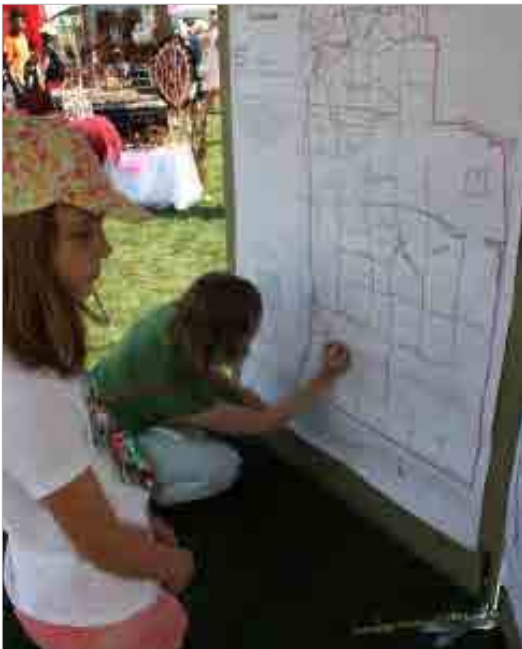
ACTION SHOTS

- Aim to capture faces
- Aim to clearly capture the activity the person is doing
- Don't be afraid to pose the shot

Examples of good action shots:



Good shot - can see both faces and what the painter is doing.



Decent shot—not ideal. The shadows and unbalanced composition detract, but at least there's a profile and it shows what the person is doing.

Examples of bad action shots:



Did not capture any faces and the activity could be better captured from a different angle.



If your subject is looking into the sun, try another angle to get a better shot.



Too many backs. Do not be afraid to go around the other side. Better yet, pose the shot.

DISTANT SHOTS

- Tip: get up closer and pose the shots if needed

Examples of distance shots:



Shot could have improved by taking the picture from the head of the table to show faces and what they are doing.



This large group could have been crowded together or arranged into rows to improve the shot. Additionally, the photographer could have moved closer and rotated the camera to a horizontal (landscape) orientation to make better use of the space.



Too far away. Get closer whenever possible.



This is a better shot. Ensure you take high resolution pictures so that even if the photo needs to be cropped or resized the photo isn't compromised.

CONTENT SHOTS

- Tip: create and design the shot—don't just point and shoot.

Examples of content shots:



Empty chairs with one unsmiling face.



A garden that might have looked beautiful three weeks before the shot. It looks pretty dead at this point. Would have been better to get into the garden and shoot some closer shots—maybe having a person involved, holding out an ear of corn off the plant or something similar.



*This castle is nearly empty,.
Aim to photograph objects
that are being used or
occupied instead. Also notice
the finger that was captured
on the bottom left-hand side.*

IMAGE SOURCING

Using images on Facebook and Twitter will improve the engagement of your post, it is important to keep in mind the safest practice for sourcing images is to take photos yourself whenever possible. Other ways to legally obtain photos for your post and tweets include the following:


1. SEARCH UNDER CREATIVE COMMONS

Creative Commons Licenses allow photographers to choose which rights they reserve and which rights they waive for their work. You will want to become familiar with each type of license:

Explore / Creative Commons

Many Flickr users have chosen to offer their work under a Creative Commons license, and you can browse or search through content under each type of license.

Here are some recently added bits and pieces:



"Creative Commons is a non-profit that offers an alternative to full copyright."
creativecommons.org

Briefly...


Attribution means:
 You let others copy, distribute, display, and perform your copyrighted work - and derivative works based upon it - but only if they give you credit.

Noncommercial means:
 You let others copy, distribute, display, and perform your work - and derivative works based upon it - but for noncommercial purposes only.

No Derivative Works means:
 You let others copy, distribute, display, and perform only verbatim copies of your work, not derivative works based upon it.

Share Alike means:
 You allow others to distribute derivative works only under a license identical to the license that governs your work.


Attribution License



From Flat Track... From ianmocat... From Rep. Keith Ellison... From Rep. Keith Ellison... From Flat Track...

» 38,620,196 photos ([See more](#))


Attribution-NoDerivs License



From David Photo Studio... From David Photo Studio... From Robert 'Bo'... From Rhonda Batt... From Robert 'Bo'...

» 13,887,039 photos ([See more](#))

Attribution-NonCommercial-NoDerivs License



From massdistraction... From massdistraction... From massdistraction... From massdistraction... From fe999...

Attribution:

This copyrighted work can be copied, distributed, displayed and performed—along with derivative works based upon it—but only if you give the creator credit.

Noncommercial:

This work can be copied, distributed, displayed and performed—along with derivative works based upon it—but for non-commercial purposes only.

No Derivative Works:

This work can be copied, distributed, displayed and performed only as verbatim copies, not as derivative works based upon it.

Share Alike:

Derivatives of this work can only be distributed under a license identical to that of the original work.

SEARCH GOOGLE’S PUBLICLY REUSABLE IMAGES

In Google’s Advanced Image Search you can filter your image search by “licensed for public reuse”. When you open the Advanced Image Search an option appears at the bottom to choose Usage Rights. You can use the drop down menu to choose how you’d like to filter your images. You can choose from “free to use or share,” “free to use or share, even commercially,” “free to use or share or modify,” and “free to use, share, or modify, even commercially.” You know exactly what you’re getting when you use Google’s Advanced Image Search, and there are several million photos to choose from.

2. SEARCH FREE STOCK PHOTO SITES

There are a variety of affordable sites where you can find quality, legally available stock photography.

iStockphoto www.istockphoto.com

Dreamstime www.dreamstime.com

123RF www.123rf.com

Bigstock www.bigstockphoto.com

Media Bakery www.mediabakery.com

Shutterstock www.shutterstock.com

Depositphotos www.depositphotos.com

Stock.xchng www.sxc.hu

FACEBOOK PAGE INSIGHTS

The data available from Facebook Page Insights is divided into six sections:

1. OVERVIEW

This section (*figure 1*) shows you how well your posts have performed during the week in relation to the previous week in terms of page likes, post reach and engagement. You will want to ensure that each category shows growth week after week.

If you are growing each week then keep doing what you're doing however, if you've seen your numbers drop consistently it is a good indicator to revisit the content that you put out to your fans.

2. LIKES

The “Likes” section (*figure 2*) shows you the total number of people who liked your page over time. As well as how many ‘likes’ and ‘unlikes’ your page received during a given day. It can also break down organic ‘likes’ versus paid ‘likes’ (from campaigns designed to increase Facebook likes), as well as show you where the ‘like’ happened (‘On Your Page’, ‘Uncategorized Mobile’, ‘Page Suggestions’, ‘Posts By Other People’, and ‘Others’).

Review this section to get a better understanding of how quickly your ‘fan base’ is growing. It is important pay attention to the number of ‘unlikes’ and trace it back to a post that may have lead to an ‘unlike’.

3. REACH

Post reach (*figure 3*) shows the number of people your post was ‘served to’—the ones who have seen the post, whether they clicked on it or not. You can compare organic versus

paid reach here as well. The section also shows the number of people served any activity from your page – mentions, check-ins, ‘like’ ads and posts by other people in addition to your own posts. It also has charts for likes, comments and shares as well as the number of times your content was hidden or reported as spam, or your page was unliked.

4. VISITS

This section (*figure 4*) shows you the number of times your various page tabs (including your photos tab, info tab, timeline, etc.) were viewed, actions people have taken involving your page (such as posting on it) and the number of times people came to your page from a website outside of Facebook.

5. POSTS

Posts (*figure 5*) can be a very helpful tab. It shows you a breakdown of the days and times of day that your fans are online, the paid and organic reach of your posts as well as interactions with them (comments or likes).

It also allows you to compare the average reach and engagement for different types of posts (links, photos, status updates). And if you'd like to compare the performance of your page and posts with that of your competitors, there's a section for that as well.

6. PEOPLE

“People” (*figure 6*) breaks down the demographics of your fan base, including their gender, language, country and city. It provides additional data about the demographics of people who have seen a post within the past 30 days, and the demographics of those who engaged with it.

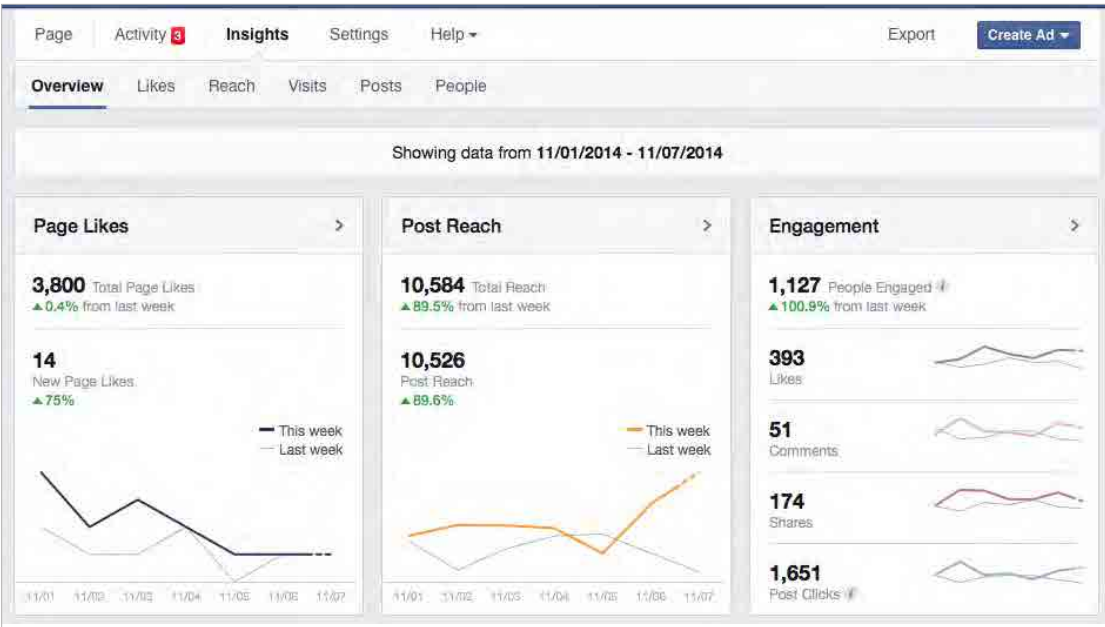


Figure 1

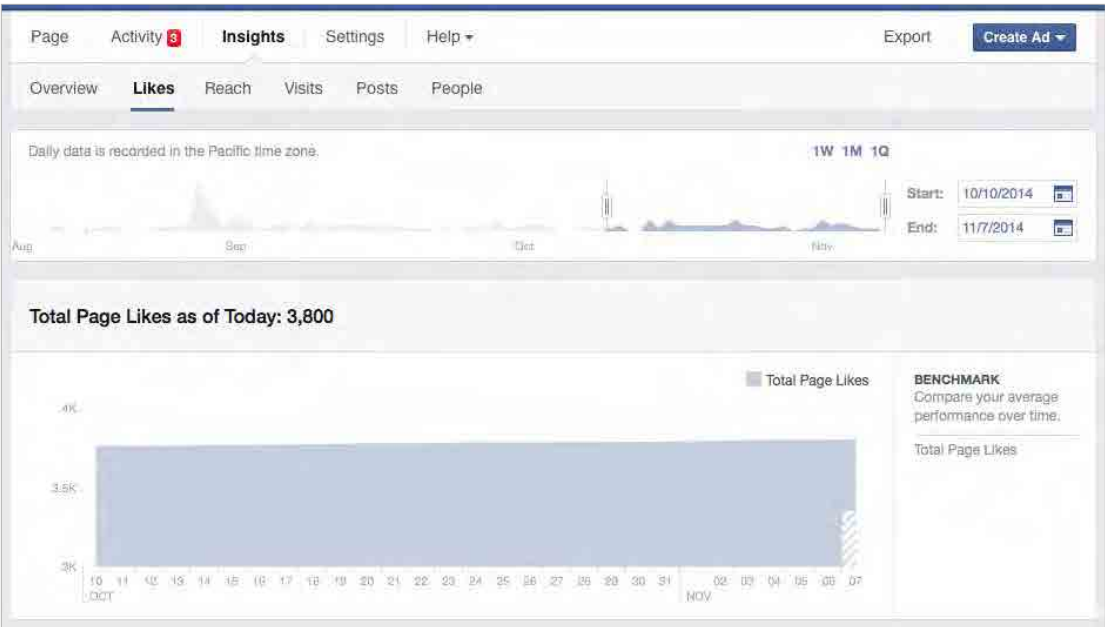


Figure 2

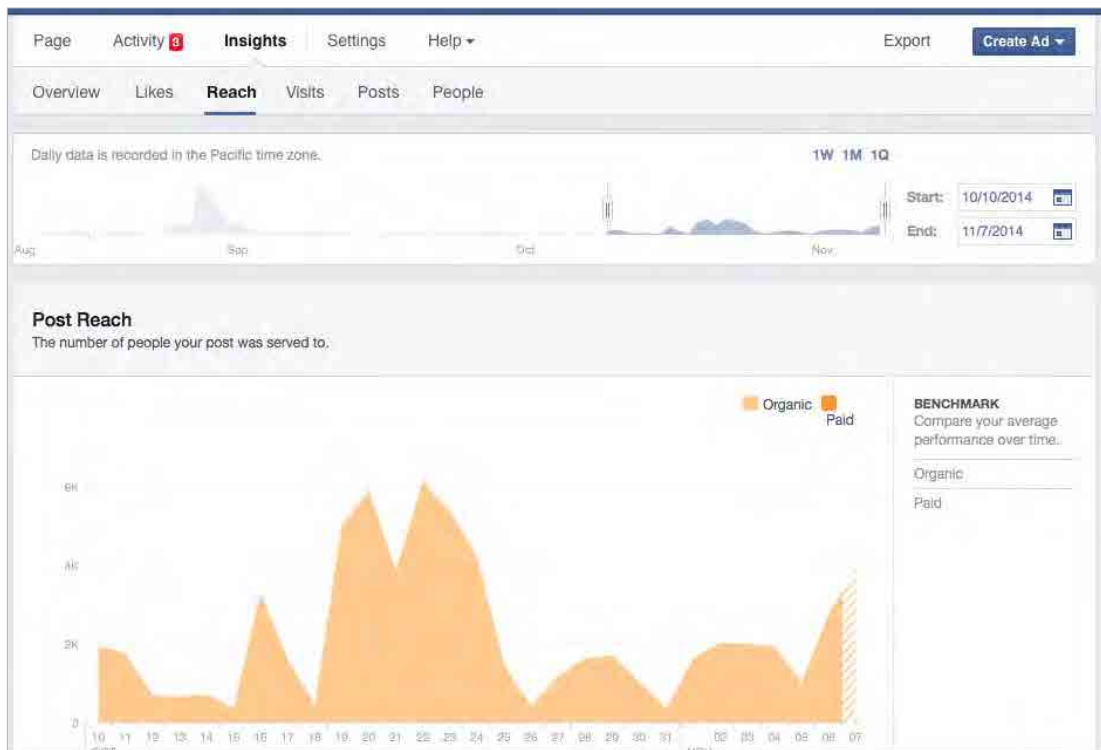


Figure 3

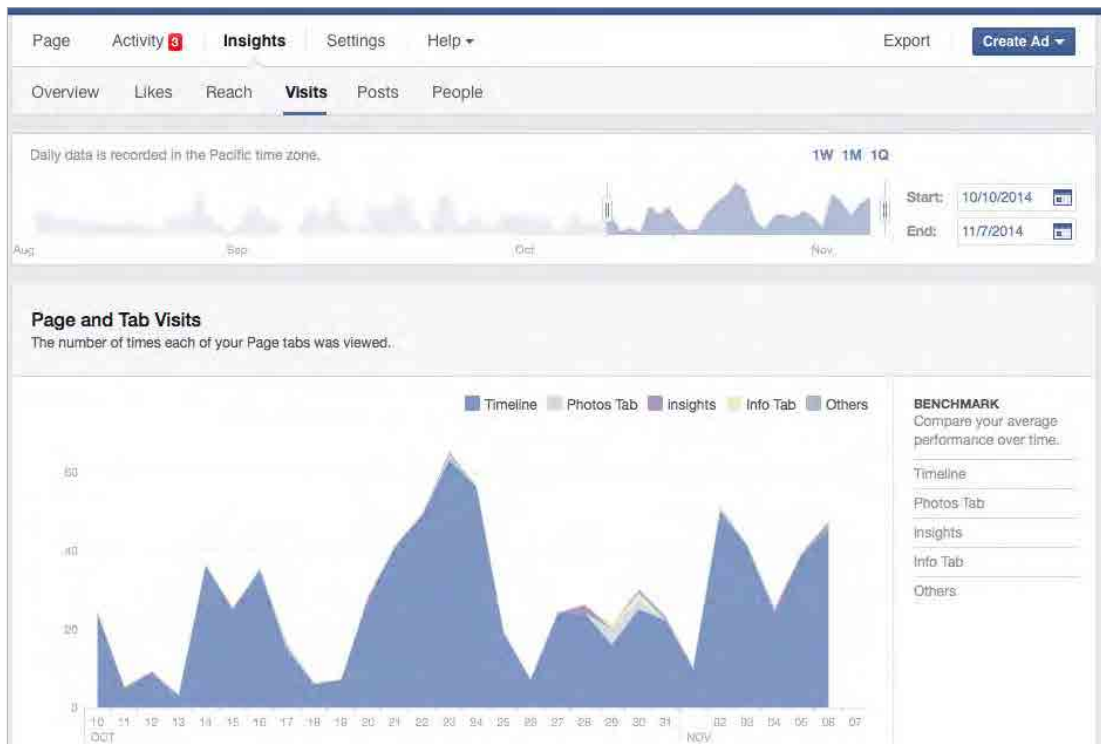


Figure 4

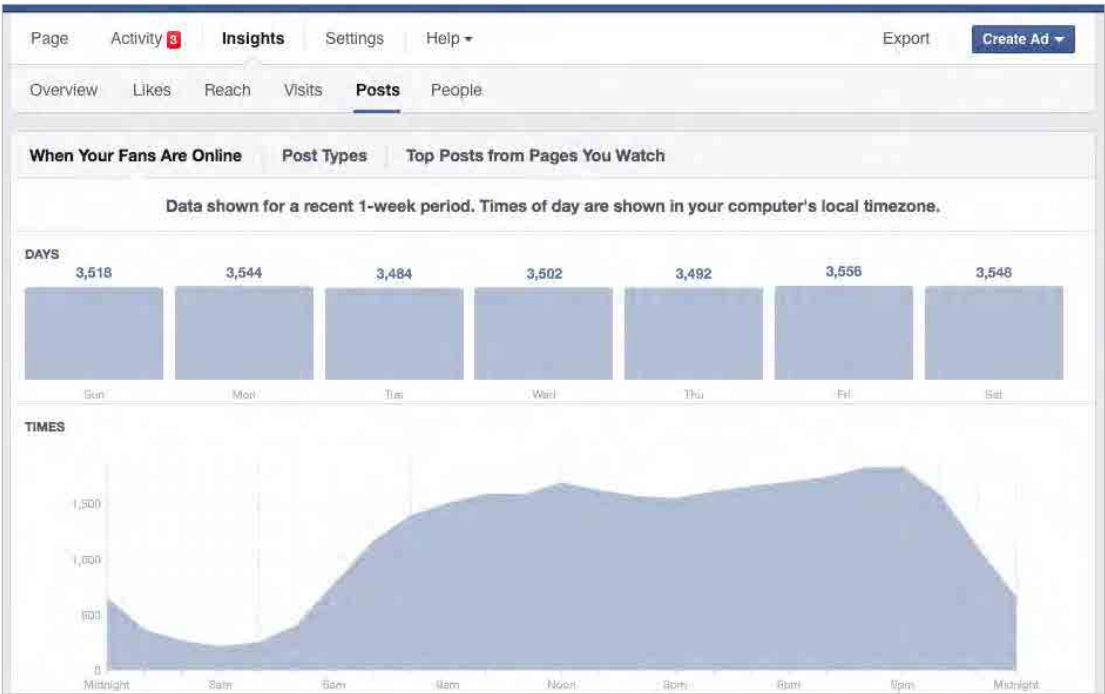


Figure 5

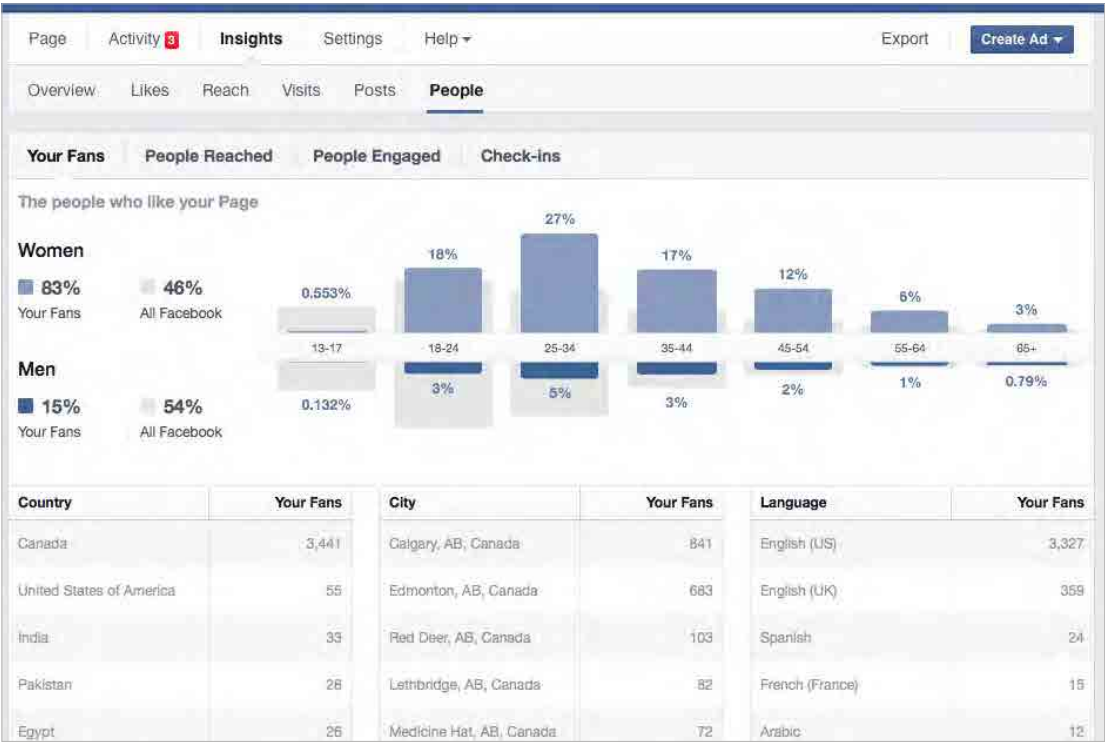


Figure 6

TWITTER ANALYTICS

1. IMPRESSIONS

Impressions are defined as the number of times users saw a tweet on Twitter.

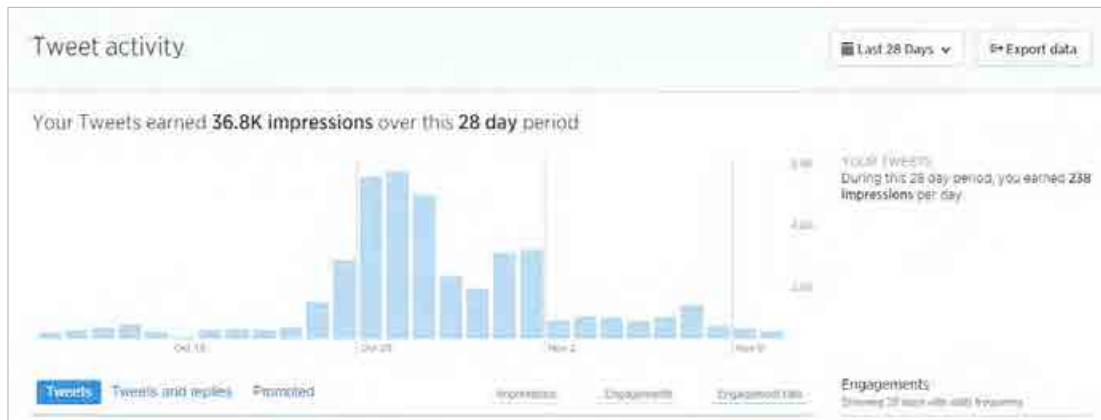
2. ENGAGEMENT

Engagement is the total number of times users have interacted with a tweet. This includes all clicks anywhere on the tweet (including hashtags, links, avatar, username and tweet expansion), retweets, replies, follows and favourites.

ENGAGEMENT RATE

The number of engagements (clicks, retweets, replies, follows and favourites) divided by the total number of impressions.

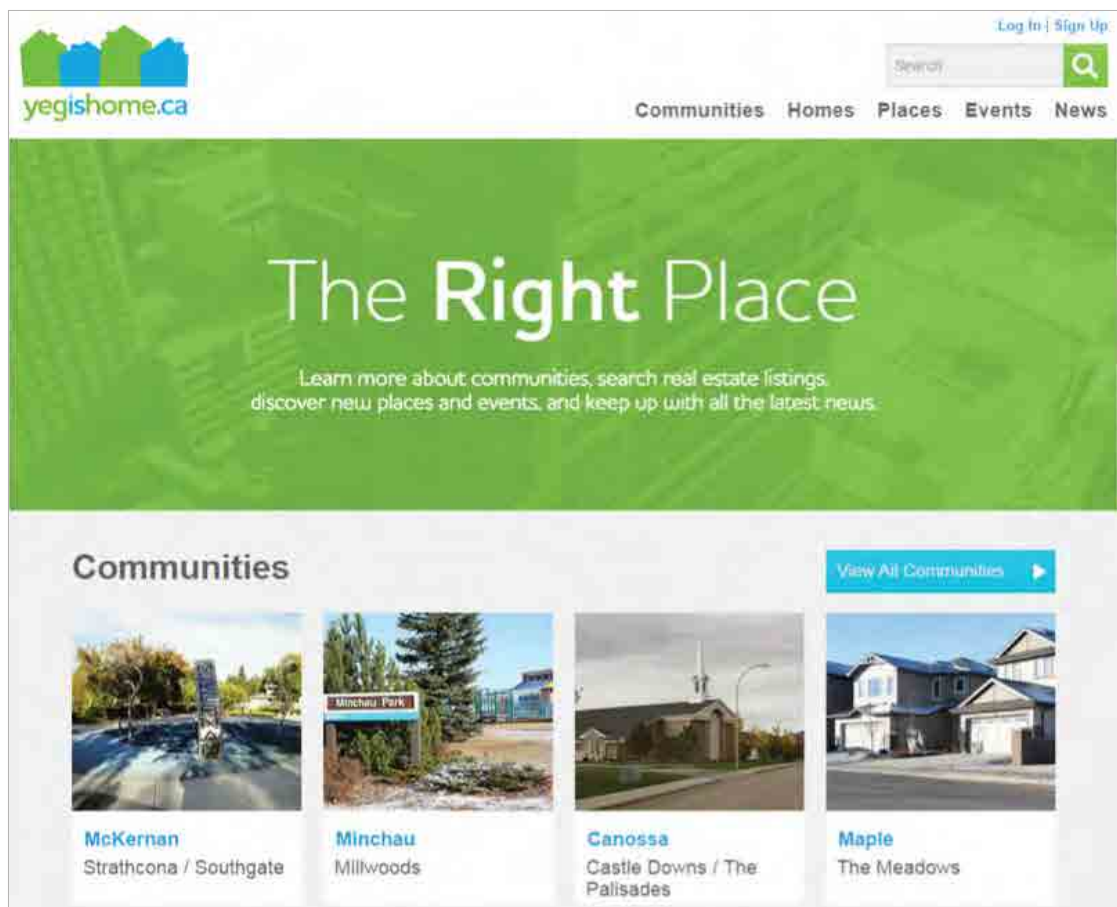
Your Twitter analytics will provide valuable feedback in terms of how many people are seeing your tweets and engaging with them. The more people you @mention the more 'impressions' you will gain as you tap into their followers in addition to yours. Paying attention to 'engagement' and the 'engagement rate' will give you important feedback as to what your 'followers' respond best to, for example a certain storytelling technique might be well received, an embedded picture, useful links, or video.



YEGISHOME.CA


Yeg Is Home is a website meant to showcase Edmonton communities. Each community has its own page and aggregates Tweets containing the #yeg hashtag and the community name.




When creating social media messages about your community, linking to Yeg Is Home is encouraged as the site was built as a means to promote each individual community and contains valuable information that would be beneficial to those interested in learning more about a certain community. For any inquiries please contact info@yegishome.ca.



Alberta Avenue

Norwood, Edmonton, Alberta



[Gallery](#)
[Map](#)

Community Details

Zone: [Norwood](#)






























Councillor: [Tony Catenna](#)

MLA: [Brian Mason](#)

MP: [Peter Goldring](#)

League: [Alberta Avenue Community League](#)

Community Scores

Real Estate:	    
Family:	     
Safety Services:	     
Recreation:	     
Lifestyle:	     

Something on your mind?
Tweet it with #yeg and Alberta Ave.



 **Shallima Maharaj** @ShallimaGlobal 14 Sep
#Live from @KaleidoFestival at six on @GlobalEdmonton. How local initiatives are contributing to the revitalization of Alberta Ave. #yeg

 **John Parkins** @jrparkins 14 Sep
@KaleidoFestival wall dancers on #Alberta Ave (118). join the party #yeg
pic.twitter.com/u8takNlPxW
 Show Photo

 **GlobalEDM Community** @GlobalEdm_plus 14 Sep
Good morning #yeg! Today's the last day to head to Alberta Ave for @KaleidoFestival. Check it out, it's free! pic.twitter.com/FsCY9c3HmH
 Show Photo

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www.gcflernfree.org/facebook101/3
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Elements of a Great Post

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Page Moderation

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8#q=definition+of+trolling](http://www.google.ca/webhp?sourceid=chrome-instant&rlz=1C1CHFX_enCA568CA604&ion=1&espv=2&es_th=1&ie=UTF-8#q=definition+of+trolling)
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TWITTER

Elements of a Great Tweet

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