



Nuts and Bolts of Social Networking

Daniela Nunez @CUSafePatient
@consumersunion @CUSummit
#CUSummit

Def: Social Networking

- Connecting with your peers and fellow activists on social websites to exchange ideas and share information.





Activism and Social Networking go hand in hand

- You can show people in your network news you read, websites you visit, events you organize, videos you watch, photos you take, and other things you care about.
- You can connect with people online who share similar activist interests and goals.
- Visibility of your activism on social networking sites encourages more activism.



Getting started: basic things to know first

- Choose your social networking identity and voice.
- It takes time to build a social network.
- Be active on social networking sites, otherwise people are more likely stop viewing your profile.
- Protect your privacy on social networks.
- Social networking sites are in constant evolution. Keep up with them!

Tips for building your social network

- Start with adding/following people you already know who you want in your network
- Promote your social networking profiles in email and in person
- Find social networking profiles, groups and fan pages that relate to your activism
- Integrate your social networking profiles (Selective Tweets)



Getting started on Facebook

- Go to <http://www.facebook.com>. Enter your full name, email, password, sex and birthday to create a profile.
- After you create a profile, you will create a bio, add your picture and start adding friends.
- Find friends through searching by name, your email, importing contacts, listing your schools, workplaces.
- Become a fan of nonprofit organizations on Facebook
- Comment and post



Facebook examples

- Consumers Union Fan page

<http://www.facebook.com/pages/Consumers-Union/17274984050?ref=ts>

- Go Don Go!!!

<http://www.facebook.com/group.php?gid=15278865166216>

Getting started on Twitter



- You'll need an email account to use as your primary Twitter address (follower notices will be sent here)
- Go to <http://www.twitter.com>
- Create your account: Username should be short and easy to type. Can be a real name or some variation (i.e. @evan or @CUSafePatient)
- Your username will appear in the URL for your Twitter page (i.e. <http://www.twitter.com/cusafepatient>)
- Start following: Twitter is only as good as the people you follow. Their commentary will make the service informative and fun for you, and vice versa. Follow a few interesting people, watch who they follow, and build from there. Log in to your account and click "follow".

Twitter Talk

- Say what you want in 140 characters (preferably less).
- Become friends with bit.ly <http://bit.ly/>
- “Tweet”: using Twitter to send a 140 character text message
- “Follower”: a Twitter user who tracks your tweets
- “Re-Tweet or RT”: resending another user’s tweet (how to: <http://mashable.com/2009/04/16/retweet-guide/>)
- “DM”: direct message in private to a specific user (both of you must follow each other)
- @ reply: sent to a specific Twitter user but visible to all
- #: hash mark that can be included in a tweet to designate a topic that you or others can follow (ie. #ptsafety)

Twitter examples

- <http://twitter.com/consumersunion>
- <http://twitter.com/cusafepatient>
- <http://twitter.com/ezraklein>

Tools to help manage your social networks

- Help you organize followers, shorten URLs, and track searches and hashtags.
- Tweetdeck – a desk top client. Download at: <http://www.tweetdeck.com>
- Twitter lists – Twitter streams of the latest tweets from a specified set of users.

Contact info

- Daniela Nunez
- Consumers Union Safe Patient Project
- dnunez@consumer.org
- 512-477-4431 ext. 117
- @CUSafePatient