

## A Start Up Guide to Social Media and Other Great Online Tools for Arts Councils





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## I. Introduction to Social Media

By now, you have probably heard a buzz - or perhaps something more akin to a roar - about the phenomenon of "Social Media". You may be asking yourself, how do I get started in all of this? Or, maybe more appropriately, *why* should I get started in all of this social media junk? In this start-up guide, you will be introduced to some of the basic social media outlets, useful tools to help you manage them and finally, some other online tools that are indispensable to arts organizations.

### Why Should Arts Organizations Use Social Media?<sup>1</sup>

Social Media Marketing can be a cost-effective and time-efficient way to reach out to potential Arts Council members, audience, and even funders. It is perhaps the most active and dynamic communications tool there is in today's world. These days, a website by nature is too static – and often too overloaded with information – to serve as a consistent outreach tool for shorter, more frequent messages. While a website is like a one-way street of information, social media is an avenue for interacting with and engaging your audience. Many organizations use websites for housing background and archived information, listing services, and posting a calendar of events, but when it comes to outreach, they are relying on an electronic newsletter – or even a print newsletter – to get the word out about current events in their organization and important updates. Social Media spaces such as Twitter and Facebook don't demand the same kind of content publishing and are instead a more conversational resource where shorter bits of information – usually with a link to additional information – is the norm.

Make sure you know your audience. Survey them to see if they have a Twitter or Facebook account, if they use Flickr or blog, and even if they prefer email to regular mail. You'd be surprised how many people have shifted the way they want to hear from you, but had never been asked before. How are you changing the way you reach out to your audience?

### Cost

The tools you need to engage productively in Social Media Marketing (SMM) are more often than not FREE. There are free blogging tools such as [wordpress.com](http://wordpress.com) and [blogger.com](http://blogger.com). Almost all micro-blogs are free, including [Tumblr](http://Tumblr) and [Twitter](http://Twitter). Video sites such as [YouTube](http://YouTube) are free for uploading and hosting your videos. [Mailchimp](http://Mailchimp) enables you to send out beautiful, engaging e-mail newsletters to subscribers free of cost. Many nonprofits function with limited budgets and resources for outreach to constituents, donors, the media, and the public. So when it comes to costs, these online tools are unbeatably affordable.

*Idea:* Many Arts Councils have members or volunteers who are very familiar with social media – and they might even be the teens or 20-somethings who tend to get overlooked. One of the biggest mistakes Arts Councils can make today is failing to include the digitally savvy young people in their circle. The organization may be missing crucial opportunities to increase their visibility and at the same time engage and grow their

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<sup>1</sup> "Why Nonprofits Should Use Social Media | Social Media Social Good." Social Media Social Good | Web Site for the Facebook Group Social Media for Social Good. Join Us! <http://www.forakergroup.org/blog/>, 2009. Web. 12 Jan. 2012. <<http://socialmediasocialgood.wordpress.com/2009/01/17/why-nonprofits-should-use-social-media/>>.

membership because they've failed to tap into the right resources for the job. Elevating a young member to "Social Media Coordinator" could bring much needed knowledge and energy to the fore.

## **Time**

Social Media Marketing takes time, there's no doubt about it. But does it have to be unmanageable madness? Of course not. If an Arts Council takes the time or invests in a volunteer's time to set up a compact set of social media tools – a blog, a micro blog, and a handful of social networks or media sharing sites – they can immediately begin tapping into the conversations that are currently happening online without them.

If those tools are integrated and inter-connected, then it will take even less effort to manage and maintain them.

*Idea:* Make sure all social media accounts are set up using a single email address, preferably one dedicated to social media accounts and not somebody's work or personal email. Managing emails is much easier when all social media correspondence and friend requests go into a single pool. Alternatively, take advantage of email folders and filters to quickly sift through the emails that need to be addressed versus the ones that can simply be archived. [Gmail](#) provides excellent email service for free, and Sasktel email service is handy as multiple accounts can be created.

## **II. Facebook**

Facebook is much more than just a way to share photos and life updates with friends and family. In the world of small business and non-profits, we're seeing a massive migration to company Facebook Pages. It's no wonder, as they offer amazing functionality at practically zero cost and give businesses a chance to connect with the more than 1.23 billion people worldwide<sup>2</sup> who have already flocked to [Facebook](#). Despite the rise in Instagram, Pinterest, and other social media sites, Facebook remains the most popular.

### **Why Facebook? Why Now? <sup>3</sup>**

There's amazing viral potential involved with Facebook and it provides organizations an easy way to reap the benefits of photos, videos, discussion forums, micro-blogging, and many other forms of social media in one neat little package.

Facebook Pages are fairly simple to set up and easier to maintain than a web site or blog. They also give you a direct communications channel to the people who you serve or who you want to reach. And when one person interacts with your Facebook Page, that action can be seen by dozens or even hundreds of their Facebook Friends - giving your organization an instant and exponential reach beyond your own contacts.

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<sup>2</sup> <http://www.theguardian.com/news/datablog/2014/feb/04/facebook-in-numbers-statistics>

<sup>3</sup> Laycock, Jennifer. "The Super Simple Guide to Setting Up Your First Company Facebook Page Without Blowing a Gasket - Part One." Search Engine Guide: Search Engine Marketing and Social Media Marketing Advice. Search Engine Guide. Web. 12 Jan. 2012. <<http://www.searchengineguide.com/jennifer-laycock/the-super-simple-guide-to-setting-up-you.php>>.

Furthermore, Facebook Pages are indexed by Google and are a great way to capture yet another first page search result for your organization. In a time where [online reputation management](#) is key, the value in that extra search listing alone makes it worth the effort for most organizations.

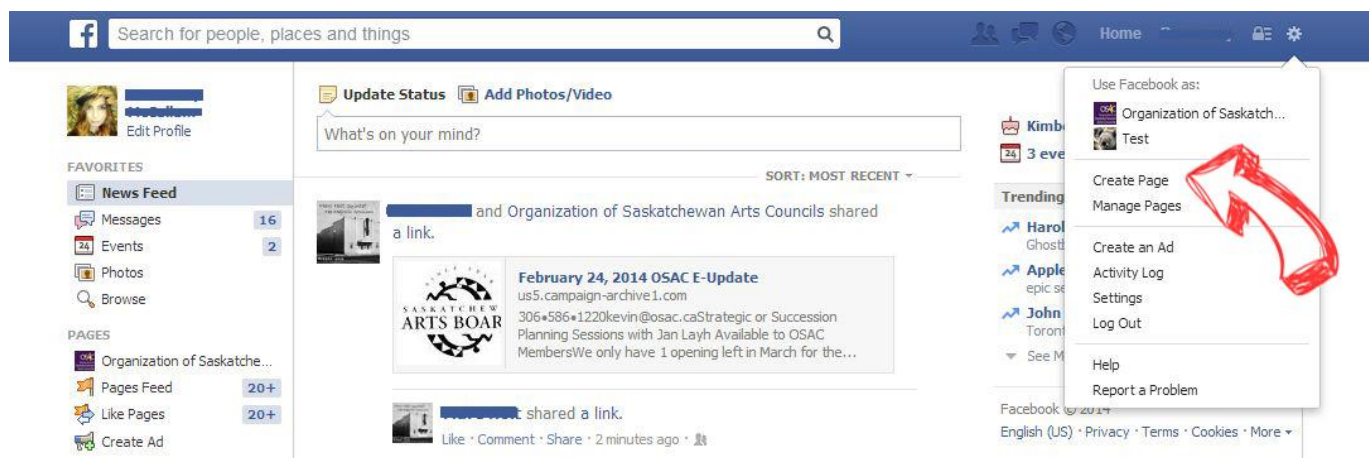
## Ok, You've Sold Me...But What's a Facebook Page?

A Page on Facebook is different from a Profile, which you as an individual might have if you are already a Facebook member. (This might be confusing if you're used to referring to your personal profile as your "Facebook page.") Pages are for companies, organizations, products, celebrities and other entities or individuals wanting a more professional and public presence on Facebook. You can immediately tell the difference between a Facebook Page and a Facebook Profile because Pages have 'Fans' or 'Likes' while Profiles have 'Friends'. Facebook pages let you gather fans and give you the ability to send them updates, engage them in discussions and perhaps handiest of all, examine user analytics and data just like you can for your web site.

## Creating your Facebook Page

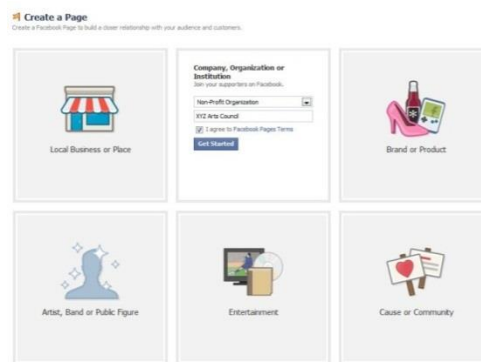
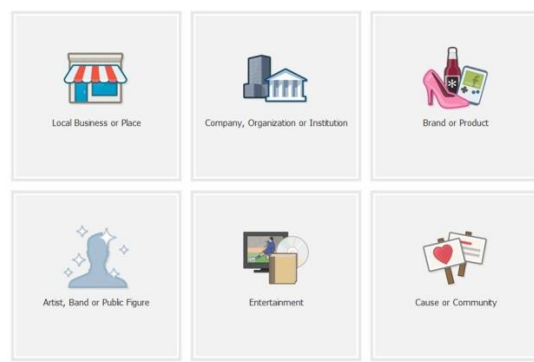
The link for creating a Facebook Page can be found in more than one place. The link you end up selecting determines the path you take to set up the page, but ultimately, they all lead to the same place.

If you are not logged into the site, the *Create Page* link sits on the front page where you would sign up or log in at [www.facebook.com](http://www.facebook.com). Or, you can **sign in to Facebook and click on "Create Page" in the settings menu.**



Next, choose the category your page will fall under; for Arts Councils, click **"company, organization, or institution"** and the next menu will come up:

Create a Page  
Create a Facebook Page to build a closer relationship with your audience and customers.



Enter the type of organization (ex: non-profit organization) that you're creating the page for, and enter the name, click the "I agree" box, and then "get started".

Next, you will be walked through the four steps to get your Facebook page up and running. Make sure that your description is brief but clear, and include your website if you have one. When selecting your "Facebook web address", go with your acronym if possible. You may be sharing this link with others via word of mouth on on print materials, so you want it to be simple. For example, the Facebook web address for OSAC is [www.facebook.com/OSACsask](http://www.facebook.com/OSACsask)

A screenshot of the 'Set Up Arts Council 1' form, which is the first step in a four-step process. The steps are: 1 About, 2 Profile Picture, 3 Add to Favorites, and 4 Reach More People. The form includes a tip about adding a description and website, a text box for a description, a website input field, a unique Facebook web address input field, and a question about whether it's a real organization. A 'Save Info' button is at the bottom right.

Click "Save Info" and continue to Step 2: Profile Picture. *Tip: If you have a logo, your profile picture is a great place to use it!*

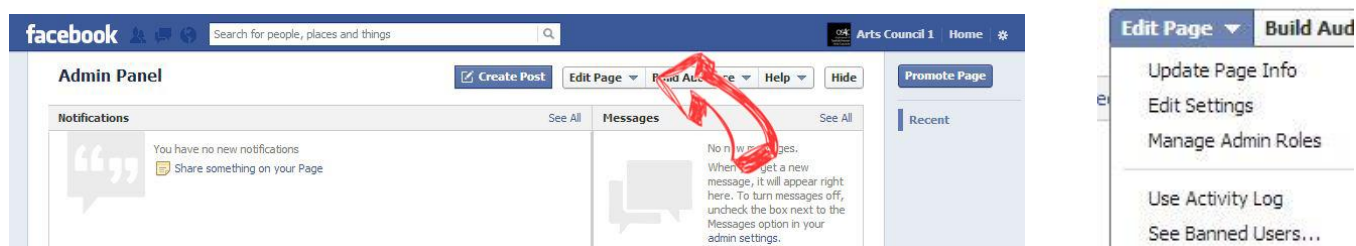
Step 3 and Step 4 are optional. "Reach More People" is where you can opt in to Facebook's promotion service for a fee. This can be skipped by clicking "Skip" at the bottom.

Once you've gone through all the steps, you'll be taken to the bones of your new Facebook page. Yes, it's pretty bleak and boring. It's up to you to add some personality to the mix.

As an Administrator of the page, you will see the **Admin Panel** at the top of the screen, which can be used to monitor your Page's activity. When visiting your Facebook page, the Admin panel can easily be hidden by clicking the "Hide" button (it is not visible to the public.)

## Customizing your new page.

Click on the "Edit Page" and then "Update Page Info" and "Edit Settings" in the drop down menu to further complete your profile. If you wish to add more people from your organization to manage the Facebook page, click on "Manage Admin Roles".



Under "**Edit Settings**", you'll need to assign your country and any age restrictions. This is also the place where you decide if you want your page to show as live or not. If you're just getting started, leave this set to "Unpublished." Once you've got your page the way you want it, you can quickly go back and turn on access for the world.

This is also where you make decisions regarding your Timeline posting options. For instance, you can set it so your Timeline displays only posts you've made yourself or you can open it up to include the posts from your fans. While there may be temptation to retain control and publish only your own comments, it's important to remember that you're setting up a Facebook page for the sake of building community and communicating with your target audience. Unless you've got a strong reason not to, it's a good idea to go ahead and set the default view to include posts by both you and by fans.

You also have the ability to decide how much publishing power you want to give your fans. Decide if you want to let them post their own photos, videos and links. This is also a good idea, but remember - if you turn this feature on, you will need to have someone keeping an eye on things to make sure nothing inappropriate is being posted.

You can start to customize and promote your page a little bit more by selecting a "**cover photo**", which is the banner across the top of your page.

*Tip: While logos make for great profile pictures, the cover photo can be an image that represents who you are. The purpose of the cover photo is to make a strong first impression.*

Your Facebook Page Timeline can be updated by clicking on the various features (ex: "About"; "Photos", etc.)





Beneath your cover photo at the top of your page is an area for a brief description about yourself and square boxes called **tabs**. Four tabs are displayed in the screen capture above, and many more can be listed and added by clicking on the 'down arrow'. This is where visitors to your page can **browse through your photos, check out your events, watch videos you may have posted, read notes that you've published, and more!**

*That's it! You've got yourself a starter presence on Facebook!*

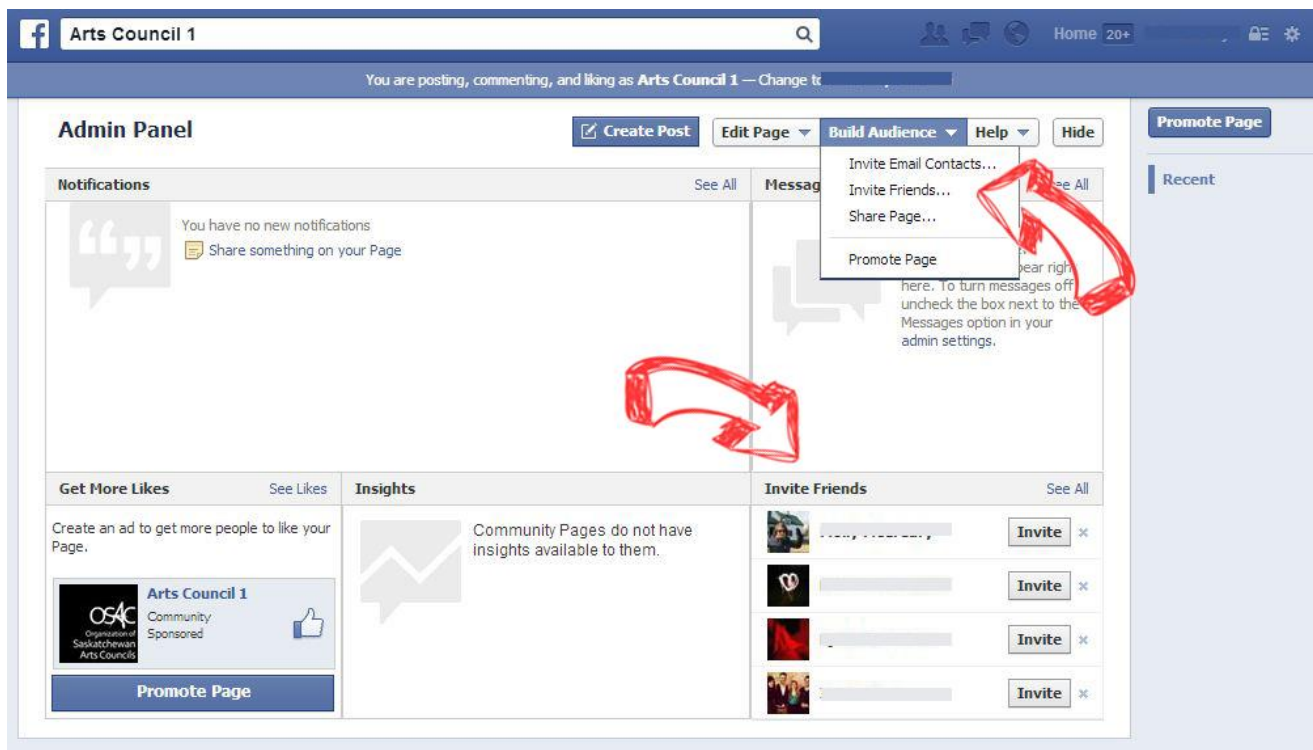
*You are now ready to share your new page with friends, fans, and contacts!*

## Facebook User Engagement

**Now that you have your Facebook Page all set up, it's time to start using it!**

If you like, you can now invite people to become fans of your page! Click the "invite friends" button or you can click the "import contacts" button to import contacts from your e-mail address book. To invite your facebook friends to "like" your page, you will need to briefly switch back to your personal account by clicking on the "gear" icon in the top right corner. Then, find your page using the search bar at the top and you should now have the option of adding your personal Facebook friends.





However, one should resist the temptation to rush to Twitter or email and send an announcement out to the world about your new Facebook page. There's no sense inviting people to an open house when all you've done is unlock the front door and laid down a welcome mat. You still need to learn how to leverage Facebook's tools to create something people will find valuable.

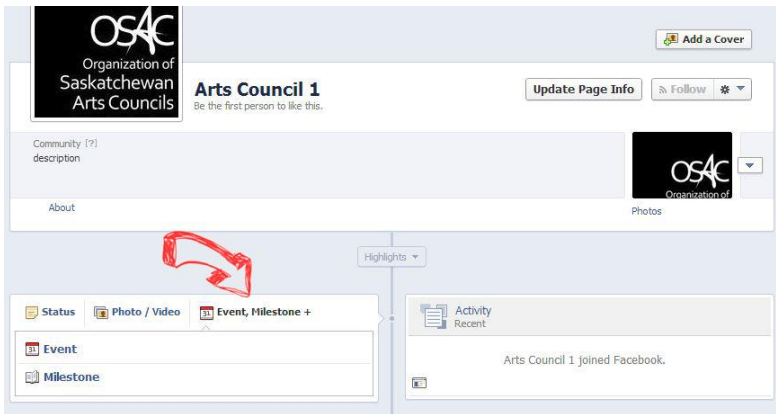
This is your chance to really add some content to your Facebook Page. Sure, you can (and probably should) have this content set up on other areas of the web designed for it (Photos could be shared over at Flickr and videos find homes on sites like YouTube), but there is an advantage to housing this content on Facebook as well. In fact, more hours are spent on Facebook than anywhere else on the web and of the time users spend on social media, 83% is on Facebook.<sup>4</sup>

This is something that can't be overlooked. Social media is all about meeting people where they are and giving them access to your information in the ways that make it easiest for them. Why make them follow you around to YouTube, Flickr, and your blog and so on, if you can easily deliver all of that same content right to their doorstep on [Facebook](https://www.facebook.com)?

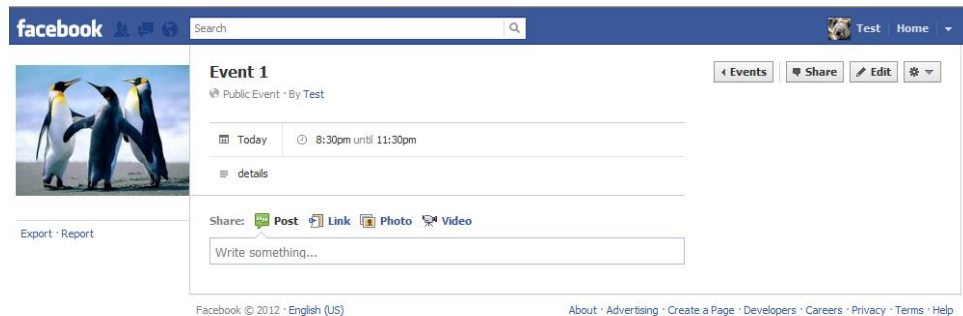
Let's try **adding an event**.

The top of your timeline is where you post new content. Click on "Event" under "Event, Milestone +". Add the event information and click "Create".

<sup>4</sup> <http://www.usatoday.com/story/money/business/2013/03/09/10-web-sites-most-visited/1970835/>



You will then be taken to the page for the event you have just created. **Make sure to add an Event Photo!** Make it complete by uploading an event photo, writing a description of the event, and selecting the options for how the event will appear. You can choose to enable an event wall and then to allow guests of the event to post their own photos, videos and links. These settings can be edited at any time by clicking *Edit* in the top right corner. You can also decide if you want to show the guest list or not and enable your guests to spread the word and invite others.



The event will immediately publish to your Timeline (Page). Facebook will then give you the option of going through your list of contacts and inviting specific people to the event. You can also import email addresses and add a personal message to your invite before sending it off.

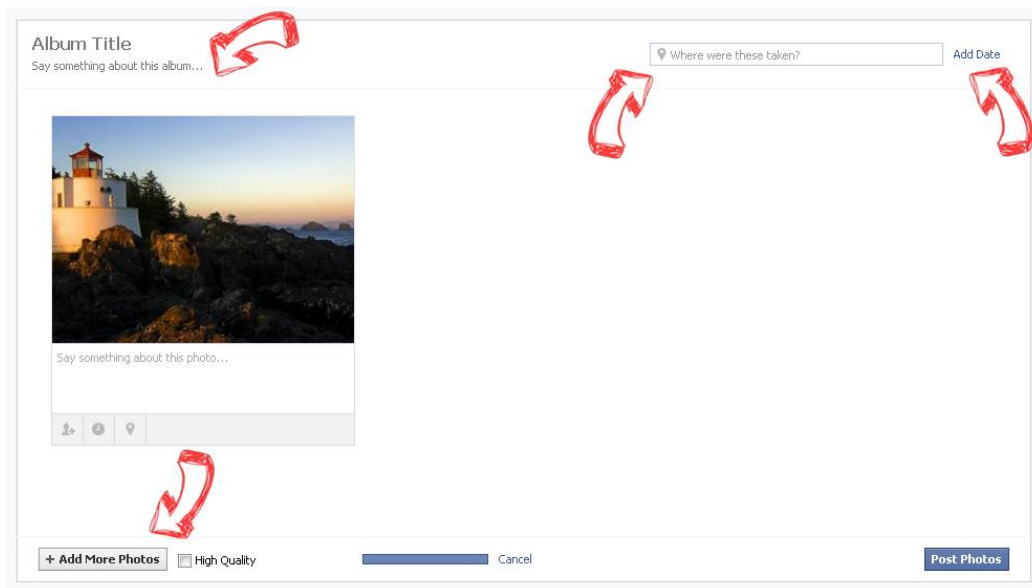
Once your event page is complete, don't let it sit idle. In the time leading up to the event, maintain interest and generate excitement by posting relevant content (ex: pictures of merchandise, tickets, photos, etc) and friendly reminders.

## Adding Photos

Remember that bar of tabs near the top of your page? Click on the "Photos" tab to see your albums and/or to add new content. Click on the "Add Photos" button to post new photos. A window will then pop up, allowing you to browse your computer files and select the photos you wish to add.



Once they have uploaded, you have the option to **edit your album**. Here, you can add more photos, name your album, add an album description, and enter in the place and/or date of your album.



You can also add information to each individual photo. Underneath your photo is where you can personalize it with a caption by clicking where it says “Say something about this photo...”. Notice the three small icons? Those are for “tagging” a friend, adding a date, and adding the place of the photo. These are optional, so you can choose how many details you do or do not include with your photos.

facebook Test Home

Search

**My First Album**  
favourite pictures

Where were these taken? Edit Date + Add Photos Delete Album Done

lighthouse

2012 April + Add day Save

Say something about this photo...

Where was this?

Type any name

Click a face to tag

Click here to enter the date.

Click here to add the place.

Click here to tag a friend.

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When they are ready to be shared, click “Post Photos” or “Done”. Remember - you can always go back and edit your album and pictures later!

## Adding Videos

The process for adding “videos” is very similar. Click the “videos” tab and from there, you can view your previously added videos or add a new one.

facebook Test Home

Search

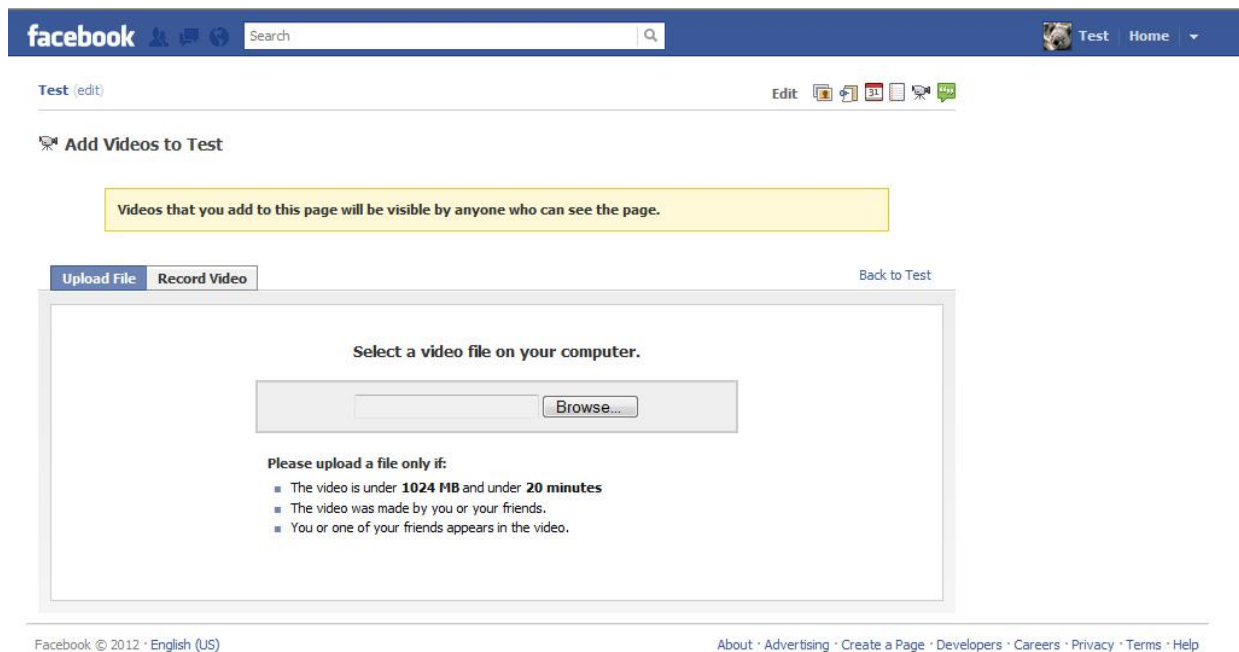
Test Videos

+ Add Videos

Your Videos · Albums

You haven't added any videos yet.

A window will then pop up, allowing you to browse your computer’s files and select the video file you wish to upload.



## More Facebook Tips

So there you have it, folks - your basic guide to getting started on creating a Facebook fan page for your Arts Council or arts organization! Although this is only a start, it will hopefully have taught you some basic skills and social media fluency.

The important thing is to keep your content current and to engage with your “fans” by using your Facebook Page to foster a community.

At the very minimum, here are a few things you should do with your Facebook Page: <sup>5</sup>

**1. Connect your blog to Page.** If you have one, add your blog’s RSS feed URL to the About section of your Facebook Page so when you post to your blog, it automatically updates your Page.

**2. Add Facebook Events.** If you hold events, particularly regularly occurring events, you can use the Facebook Events feature to augment your Page. The Events tool integrates with your Page, and you can use it to spread the word about shows, meetings, etc. using a tool that makes it easy for others to invite their own Facebook friends to your event.

**3. Link to Resources.** While Status Updates can be intimidating for some people, updating your Facebook Page doesn’t have to be hard. You can link to relevant resources including those on your organization’s web site as

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<sup>5</sup> <http://socialmediasocialgood.wordpress.com/2009/11/17/why-your-organization-should-have-a-facebook-page/>

well as others on the Web. You can also re-post a relevant link from someone else's Page or Profile by clicking "Share".

**4. Respond to Comments.** As you gather more Fans on your Page, people may start commenting on your Status Updates. A quick response is always appreciated and helps strengthen relationships. Your response doesn't have to be long – just an answer to a question or acknowledgement of what they've said. While it is important to interact with your Page Fans, don't feel obligated to respond to every single comment, but don't ignore them all either.

**5. 'Like' Similar Organizations' Pages.** If you are visiting another Arts Council or Arts Organization Page (like OSAC!) that is relevant to your own Facebook Fans, you can click on the link on the upper right side of their Page and click the 'Like' button.

### III. Twitter

#### What is Twitter?

Twitter has been called a form of "micro-blogging." The basic idea of Twitter is to allow users to broadcast short messages (known as "tweets") to anyone who opts to receive them. It's a free service that was designed with mobile phones in mind, but allows users to connect via the Twitter website at [www.twitter.com](http://www.twitter.com), Instant Messaging applications and any number of Twitter applications as well.

People use Twitter as a form of communication. Think of it as an instant message that goes out to a ton of people at once. If you want to let your friends know you're headed to your favorite hang-out tonight, you can shoot them all a quick message without having to send a dozen emails. If you want feedback on an idea, you can tap into your network to ask a quick question. If you simply want to learn a little more about people you've heard of online, you can follow their tweets and "eavesdrop" in an acceptable way. In fact, there are quite a few practical reasons to use Twitter.

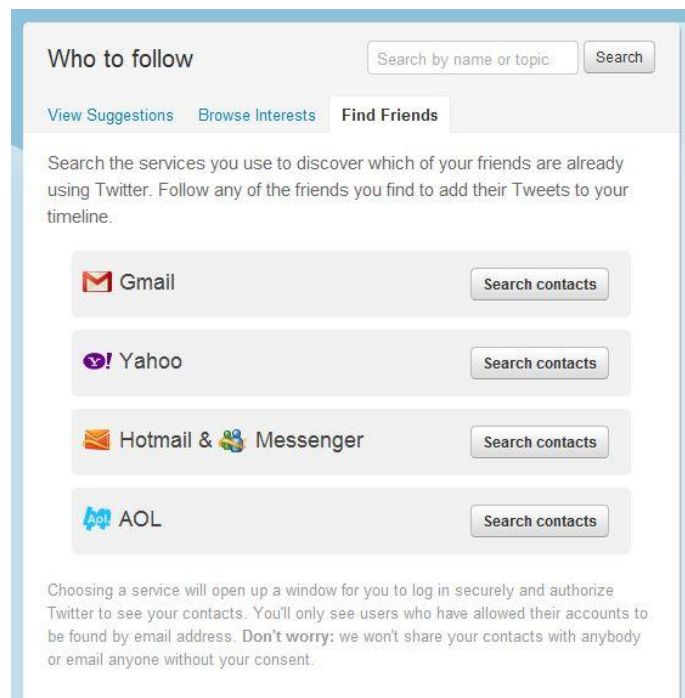
#### Getting an Account

It couldn't be simpler to start Twittering. You simply need to head to the Twitter web site and look for the "New to Twitter? Sign Up" area.

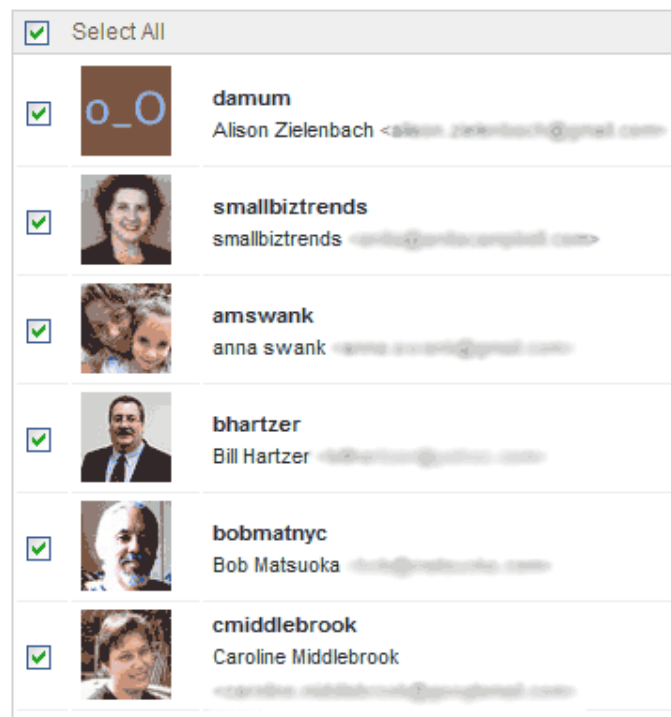
You then follow a pretty standard sign-up process to establish your screen name and associated email address.

It's a good idea to give some thought to your **screen name** when signing up. You may want to go with your full name (for example, OSAC tweets as "[OSACsask](#)") or you may want to carry on the branding of your organization. Be sure to choose something that makes it easy for people to find and follow you.

Once you've set up your account, you'll need to get hooked up with some other users. Twitter helps you find your friends as part of the registration process. You'll have to hand over temporary access to your email account, but it can be a quick way to find people you know on Twitter.



Once Twitter scans your accounts, it will return a list of your contacts already using Twitter. You can select some or all, and then have Twitter automatically load them into your followers and following lists.



Twitter will also generate a list of your contacts who do not have Twitter accounts and will allow you to select the ones you'd like to invite to the system. If you're the last of your friends to join Twitter, this will be a short list. For most of the world, this is going to be a very long list. (Tip: Don't spam everyone you know with a



Twitter invite. Take the time to browse through this list and to invite only the people you have a true interest in following and who you think might have a true interest in following you.)

## Personalizing Your Profile

This screenshot shows the Twitter profile page for OSAC (@OSACsask). The profile banner features the OSAC logo and text: "The Organization of Saskatchewan Arts Councils is made up of over 50 Arts Councils presenting Performing & Visual Arts and schools presenting Junior Concerts. Regina, SK · osac.ca". Below the banner, statistics show 906 tweets, 437 following, and 653 followers. A red arrow points to the settings gear icon in the top right corner of the page.

To edit your settings and profile, click on the “gear” icon in the top right corner. You will then be directed to the profile update area.

This screenshot shows the 'Profile' settings page for OSAC. The left sidebar contains a menu with options: Account, Security and privacy, Password, Mobile, Email notifications, Profile (selected), Design, Apps, and Widgets. The main content area is titled 'Profile' and includes a bio editor. The bio text is: "The Organization of Saskatchewan Arts Councils is made up of over 50 Arts Councils presenting". Other fields include Name (OSAC), Location (Regina, SK), and Website (http://www.osac.ca). A red arrow points to the 'Change photo' button.

As with Facebook, it is advisable to stick with your organization's logo as your profile photo. Keep in mind that this image will show up next to your posts and will also show up when someone views a list of who a Twitter user is following. You'll also need to create a brief bio and list your web site URL.

Use the menu on the left side to navigate through your account settings. For example, under *Security and Privacy* is the option of making your tweets private. This means your tweets will only show up for approved followers. You'll have to take the time to manually approve everyone who wants to follow you, but it does give a nice level of privacy to anyone worried about strangers reading their tweets. However, it is important to remember that like Facebook, the purpose of a Twitter account for an organization (not an individual person), is to be more accessible and visible to the greater public, so keeping your settings more open is advised.

Under *Design*, you can change the settings on your Twitter page to customize it. That way, whenever someone visits your personal Twitter site, they'll get a taste for your personality.

**Tip:** Keep in mind that if you sign up to receive updates via your mobile phone, and you begin following a lot of people, you're going to get slammed with text messages. (If you don't have unlimited texting, you'll also get slammed with data fees on your next bill.) Once you've registered your mobile phone or instant messenger program, you're set up to send tweets from any of them. On your mobile phone, you simply text your message to 40404. Twitter will use caller ID to match your phone up with your account and to broadcast it to the world.

## **Tips for Tweeting:**

### **Keep it Short**

Remember, tweets are limited to 140 characters. That's not much in the way of sharing thoughts, but the whole point of Twitter is to communicate in thought bursts. For the wordy folks out there, that 140 limit (including spaces) can be tough, but it's a good way to make sure you aren't saying any more than you need to. It is very common to include website links in tweets, but sometimes the address for that link can be quite lengthy and make your tweet exceed the 140 character limit. For this reason, twitter will shrink web addresses that you include when composing a new tweet.

That's enough to get you started with an account on Twitter. Next we will be digging a little deeper into the Twitter system. We'll look at the idea of "followers" and "following" and how to communicate publicly to specific twitterers. We'll also learn how to send direct (private) messages and how to check for replies from people you aren't following. We'll also dig deeper into expanding your network of followers and the need to find new people to follow. For good measure, we'll also throw in a little Twitter lingo glossary to help you along the way.

### **Make New Friends but Keep the Old**

The entire point of Twitter is to communicate. Since communicating to yourself can get a little lonely, it's a good idea to start off by finding some folks to follow and inviting people to follow you. Earlier on we talked about how to use your existing email accounts to find and follow people. Once you've exhausted that list, you'll want to start finding other new people to add.

The easiest way to do this is to find someone with similar interests (like OSAC!) who uses Twitter and start browsing their followers.

It's important to note that when you follow a Twitter user, Twitter sends them a note letting them know you've begun to follow them. Generally when this happens, the user goes to review your feed and then decides if they'd like to follow you back. In other words, following other Twitter users is a great way to get other Twitter users following you.

Once you are following a decent number of people (say 50ish), it suddenly becomes a lot easier to expand your network. As you watch the conversations of people with more followers than you, you'll spot the names of Twitter users you might not already be following. When you see these names pop up, you can easily head to the Twitter site to review their feed and decide if you'd like to follow them as well. The same thing will happen in reverse as other Twitter users spot your newly minted Twitter friends sending messages to you.

With that in mind, let's move on to an explanation of how to spot these names in other people's messages.

### What's With All the @'s?

The first thing you'll notice when you start using Twitter is how many comments come across with @username in them.

If you're on the Twitter web site reading posts, each of these @username's is a link. If you're accessing Twitter from an instant messenger client, they'll simply appear as text.

Since Twitter is basically a broadcast communication tool, users need a way to let the world know they're writing a message or response to a specific person. This is where @username comes in. If I want to let Twitter users know I'm speaking directly to a specific person, I would use @username in my post. This not only tells the world I'm having a conversation with that one person, it also makes sure the post shows up in their "replies" area on their Twitter home page.

Remember, Twitter isn't just about sending out your own thoughts; it's also about engaging other users in conversation. This is why the @username option is so handy.

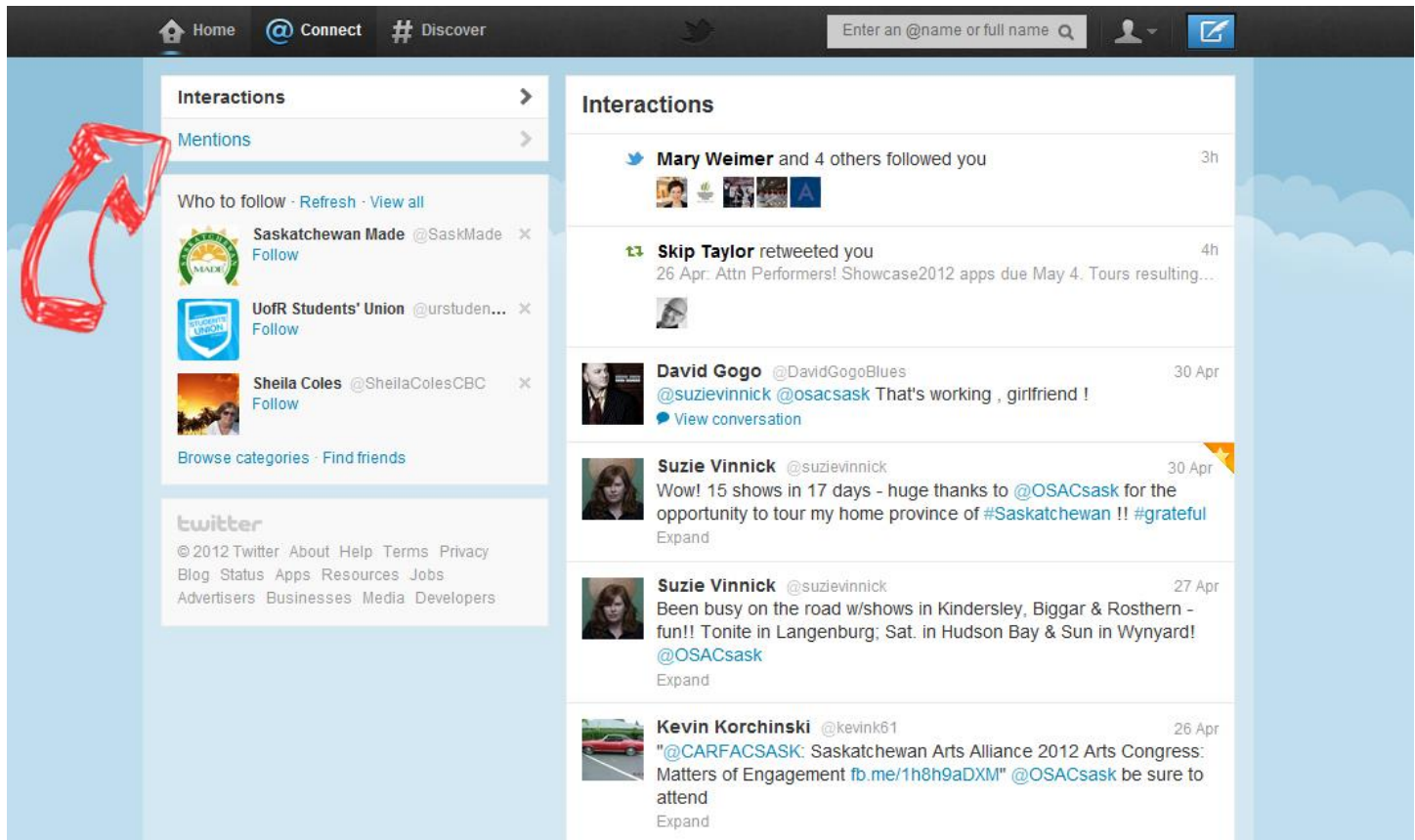
On the other hand, if you want to send out a message to you entire community of followers, then you would simply type the message like this:



## Don't Forget to Check Your Interactions and Mentions

Since you may not end up following everyone who follows you, it's a good idea to go to the Twitter web site and check your interactions and mentions every now and then. To do this, simply go to Twitter, make sure you are logged in and click on the @Connect link located at the top of the screen.

**Interactions** include twitter-folk who have “followed” you or retweeted one of your posts. A “**Mention**” is any tweet that has been posted with @yourname in it. That may mean it was a post directly to you or a post where someone was talking about you. Either way, this can be a great way to spot comments you might otherwise miss. It can also be a great way for people to get on your radar so you'll begin following them as well.



## And what do all the Hashtags (# Symbols) mean?<sup>6</sup>

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages by keyword. Here are some tips on how you can use them too:

- People use the hashtag symbol # before relevant keywords (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search.
- Clicking on a hashtagged word in any message shows you all other Tweets in that category.
- Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end.
- Hashtagged words that become very popular are often Trending Topics.

<sup>6</sup> <https://support.twitter.com/entries/49309-what-are-hashtags-symbols#>

- If you Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet
- Don't #spam #with #hashtags. Don't over-tag a single Tweet – one or two is usually sufficient.
- Use hashtags only on Tweets relevant to the topic.

## But What Will I Say Tweet?

Here are just a few ideas to help you get started:<sup>7</sup>(Adapted from [www.socialmediatoday.com](http://www.socialmediatoday.com))

1. New announcements from your arts council.
2. Teaser previews of upcoming projects you are working on.
3. Related interesting news from the industry or community.
4. Trivia related to your arts council or the arts world: history, news, anything!
5. Ask for suggestions: people love to help someone out.
6. Events you are holding: this informs as well as gets you attendees.
7. Events you are participating in: this shows you are active.
8. Witty one-liners: these can be jokes, daily wisdom, or just about anything else.
9. Helping people find opportunities (ex: job postings, volunteering, upcoming workshops). Helping people solve problems is the best thing you can do to promote your arts council.
10. Popular events: tweet about the upcoming sports events, festivals, etc.
11. Unexpected developments: Was Gmail down today? Tweet about it!
12. Ask for feedback: Invite people to share their experiences with your organization.
13. Participate in the relevant hashtags and get more visibility.
14. Set up and announce tweet chats based on arts-related hashtags.
15. Follow people and make acknowledgement via tweets.
16. Thank people who have recently followed you.
17. Post the latest updates from your blog along with the link.
18. Direct people to other social media channels you have by tweeting about them.
19. Respond to tweets that are about you or mention you.
20. Tweet and tag a hard-working volunteer. This keeps volunteers motivated and gives them a platform.

## Twitter Lingo

There's plenty of Twitter lingo out there, but some phrases pop up more than others:

**Tweet** - What you call a message sent out via Twitter. As in "I'm going to tweet that link."

**Mistweet** - This is a Twitter message you wish you hadn't sent. Unfortunately, with so few characters allowed per post, people sometimes get a little briefer than they should. A poor choice of words can result in backlash from the party feeling slighted.

**Tweetup** - This is when a bunch of Twitter users get together for an "in person" meeting. Twitter has a new official Tweetup page. You can also follow the [Twitter Tweetup account](http://twitter.com/Tweetups)<sup>8</sup> to get the scoop on upcoming events.

**Twitterbait** – Sometimes users will bait a popular user into sending them an @username response. This gets the baiter's username in front of the more popular poster's network of followers and can result in quite a few new followers.

<sup>7</sup> <http://socialmediatoday.com/soravjain/488958/30-things-tweet-about-your-brand-short-guide-brands>

<sup>8</sup> <http://twitter.com/Tweetups>

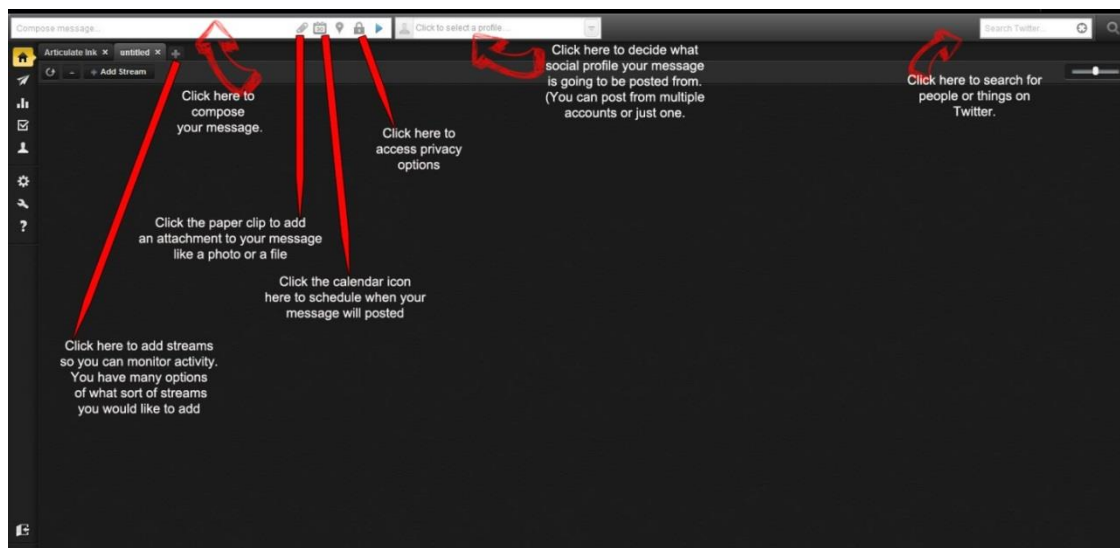
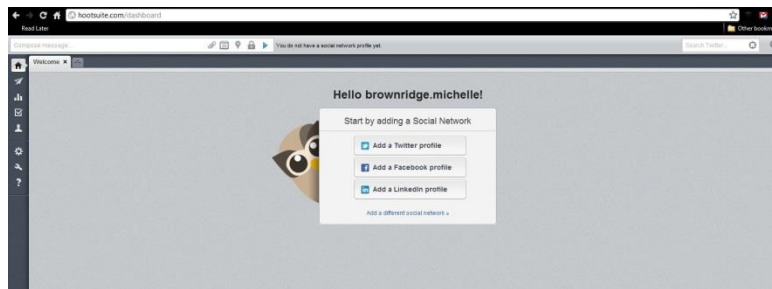
## IV. Other Online Tools

How do I manage all of these new accounts? How do I keep up and keep people interested?

### Hootsuite

The first thing you may notice after activating all of your spiffy new social media accounts is that it can be difficult to keep them all straight and to continually post engaging content for your users to interact with. That is where a social media service called Hootsuite could come into play. HootSuite is a social media communications dashboard used for online management. It publishes to websites such as Facebook, Twitter, Flickr, Tumblr, YouTube, Google+, LinkedIn, and WordPress. It also allows you to connect all of your accounts and manage what gets published and when. This way, you can schedule your messages in bulk to save time and effectively reach your audience without being tied down to your computer for hours on end to post tons of individual messages.

Getting started with Hootsuite is easy and free! You can even sign up with your existing Gmail or Google account information. Once you sign up, you will be taken to a page where you can add your Facebook, Twitter and other accounts. Linking your accounts is easy. Simply click on whichever account you would like to add, provide your login credentials for each and then you will be set to start using HootSuite.





The above screenshot shows some of the basic functions of HootSuite, such as where to compose a message, what profile(s) to post your message from, scheduling (dictating when you want certain messages sent out), and how to add streams to monitor activity on your social media accounts.

## Why [MailChimp](#) Can Revive Your E-mail Campaigns

When getting started with all of the various social media accounts, it is important not to leave e-mail in the dust. If you want to go beyond basic e-mail, there are several online services such as [Constant Contact](#) and [MailChimp](#) that can help you in creating visually rich e-mail campaigns and newsletters. MailChimp is a great service to start out with because it is 100% free if you send less than 12,000 emails a month to fewer than 2,000 subscribers. It is easy to setup and import your contacts.

You can then organize your contacts, create custom forms, and choose from a wide selection of templates for your newsletters. It also includes many guides (<http://mailchimp.com/resources/>) to help you tailor MailChimp to your specific needs. As an arts council, some that may be particularly useful are "Getting Started with MailChimp", "MailChimp for Nonprofits", and "How To Use Templates". Another great feature is the detailed analytics reports so that you can track how many people are opening your e-mails and engaging in the content. For example, you can track what links people click on to see if the content that you are presenting is engaging to your audience.

## [Wave Accounting](#)

In this guide, we have mostly been dealing with social media and tools that you can use to make your use of Social Media more efficient. This next online tool is not geared towards social media, but is truly an indispensable tool for a small to medium sized organization. Wave Accounting is a 100% free online accounting program. Its beauty lies in its ability to connect online to your bank account(s) and import all of your transactions, completely eliminating or minimizing manual data entry. Wave is completely customizable to suit the needs of your organization (as far as categorizing expenses and income). It also allows you to generate all kinds of reports such as balance sheets and income statements.

## [Doodle](#)<sup>9</sup>

If you've ever tried to set a meeting that works for everyone's schedules, you'll know that it's somewhat akin to herding cats. Discussing schedules can make a meeting drag on, or flood inboxes if being decided through email. Doodle is an online scheduling tool that lets you "poll" attendees to see which day and time works best for everyone. The service is free and you don't even need to register to use it. To get started, just visit Doodle and click the Schedule an event button. The first step is to identify the event -- you can give it a title and description, and you'll want to enter your email address so you can manage the appointment afterwards.

Next, you can choose the possible days from a calendar. You'll want to give the attendees some options, so choose any days that will work for you. You can also specify possible times on each of the days. Each poll can be significantly customized if necessary -- you can enable a "yes, no, if need be" option for busy participants, for example, or limit people to only making a single choice if you prefer. That's it -- next, you'll get an email

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<sup>9</sup> <http://en.blog.doodle.com/2012/05/02/the-evolution-of-appointment-scheduling/>  
[http://www.cbsnews.com/8301-505143\\_162-57428803/free-online-tool-makes-sched](http://www.cbsnews.com/8301-505143_162-57428803/free-online-tool-makes-sched)



with the link to your meeting poll, which you can send to attendees. Each person can easily specify the days and times which work for them, and you get a view of everyone's responses in handy grid form, so you can see which times are best for all the attendees.

## **Survey Monkey**<sup>10</sup>

Survey Monkey is an easy-to-use tool for the creation of online surveys that offers a free limited account that stores 100 responses. Its primary strength is its intuitive Web interface, which makes it easy for even non-technical folks to create surveys and export collected data. It does not require installation and is also fully integrated with [Mailchimp](#). You can create surveys to meet your specific needs, whether it's scheduling a meeting, collecting data, or polling your members on their favourite genres of music.

## **V. Resources**

### **Webinars**<sup>11</sup>

Looking for affordable learning opportunities regarding nonprofit work? Webinars can be a great resource for learning about almost any topic imaginable. Since they are conducted online, they are very accessible and oftentimes free. Here you can find a list of websites that offer webinars for nonprofits that you may find useful.

1. [Foundation Center](#) - Some topics include an overview of the funding research process for individuals working in the arts, including visual and performing artists, creative writers, filmmakers, etc. and an introduction to the world of corporate support and to the effective utilization of the Foundation Center's resources on corporate giving.
2. [NTen](#) – Topics include “Become a Facebook Rockstar” and “The Constituent Pyramid – Using Social Media To Convert Followers Into Supporters.”
3. [Network for Good](#) - A free training series on nonprofit marketing and online fundraising, supported by Network for Good and guest speakers.
4. [Idealist](#) - According to their web site, these webinars are “designed to help career service professionals understand and speak to the unique issues around the nonprofit career search.”

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<sup>10</sup> [http://www.digital-web.com/articles/survey\\_monkey/](http://www.digital-web.com/articles/survey_monkey/)

<sup>11</sup> “8 Quality Webinar Resources for Nonprofits”. Social Media Social Good. November 30, 2009. <<http://socialmediasocialgood.wordpress.com/2009/11/30/8-quality-webinar-resources-for-nonprofits/>>

5. [VolunteerMatch](#) – This site’s Learning Center includes introductory and advanced nonprofit webinars from best practices for recruiting online to engaging pro bono and skilled volunteers.
6. [TechSoup](#) - These online seminars help to make technology make sense for nonprofits. Topics include online video, mobile technology for advocacy and activism and creating effective surveys.
7. [GuideStar](#) - This nonprofit reporting company offers a broad range of topics suitable for nonprofits and professionals who work with or provide services to the sector, some related to their site and services and other more general topics.

## Social Media Sites

[www.facebook.com](http://www.facebook.com)  
[www.twitter.com](http://www.twitter.com)  
[www.hootsuite.com](http://www.hootsuite.com)  
[www.mailchimp.com](http://www.mailchimp.com)  
[www.waveaccounting.com](http://www.waveaccounting.com)  
[www.doodle.com](http://www.doodle.com)  
[www.flickr.com](http://www.flickr.com)  
[www.pinterest.com](http://www.pinterest.com)  
[wordpress.com](http://wordpress.com)  
[www.blogger.com](http://www.blogger.com)  
[www.tumblr.com](http://www.tumblr.com)  
[www.youtube.com](http://www.youtube.com)  
[www.constantcontact.com](http://www.constantcontact.com)

## Resources, Tips, and Tutorials

<https://support.twitter.com>  
<http://twitter.com/Tweetup>  
<http://mailchimp.com/resources/>  
[www.socialmediatoday.com](http://www.socialmediatoday.com)  
[www.socialmediasocialgood.wordpress.com](http://www.socialmediasocialgood.wordpress.com)



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