

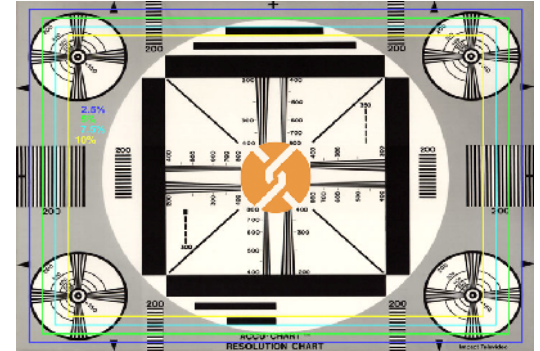
DWN, Social Media and Your Organization:

For organizations already using Social Media

With the launch of DWN’s “Dignity not Detention” Campaign, we want to connect member organizations and individuals through our own communications network and maximize our outreach.

We can now make our own news and not rely on others like broadcast media corporations to get out our stories.

To do this through social media tools, it’s important that we share and distribute each other’s anti-detention content. There are ways you can automate this process to make it less time consuming. Below is a checklist for organizational members to make sure that you’re “wired” into our online network.



YOUR WEBSITE:

o **RSS from your Website:** If you regularly update components of your website, you should be able to create a newsfeed or subscription output from the site (i.e. “RSS” or “Real Simple Syndication”) depending on the site’s infrastructure. Ask your web designer to set it up or give you the address for the feed (it looks like a website address, like the one for DWN’s blog <http://detentionwatchnetwork.wordpress.com/feed/>). Once you have the address for your feed, add the RSS symbol (above) and link to your website so others can subscribe to your news.

With RSS, you can automatically update your social media tools and save time!

o **Add a link to DWN on your website.** Linking is an important online strategy. With search engines like Google, websites with more links to and from other websites get higher rankings in search results. On the DWN website, there are links to ALL member organizations of the coalition. DWN can also provide you with a logo link to post on your website as well.



o **Consider altering the image to match the larger campaign.** To make your fan page appear alive and active, it's always a good idea to frequently change the image on your organization's fan page. To connect with the Dignity Not Detention National Campaign, we'd love it if you added something in the corner of your image, like the DWN logo, the word "Dignity" or "Dignity not Detention", like this (on right):



You can use Photoshop to create one for yourself or use the ones we created on www.twibbon.com (search for "Dignity not Detention" to find the twibbon we created).

o **Create a Facebook Fan Page.** We recommend setting up a **Fan Page** for your organization with multiple administrators (in case of staff turnover). Alternative options to Fan pages on Facebook include:

- **Groups:** Fewer features than fan pages (i.e. they can't link to external applications; they're harder to manage and message members with.)
- **Individual profiles:** Organizations should *NOT* set up an individual profile as if your organization is a person. This might be routine practice on MySpace but Facebook deletes individual profiles for non-people (like organizations). They view it as a violation of their terms of service. Why invest time in something that could disappear one day?
- **Causes:** Many organizations use this application to raise money even though few organizations have succeeded in this. There are many useful options like gathering email but users often get annoyed by the multiple steps to become a supporter. Many organizations have both fan pages and Causes. Your call.

o **Add a "Favorite Pages" to show your support for DWN and other partner organizations.** Go to the DWN fan page and make it a Favorite Page (right under the image, click on "Add to My Page's Favorites"). Then look for DWN's "Favorite Pages" (further down in the left-hand column) and add other DWN members to your page's favorites. You can also become an individual fan of each of these groups. Once you do this, you can share their news items (when you click "Share" under the item) and a clickable link will appear with your item in your newsfeed. This helps direct people to the source of the information.

o **Add the “NetworkedBlogs” Facebook application to your fan page.** With this tool, each time you update your organization’s website, this application will automatically update your Facebook fan page. Search for “NetworkedBlogs” and you’ll be directed to the fan page. Under the image, click on the blue box that reads “Go to Application.” Once you allow access, you can register your “blog” or website and set up RSS from it.

o **Connect your Twitter account to Facebook.** Depending on which website you use more, you can select different applications. Keep in mind that Facebook users tend to like fewer updates than more manic tweeters so we *don’t* recommend applications that repost everything from Twitter. We recommend **Selective Tweets**. You can select certain tweets (like urgent actions) to appear in your Facebook fan page’s newsfeed. Once installed, simply type **#fb** at the end of your tweet on Twitter, and it will also appear on Facebook. To install, search for “Selective Tweets” and you’ll be directed to the fan page. If you don’t plan to spend much time on Twitter, you can set up applications so that Facebook automatically updates your Twitter account. These applications include **Tweet** or **Social Tweet** (search on Facebook). You’ll also need a Twitter account to set this up and allow access.



o **Use a desktop application to converse on Twitter.** To engage in conversations about immigration enforcement, we recommend using tools like Tweetdeck or Hootsuite. Watching the stream on the Twitter website will fry your brain: Follow hashtag search results instead.

o **Follow @DetentionWatch and our members of our list** (<http://bit.ly/cNiaeh>). Stay connected to the latest detention-related news and others who are tweeting about this issue.

o **Always use the hashtag #dwn** with any tweet related to detention or deportation. It makes it easier to find this information on Twitter. We also recommend that you include **#ri4a** for Reform Immigration for America so we can encourage more discussion about enforcement issues.

o **Sign up for Twitterfeed** <http://twitterfeed.com>. You can connect Twitter to your website so that whenever you post new information there, it will automatically send a tweet with a web link through Twitter. You’ll need the RSS address from your website to set this up. Add **#dwn** and **#ri4a** in the settings. Since sharing is crucial in social media, you can also subscribe to other RSS feeds (like DWN’s <http://detentionwatchnetwork.wordpress.com/feed/>) and automatically tweet their news (i.e. “via @DetentionWatch...”).



VIDEO AND PHOTO-SHARING WEBSITES: (Youtube, Vimeo, Flickr, Picassa, etc.)

- o **Connect your accounts to Facebook and/or Twitter.** Many of these websites have options to automatically update your other social media accounts.

- o **Friend us!** Add DWN and other DWN partners as your “friends” on these websites. Look for links on the DWN website and then see who we’re connected to.
(i.e. DWN on YouTube: <http://www.youtube.com/user/DetentionWatchNetwrk>).

- o **Tag everything detention-related with #dwn** so we’ll be able to find and share this content.

- o **On Youtube, check comment settings for each video.** To avoid unhelpful comments, select the 2nd option: “*Allow friends’ comments automatically, all others with approval only.*” Under video responses, “*allow responses after I approve them*” so members can connect their videos to yours.

Have further questions or suggestions? Contact **Will Coley**, will@aquifermedia.com