

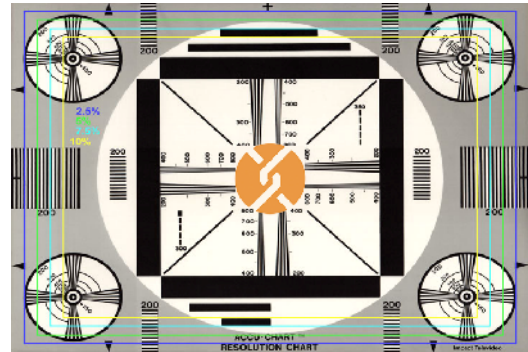


DWN, Social Media and Your Organization:

For organizations that have not yet used or don't often use 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. Let's make our own news and not rely on journalists to tell our stories for us!

One effective way to get our message out is by using online "social media", a collection of web-based tools that rely on social relationships and social connections. These tools are interactive so they're often described as "conversational" or two-way, as opposed to broadcast or one-way communications. In 2010, social media is definitely a useful (and cheap) way to connect with constituents, supporters and donors. Like most human relationships, social media can take a lot of time, and you've probably got a lot to do already, but here you will find out how to use these social media tools most effectively in order to save time.



YOUR WEBSITE: With the emergence of online social media, many organizations have changed their websites to match our changing online behavior. While in the past, many organizations had static pages that rarely changed, websites today need to be constantly updated because that is how users use them. Today, very few people search out your website and patiently spend time clicking through to read each page. Instead, most people stumble across bits of information about your organization's work, often via something that was sent by a friend. People frequently share articles or short media pieces and rarely entire websites.

Within your organization, you may have noticed that you've moved away from a website design that required a web designer to change even one word. Today, most people use "Content Management Systems" (or CMS) so that anyone (i.e. non-techies) can change content like text or pictures without knowing the code to change the overall design of their website. One type of content management system is a weblog (or "blog" for short): a website format that can easily be updated. It isn't vital to know the ups and downs of each CMS. Here's what you should know:



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, use a tool like Feedburner or ask your web designer to give you the address for the feed (it looks like a website address). 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!

If RSS is not possible from your website, you can still use the tools below (or start a blog!)

o **Add a link to DWN on your website.** Linking is an important to 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.



You’ve heard all the hype about Facebook. Recent statistics reveal that it is now the web’s 2nd most visited site after Google and ahead of Yahoo. So it’s worthwhile for your organization to have a presence there.

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. In short, we think that Fan Pages are the best way to go!

o **How to set up a Fan page:**

- Sign into Facebook with your personal account and type “Detention Watch Network” in the search box at the top. When the results appear, you should see DWN twice: once under “Pages” and another entry under “Groups” (Ignore the group for now for the reasons above).

- Select the fan page and click the “Become a fan” at the top.
- Scroll down to the bottom of the page. At the bottom of the left-hand column, you’ll see “Create a fan page for my business”. Click on this and then fill in the requested info.
- The more information you add the better!
 - For example, upload your logo or a photo. We’d love if your image included something connected to the DWN “Dignity not Detention” campaign (see below). Let us know if you need help to create an image like this with your logo.
 - Cut and paste text from your website (like from your About page) into the information sections.
- Add other staff members as co-administrators. Staff can change at your organization, so it’s good to ensure now that you have multiple admins to access to the page. Click “Edit Page”. On the next page, look for “Admins” in the right hand column, part way down. Click “Add” in blue. If you are Facebook friends with your colleagues you can add them here or send them an email inviting them to join Facebook (admins must have an individual Facebook account.)
- Invite your Facebook friends to become fans and ask them to invite their friends.
- For more help on Facebook Fan Pages, visit the Facebook Help Center at <http://bit.ly/cGkNXG>




Now that you have a fan page, here are some crucial steps for you to save time on maintenance:

- 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, a clickable link will appear for you to post the item in your profile’s newsfeed). This helps direct people to the source of the information.
- o **Add the “NetworkedBlogs” Facebook application.** 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. Follow the directions and cut/paste your RSS address when requested.

o **Connect your Twitter account to Facebook.** In the following section, we'll discuss more about Twitter, but while you're on Facebook consider how you might like to connect to Twitter. 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**, a Facebook application. 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. Under the image, click on the blue box that reads "Go to Application." There's only one step: entering your Twitter username.

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.

 Twitter has also received lots of attention and many people are confused about what it really is. Some people call Twitter a micro-blogging site since it's limited to 140 characters. You've no doubt heard about celebrities who use Twitter to write about every aspect of their life. That's just one use. I prefer to view Twitter as following *conversations*. I see it like having a conversation in a coffee shop or a park where people can eavesdrop and maybe even participate. However you use Twitter, everyone else can see and connect with your tweets. You can share articles like you would on a listserv. You can also see what people are talking about, particularly in regards to immigration. Many people use **hashtags** so you can find these conversations. Even though you might not have lots of time to spend on Twitter, if you set up automatic feeds, you will have a presence there and help promote the larger campaign.

What is a #Hashtag?

The Twitter World uses "#" signs in front of "**Abbreviations**", **Keywords**" or "**Groups**" and "**Locations**"

For Example: recently Thin Air Summit held a conference and called their Hashtag #TAS08 for Thin Air Summit 2008.

These so called # groups are called "**Hashtags.**" Hashtags by definition are used to create real time track records of creating groups on twitter.

Placing the # sign in front of keywords or targeted groups, makes it easier to track all conversations in the twitter timeline via search.

Adapted from: <http://tiny.cc/ZpGQj>

o **Set up a Twitter account in the name of your organization or a staff member.** You'll need a Twitter account to do anything on the website. This is probably why the website is so popular since people start accounts out of curiosity and then abandon them. Social media tools work better when they appear to come from real people. Consider letting your Program Director be the face of the organization.

o **Use a free 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 (see sidebar).

o **Follow @DetentionWatch and other DWN members.** Go to www.twitter.com/DetentionWatch and click follow. You can also follow other DWN members in our list (<http://bit.ly/cNiaeh>). Stay connected to the latest detention-related news and others who are tweeting about this issue.

o **When you send a tweet related to detention or immigration enforcement, use the hashtag #dwn.** To make it easier to find detention or deportation information on Twitter, it's helpful to use a common **hashtag**. 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...").

For more information using Twitter, check out:

- The Twitter Manual by David Risley <http://www.davidrisley.com/reports/twittermanual.pdf>
- Mashable's Twitter Guide: <http://mashable.com/guidebook/twitter/>
- We Are Media: <http://www.wearemedia.org/Tool+Box+Micro+Media>



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 (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*