GWRRA UNIVERSITY
HOW-TO

How to Use Social Media

Social media is a popular way to get information out to a large group of people who are either involved with GWRRA or have a curiosity about the Association (potential Members).

There are several types of channels to explore and utilize.

How can the Chapter or District become involved with social media?

Facebook is a social networking website and service where users can post comments, share photographs and links to news or other interesting content on the Web, play games, chat live, and even stream live video.

To create a Facebook account:

Go to www.facebook.com/r.php

1. Enter your name, email or mobile phone number, password, date of birth and gender.
Click Create an Account.
To finish creating your account, you'll need to confirm your email or mobile phone number.

If you already have a Facebook account, you can log into your account.

Groups provide a space to communicate about shared interests with certain people. Customize the group's privacy settings depending on who you want to be able to join and see the group.

Note: remember to protect your personal information by periodically changing passwords

To create a group:

1. Click ▾ in the top right of Facebook and select **Create Group**
Select your group preferences, enter your group name, add group members and then choose the privacy setting for your group
Click **Create**

Once you create your group, you personalize it by uploading a cover photo and adding a description.

Twitter is a free social messaging service for sending and receiving short messages in real time. At its core, *Twitter* is about sending and receiving group messages. The messages are limited to 140 characters and they are called tweets. A Tweet may contain photos, videos, and links.

To create an account on the web:
Go to http://twitter.com and find the sign up box, or go directly to https://twitter.com/signup.

1. Enter your **full name, phone number,** and a **password.**
2. Click **Sign up for Twitter.**
3. In order to verify your phone number, we will send you an SMS text message with a code. Enter the verification code in the box provided.
4. Once you've clicked **Sign up for Twitter**, you can select a **username** (usernames are unique identifiers on Twitter) — type your own or choose one we've suggested. We'll tell you if the username you want is available.
5. **Double-check** your name, phone number, password, and username.
Click **Create my account.** You may be asked to complete a Captcha to let us know that you're human.

Tips for picking a username:
• Your **username** is the name your followers use when sending @replies, mentions, and direct messages.
• It will also form the URL of your Twitter profile page. We'll provide a few available suggestions when you sign up, but feel free to choose your own.
Please note: You can change your username in your account settings at any time, as long as the new username is not already in use.
Usernames **must be fewer than 15 characters** in length and cannot contain "admin" or "Twitter", in order to avoid brand confusion.

To post a Tweet via the web:
1. **Sign in** to your Twitter account.
2. **Type your Tweet** into the box at the top of your Home timeline, or click the **Tweet** button in the top navigation bar.
3. Make sure your update is **fewer than 140 characters**. We'll count the characters for you! Remaining characters show up as a number below the box.
4. Read about how to include photos in your Tweet, and how to include a video in your Tweet.
5. Click the Tweet button to **post the Tweet** to your profile.
6. You will immediately see your Tweet in the timeline on your homepage.

Instagram is a [social networking app](#) made for sharing photos and videos from a smartphone. Similar to [Facebook](#) or [Twitter](#), everyone who creates an Instagram account has a profile and a news feed.

Instagram is designed for mobile devices, so the only way to use it on your computer is to run an Android emulator and download the app to your computer. You can then run the app through your Android emulator. There is no other way to use Instagram from your computer.

Meetup: According to Meetup.com, "Meetup brings people together in thousands of cities to do more of what they want to do in life. It is organized around one simple idea: when we get together and do the things that matter to us, we're at our best."

Meetup allows members to find and join groups unified by a common interest. In 2017, there are 32 million users with 280 thousand groups available over 182 countries. Meetup receives revenue by charging fees to organizers of groups. The service is free of charge to individuals who log in as members.

Basic	Unlimited
Starts at $9.99/month • 50 members • 4 organizers	Starts at $14.99/month • Unlimited members • Unlimited organizers

Just how, exactly, do they find us? Social media channels (especially Facebook and Twitter accounts) rank very highly in search engine queries. This means that having a Facebook Page or a Twitter handle, can be a straightforward way for helping folks find your Chapter or District online when they are conducting Google searches.

More tried and true methods are to:

Add social media buttons to your website's main page.
Add social media information on your email signature
Display social media account information in recruitment materials
At the very least, complete your social media profile page with basic information about your organization (logo, mission, values, phone number, web address etc.) to help drive people to your Chapter or District.

Most social media allow you to control who has access to the account for adding or editing information. This should be considered if you are listing fact based information like a calendar or training schedule. If your page or account is for posting Chapter pictures, reporting on fun activities and such, you can have more liberal access.

Control your own image.

How should you handle inappropriate posts, incorrect information and/or misunderstandings? The strongest course of action may very well be to respond with calm facts to any misunderstandings and misinformation, answering questions, resolving problems (or at least showing a willingness to listen), and on occasion defusing an unwarranted attack in much the same way as an experienced comedian will disarm the hecklers in a night-club crowd.

Social media can be a wonderful way to keep your Members informed, recruit new Members and share the fun your Chapter and District are having. As with any media, just like your Chapter and District newsletters, always be aware that it should represent the Association at it's best.