

CURRICULUM

To understand social media and how to harness all of the possibilities in the various social media platforms out there, course attendees will start with basics courses that will provide basement level background and a simple how-to, delivered in a clear, concise and easy-to-understand format. The presentation will include colorful, informative, engaging and thought-provoking graphics, images and slides. For live sessions, there will be elements of speaker-audience interaction to gauge audiences' know-how so that the course can be delivered in the most efficient and understandable method possible.

(Example Curriculum Options For Agencies)

TRACK 1: INTRODUCTION TO SOCIAL MEDIA PLATFORMS

- **Google+**

Google+ is the social media platform created by Google in 2012 to compete with Facebook. Because of Google's scale and connection, it has been successful at getting federal agencies, the White House, the Entertainment, blogging and media organizations to open up pages. One of the most popular features, used by government agencies to interact with constituents is Google+ Hangouts. It is a video chat service that empowers agencies to chat face to face with an audience. Thousands at home, work or school on a computer or on a mobile device with the Google+ app can tune in to watch the conversation live on Google+ or YouTube. Agencies can use Google+ Hangouts to broadcast a meeting or message with participants from different locations. The cost is free and the resource burden is low.

This course will provide an overview of the platform and case studies, along with concrete suggestions and offerings for how offices can use it.

- **Instagram**

Instagram is a free online photo-sharing, video-sharing, and social networking service that allows its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr, and Flickr. It is the fastest growing digital services with over 130 million users.

This course will offer a basic run-down on how it works, offer case studies of government agencies using it in their mission and provide recommendations for agencies who may want to explore.

- **Foursquare**

Foursquare is a geo-locational application that enables users to "check-in" at a location, restaurant, theater, park, highway, event, or venue and share that check in with their friends and followers. It has a gaming aspect to it as the number of checkins can offer users prizes, discounts, and an opportunity to be the "mayor" of a location if he or she has checked in the most at that locale. Beyond this, Foursquare can be excellent for agencies who may want to track attendance and social media sharing of their events. The platform can help agencies connect and better serve the public and provide information to citizens. Independent of that an agency can use its own account to put into place information about locations, offices, parks and buildings it manages as an information outreach.

- **Crowd-Sourced Wikis for Government**

Through social collaboration tools, many people can come together to contribute and develop an agency policy. Social innovation wiki pages empower the public to provide input for a policy paper, for example, that the agency can then take into consideration. Many agencies have formal open comment periods allowing members of the public to contribute but the process for doing so can be complex. Using crowd-sourced wiki solutions, more citizens will likely chime in because there will be little effort on their part.

This session will teach agencies how to make sure the agency is responsive and creating policies that are practical and reflect the needs of citizens.

- **Pinterest**

Pinterest is a digital pinboard which allows users to gather and categorize images and information through virtual pinboards. It connects people based on shared interests. It is different from other social media platforms in that it has high usage among women, and is the most sticky of all platforms, in that users stay on it longer. Pinterest is a great way of circulating infographics an agency creates or other facts and critical outreach information. It also an excellent tool for making such infographics go "viral" and users followers will pin and reshare images from those they follow.

This session will teach attendees how to set up a pinboard, promote agency events, information or info campaign data and organize the available data for internal training purposes as well.

- **Tumblr**

One of the best ways agencies can efficiently communicate information periodically is through a blog. Through them, agencies can post, respond, and provide efficient, effective, and timely customer service. Users usually post images, memes and

infographics on this platform which alleviates the need for time-consuming writing, editing and approval required with a traditional blog on the Wordpress or Blogger platforms. The Tumblr blog platform gets an estimated 80 million visitors a month.

This course will teach attendees how to create a blog for their agency and discover how very simple it is to create and populate.

- **Twitter**

Through 140 characters, Twitter users communicate with followers and using the format transmit simple messages and links to images and websites. The most high profile user of the platform currently is the President of the United States who not only uses the platform to reach his fans and followers but also to communicate policy directives.

It is a great tool for outreach and for agencies finding certain demographics. Minorities, the youth, college, students, citizens who work in the tech, sales and marketing, publishing, entertainment and many other fields occupy much of their online time on this platform. It is a wonderful tool for agencies to track what other state agencies are doing. Through the list options, agencies can follow their federal counterparts or those in other states, and learn what they are doing and if matches the agency's progress. Through the use of a hashtag, an agency can launch an awareness campaign that could go viral and end up educating thousands if not millions of their constituents.

This class will help agencies learn how to best write in 140, go over the benefits of @mentions and how to use direct messages. It will break down unique elements to the platform such as hashtags, short URLs, private and public lists. It will go over what "not to do" and instruct attendees on how to use media management dashboards, time their tweets and to use the platform to re-purpose existing content and to periodically re-share it for maximum distribution and effect.

LinkedIn Social media for Recruitment

Human Resources departments at private companies have long learned that social media can be used to recruit talent. There are numerous tools and platforms like LinkedIn and others that offer government employers avenues for finding qualified applicants to fill a position. Further, social media can be used to screen out applicants based on what they have contributed to social media.

This session will offer insight on how to use platforms like LinkedIn to advertise agency openings, recruit generally and partner with existing groups in an ongoing partnership. It will also discuss controversy over employers' using social media shares of job applicants and current employees. The privacy concerns and laws and policies governing this area will also be discussed.

Older Platforms

Facebook

Many have heard of this social media platform which serves as a hub and connector for people to friends and family. Through it, users share articles, photos, videos and read content. Businesses, politicians, organizations and many government offices and agencies also have Facebook pages. They use the page to connect to their audiences, disseminate information, engage and build a relationship and trust.

This course will provide an update on all the latest development and functions of the always evolving and changing network. It will detail case studies of how some government agencies have grown a substantial amount of following on their Facebook pages.

Storify

The Storify platform lets users curate the best social media content about a certain topic and create a story out of embedded tweets for example. Users select what content they wish to track across the web and customize it for their audiences. The tool is best way to capture what was said about an agency event based on what others tweeted or said about it in social media. Then an agency will be able to learn, follow up and/or adjust the program or effort the next round. And if the feedback was mainly positive, it can be worthwhile success to include in end of the year metrics reports.

In this course, attendees will learn the tips and best practices and how to maximize the experience on the platform. It will train the audience on how to create more viral and social content. The class will include examples and case studies of when other agencies and non-profits used Storify.

YouTube

Before many of the newer video formats, YouTube reigned supreme as the key way to produce and disseminate a short video to large online audiences. But YouTube has not been put out to pasture by other platforms. It has been purchased by Google and because of the integration with AdSense and other Google properties, it is still the largest and still fastest growing public video publishing platform. Government agencies, historically, have been able to use YouTube to create content and incorporate videos in their public engagement and outreach strategies.

This course will break down what length, type and other elements make a good YouTube video. It will explore the most popular types of videos and content and provide instructions on how to create a video with minimal resources or video production background or skill on staff.

TRACK II. USING SOCIAL MEDIA - BEST PRACTICES

It is not sufficient to just know how to use social media, it is key and essential that agencies and their employees, supervisors and managers also know how to implement them using the best practices. Because agencies are held to a high standard of accountability, it is also significant that offices that use social media platforms also know how to avoid some of the problems that others have run into.

Using Social Media to Entice Audience Action

Delving into the world of social media cannot be done blindly. And in order to maximize the possibility that the engagement of users will lead to measurable outcome or change in behavior, agencies will need to develop a content strategy. Each piece of information change will have to entice action, whether it is sharing, spreading the word, attending an event or writing communication as feedback.

This class will offer practical tips for creating a content strategy and making sure the efforts expended are yielding results.

Defining Success in Social Media Strategy

To justify the effort, budget, personnel or resource cost for having a social media plan, offices will need to know how to define success. It can be the number of "like"s on a the agency's Facebook pages, Re-Tweets, blog page views or other metrics. Determine what the end goal per quarter will empower an agency going forward and provide justification for continuing the effort.

This course will provide an overview of the various metrics of success and provide examples of a pace and schedule for what historically have been successful social media strategies.

Avoiding Social Media Pitfalls

Naturally, as with any dynamic medium, there are bound to be several instances where users have gotten negative feedback and reaction from their social media presence.

This course will identify the technical challenges and pitfalls of social media.

Dealing with First Amendment and Public Participation Issues

A platform, like a blog, that allows comments from the public are sure to get some varied responses. Not all of it is positive and some can be harassing or can harm an

agency's message or goal. There is a fine line to tow between protecting the public's rights to comment and the interest of the agency and other visitors to its page.

This course is for the general counsel or attorneys at an agency and provides guidance and feedback on dealing with public comments on an agency's social media page on Facebook or blog. It will offer best practices and detail examples of how to moderate comments. The course will also discuss how attorneys for agencies can best protect agency-owned intellectual property in social media.

How to effectiveness of social media efforts and Measure Performance

In order to measure and report how well their social media programs were, governmental agencies will need to be able to measure and report the impact of their social media programs. They will need to know which metrics matter, how to set benchmarks, goals, and milestones. Some of the measurements include percentage growth of target communities, getting people to click a link in a tweet and consume more content, increasing loyalty so people can come back after a first visit, getting people to say positive things about the program and responding to negative feedback.

This session will introduce you to the basics of social media metrics, and demonstrate tools to help you measure your effectiveness with social media activities, so agencies can consistently evaluate and improve your performance. It will offer tools to track progress and how to incorporate metrics into their social media strategy, evaluate the effectiveness of various social media activities. It provide performance analysis guidance using a best practice case study of another agency and will provide the basics of customizing and apply performance analysis to social media programs.

Managing Crisis and Problems in Social Media

Managers of social media will need to have a plan for disseminating, receiving and reacting to social media crisis. These can include public health threats, threats to agency's reputation or the reputation of agency staff, supervisors or management. Agencies will need to know how to address these crises in a proper, time-efficient and appropriate manner.

This session instructs on the best practices for communicating using social media how to manage a crisis by sharing case examples from the private sector, organizations and other agencies on the state and federal level. It will show agencies how to recuperate from a crisis that is poorly handled and how to avoid social media crisis.