How to Get the Most Out of Social Media

April 18, 2017
3:30-4:30 ET

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Housekeeping

• All lines on mute
• This session is being recorded
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• Video problems? Try disconnecting and reconnecting.
• Questions
Agenda

• The Value of Social Media & Strong Branding
• Social Media Best Practices
• Strong Social Media Content
• Photo Branding
• Share Your Impact During Senior Corps Week
• Q & A
First Things First...

Follow Us on Social Media

Facebook: @SeniorCorps & @NationalService

Twitter: @SeniorCorps & @NationalService

Instagram: @NationalService

Tumblr: www.nationalservice.tumblr.com
Why Engage Nationally?

The Value of Social Media

- Direct connection to ALL of your audiences at once
- Unite your audience under a shared story
- Engage your audience in an interactive, real-time conversation
- You don’t have to go viral to build your network
Why Engage Nationally?

The Value of Strong Branding

• Create a sustained identity and theme – a strong Senior Corps brand elevates your local work

• Senior Corps brand anchors you to national conversation

• We will share great content from national channels!
Social Media Best Practices

Tagging Accounts & Hashtags

- Used strategically, tagging @SeniorCorps & #SeniorCorpsWorks anchors you to the national conversation.
Social Media Best Practices

Linking to Articles

• Use article links and create shortened URLs at Bitly.com to share content more directly
• Turn a local online news article into a strong social media post

Sharing Videos

• Upload your videos directly into Facebook and Twitter for engaging content
Strong Social Media Content

The best content is:

• **Bite-sized**
  If a story is long, tease it on social media and link elsewhere.

• **Authentic**
  Who is vouching for your program’s impact?
  Let’s hear from your validators!

• **Relatable**
  Does this make sense to anyone who may be viewing it?

• **Sharable**
  Amplify the reach of your story beyond existing networks.
Photo Branding

SHOW THE “S” in ACTION!
Photo Branding

Poor Branding: No “S,” No Action!

Avoid posed group photos at all costs – they don’t convey the service impact and won’t be engaging for outside audiences.
Social Media Strategy

Strong Post

Senior Corps
Published by Chris Suriano [?] · March 2 ·

It's #ReadAcrossAmerica Day! Grab your favorite book and Senior Corps volunteer and dive into a great story!
#SeniorCorpsWorks #NationalServiceWorks

IN THE NEWS: Grandpa Harold of the Southeast Wyoming Foster Grandparent Program is one of over 1,000 Senior Corps volunteers serving throughout Wyoming - tutoring and mentoring young people in schools and after-school programs, helping seniors remain independent in their own homes, and serving with over 164 non-profit organizations and agencies. #SeniorCorpsWorks #NationalServiceWorks

Senior Corps shared CBS NewsChannel 5’s video.
Published by Chris Suriano [?] · March 3 ·

In our final edition of "Extraordinary Cheyenne" we meet Grandpa Harold. Harold Lloyd Green is a grandparent to seven of his own and hundreds in our community.
Additional Resources

State Impact:

nationalservice.gov/impact-our-nation/state-profiles

National Impact:

nationalservice.gov/impact-our-nation

Logos:

Download at nationalservice.gov/logos

AmeriCorps | Senior Corps | Social Innovation Fund | Volunteer Generation Fund
Senior Corps Week!

May 15th – 19th

Impact stories, blog posts, videos, “Day of the ‘S’”

We hope to share YOUR program’s stories
Q & A

Content to share? engagement@cns.gov
Social media questions? socialmedia@cns.gov