



## WHAT IS SOCIAL MEDIA?

\* [julia@averygoodconsult.com](mailto:julia@averygoodconsult.com) \*  
\* @julesneducation \*



Me



5,165 TWEETS

1,999 FOLLOWING

1,201 FOLLOWERS



**Julia Gabor** @Julesneducation 4m  
PLAY! Because Learning Should Be Fun! [bit.ly/1mt1QUw](http://bit.ly/1mt1QUw)  
@TEAMBOOST #edchat #youth



**Daniel Pink** @DanielPink 13m  
Japan debuts "turtle taxis," with a button passengers can press to tell



Timelines

Notifications

Messages

Me



Julia Gabor

Virtual Coach | Facilitator | Youth Specialist I don't believe in victimization, I believe in #activation. #Think4Yourself Los Angeles www.linkedin.com/pub/julia-gabor/5/563/a83

**I FACILITATE THINKING.**  
**I ENGAGE MINDS.**  
**I LISTEN TO QUESTIONS.**  
**I ENCOURAGE RISK.**  
**I SUPPORT STRUGGLE.**  
**I INSPIRE DREAMS.**  
**I LEARN EVERYDAY.**



Julia Gabor



Update Info



Activity Log



More



Pending Posts

1



Who are your favorite athletes?





**Julia Gabor**  
Director Strategic Resources and Programs at Tiger Woods Foundation  
Greater Los Angeles Area Nonprofit Organization Manag...

Update Profile

Who's viewed your profile

Anonymous

Recent Activity   
37 new updates this week

823 Connections

44 Groups

Vibrant Educator | Expert in College Internships and Career Resources for @TWFoundation and You! I Real NYer living in So Cal  
Irvine, CA  
[tigerwoodsfoundation.org](http://tigerwoodsfoundation.org)

8,251 TWEETS

12.5K FOLLOWING

12.3K FOLLOWERS



**Julia Gabor** @TWFGabor 3h  
One School Fights Back Against Unpaid #Internships [on.wsj.com/1k6zvm5](http://on.wsj.com/1k6zvm5) via @WSJ  
#CollegeStudents  
#EmployersLearningtheLaw

**Julia Gabor** @TWFGabor 4h

## WHAT'S HAPPENING NOW?

- What social media platform is the most visible for your organization?
- What are you currently doing to grow your presence?
- What are the differences between the platforms?





May 1st, 2014

\* [julia@averygoodconsult.com](mailto:julia@averygoodconsult.com) \*  
\* [@julesneducation](https://www.instagram.com/julesneducation) \*



Three steps to begin to raise awareness

1. **Get a following**
2. **Actively engage your audience**
3. **Make the plan**



## **SOCIAL MEDIA POLICY**

A **social media policy** is a corporate code of conduct that provides guidelines for employees who post content on the Internet either as part of their job or as a private person.

May 1st, 2014

\* [julia@averygoodconsult.com](mailto:julia@averygoodconsult.com) \*  
\* @julesneducation \*

# WAYS TO ENGAGE



1. Website Content
2. Create themes and teams
3. Games- google Social Media games: *What's your best guess? Offer a prize or just for fun!*
4. Photo of the week (staff or student- don't use full names)
5. Highlight learning, college access, arts, success stories
6. Fun facts
7. Program accolades
8. Praise/compliment other's
9. Find 'common ground' groups and Tweeps
10. Engage in a timely manner
11. Are there ways you can collaborate with others?
12. Student Quotes
13. Use video's

May 1st, 2014

\* [julia@averygoodconsult.com](mailto:julia@averygoodconsult.com) \*  
\* [@julesneducation](https://twitter.com/julesneducation) \*



## ACTIVITY

Time to write out goals

May 1st, 2014

\* [julia@averygoodconsult.com](mailto:julia@averygoodconsult.com) \*  
\* @julesneducation \*



- How many ‘likes’ do I want to achieve each week?
- How many ‘follows’ will I achieve each week?
- How many new **active conversations** will I participate in each week?
- How many questions **can I answer** for our followers each day?
- How can we be the **strongest resource** for out of school time service providers?
- How can I support my staff in producing a **high quality and interactive social media content**?
- How will I **manage my time in order** to be a successful social media expert and manage all my other responsibilities?



**CLICK TO DONATE**

### **CAMPAIGNS IDEAS**

- What if every parent dropped of \$2 for one week a session for a college visit for their countdown/ homeroom?
- What if followers donated school supplies, sports equipment, art supplies and you featured them on your site as a community hero?
- Will parents connect you to their place of work for matching donations?
- Will a sponsor match every person who donates \$5 or more?
- What does a campaign look like on your site?

# Activity

1. Create a campaign
- or
2. What's your Social Media Policy?

Facebook: Create a one week fundraiser plan

Twitter: Create a one week campaign for raising awareness about your program

Instagram: Create a one month fundraising activity

Social Media Policy: Create a minimum of five bullet points that will be considered a DRAFT version of a company policy for social media usage.



- Authenticity, honesty and open dialogue are key.
- Social media not only allows you to hear what people say about you, but enables you to respond. Listen first, speak second.
- Be compelling, useful, relevant, engaging.
- Don't be afraid to try new things, but think through your efforts before kicking them off.

May 1st, 2014

\* [julia@averygoodconsult.com](mailto:julia@averygoodconsult.com) \*  
\* @julesneducation \*

## Resources

- **BufferApp.com**- free link shrinker and prepopulating posts

### Follow and Observe

- **Edutopia** (Facebook and Twitter) they are leaders of sharing resources and information.
- **Zappos**
- **Jet Blue**

### Subscribe and Grow

- **Social Media Examiner:** <http://www.socialmediaexaminer.com>

## Articles

- **Social Media Etiquette: Everything I Know I Learned From Real Life!** <http://bit.ly/16VvFJl>
- **How to Encourage Fans to Create and Share Visual Content:** <http://bit.ly/1fnoGgR>
- **10 Free Social Media Guides that will Help Jumpstart Your Business-** <http://bit.ly/16Vv4qW>
- **Social Media and Facebook Strategies for Small Businesses** <http://bit.ly/140viZU>

# QUESTIONS???

May 1st, 2014

\* [julia@averygoodconsult.com](mailto:julia@averygoodconsult.com) \*  
\* [@julesneducation](https://twitter.com/julesneducation) \*

Julia Gabor  
A Very Good Consult  
@julesneducation \* LinkedIn: <http://linkd.in/1IVKuk4> \* 818.679.5395

- How many 'likes' do I want to achieve each week?
- How many 'follows' will I achieve each week?
- How many new **active conversations** will I participate in each week?
- How many questions **can I answer** for our followers each day?
- How can we be the **strongest resource** for out of school time service providers?
- How can I support my staff in producing a **high quality and interactive social media content**?
- How will I **manage my time in order** to be a successful social media expert and manage all my other responsibilities?
- How many 'likes' do I want to achieve each week?
- How many 'follows' will I achieve each week?
- How many new **active conversations** will I participate in each week?
- How many questions **can I answer** for our followers each day?
- How can we be the **strongest resource** for out of school time service providers?
- How can I support my staff in producing a **high quality and interactive social media content**?
- How will I **manage my time in order** to be a successful social media expert and manage all my other responsibilities?

[EDUCATION TRENDS](#) [SUBSCRIBE TO RSS](#)

# Do-It-Yourself Virtual Professional Development: Taking Ownership of Your Learning

APRIL 11, 2014



With so many great resources on the web, teachers are realizing that they can learn just as much (if not more!) from their personal learning network (PLN) as they can from traditional professional development (PD). Educators are connecting with like-minded individuals across the globe, reading about best practices and new trends in education, and sharing their experiences with friends and colleagues. Through social media, popular blogs and webinars, teachers are taking ownership of their learning and finding PD opportunities that weren't possible a decade ago.

Try using these strategies to make your PLN work for you, and take control of your own professional development!

## Follow Along on Twitter

Twitter is one of my favorite places to gather information on education trends. You can easily access Twitter from a smartphone or tablet as well as a computer, making it perfect for reading while waiting in line at the supermarket or channel surfing. Start off by following [educators](#) with similar interests and [organizations](#) that share ideas you can use in your classroom. You can search by hashtags like [#mlearning](#) or [#STEM](#) to find tweets in an area you are interested in learning more about.

## Create Twitter Lists

As you jump into Twitter, whether you follow superstars, education leaders or friends, that list of people is sure to grow quickly. If you become overwhelmed because the volume is getting just too big, divide them into lists to make navigating your Twitter feed a little easier. This way, you have one spot dedicated to colleagues in your school or local community, another for people you've heard speak at a conference, and a space just for following along with current events. My [go-to list](#) is titled "ADEs and EdTech Leaders," which I created to list some of my favorite tweeters.

## Join a Twitter Chat

There is so much to learn from other educators, and I am a huge fan of Twitter chats. In these chats, you will follow a hashtag at a particular time and see questions posted by moderators. Anyone can respond by adding the hashtag to his or her tweet. You can simply read through tweets if you aren't ready to participate, but once you do join in and start sharing your own experiences and ideas, you'll realize just how much you can learn. [Here's a list](#) of a few different Twitter chats with extra tips.

## Watch a Webinar

Lots of organizations now offer live and on-demand webinars for busy teachers. Instead of sitting through a full-day professional development seminar, you can stream a live webinar to your computer and even ask questions of the presenter. Many webinars offer a back channel so that participants can share ideas and strategies with other attendees. If you're not able to make a scheduled webinar, there are some that can be accessed on demand, allowing teachers to watch at a time that is convenient for them. [SimpleK12](#) has free weekend webinar events where teachers can learn about best practices.

## Video Tutorials

With so many new education technology products on the market, it can be hard to figure out which is the best for your students and how to implement them in your classroom. Many app companies now include video tutorials on their websites. These show off the best features of the product as well as ideas for using it with students. When you're looking to try out a new app or web-based tool, search for the product developer's website to see if their homepage includes a video to watch.

## Start a Google Hangout

As you start developing your personal learning network -- especially those from outside of your geographical region -- try hosting a [Google Hangout](#). It's a great way connect with other educators who have similar passions. This tool can also be used to connect with former colleagues, friends you met at a conference or classmates from your education program. You can choose a guiding question and a moderator for your Google Hangout, or ask everyone to read a couple of online articles and treat the meetup like a book club.

## Bookmark Articles to Read Later

I'm always coming across great articles on education thanks to my personal learning network on Twitter and other social media sites. [Pocket](#) is a fantastic free app that lets you easily bookmark articles to read later. Once you've downloaded Pocket, you can add an article straight from the web browser on your

computer or quickly email it to your Pocket account. When you do have time to sit down and read, all of the articles that piqued your interest over the course of the week will be right there at your fingertips. How are you taking ownership of your own professional development? Share some of your tricks and tips for DIY PD.

- [MONICA BURNS'S BLOG](#)

<http://www.edutopia.org/blog/diy-pd-own-your-learning-monica-burns>

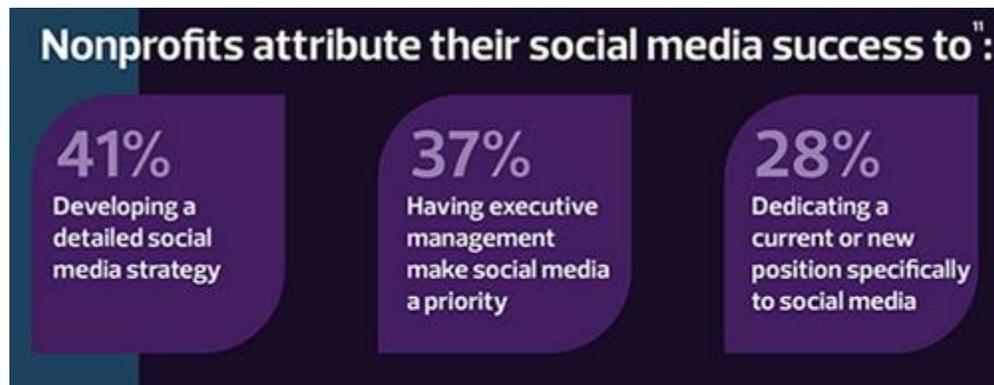
## 12 Must-Know Stats About Social Media, Fundraising, and Cause Awareness



Until recently the nonprofit pioneers of the Social Web had to mostly rely on their intuition that their social media campaigns were resulting in more dollars raised online, an increase in brand and cause awareness, and higher rates of volunteer recruitment and retention. However, as LinkedIn, Blogger and Myspace all celebrate their 10-year anniversary this year, nonprofits have now had a decade to study and experiment with social media and [create systems for successfully launching and tracking the value of their social media campaigns](#). Without a doubt the benefits of using social media successfully are starting to pay off and there are numerous recent reports and studies prove it.

That said, *congrats to the early adopters!* After spending all these years investing time and resources into building and engaging your online communities before there was proof that your time and resources were well spent, your nonprofit is now in the best position to reap the benefits of a powerful, action-oriented Social Web. Your instincts have served you well.

1. 41% of nonprofits attribute their social media success to having developed a detailed social media strategy.



Source: Avecra

2. 47% of Americans learn about causes via social media and online channels.



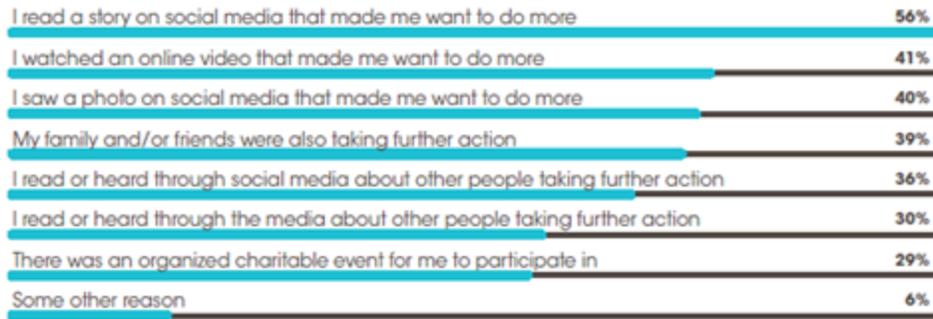
Source: [Avecra](#)

3. Animals, children, and health & wellness are the most shared and talked about causes on social media.



Source: Waggener Edstrom

**4. 56% of those that support nonprofits on the Social Web confirm that compelling storytelling is what motivates them to take action on behalf of nonprofits.**



Source: Waggener Edstrom

5. 55% of those who engage with nonprofits via social media have been inspired to take further action.

*More than half of survey respondents (55%) who engaged with causes via social media have been inspired to take further action.*

**COMMON ACTIONS TAKEN AFTER SOCIAL MEDIA SUPPORT**



**NOTE:** Percentages may sum to over 100% due to multiple responses.

Source: Waggener Edstrom

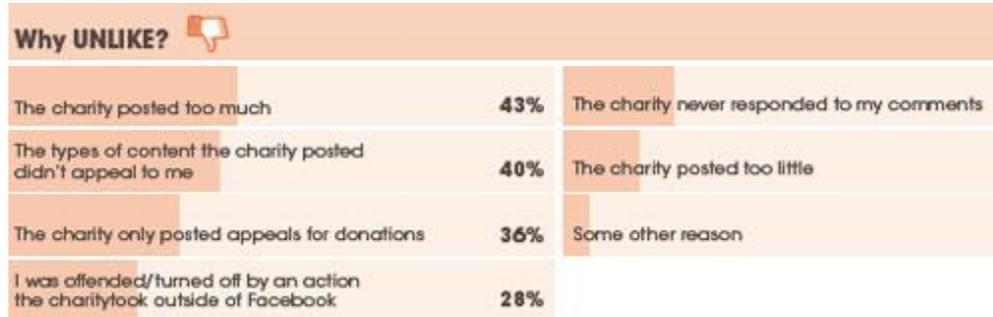
6. 57% of Facebook Fans “Like” a charity on Facebook because they want to publicly display their support of the nonprofit to their friends.

Why LIKE? 	
To publicly display my support of the charity/cause to friends	67%
To follow news and updates on the charity/cause	55%
To influence my friends or family to LIKE the charity or cause	54%
A friend or family member has LIKED it	43%
I want others to see that the charity/cause has a lot of followers	41%
To contribute content to the charity's/cause's page	35%
By LIKING I generated a financial donation	26%
Attended an event or volunteered and was encouraged to LIKE its page	21%
LIKING it will help them win an online contest	18%
A company I LIKE supports the charity	16%
A celebrity has asked people to LIKE it	8%
Some other reason	2%

Source:

Waggener Edstrom

7. 43% of Facebook Fans “Unlike” a charity on Facebook because they posted too often.



Source: [Waggener Edstrom](#)

8. For every 1,000 e-newsletter subscriber, nonprofits have 149 Facebook Fans.



Source: M+R and NTEN

9. The number of followers nonprofits have on Twitter grew by 264% s in 2012.



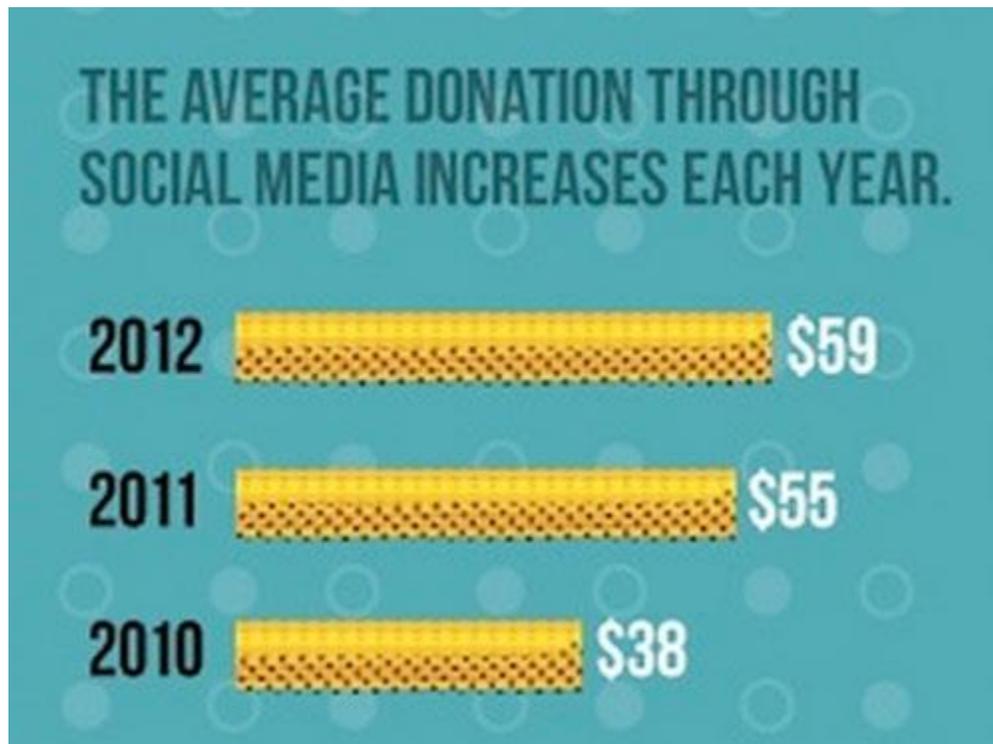
Source: M+R and NTEN

10. In an average peer-to-peer fundraising campaign, 15-18% of donations are referred directly from Facebook.



Source: [Artez](#)

11. The average social media donation is \$59 and growing each year.



Source: [MDG Advertising](#)

<http://www.nptechforgood.com/2013/04/22/12-must-know-stats-about-social-media-fundraising-and-cause-awareness/>

12. Using Twitter during fundraising events can result in 10X more money raised online.



Source: MDG Advertising