



# VOLUNTEER LEADERSHIP SUMMIT 2011

SOUTH ATLANTIC DIVISION

## Building Participation Using the New Social Media Channels

*"Social media isn't a fad, it's a fundamental shift in the way we communicate."*

- *Socialnomics* by Erik Qualman

Presented by:

**Domenick Casuccio**

Domenick.Casuccio@cancer.org  
facebook.com/dcasuccio  
twitter.com/CAS00CH

**Donna Guinn Kaufman**

sponcomm@aol.com  
virginiasla@rocketmail.com  
facebook.com/dmgkaufman  
twitter.com/killthebeast

### What is Social Networking?

Social networking sites are online communities where people can interact with friends, family, coworkers, acquaintances, and others with similar interests. Most social networking sites provide multiple ways for their users to interact such as chat, email, video, voice chat, file-sharing, blogging, and discussion groups. Currently the most popular of these sites are Facebook, Twitter, YouTube and LinkedIn.



**Facebook** is the most popular social networking site with over 500 million active users. Facebook is an online community where people can interact with friends, family, coworkers, acquaintances, and others with similar interests. Facebook allows users to interact by chat, email, video, photos, comments, etc.

**Action:** Post news and information about American Cancer Society events, services, fundraisers, health messages, and volunteer opportunities.

**Action:** Create pages, groups, or events and engage your social circle. (Obtain Community Manager approval before creating pages to verify one does not already exist)



**Twitter** is the most popular micro-blog. It provides real-time information, commentary, and descriptions of events. Twitter users send updates, or "tweets," that are 140 characters or less in length. Twitter users can also share links to photos, video, news, etc.

**Action:** Create a Twitter account and follow popular American Cancer Society feeds such as @AmericanCancer, @ACSNews, @MoreBirthdays, @acschooseyou, @RelayForLife, @DrLen and @ACSCAN

**Action:** Retweet posts from these feeds to your own feed to increase awareness of the Society's messages.

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**Blogs** are regularly updated online journals that almost anyone can read. Some blogs target a small audience, while others boast a readership comparable to national media outlets. Blogs often focus on a specific topic. Many blogs allow for readers to comment on posts.

**Action:** Create a personal blog and discuss topics related to your cancer experience, volunteer experience or other Society-related activities.

**Action:** Post content from various American Cancer Society websites such as videos from YouTube and articles from cancer.org to increase awareness of the Society's messages.

## Other Popular Social Networking Sites

- **eCards** [cancer.org/involved/e-cards](http://cancer.org/involved/e-cards) or [morebirthdays.com](http://morebirthdays.com)
- **Flickr** [flickr.com/americancancersociety](http://flickr.com/americancancersociety)
- **Podcasts** [relayforlife.org/relay/podcasts](http://relayforlife.org/relay/podcasts) or [youtube.com/AmerCancerSociety](http://youtube.com/AmerCancerSociety)

## Additional Resources

- South Atlantic Online Newsroom [sacancernews.org](http://sacancernews.org)
- National ACS Pressroom [pressroom.cancer.org](http://pressroom.cancer.org)
- [Social Networking for the Older and Wiser](#) by Sean McManus
- [The Complete Idiot's Guide to Creating a Social Network](#) by Angela Crocker
- [WordPress All-in-One For Dummies](#)
- [Facebook For Dummies, 3rd Edition](#)
- [Twitter For Dummies, 2nd Edition](#)

## Common Craft in Plain English Videos (short and simple videos)

[www.commoncraft.com](http://www.commoncraft.com)

Subjects "in Plain English" include...

- Blogs
- Online Photo Sharing
- Podcasting
- Protecting Reputations Online
- RSS
- World Wide Web
- Social Bookmarking
- Social Media and the Workplace
- Social Media
- Social Networking
- Twitter
- Twitter Search
- Wikipedia
- Wikis

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## Social Networking Etiquette (Netiquette)

Social networking is the hot way to make friends, find old friends and increase awareness about the American Cancer Society, but there are some etiquette rules that you should follow. You have to be careful with what you put out there, because you cannot take it back. Once something's in cyberspace, it's there forever, and someone will find it. **If in doubt, leave it out.**

The rule of thumb for online communications is the same as for dealing with people in real life: treat others as you would like to be treated. Remember that every blog entry, Twitter or image post contributes to your online personality. People who don't know you personally will form an opinion of you based on what you do. You want that impression to be a positive one.

1. Do not criticize opinions, but do not attack the people expressing them. Don't say: "You're a moron." Do say: "Your point of view overlooks this important fact..." There's no need to be vicious.
2. Don't write anything untrue that might lower somebody's impression of a living person or group of people (libel). You could get yourself and the website in trouble.
3. Don't post anything racist, pornographic, violent, or otherwise likely to cause offense (including swearing). Remember, social networking sites are public gatherings, so don't share anything you wouldn't be happy to say at a company outing or family barbecue.
4. Don't start a fight. It's called 'trolling' when people post things purely to wind up other people on a social media site, and it's frowned upon.
5. Don't post the same thing repeatedly on a social media site, even in different categories or discussions. Find the best place for your post and put it there. If it doesn't get a response, it's because nobody's interested. Sorry.
6. Don't advertise unless the social media site's rules say that you are allowed to. Most sites allow you to however there are a few that do not.
7. Don't break copyright laws by posting songs, stories, photos, or other material you didn't create unless you have the creator's permission. You can post links to this content however you can't recreate it and post it as your own.
8. Do give credit where it's due. If you do post something created by someone else, make sure you give them credit. Posting a link to the content does this automatically.
9. Don't type everything in capital letters. IT'S CONSIDERED TO BE SHOUTING.
10. Don't impersonate other people or otherwise misrepresent who you are. It's okay to be anonymous (where the website guidelines allow), but not to claim you're someone or something you aren't.
11. Be relevant. Don't veer onto a completely different topic from the one under discussion. If you want to change the subject, start a new discussion.