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>> Good morning, we will be starting the webinar shortening. -- Shortly 202 202208 202-208-0668, please call us if you need technical assistance

>> Good morning and welcome to Web University act to basics Facebook and put her -- Twitter

>> First up is Gadi Ben-Yehuda thus social media director for IBM Center for the business of government. He has worked in Washington DC for several nonprofits. He served for the web strategist or the District of Columbia -- he has taught creative expository and web writing or more than 10 years. Next we have Tim Brown from the US State Department. He served as a committee manager -- Tim has more than 40 years experience in developing websites, designing print publication and engaging with social media

>> Lastly we have Stephanie L. Schierholtz who is NASA's social media manager. She has 10 years experience -- public outreach efforts. Strategic communication guidance to NASA's senior management and is an advocate for incorporating emerging technology into the agencies public outreach activities. For more details you may go to how to dot.

>> We are going to start our method are -- webinar I would like this to be interactive. There will be a number of points where I will take questions, so if you have questions feel free to put them into the chat box and Sandra and her team will funnel those to me at appropriate junctures. There will be some polling questions at a few points. I hope you take a few moments to fill those out and that will help me to direct the course of the webinar.

>> We are going to talk about Facebook and twitter for government agencies.

>> Will talk about setting up accounts, listening and responding

>> I work for the IBM Center for the business of government. We produce reports, we do reach weekly radio show, we have a magazine and website. I would encourage you to go to our website which is the business of element.ORG

>> What is the difference between Facebook and put her -- Twitter : Facebook is a social network and twitter -- Facebook is about relationships. It is a status update. For government agencies that can mean a blog post, original content. In all likelihood what you're going to be doing is reused some of the content that you have put up on your website and give people another way to -- not only to consume the content, but engage with the content and engage with the your office or your agency and with each other

>> As you can see here, the first data's update 642 people liked it and an additional 70 commented on it. I didn't have room to show you this, but the comments refer almost as much to each other as they do to the initial story. Twitter is different though it is an information network. The two-week -- tweet is data to if you look at the first couple of Zig12's. There is a link to further comment. You can use twitter to get people to come to your website. You can also do metadata within the tweets. If you look at the second to eat, -- tweet , the very first characters, that indicates that this is talking to another person so that will show up in their tweet stream. The hash tag, if you look at the next week -- to eat -- it is a way to let people know what you're tweet is about in a very short number of characters. This metadata becomes more important still

>> I would now like to introduce Tim Brown of the State Department. He is going to talk about each journal USA

>> My name is Tim Brown. I am a community manager at the Bureau of international information programs at the US Department of State and Washington DC. My office, my brand-new office, we are just in the final stages of a reorganization that is institutionalizing social media in the -- our bureau. Our office manages face -- eight Facebook pages in five languages and a light number of putter feeds and some blogs as well. We use third-party information as well as originally produced articles, videos, podcasts and webcasts. I would follow on what got he said about the difference between Facebook and twitter. I were Facebook accounts announce the publication of all of the material that we produce and then the individual Facebook platforms and gauge -- engage the topics that relate and our concern with the subject of the Facebook pages. I got into this about 2 1/2 years ago and I got into it as did many in our bureau because our bosses chose a -- told us to. This really

was a top-down kind of thing that started at the senior level of our bureau in about 2008 and office directors were encouraged to get their people to experiment with different social media platforms. At the time I was a publications designer. My office a publication had a director who believed in the future of social media and he asked for volunteers within him -- his team to look for -- research different social media platforms. I was in a group that looked at Facebook and we liked Facebook because a lot of people overseas were engaged and because it had very good demographic information. Its insides were robust. My bureau -- but office has been talking to overseas obvious for decades and a big issue for us has been trying to identify who really was using our material. The classic question of who is your audience and what you say to them. Face a -- Facebook insights offer a lot of very good information for that. That was a big plus for us. The idea of instant feedback that you can get with a Facebook engagement, was very appealing to us

>> An even smaller group of us developed a content and marketing strategy. Our publications office put out a series of general interest magazines called D. Journal USA. We thought that we would name our Facebook page that and promote topics and articles from the magazine. We developed a marketing strategy that included using Facebook ads and to advertise and carefully selected countries. The topic that would be of interest at that -- in that country at that time. If you want information, this topic that is of interest in your country now, come to our site. That were very, very well. So, we launched in April of 2009. We have been asked for in and developing -- exploring and developing since January of that year. The things that were fun about it right from the start were the instant responses. Diebel told you what they thought. The thing that we developed very quickly was to listen to them, to engage more, to give the audience the things that they were interested in. Were very lucky here in the State Department to have two major international stars, big celebrities that we could follow as they traveled around the world. That was Pres. Obama and secretary of state when. Clinton. Be each journal Facebook page all of them and engaged on the topic that they were discussing. We found this to be quite a responsive group of people.

>> The biggest successes are the page where the rapid growth and the level of comments. Facebook wasn't stupid and people did write thoughtful and insightful things. They did read the articles and watch the videos and look at the pictures.

>> Learning how to ask a question in order to get back a response, that has been very interesting. You learn how to engage more with your audience over time. I don't really have any major disappointments because I had no expectations going into this. In terms of going with this in the future, I am interested in this new edge rank. There are so many people using Facebook that any individual posting doesn't last very long on any persons wall and you have to find the ways to use the tools and the media and the subject and your engagement to keep the conversation in front of a lot of people and to keep it going.

>> That is what I have. I want to -- I am all

>> We do have a question for you, Tim. With the instant feedback you receive, how are you able to clear responses quickly to keep engaged in the conversation ?

>> You mean clearing responses from my supervisors ?

>> We are able to use our our own judgment and we don't have -- community managers are able to choose items that they put up and to lead the conversations afterward. I do not have to clear my comments. Much of the original items, articles and videos are produced here in our bureau. They go through the normal clearance process before they are published and before I post them, but once that is done, I do not have any kind of formal clearance process.

>> Now we are going to toss it back over to G. ADI

>> Think you, cam

>> The next thing I would like to do is start a polling question which I have up on the screen right now.

>> The poll is now up and everyone can actually put -- click on the poll and actually produce. -- Participate

>> The question is if you friend or follow your office or your agency. While you're answering a question I am going to pot is -- positively

>> Facebook.com and twitter.com. Signing up on each one is easy although there are some important differences. On Facebook you have to use your real name. If the administrators find out that you're using a pseudonym or some other, you can have your accounts to lead it. On twitter, you can have whatever screening you would

like. Is an important difference and one it -- to keep in mind when signing up  
>> When you do sign up for twitter, there is a question that is usually handled at the agency of should you identify in your twitter handle as a member of your organization ? if you're working at the Department of Justice, should you use that in your name ? that is an important conversation to have. You do want to have a very clear and on ambiguous identity even if all you're going to be doing is listening ergo I'm Facebook is straightforward what your name is going to be  
>> When you do sign up for twitter, the fewer characters you have in your name the more other content you can put in their. I admit -- and an advocate to figure out the shortest possible name on twitter. Mine is eight characters which is kind of long. If you have a short name, that is great and you can really try to get all the information you need into your twitter handle  
>> The poll is closed and the results are in.  
>> Let's take a look  
>> 60% answered yes, 29% answered no and 11% said that they are not using Facebook or twitter  
>> I hope that shortly after the conclusion of today's seminar that the 11% drops. I would encourage you to follow on twitter. My own social media is broken in half where I used Facebook almost as schools of late -- exclusively for personal communication and I use twitter almost exclusively for professional. I do not friend other people from work, I will certainly follow. That is the way that works best for me  
>> As I was saying, once you sign up for Facebook or for twitter, for professional use, I highly recommend never -- going back to twitter.com, there is a lot more noise than signal their. One of the way you can boost your signal to noise rating show -- ratio is by using brutally or tweaked at. Tweet back is installed on your desktop so you will need to have administrative privileges for your computer if you are going to use tweaked at  
>> Hoop suite is a web client so you do not need to have a Ministry of privileges to use it. If you're office or agency does not allow you to install software, use the suite. They have many of the same capabilities the most important capability is the ability to set up columns. You can see on the slide that on my tweet that I have a number of different columns. The one on the far left uses -- is a search which is constantly running on twitter. Whenever anybody tweets with hash.gob 20, this will come up on the twitter column whether I follow that person or not. The next column over is@and then bust of government. This is a list I follow, a predetermined group of people  
>> One column to the right of that is also a list that I put together for government wedding communications. The column all the way on the right is mentions the. Whenever anybody mentions me in one of their tweets I will see that popping up here. I should read this and perhaps respond  
>> As you can see on the suite you can actually have it look through your Facebook feed and it will present that from virtually and reject you can monitor your social media content in one place and apply a number of different filters quickly  
>> I would like to go to a number of polling question and the question here is what percentage of your tweets do you use hash tags ? As you're doing so, we have a comment that I would late to read while we're waiting  
>> One of our participants is at California State University, they requested they are not on twitter and they receive more success with Facebook than they did with twitter. Age might be a factor. They keep their personal Facebook page and professional Facebook page separate. If you could speak about the agency versus person -- personal page. Could you make a clarification between the two because terms and services are needed and potentially agency clearance B there is  
>> There is a difference between a Facebook will file and page. A profile is for a person and there are certain terms and conditions that apply to profiles, having your real name is one of them and applications that you can and cannot use of the profile. A page -- an organization would have a page. As we saw from cams recent Haitian -- teams presentation, there are many organizations within the state partner -- department that have their own individual pages. You can set different people up as administrators of that page.  
>> The Navy has a page. As a government agency there are questions about the records act, maintaining the integrity of the content that you put up there and then that caching of that content as well. I believe that if somebody leaves a comment on your

agency's page, you may not simply delete the comment. You have to have a policy for your page that says that you will delete comments that are abusive, or off-topic or something like that. You do have to have a fairly explicit guidelines document

>> Now we are going to share our polling results. With the question we had 42% said zero, 29% said 1 to 25, 8% said -- 4% had 61 to 75% and 16% had 76 to 100% hash tags in their tweet

>> Slightly more than half do have hash tags at least sometimes. I would recommend that you use -- always use a hash tag unless you're responding to a tweet from another person. Even then, you should probably have a hash tag. There are two reasons for you use a hash tag or go one of them is because it gives you a central organizing thoughts for whatever it is you're writing about. If you have to think to yourself, who would be interested in this tweet, you should be able to come up with someone for that answer. The hash tag is a way for you to focus on who your audience is. The second one is that it allows people to find it in a search. The number of people who follow your tweets is only a small subset of the total people who will probably find your tweet interesting on a tweet by tweet basis. By using the hash tag with your tweet, you allow people who are running searches to find it. You can have anything as a very general hash tag text or hash tag data or justice. Include that metadata both for yourself to focus your tweet and for others who may be doing a search for its

>> The other thing that I would recommend is to create lists of your own followers that you find the most consistently high value content. Then you can break those people up even further into the kind of content that those people frequently write about. You can see, I've given you examples of two lists are the one on the left is what it looks like on HootSuite, . That is the government wedding communications list that I showed you a couple of pages ago and on the right, those are my economics less. Is another way of applying a filter so I boost my signal to noise ratio in a very particular information space

>> Now that you have broken your people into list and you have your hash tag and you are listening, listening, listening to all your social media channels or go the next thing you'll want to do is offer constructive response is. People are going to put information out on Facebook and twitter, some of which is antagonistic toward various agency missions and some of them are simply wrong, not factual. On the right you see I took a screenshot of the OMB tweet that tweet stream, if you look at the fourth topic, it says 30 years. This is a good way of engaging your audience

>> There were 1100 comments, I didn't have room on this one slide show 1100 comments. There are things that the State Department would have wanted to respond to. Either to say thank you very much for looking at the article or if people were making a salient point, you can absolutely all them out and say thank you for bringing that up, here is some more information that is germane to the point that you were raising. You can see that this engagement through social media is not only at the initial posting level, but is also at the responding level

>> I would like to have another polling question. It pertains to how people are using Facebook and twitter.

>> The poll is now a home in -- open. If everyone could take a minute to answer the last polling question

>> While waiting for the results, we had a couple of questions come up about hash tags

>> Could you explain what hash tags are and how we create them and -- or can we make them up on our own ?

>> A hash tag is any string of characters that comes after the shift three or #. It can be complete gibberish and that is still a hash tag. That said, it is usually better to find out if there is an existing hash tag or whatever it is that you are writing about. One of the ways to do that is look for people who are tweeting about whatever topic it is that you're tweeting about and see what hash tags they are using. Another way to do that is there are a number of sites, one of them is called ashtray -- hash tag.ORG -- hash tags.Lord -- ORG and you can yours -- use the search bar and see how popular the hash tags are. Very few hash tags will be more popular than 0.4%. This is looking at the total volume of tweets and how many of those tweets are using data hash tag. Last I read, there are about 125,000 tweets per second. Even breaking in 20.1% is quite -- 0.1% is quite an achievement. You can make up whatever hash tag you would like, but I would recommend looking around first and seeing what the people who are tweeting about your topic are using as a hash tag

and then using that. You can also use more than one hash tag per tweet. If you have -- if you're putting out a tweet that was talking about a concerted -- conservative issue and you hash tag it TC OT, they would be more likely to have a search running for those terms. I have seen a lot of progressives use G2, I don't what it stands for.

>> The big ones that I use tend to be God to all -- GOP to all -- to all -- gov20

>> Hash tag data and hash tag text are too widely used pieces of metadata

>> We will now share the polling results. We have heavy use to communicate it to family and friends during a national disaster. We had experience with that during the earthquake quake in DC. 87% share pictures and video

>> I am very encouraged by the signed. I think that we are going to see a lot more crisis response and recovery through social media. One of the things we saw from the earthquake was that one of our staples of old media, the telephone mind, was -- am line was useless. So much bandwidth is required for every individual connection that not everybody could get through, but twitter was a very liable -- we liable way of getting through. B

>> Here I have a number of tactics for successful engagement. One of the things you can do on twitter is you can queue up for publishing throughout the day. One of the things that I recommend to people is that they do not have HootSuite or tweet back visible all day. There is so much happening that you would get nothing else done. One of the things that you can do, if you know that you have a press release going out at a certain time of day or going -- someone is going to be giving a speech that is going to be live cast or there will be a link to the prepared remarks that will be available at a certain time during the day, you can queue up those posts through tweet back or through HootSuite, schedule the time and then forget about it for the rest of the day. Your publishing is now done and you can focus on other mission-critical activity

>> The other thing you can do is simultaneous update to twitter and Facebook. You can ask -- apply filters to information tree -- streams. Both personally and tweet that have URL short nurse. -- Short nurse

>> If you are using a federal government -- linking to a federal government webpage, air is a federal government URLs shorter, though USA.GOP. You can use that as a shorter. Mentioned the tweet is another one. You want to engage people by putting out your own people and by commenting on their.

>> Facebook tactics. One of the things you wanted to is if you know that you were going to be linking to something from Facebook, lace and image that Facebook can grab as a thumbnail. Likewise, write a very short introductory sentence. Try to make it almost like a tweet so that the entirety of that sentence will fit on the Facebook post-. That will help when you share content and when other people share that piece of content. That way they will not have to write their own introduction, the introduction will be there. You I can't -- want to share your content, but you also need to look to see if there is an older piece of content that has suddenly become relevant because of some external event, go ahead and read share, recontextualize it as it becomes relevant

>> After you really start to get the hang of this, you can move on to more advanced uses for twitter and Facebook. Scheduling events were using twitter to host meet ups. I had hoped that do to hear from Stephanie L. Schierholtz but she has jury duty today. NASA has done a great job of organizing these meet ups through twitter. NASA tweet up is one of their twitter handles. You should be able to find them and it is a really good way of publicizing upcoming events. 87% of you are adding video and imaging to Facebook. You can also add images to twitter using Y. fraud or trip to

>> Finally, listening for and responding to crises. When the DC wake -- quake happened, everybody got on board very quickly. When my favorite stories is the public utility commission in San Francisco one of their people from their communication office looking on twitter and saw all the sudden people were writing water main break and sure enough, there was a very large one or main brake. This was the first crisis that the San Francisco they were able to cut down their response and recovery time by a few percent because people were taking pictures and saying exactly where the water was coming from, they were able to collect all of this data before they even arrived on the scene and they were able to correct their quickly

>> People who are out there and are talking about your issues have a lot of on the ground actually information and if you listen for it, and then if you find it and

ask questions, I think many times that twitter becomes an excellent information gathering tool

>> I would like to open this up for questions and as a final word, if you enjoyed this, GSA is trying to gauge interest for a long-term multi-week course in the use of social media within government. If that is something that is of interest to you, please let the organizers know that you would like to have more advanced training on social media and government

>> I would like to answer any questions that you might have

>> We first have a comment and then a question

>> One of our purchase a Prince agency doesn't have a twitter account of. Their director wants to create a twitter accounts to deal with crisis communication, but they are having some difficulty on seeing eye to eye about how to start building up their audience now. Do you have research about starting a twitter account before the crisis occurs or what is the best way to build an audience B

>> The rule here is that you have to build your network before you need it. You need to start building up your audience before there is a crisis of. One of the best ways to do that is to see who is tweeting about your topic, whatever the issue is, look for that hash tags and then start tweeting, use hash tags to engage with that audience and to show up in their tweet stream and then give them all of the content that they need answer their questions, let them know that you are there to answer their questions and start holding it organically

>> Also, you sure other digital channels to remote your twitter feed. Let people know from your home page that you have this new twitter stream starting up. If your agency uses tuple, there is a module through which you can bring your treat strain to your homepage and it will automatically update every time you tweet. Let people know on your baseball page that you have a tweet page. On your e-mails, put your twitter handle. Put your newsletter out that way as well. Any kind of content delivery device that you have should begin to mention your twitter stream. Is a way of getting -- provide good content through your twitter stream. People will want to follow you if you have something worthwhile to say and show that you are respecting their time with every hundred and 40 character posting. My e-mail is up on this final slide. You can always e-mail me to talk about your particular agencies issues and I would be very happy to talk with anyone who is interested

>> The next question is for damn. Cam, -- 10

>> It has been my experience here at the State Department that there has been a pendulum swing about accepting negative comments. In some generations feel that we are an advocacy group and we should only give our point of view and not respond to anyone else's. There are others -- swings the pendulum that says you welcome negative comments and to respond to them. That dialogue helps your credibility. Currently, on social media, we welcome all points of view and find that our community members debate the points of view amongst themselves. I as a community manager do not have to step in. We do welcome different points of view and we are -- haven't gotten any criticism for doing that

>> Thank you

>>How much time over a week does it take to manage comments and questions ?

>> It takes -- comments and questions, I work on them and read a. -- Gay -- every day. I check my pages on weekends and evenings and I respond as needed. I do not have an hour figure, but it is a lot for me

>> I think that triage is needed to. This is an important need -- means of engaging with my consist joins -- constituents, but I think that if you tried to respond to everything, you could drive yourself crazy. I think it is a task that requires priority and you have to be able to say that I can only do so much

>> Around the timing issue as far as managing content, do either of you actually have staff allocated to managing your social media site or are you doing it your self ?

>> I do some of that myself, I have my own twitter stream and I'm the only one to post to my stream and I respond as I can. My organization does have a twitter stream and what we have chosen to do because everyone is interested in that, through tweet back anyone can post anyone can read anyone can respond to. We try to have a meeting where we try to figure out what things are going to respond to, what things do we not respond to. Where there are questions, we figure out a middleground. We do have one person that monitors our -- all of our social media fairly frequently, but it is only one small part of her job. If something is really blowing up, she will bring

that to my attention. I am a very passionate advocate for agencies adopting social media. Especially twitter. Twitter is a fast-moving medium and if you are constantly going back and checking it, I find that I cannot concentrate on my other tasks. If something takes real concentration, creating document or a presentation, I -- if I check twitter every half hour or 45 minutes, it trails me. -- D. rails me. I really think it's important that social media be attended to, but it not threaten other nations critical activities

>> Can you talk about how to use the Facebook ranking tool

>> We are just exploring it here in my office. I don't know that it is a tool so much as a system or a series of algorithms that people are trying to decipher and figure out how to use to very damage. The word of the moment is edge rank. If you put that into Google or search engine, you'll get a lot of information about it or go basically, we interpret it to mean that something with a video and it will appear on more of your fans blogs than something without. After video is individual photograph, a link will appear more often than regular status update. Also helping with edge rank is the amount of interactivity that you have with a given community member. Somebody that comments or likes your items a lot will see more of your material and someone who does not. Those are the general principles that I am trying to understand. Certainly things become -- on our office pages you will find more use of photographs and videos

>> What are some of the metrics used to measure the success and outcomes of having a social media account ?

>> That is a great question. I've been giving a series of presentations on this because it is a very long question to answer. The very shortest thing that I can say is that ultimately what you are looking at driving is, are people sharing the links that you are putting out there ? are people visiting your site more through social media channels ? you can look atreferrals and see how many of them are coming from twitter and how many are coming from your Facebook page. That is not the end all be all. You need to build your network before you are able -- before you really need it. The day before you -- an earthquake you would never know who is listening to you. You can look at your number of followers, but even that is not going to help you to determine the size of your audience because maybe there are people who are looking for -- doing a search. All the sudden the earthquake hits and you put out a request for people to mention you in their tweet swing downstream and then you see head has been airy successful. It is a domination of the raw number of followers that you have, the number of influential dollars that you have. -- Followers that you have. Don't just look at the raw numbers, are the people who are following you important to the topic that you are writing about ? are all 700 of the people who follow you very engaged ? look at your raw number of followers, look at the individual followers that you have, look at how people are engaging with your Facebook page. If every single one of your post is getting 50, 60, 70 responses, that shows that people are really paying attention. Look at your web traffic. How many people are coming to you fromFacebook ? see how many people are coming to an article that you posted from Facebook directly or are doing a Google search with terms that they got from Facebook. You can try to trace back how much of your content distribution is coming at it from Facebook's. See how much inward information flow you have coming from these social media sites. This is very important and a lot of people don't even look at it. This is a hard thing to quantify the cause everybody read so much online that you don't really remember where you first saw it any of -- piece of content. One of the ways you can help yourself to remember is by using the favorite feature on twitter. Really quickly favorite between -- the tweet right before you go to that link and then at the end of the week, go back and look at your favorites for the week.

>> I think the inward information flow is every bit as -- important as the outward information flow. If there is an interest in metric -- metrics, let the organizers know when I am happy to put together my presentation on metrics for future webinars

>> I would like to take this time to thank everyone for attending the webinar this morning. Bank you do Gadi Ben-Yehuda and Tim Brown. Stephanie had jury duty and could not make it. We have included a link to a survey of valuation in the chat box. You will also get the link via e-mail in about an hour ergo on November 7 we have cloud -- if you need more training please visit how to.GOP

>> Have a good day and try not to eat too much candy

>> [event concluded]