

WANT TO GET HEARD ONLINE?

Six ideas for incorporating social media tools and web-based technologies into local campaign efforts and/or coalitions.

1

BLOG to spread awareness, tell your story, or give your coalition a voice. Try **BLOGGING** to let the community know about your agency or coalition, and to disseminate information quickly.

2

PODCAST a coalition meeting or presentation, for those advocates who were unable to attend. **PODCASTS** are great for delivering updates and trainings to a larger audience.

3

WIKI with your youth or adult coalition to plan your next meeting or activity! Use a **WIKI** page to work as a group to create a document about your coalition, campaign or a specific issue, with no attachments involved.

4

SOCIAL NETWORKS, such as Facebook, are excellent for recruiting and engaging youth advocates. **SOCIAL NETWORKS** can also be a great place to share links, post comments or promote activities. Utilize **SOCIAL NETWORKS** to create a sense of being involved in something larger and more exciting.

5

Share photos of activities and events with **PHOTO SHARING** websites, such as Flickr. Make albums or hold a contest for the best shot or most creative caption. **PHOTO SHARING** websites are great for celebrating successes and acknowledging advocates.

6

Create a short video about an issue, your coalition or a recent activity and upload it to **YOUTUBE**. Take your video viral and share it with the community or embed it on your website. Create a **YOUTUBE** group and host a local video contest to generate excitement.

Social media can be a no cost, time effective and extremely powerful tool to add to your agency or coalition's communication arsenal!

Be creative, involve youth, have fun and get social!

**For more information contact: Amelia Silbert-Geiger at:
916.339.3424 x23 or amelia@cyanonline.org
or [facebook.com/AmeliaSilbert](https://www.facebook.com/AmeliaSilbert)**