

**Social Media Part 2:
Advanced Social Media Strategy Webinar
Questions and Answers during webinar**

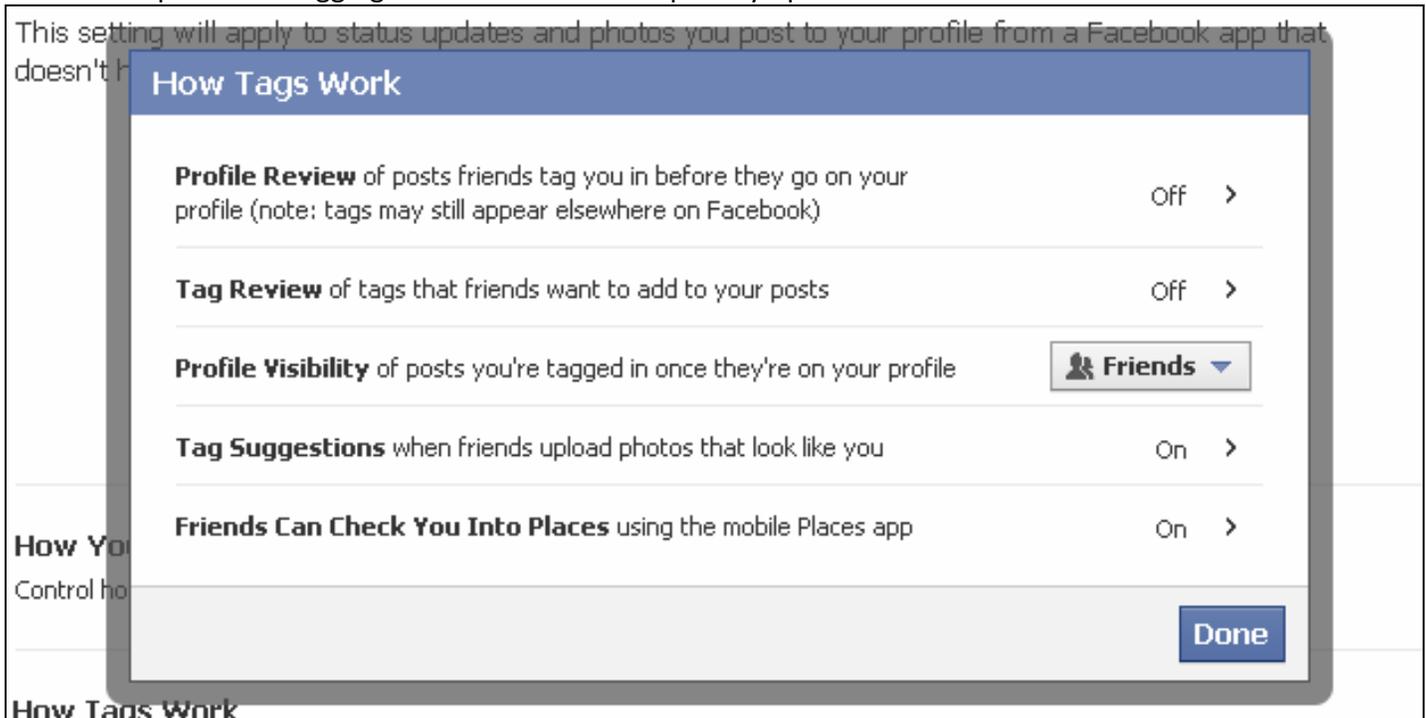
Q: Where can we get the slides or webinar, and will the presentation be available to download?

A: Yes, a copy of the slides, video links, handouts with additional information and the recorded webinar* are all posted on: <http://teamlab.usc.edu/training/archived-webinars.html>

*Due to technical difficulties only 49 minutes of the webinar were recorded. We apologize for any inconvenience. However, during the webinar USC's entire network went down. If you have any questions or need further information, please don't hesitate to contact us.

Q: Personally I have mixed feelings when friends tag me and their comment ends up on my wall. I welcome the engagement for our FB page, but how do we keep our messages and brand clear to the audience?

A: It is great for professional work but when it comes to personal profiles, I am wary about it. You do have the ability to turn off the tagging or to monitor the tagging, but I think it has great potential when left on. Here are the options for tagging with Facebook's new privacy options:



How Tags Work

I make sure to monitor my pages and profiles very closely. If someone tags me in something that is not okay, I will make sure to message them immediately and delete it from my page. I haven't experienced this though with either of my pages but I keep a really close eye on them.

Q: What is the advantage/benefit of Facebook (FB) fan page vs. regular page?

A: Having a Facebook Fan Page is meant to help market an organization. A profile, which is meant for people, helps create connections between people. Fan pages allow an organization to promote current events,

news, messages, information and many other updates through the wall and through landing tabs. However, Profiles are not capable of having “tabs” but they are ideal for connecting on a more personal level.

Q: Will FB walls get too messy if fans are posting on it? I've seen some where the brand gets lost among the fans.

A: Having that type of interaction is fabulous! The more comments, the merrier IF, and only IF, the pager owner/brand is also commenting back. It should be a conversation. If it's just users commenting without the brand having their input, the brand is lost. Also, if a certain update is getting a lot of attention, it shows that what you updated about is relevant to your users. Therefore, posting more updates like that will bring about great conversation and engagement.

Q: How do we prevent profanity on Facebook?!

A: There is a filter you can access through the page settings, which allows you to input words. If one of those words it used on your page, it will automatically not post. Also in the page settings is an option called “profanity blocklist” which, when enabled, will stop any profanity from being posted to your page. Also, create a policy with a section on profanity and make sure to post it on all your Social Media pages and mention it every once awhile so your users know that it exists.

Q: Can Wordpress be set-up to send updates to coalition members, to be able to distribute updates without overwhelming individuals?

A: Yes, there are widgets and options that Wordpress has which allows you to send updates only when the blog is updated. You could also turn your blog into an RSS (Rich Site Summary) feed and have your coalition member's sign up for the feed, which will only alert them when the blog is updated.

Q: Any suggestions for getting your organization to lift bans or filters on these social media tools? At my organization our internet filters out all of these social media sites.

A: My main suggestion is to write a Social Media Strategy, which includes a policy. This will help spell out any fears the organization may have about Social Media and address them in the policy. The next option would be to get a youth coalition to be in charge of your Social Media presence, however, this has pros and cons attached to it. If you need help with Strategy or Policy, contact Amelia at the California Youth Advocacy Network (contact information below).

Q: Can you get Google analytics for other websites?

A: You can! Google Analytics can be put anywhere! You need to have control over your website in order to put the code on it though. – www.google.com/analytics

Q: Do you have a link to the CDC best practices database?

A: Yes! The CDC has a great Social Media guide. Here is the link: <http://bit.ly/fZ55ql>

If you have additional questions, please contact:

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