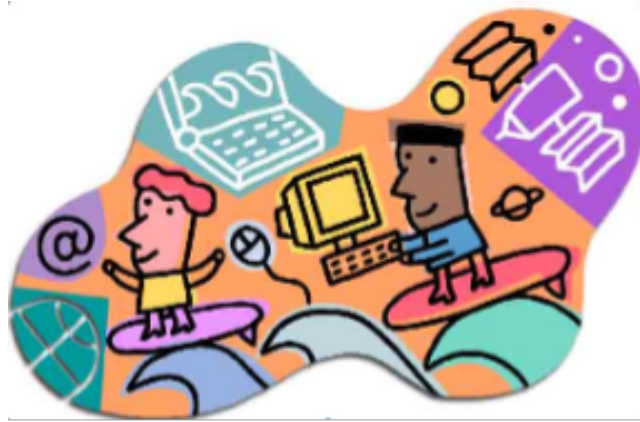


hi. welcome to American Red Cross
social media.

this guide is not *just* for communicators
and marketers



it's for anyone who:

spends time online and is a Red Crosser



this guide will explain:



- our [social media philosophy](#)
- our [national social media presence](#)
- how to create your own social media presence

what will I find here?



- social media best practices
- 12 steps to a successful social media presence
- a tool-by-tool tutorial
- *** ACTION ITEM ***
- easy steps you can take right now

first, though, if you're not familiar with social media tools yet, please visit these spots to get started:

- [social media glossary](#)
- [online communications guidelines for individual Red Crossers](#)
- [common craft](#)

personal social media use

- explore the tools you'd like to adopt by using them in your personal life first.
- follow the personal [online communications guidelines](#)

do I mix my personal and professional online presence?



- if you choose to talk about work, always disclose your position within the organization
- always follow our [Fundamental Principles](#)

step 2: learn our philosophy

philosophy: use social media tools to execute the mission.



help people prevent, prepare for, and respond to emergencies with social media

step 2: learn our philosophy

goal: to create an empowered online community of Red Cross supporters



step 3: listen



people talk online about the American Red Cross an average of 400 times every day.

we listen to every conversation



we respond to lots of the mentions

- we solve customer service problems,
- say thank you to donors, and
- encourage people passionate about our mission



step 3: listen



we create a daily social media update email

it contains the most relevant mentions of the day



*** ACTION ITEM ***

you can listen, too.

send an email to socialmedia@usa.redcross.org

subject line: please add me to social media
update

step 4: engage with national

we have a “home base” presence on

- facebook
- youtube
- flickr
- twitter
- ammado
- our own blog



step 4: engage with national



twitter



RedCross



here's some of our official social media stuff

step 4: engage with national

join us!



the best way to *start* understanding red cross social media is by engaging with our national presence

step 4: engage with national

* ACTION ITEM *

I'm a
phlebotomist

join us!

I'm a
volunteer

I'm a
lifeguard

I just
saved a
life

I'm O
negative

I'm an ERV
driver

- visit

- the next slides will show
you other ways to engage

I'm a military
mom coping
with deployment

step 4: engage with national



- [visit](#)
- [subscribe](#)
- [comment](#)
- [contribute](#)



step 4: engage with national



American
Red Cross

join us!

RedCross.org



*** ACTION ITEM ***

- join the Red Cross [Flickr group](#)
- [submit](#) your most excellent [photos](#)

step 4: engage with national



youtube

*** ACTION ITEM ***

- [comment and share](#)
 - [subscribe](#)
- [submit](#) your videos

step 4: engage with national



**American
Red Cross**

join us!

RedCross.org

*** ACTION ITEM ***

facebook

- join our group
leave a comment

step 4: engage with national



*** ACTION ITEM ***

twitter

- follow us
- talk to us by typing @redcross

Note: @redcross is currently used to provide disaster services updates and preparedness tips

step 4: engage with national

simple so far, right?

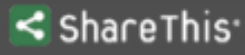


it's good to take baby steps and figure out what tools work best for you

Share

*** ACTION ITEM ***

use our content in your community

- you can share the content on our blog (click )
- you can use the photos in our [flickr stream](#)
- you can use the videos we post to [youtube](#)
- you can [retweet](#)
- you can share items from our [facebook page](#)

step 5: learn from existing chapter social media

join us!



the best way to *start* exploring your own chapter presence is to study what's working for other chapters, blood regions and individuals

the social media tools you choose to use should work together with your overall goals



- piece of the puzzle

and they should work well together to accomplish your online goals

find chapter / blood region social media projects

find chapter/blood region blogs

find chapter/blood region twitter accounts



step 6: evaluate organizational goals

what's your chapter's strategic plan?

what are your mission critical services?

what are your PR goals?

step 6: evaluate organizational goals

what's your chapter's strategic plan?

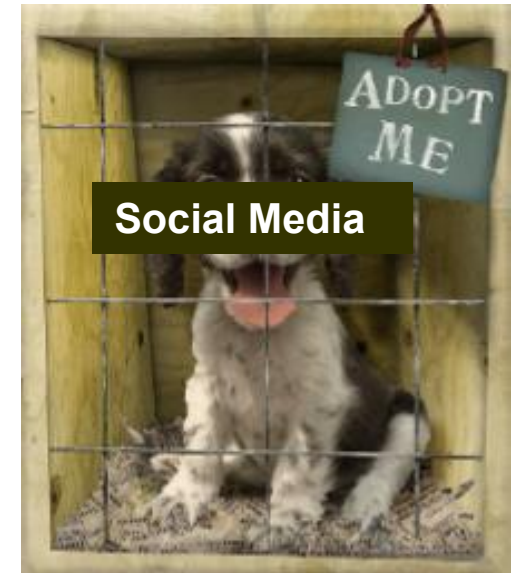


you'll need to have your organizational goals handy as you think about how you'll use social media

step 7: create your social media strategy

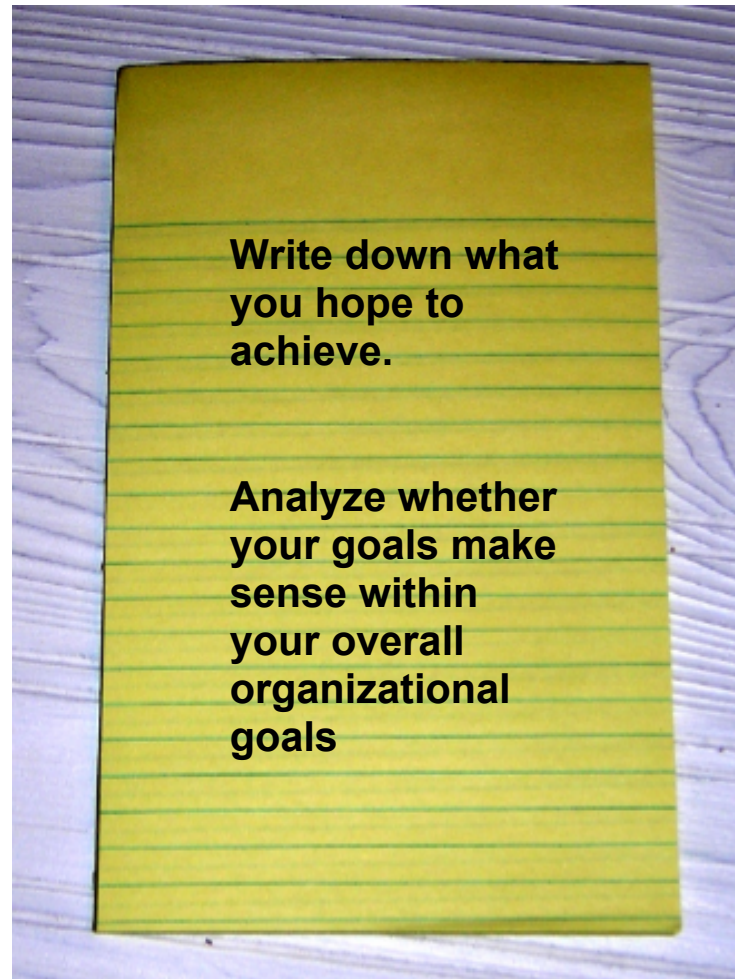
adopt a social media philosophy

you are encouraged to follow our
NHQ philosophy

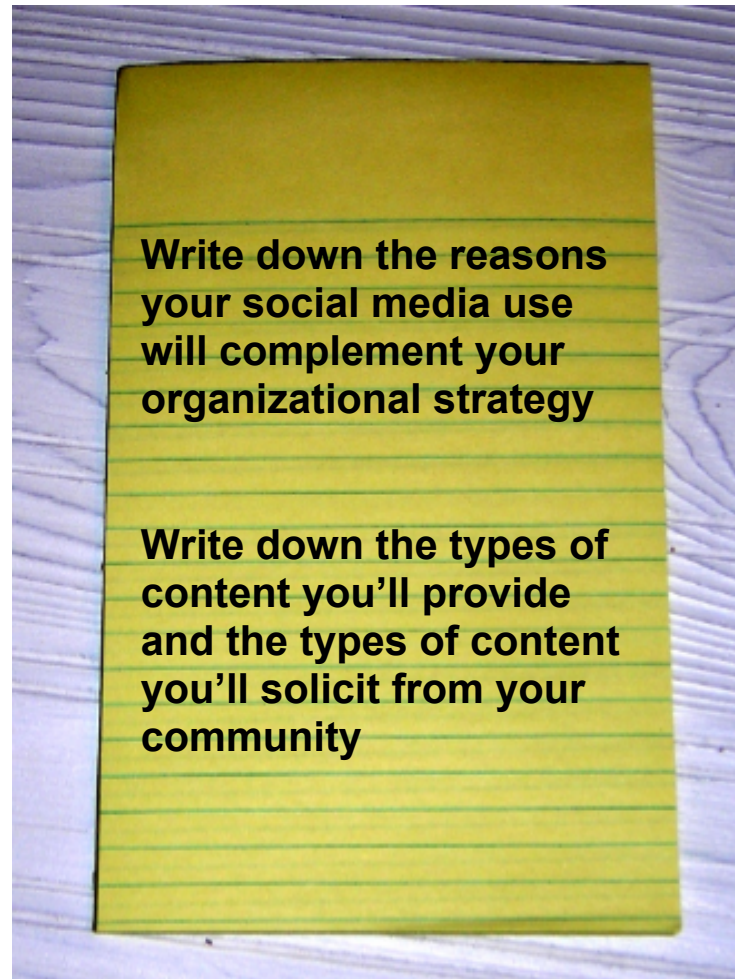


develop an elevator speech to quickly and
easily explain what you're up to online

create your social media goals



create your social media strategy



step 7: create your social media strategy

create tactics

Write down the steps you'll take to execute the strategy you just wrote down.

Write down who will be responsible for the various parts of executing the strategy.

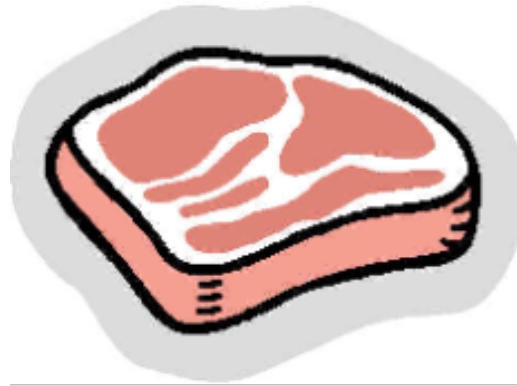
What tools will you use?

How will you develop content?

How often will you update?

What steps will you take to reach your desired outcome?

welcome to the meat of the 12 steps

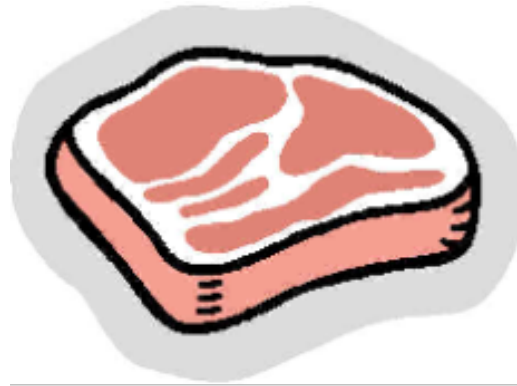


this section will examine 5 social media tools

and give you best practices and technical guidelines

step 8: choose your tools

welcome to the meat of the 12 steps

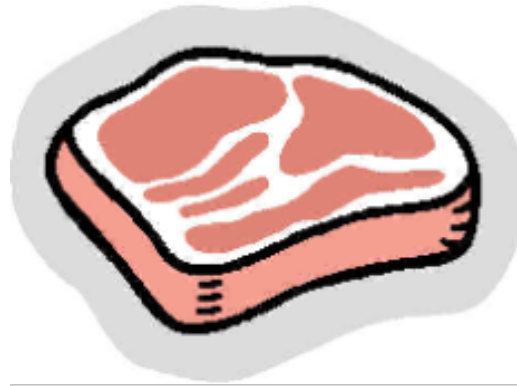


you don't have to use all of these tools or tips

take baby steps and figure out what works for you

step 8: choose your tools

welcome to the meat of the 12 steps

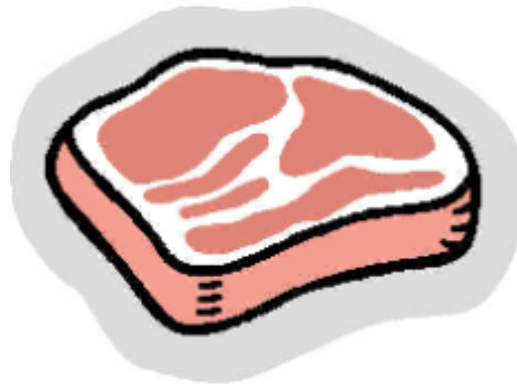


don't be afraid to try or to fail

in social media, you learn by failing informatively

step 8: choose your tools

welcome to the meat of the 12 steps



this isn't a comprehensive examination of social media tools – it's just a few that we use

if you are using different tools brilliantly, let us know!

tool #1

BLOGGING

blogs

Chapter Blog

Red Cross Stories From the Front Lines

check out what other chapters are doing

many of your colleagues are breaking ground out there and there are lots of great examples

blogs

Chapter Blog

Red Cross Stories From the Front Lines

a few best practices can be found at:

- [Oregon Trail Chapter](#)
- [St. Louis Chapter](#)
- [Chicago Chapter](#)

blogs

STRATEGY

- **decide** if you have the capacity to regularly update a blog
- **choose** a handful of employees and volunteers who are eager to share their perspective

blogs

STRATEGY

- **be creative** - [[example](#)]
- **engage** your audience – invite readers to get involved [[example](#)]
- **tell** important stories [[example](#)]
- **share your process** – how your organization works [[example](#)]
- **share** successes and challenges

blogs

STRATEGY

**we encourage you to share each other's content
but...**

**please properly attribute your content by stating
where it came from and linking back to the original
source**

blogs

STRATEGY

- write short, action oriented posts
- [link](#) to interesting [local](#) news
- find your niche
- be a subject matter expert
- be conversational – write like you'd talk to your neighbor

step 8: choose your tools

blogs

our goal is to make it easy to spot official and trusted Red Cross social media spaces



the next steps will be technical standards

step 8: choose your tools

blogs

TECH SPECS

we recommend using the [Wordpress](#) blogging platform

we recommend using the [digg3 theme](#)

step 8: choose your tools

blogs

TECH SPECS



naming your blog

we know you want to be creative, but it is hard to distinguish and hard to remember lots of different blog names.

keep it simple. call your blog a blog.

step 8: choose your tools

blogs

TECH SPECS

Chapter **Blog** your masthead
Red Cross Stories From the Front Lines

you can show some creativity in your masthead, but
please follow [brand standards](#) and

include an image of your [chapter lockup](#) or
otherwise clearly state the name of your chapter

step 8: choose your tools

blogs

for our national social media sites, we're using this branding developed by creative resources:



we hope to be able to offer you localized versions of these images soon

blogs

worried about negative comments?

- **don't worry!**
- **people are far more passionate and interested in helping than you'd imagine**
- **if you're worried, though, moderate your comments (sample language on next slide)**

blogs

below is our lawyer-approved comment policy. feel free to use it as your own.

Leave a Comment

Remember, we encourage you to participate in this blog via comments. All viewpoints are welcome, but please be constructive. We reserve the right to make editorial decisions regarding submitted comments, including but not limited to removal of comments. The comments are moderated, so you may have to be a tiny bit patient in waiting to see them. We will review and post them as promptly as possible during regular business hours (Monday through Friday, 8:30 - 5:30).

wondering how you'll respond?

start by disclosing who you are and what your relationship to the Red Cross is

offer correct information about the problem, try to solve it, or ask the person to contact you

step 8: choose your tools

follow this flow chart to determine how and when to respond to comments on your own spaces



[click for larger image](#)

step 8: choose your tools

blogs



trolls and spam are inevitable, but a challenging question or comment can make a useful online discussion

and, as with any questions you might have, [feel free to consult](#) the national social media team (Wendy Harman) to help.

tool #2

FACEBOOK

facebook

* ACTION ITEM *

before you start a facebook presence for your chapter or blood region, it's a good idea to:

- create a [personal facebook profile](#)
- spend time [figuring](#) out [how the platform works](#)
- learn the culture of facebook

step 8: choose your tools



facebook



we recommend this action not because we're forcing you to friend people you haven't seen since pre-school, but because it's important to understand these elements before you can figure out how to be effective with a chapter or blood region presence.

step 8: choose your tools

plus, you'll need a facebook profile in order to create a facebook page or cause for your chapter or blood region



sample facebook profile

Resource: [social networking in plain english](#)

step 8: choose your tools

facebook

*** GOAL ***

there are 200 million people on facebook, making it a prime location to offer services within our mission.

- provide info to help people prevent, prepare for, and respond to emergencies
- mobilize our existing volunteers
- inspire new volunteers and donors
- provide an engagement point for supporters.

step 8: choose your tools

facebook

*** STRATEGY ***

remember that we're a 501(c)(3)
organization, so you must not join any
political or religious advocacy groups

please follow our [fundamental principles](#)

facebook

*** STRATEGY ***

- we are often part of official facebook rollouts and corporate voting contests in this space
- these initiatives bring in significant donations, so please support them when they arise
- keep an eye on CrossConnection to find out about opportunities

step 8: choose your tools

facebook

* STRATEGY *

you can create a page and/or cause(s) for your chapter or blood region

we'll talk about pages and causes individually

step 8: choose your tools

facebook pages



facebook pages act a lot like personal profiles.

- you can make friends
- you can update your status
- you can upload videos, photos, and articles
- you can create events

step 8: choose your tools

here's an example of a facebook page:



[create a page](#)



facebook pages

STRATEGY

are you ready for a facebook page?

- is your local audience on facebook?
- do you have the time to update your page with valuable content?
- do you have the capacity or desire to interact with your fans on a daily basis here?

facebook pages

STRATEGY

- can you offer local content focused on your local stakeholders?
- do you have a clear goal in mind that facebook will help you achieve?

step 8: choose your tools

facebook pages

STRATEGY

if you can't answer yes to all of the previous questions:

- please join and participate in our [national facebook page](#)
- please tell your stakeholders to do the same

step 8: choose your tools

facebook pages

TECH SPECS

if you are ready for a facebook page, please adhere to the following technical specs:

- your profile name should clearly reflect your chapter/blood service name
- your profile image should be your chapter lockup or local blood region logo
- send the link to your page [to national](#) so we can promote you

step 8: choose your tools

facebook pages

what if people leave mean or negative comments on our page?

have someone dedicated to checking your page at least once/day

if the comments are constructive, use the opportunity to engage the commenter in a discussion – you both might learn something!

if the comment is not constructive, you can remove it



facebook causes

causes are basically online fundraisers



they probably won't raise a ton of \$\$ for you (but maybe they will!), but they can be an effective activating tool

step 8: choose your tools

facebook causes

you can set up multiple causes for your campaigns or current issues



since we all share a single EIN number, all causes you create will benefit the American National Red Cross

we are working on a way to credit your chapter for funds your causes raise

facebook causes

how to create an effective cause



get the name right

the name of your cause should use an active verb and grab attention

for example: *Fight the malaria bite!*

facebook causes

how to create an effective cause



turn your cause into a campaign

set an achievable goal and find a creative way to engage people to invite their friends

step 8: choose your tools

facebook causes

how to create an effective cause

National Red Cross Day of Giving

To support the National Disaster Relief Fund of the American Red Cross

Beneficiary:

Donations to the cause benefit:



American National Red Cross
A 501(c)(3) nonprofit

Positions:

1. Provide funding to assist victims of disasters
2. Enable Red Cross to meet emergency needs across the country

Category:

Human Services - Public Safety Disaster Preparedness and Relief

46

MEMBERS

Join

\$333

DONATED

Donate



you can host short-term causes

you can always have a new cause up
that includes a new action item and
a new goal

facebook causes

how to create an effective cause



consider offering an incentive

you might offer a drawing to attend a free CPR class for all donors

you might also explore establishing matching donations

step 8: choose your tools

facebook causes

how to create an effective cause



use the announcements feature to
keep cause members informed

always send new info

keep it short

facebook causes

how to create an effective cause



engage your super users

keep them encouraged and
acknowledge their hard work

facebook causes

how to create an effective cause



don't be afraid to try

if one idea doesn't work too well,
shut it down and try a new idea!

step 8: choose your tools

facebook causes

what if people leave mean or negative comments on our cause?

have someone dedicated to checking your causes at least once/day



if the comments are constructive, use the opportunity to engage the commenter in a discussion – you both might learn something!

if the comment is not constructive, you can remove it


tool #3

FLICKR

step 8: choose your tools

flickr


flickr lets your chapter/blood region store and share your photos online




American Red Cross

[Group Pool](#) | [Administration](#) | [Discussion](#) | [377 Members](#) | [Map](#) | [Invite Friends](#)


[Group Pool](#) (1,613 items) | [Add photos or video](#) | [Open this group in Organizer](#)




[View](#) From [Hunted@LeurDelays...](#)




[View](#) From [rtatofan](#)




[View](#) From [rtatofan](#)




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[More](#)



American Red Cross (a group admin) says:

26 MAY 09 - May 26, 2009 -- Next week is the start of hurricane season. Let's see photos of you preparing!

May 1, 2009: We're working hard to give you preparedness tips for swine flu. Admittedly, this stuff is not so conducive to photo sharing, but visit our [YouTube channel](#) for informative videos.

step 8: choose your tools

flickr

signing up for flickr



- upload your photos to your computer
- go to <http://www.flickr.com>
- click “sign up”
- register using your chapter/blood region name
- click on “upload photos”
- find the photos you want to share on your hard drive
- tag your photos with keywords that describe them

flickr

creating a flickr group



- sign in to <http://www.flickr.com>
- click “groups”
- click “create a new group”
- follow the step-by-step guide to create a group for your needs

step 8: choose your tools

flickr

adding your photos to a flickr group

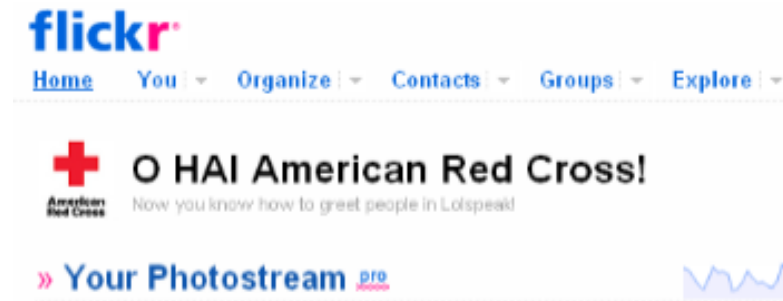


- sign in to <http://www.flickr.com>
- go to your group's URL
- click “join this group”
- go back to your photos
- click on the photo you wish to add to the group
- on top of your photo, click “send to group”
- Your group name will show up in a pop-up window
- Click your group name and add your photo

step 8: choose your tools

flickr

what are the rules?



profile image

use your chapter lockup
or other image clearly
identifying your location
and name

account name

choose a username
that clearly states who
you are

step 8: choose your tools

flickr

what if people leave mean or negative comments on your photos?

have someone dedicated to checking your photos at least once/day

if the comments are constructive, use the opportunity to engage the commenter in a discussion – you both might learn something!

if the comment is not constructive, you can remove it



step 8: choose your tools

flickr

frequently asked question: do I need a photo release for photos I place on flickr? we want you to tell the Red Cross story visually, but also want you to respect the dignity and privacy of the people we help. if you can see the faces of clients in a photo, you must obtain a signed photo release before posting your photos on a web site of any kind. if you take photos at events or if people aren't easily recognizable, you won't need releases. also, never trespass on private property to take photos.

tool #4

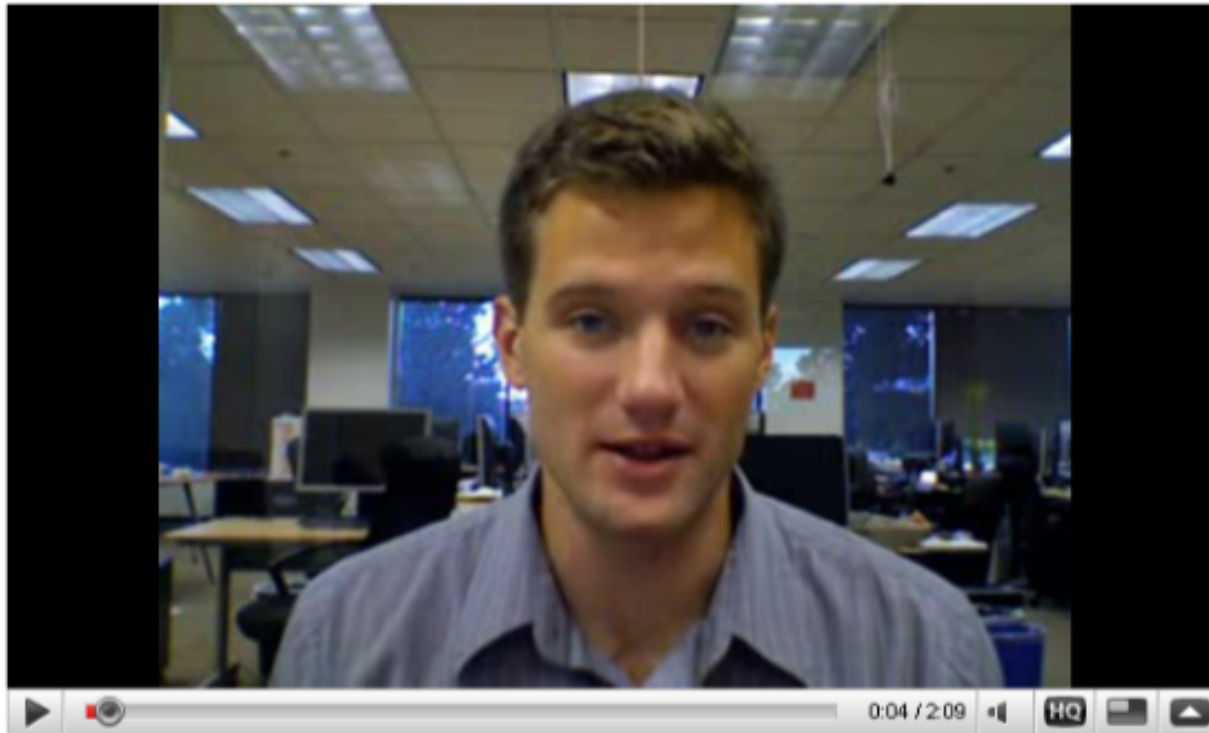
YOUTUBE

step 8: choose your tools

youtube

is youtube right for you?

Broadcast Your Cause - YouTube Nonprofit Program

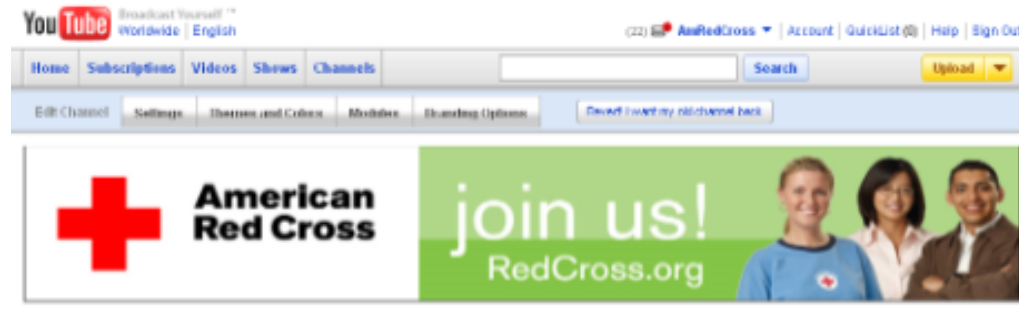


watch this! •

step 8: choose your tools

youtube

what are the rules?



profile image

use your chapter lockup
or other image clearly
identifying your location
and name

account name

choose a username
that clearly states who
you are

step 8: choose your tools

youtube

what if people leave mean or negative comments on your photos?

have someone dedicated to checking your videos at least once/day

if the comments are constructive, use the opportunity to engage the commenter in a discussion – you both might learn something!

if the comment is not constructive, you can remove it



tool #5

TWITTER

twitter

twitter asks one question, "What are you doing?" answers must be under 140 characters in length and can be sent via mobile texting, instant message, or the web.



twitter

before you start a twitter presence for your Red Cross unit, it's a good idea to:

- create a personal twitter account
- spend time figuring out how the platform works
- learn the culture of twitter

step 8: choose your tools

twitter

is twitter right for my Red Cross unit?

Offer mission-based value to your local supporters



Do you have at least 1 person to tweet every day?

Have you read [this article](#)?

step 8: choose your tools

twitter

what works on twitter?

valuable
information

action items



accessibility

sharing

step 8: choose your tools

twitter

best practice examples from the field



Santa Barbara Red Cross

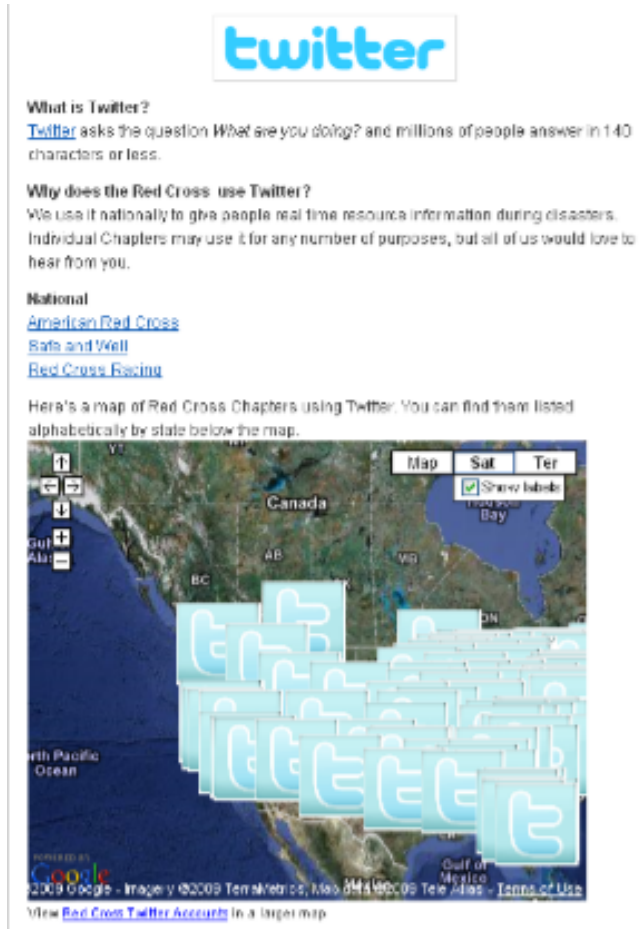


Tampa Bay Red Cross

step 8: choose your tools

twitter

best practice examples from the field



You can see all your fellow Red Cross units who are Tweeting at

<http://blog.redcross.org/Twitter>

step 8: choose your tools

twitter

what are the rules?



RedCross

profile image

use your chapter lockup
or other image clearly
identifying your location
and name

account name

choose a username
that clearly states who
you are

page design

please follow brand
standards

step 9: let us know what you're up to

take a breath! you've done a lot of hard work

ial media goals to org goals

he right tools for you

a strategy



**now, you're ready to tell us at national what
you're up to!**

step 9: let us know what you're up to

Tell us by emailing

socialmedia@usa.redcross.org



strategy tools links

step 10:implement your plan

Now that
you've
done all
this
planning,
you're
ready for...



a little less
conversation
and a little
more action

it's time to
implement!

step 10:implement your plan



- create a short term and long term implementation plan
- tell your local supporters what you're up to
- link to your social media activities from your web site

step 11: measure your successes and challenges

what's your ROI?



give me an R!

what are your expected results?

give me an I!

what's your investment?

define the metrics

what do you want to become?

what will
you count?



how will you
impact your
community?

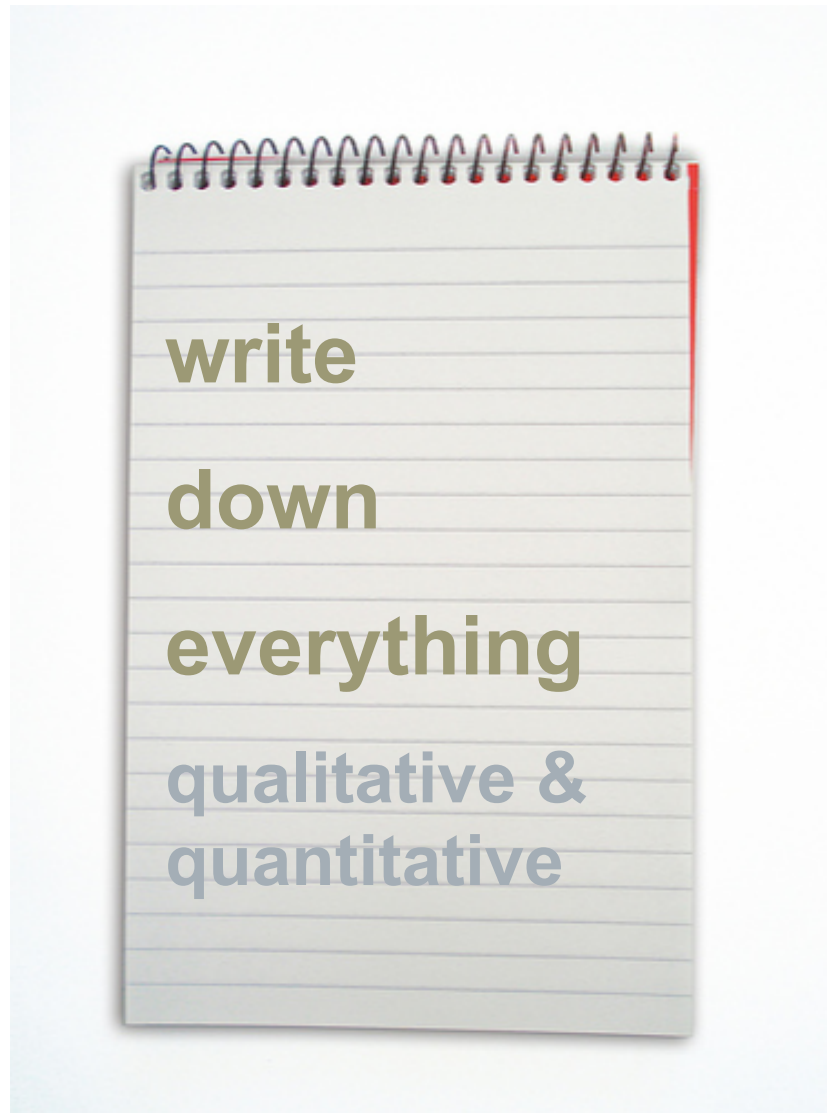
step 11: measure your successes and challenges

document your activities as you progress through steps 1-10



so you'll have a baseline starting point to measure your impact and whether you're achieving your goals.

step 11: measure your successes and challenges



step 11: measure your successes and challenges

evaluation

Report of Betty E. Holt
Waverly School 2 Grade 2

Standing By Six Week Periods

SUBJECTS	1	2	3	4	5	6	Exam	Term
Effort.....	A	A	B	A	A			
Ag.-Home Ec..								
Arithmetic....	C	B	A	A	A			
Civics.....								
Composition...								
Geography....								
Grammar.....	A	A	A	A	A			
U. S. History..								
State History..								
Music.....	A	A	A	A	A			
Writing.....	A	B	B	B	B			
Physiology....	A	A	A	A	A			
Reading.....	A	A	B	A	A			
Spelling.....	A	A	B	A	A			
Drawing.....	A	A	A	A	A			
Conduct.....	A	A	A	A	A			
Days Taught..	29	28	27	30	30			
Days Present..	29	28	27	30	30			
Days Absent..	0	0	0	0	0			
Times Tardy..	0	0	2	0	0			
Times Truant..	0	0	0	0	0			

METHOD OF GRADING:
A—Exceptionally Good C—Average
B—Very Good D—Unsatisfactory
P—Poor—F—Fare

Standard Test 33

	1	2	3	4	5	6	Term
Pupils Average.....							
Class Average.....							

Citizenship

Habits and Attitudes Desirable for Good Citizenship

	1	2	3	4	5	6
I. Obedience Willingness to follow directions; respect for law and order.	A	A	A	A	A	
II. Dependableness Honesty; keeping of promises; promptness; loyalty; willingness to co-operate; self-control.	A	A	A	A	A	
III. Courtesy Courtesy to associates and teachers; respect for rights of others; fair play; cheerfulness.	A	A	A	A	A	
IV. Cleanliness Of person; of clothes; of behavior; speech.	A	A	A	A	A	
V. Thrift Respect for property; care of books; furniture and building; of own property; consideration of property of others; recognition of value of time.	A	A	A	A	A	

give yourself
time in the
beginning to
listen, learn,
and adapt

step 12: send your links and measurement data

you're doing it! you're really doing it!



**social media
rock star!!**

If you followed all of these steps, you're well on your way to helping us bring the American Red Cross into the 21st century by serving our mission online and off.

You're helping us all empower an online movement of Red Cross supporters.