

SOCIAL MEDIA 101

For Delegates of the 2013 Creative City Summit “Recalculating: Culture in a Digital World”



Facebook

It's home to 750 million active users who create status updates about what they're doing or thinking, share pictures, videos, messages, and links, play games, and run apps.



Twitter

Tweets are, essentially, the same as status updates or links on Facebook; they're just limited to 140 characters. You can follow anyone and anyone can follow you, and you don't have to do anything to make this happen (unlike Facebook, where making "friends" requires approval from both sides).

GETTING STARTED

Sign Up

Before you can be social, you need to become a member.

Joining **Facebook** takes little more than a visit to the Facebook home page. The sign up form is right there. Note, this is the form for making your personal profile; if you ever need to make a "page" for a cause, celebrity, brand, band, location, institution, or business, go to the "Create a Page" section of the site. Languages other than English are options at the bottom of the page.

Twitter is just as simple: You can join by entering your name, email, and a password on the home page. That's all you need to do to get going.

HOW TO USE A SOCIAL NETWORK

Status Updates

Merriam-Webster says a status is a "state or condition with respect to circumstances." That pretty much covers what you'd be expected to write in a Facebook status update (or a Tweet). Tell people your circumstances, what's funny, what's horrible, what's happening to you or others—anything really.

On **Facebook**, the list of your friends' updates is called your Newsfeed. On **Twitter**, the list of tweets from people you follow is called your Timeline.

Tags and Mentions

If you want to make sure specific people see your status updates, you can, by tagging them.

Facebook tagging has become ultra-simple. You can type the @ symbol immediately followed by a last name to get a drop-down menu of people to choose from.



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On **Twitter**, this is called "mentioning." You have to add the person's username to the tweet with an @ symbol in front of it, such as "@creativecity" This will then show up in CCNC Twitter stream.

Something that is specific to Twitter is if you "**hashtag**" a word or sentence, for instance "The **#CCNC13** summit is great". If your followers or other tweeters then use that "hashtagged (**#CCNC13**)" phrase, it will "trend" and therefore be more visible to a wider audience. On top of that, you are also able to have "Twitter chats" with people using said hashtag and everyone can respond to everyone and it will show up on the feed. Thus you must type "**#CCNC13**" in every tweet so that its seen by everyone else in the chat.

Media Sharing

Facebook takes picture sharing to a level that's second only to a dedicated site like Flickr. Uploading is as easy as clicking a photo or video on your wall and uploading a file. You can also go into your photo albums and upload multiple pictures. Facebook recently introduced the ability to embed photos and videos into comments by pasting in a link, so you can make your point with multimedia.

Twitter is not like the others, since it's not *really* a social network. It doesn't want to provide you with unlimited space for sharing your multimedia; it only cares about your textual tweetage.

TIPS

- Always consider your audience on social media
- Consider protecting your Facebook account through privacy/account settings
- Engage, interact and have conversations on Twitter
- Follow/Like users that you want to connect with; it's a great way to start an ongoing dialogue and relationship
- Create a presence for yourself or your organization on social media – don't let your accounts/updates go static
- Tweet and Facebook during the Summit as often as you can and use the hashtag **#CCNC13** to start a trend and live conversation

WHAT TO SHARE/POST DURING THE **#CCNC13** SUMMIT

- Photos
- Your thoughts on speakers and presentations
- Your thoughts on the Summit overall
- Your thoughts on themes and topics related to the Summit
- Engaging quotes
- Web links
- Pose questions to your social media followers, speakers, delegates and Creative City Network of Canada

Join the conversation and don't forget to use the hashtag **#CCNC13**