

Social Media Workshop 1 - Definitions

1. Definitions of social media

OBJECTIVE	DEFINITION	PLATFORM
Online Communities	Places where people create online profiles in order to connect, share and talk about topics that interest them. Can be single interest communities or multi-topic.	Facebook, LinkedIn, Google +
Media Sharing	Platforms that enable you to share certain types of media (video, photos).	YouTube, Flickr, Instagram
Micro-Blogging	Small message sharing including links and other media.	Twitter, Tumblr, Posterous, FourSquare
Rating and Linking	Tools that enable consumers / readers to recommend your material.	AddThis, DIGG, Bit.ly
Broadcasting	Sending messages out.	Email, MailChimp
Others	A range of platforms emerging on the market with specific goals such as cause promotion.	Twibbons

2. Tips for the big guys

PLATFORM	DOs	DON'Ts
Your website	<ul style="list-style-type: none"> ✓ Ensure you keep it up to date and a core communication tool because it's the only one you completely control 	<ul style="list-style-type: none"> ✗ Neglect this in lieu of the next big platform
Facebook	<ul style="list-style-type: none"> ✓ Build a fan base ✓ Promote events ✓ Run competitions 	<ul style="list-style-type: none"> ✗ Try to do too much – target your focus ✗ Let everyone participate, without rules
Twitter	<ul style="list-style-type: none"> ✓ To follow people of interest to you ✓ To create followers who read your messages ✓ As a linking platform to your other material ✓ To promote in real time and engage on outcomes 	<ul style="list-style-type: none"> ✗ Start it without resourcing it ✗ Put messages out and not be willing to engage (backlash inevitable)
LinkedIn	<ul style="list-style-type: none"> ✓ Link to other professionals ✓ Learn from like-minded groups ✓ Promote activities 	
Email	<ul style="list-style-type: none"> ✓ Utilise the most used application on the internet in a smart way ✓ Drive subscribers to your other material ✓ Get analytics on what people like and don't like 	<ul style="list-style-type: none"> ✗ Breach the Spam Act