Social Media Do's & Don'ts

Communicating through Social Media

MISSISSIPPI STATE
UNIVERSITY™
EXTENSION SERVICE

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Objectives

- Who's using Social Media?

- Facebook

- Social Media Etiquette
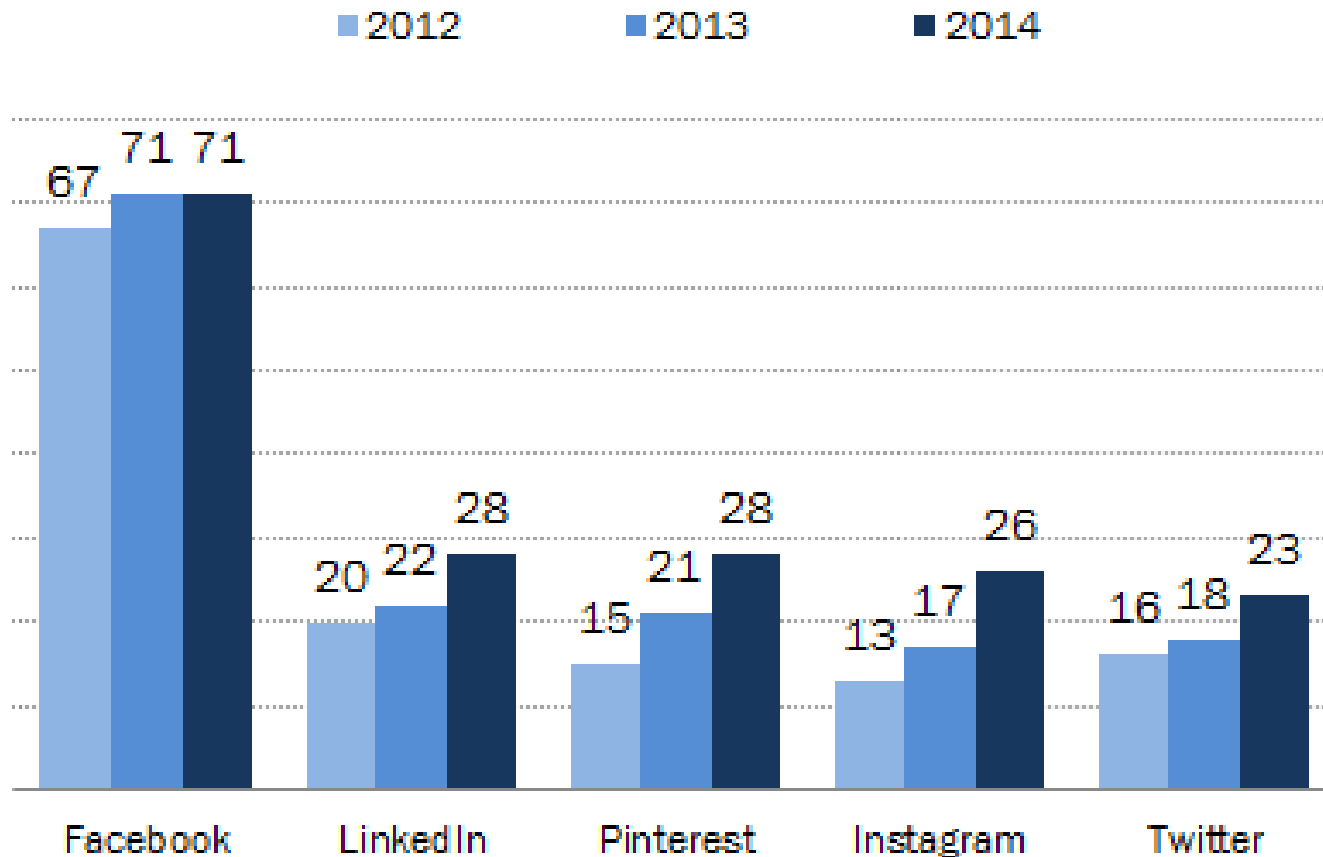
- Understanding your Settings

Social Media Use

73% of online adults now use a social networking site.

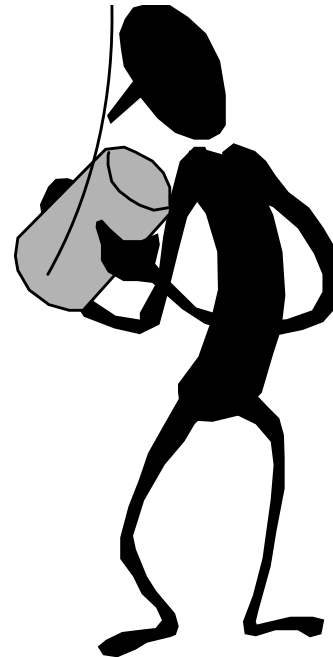52% of online adults now use multiple social media sites.

Pew Research Center
Social Media Update 2014
Jan. 9, 2015

Social Media Use

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year

■ 2012   ■ 2013   ■ 2014

Site	2012	2013	2014
Facebook	67	71	71
LinkedIn	20	22	28
Pinterest	15	21	28
Instagram	13	17	26
Twitter	16	18	23

Social Media Use

- 2 Way Communication

Facebook

Facebook users

Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n= 685)	68	74*

Facebook Algorithm

- Controls what you see in your newsfeed

- You do not see the posts of every person you follow

- You will only see the posts of the friends and pages you interact the most with

Facebook Channels

- Profiles
  - Generated when individuals open an account
  - Terms of service allow only one profile per individual
  - A profile can be converted to a page

- Groups
  - Communities centered around a topic (open, closed, and secret); only individuals can create groups
  - Focused on discussion and community, not promotion
  - Groups cannot be converted to a Page

- Pages
  - Designed for businesses, organizations, etc.
  - Fans have to "like" page to receive content
  - Most resembles a "website" within Facebook

Profile vs Page

Facebook Profile

- Individual Account
- Friends
- Approve who sees your content

Facebook Page

- Organizational Account
- Likes
- Open to the public
- Schedule Posts
- View Insights
- Multiple Users
- Use for paid advertisement

Lara Frierson Bowman

Update Info   View Activity Log   •••

Timeline   **About**   **Friends** 1,662   **Photos**   **More** ▼

🚗 Studied Master's Degree at Mississippi State University

♡ Married to Trey Bowman

📍 From Poplarville, Mississippi

FRIENDS · 1,662

✏ Status   🖼 Photo / Video   ▶ Life Event

What's on your mind?

Lara Frierson Bowman
June 8 at 10:53am · 👥 ▼

Does anyone have their 4 county paper from last week? I need several of these coupons for a family outing that were in it!!

GEYSER FALLS

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Create Call-to-Action   👍 Liked ▾   💬 Message   •••

Timeline   About   Photos   Likes   More ▾

PEOPLE   ❯

★★★★★
385 likes
7 visits

Terence Norwood, Patty Sanders Draper and 54 others like this.

+51

Promote Your Page
Reach up to 99,000 people near Starkville

✏️ **Status**   🖼️ Photo / Video   🔵 Offer, Event +   ▾

What have you been up to?

🕐 **1 Scheduled Post**
Scheduled for today at 7:35pm. See post.

MSU Extension Center for Technology Outreach
Posted by Jake Penley [?] · 15 hrs · Edited [?] · 🌐

The schedule for the MS Small Business Forum is now available on our website techoutreach.msucares.com/business. Be sure to join us on Tuesday March 17 in Raymond to learn more about starting a business or

Facebook Groups

□ Public – this group is open to the public to join

□ Closed – group is open to the public, but members must be approved to join

□ Secret – member must be invited to join to the group

Features of a Facebook Page

- Insights

- Schedule Posts

- Page Roles

- Paid Advertising

Insights

When Your Fans Are Online | Post Types | Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS

356	342	358	358	356	352	352
Sun	Mon	Tue	Wed	Thu	Fri	Sat

TIMES

Insights

MSU Extension Center for Technology Outreach
January 21 at 7:42pm · Edited [?] · 🌐

We are excited to announce our partnership with Mississippi Development Authority & Mississippi Main Street Association to bring you a Spring Webinar Series! Register to host these webinars or sign up individually at www.msenetworks.com

GROW YOUR BUSINESS
ONLINE PRESENCE
STRATEGIES

2015 SPRING WEBINAR SERIES

Attend individual sessions or the entire series:

Session 1
February 12 - 12:00-1:00 PM
Power up your Payment Processing
Learn how to take credit/debit card payments through mobile and/or online payment processors

Session 3
April 9 - 12:00-1:00 PM
Perfecting Online Customer Service
Learn how to extend quality customer service online as you would in person

Session 2
March 12 - 12:00-1:00 PM
Crowdfunding to Success
Learn about the practice of funding a project by raising money online through a large number of people

Session 4
May 14 - 12:00-1:00 PM
Grow your Website, Grow your Business
Learn about template-based website building platforms to create and manage a website

Visit mississippi.cvent.com/GrowYourBusiness to sign up. There is no cost to register!

Entrepreneur Center

MISSISSIPPI STATE UNIVERSITY EXTENSION SERVICE · MISSISSIPPI · MISSISSIPPI MAIN STREET ASSOCIATION

934 People Reached

34 Likes, Comments & Shares

21 Likes	10 On Post	11 On Shares
2 Comments	2 On Post	0 On Shares
11 Shares	11 On Post	0 On Shares

45 Post Clicks

40 Photo Views	5 Link Clicks	0 Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Schedule Posts

Page Roles

	Admin	Editor	Moderator	Advertiser	Analyst
Manage Page roles and settings	✓				
Edit the Page and add apps	✓	✓			
Create and delete posts as the Page	✓	✓			
Respond to and delete comments and posts to the Page	✓	✓	✓		
Send messages as the Page	✓	✓	✓		
Create ads	✓	✓	✓	✓	
View insights	✓	✓	✓	✓	✓
See who posted as the Page	✓	✓	✓	✓	✓

Facebook Engagement

☐ Like

☐ Comment

Like · Comment · Share

☐ Share

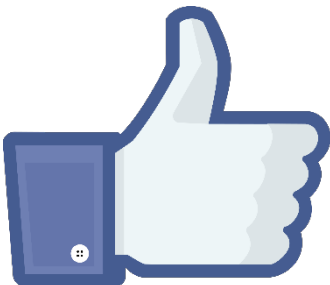# **Engagement = Reach**

Social Media Etiquette

- Think before you post

- Wait before you post

- Proofread before you post

- Add picture/s or a video

Social Media Etiquette

- Reply to comments/posts on your content

- Like or favorite a comment on your content

- Engage with followers by leaving a comment or liking their post
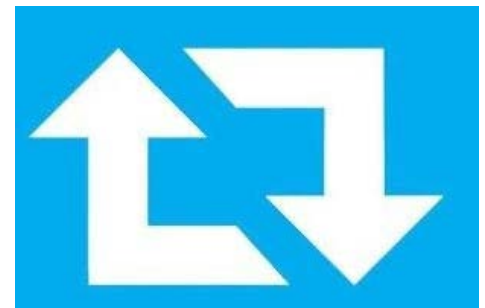
Social Media Etiquette

- Be cautious of what you like and share of others

- Would this be offensive to your friends

- Pictures/videos – keep it clean!

Social Media Etiquette

- Social media policy at your employer

- Should you have you a social media policy?

- Consider NOTHING PRIVATE

What to Post?

- Self-Promotion

- Community events/involvement

- Family/friends

What to Post?

- □ Pictures

- □ Website Links

- □ Digital Images

When to Post

- Don't post back to back

- Don't post more than 3 – 4 times a day on Facebook

- Posting limits vary by social media platform

Know your Settings

- Who can see your profile?
- Who can post on your profile?
- Who can tag you in posts & pictures?

- Take control of your content and what people tag you on Facebook

Settings: General

☐ Change e-mail address or password

General Account Settings

Name	Lara Frierson Bowman	Edit
Username	http://www.facebook.com/**larafrierson**	Edit
Email	Primary	Edit
Password	Updated about 7 months ago.	Edit
Networks	Mississippi State	Edit
Language	English (US)	Edit
Temperature	Fahrenheit	Edit

Settings: Security

□ Securing your log in settings

Security Settings

Login Notifications	Get notified when it looks like someone else is trying to access your account.	Edit
Login Approvals	Use your phone as an extra layer of security to keep other people from logging into your account.	Edit
Code Generator	Use your Facebook app to get security codes when you need them.	Edit
App Passwords	Use special passwords to log into your apps instead of using your Facebook password or Login Approvals codes.	Edit
Trusted Contacts	Pick friends you can call to help you get back into your account if you get locked out.	Edit
Your Browsers and Apps	Review which browsers you saved as ones you often use.	Edit
Where You're Logged In	Review and manage where you're currently logged into Facebook.	Edit
Legacy Contact	Choose a family member or close friend to care for your account if something happens to you.	Edit
Deactivate Your Account	Choose whether you want to keep your account active or deactivate it.	Edit

Settings: Privacy

☐ Who can see your content and contact you

Privacy Settings and Tools

Who can see my stuff?	Who can see your future posts?	Friends	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts
Who can contact me?	Who can send you friend requests?	Everyone	Edit
	Whose messages do I want filtered into my Inbox?	Basic Filtering	Edit
Who can look me up?	Who can look you up using the email address you provided?	Everyone	Edit
	Who can look you up using the phone number you provided?	Everyone	Edit
	Do you want other search engines to link to your timeline?	No	Edit

Settings: Timeline & Tagging

□ Who can see your timeline and who can tag you

Timeline and Tagging Settings

Who can add things to my timeline?	Who can post on your timeline?	Friends	Edit
	Review posts friends tag you in before they appear on your timeline?	Off	Edit
Who can see things on my timeline?	Review what other people see on your timeline		View As
	Who can see posts you've been tagged in on your timeline?	Only Me	Edit
	Who can see what others post on your timeline?	Friends	Edit
How can I manage tags people add and tagging suggestions?	Review tags people add to your own posts before the tags appear on Facebook?	On	Edit
	When you're tagged in a post, who do you want to add to the audience if they aren't already in it?	Only Me	Edit
	Who sees tag suggestions when photos that look like you are uploaded?	Friends	Edit

Settings: Blocking

□ Block annoying friends, game requests, etc.

Restricted List When you add friends to your Restricted list they can only see the information and posts that you make public. Facebook does not notify your friends when you add them to your Restricted list.

Block users Once you block someone, that person can no longer see things you post on your timeline, tag you, invite you to events or groups, start a conversation with you, or add you as a friend. Note: Does not include apps, games or groups you both participate in.

Block users Add name or email   Block

Block app invites Once you block app invites from someone, you'll automatically ignore future app requests from that friend. To block invites from a specific friend, click the "Ignore All Invites From This Friend" link under your latest request.

Block invites from Type the name of a friend...

Block event invites Once you block event invites from someone, you'll automatically ignore future event requests from that friend.

Block invites from Type the name of a friend...

Block apps Once you block an app, it can no longer contact you or get non-public information about you through Facebook. Learn more.

Block apps Type the name of an app...
  ▪ Causes Unblock

Block Pages Once you block a Page, that Page can no longer interact with your posts or like or reply to your comments. You'll be unable to post to the Page's Timeline or message the Page. If you currently like the Page, blocking it will also unlike and unfollow it.

Block Pages Type the name of a Page...

Settings: Notifications

□ How you are notified about interactions on Facebook

Notifications Settings

How You Get Notifications		On Facebook	All notifications, sounds on	View
		Email	Only important notifications	Edit
		Push notifications	Some notifications	View
		Text message	Text notifications are turned off	Edit
What You Get Notified About		Activity that involves you	On	View
		Close Friends activity	On Facebook	Edit
		Birthdays	On	Edit
		Your friends' life events	Off	Edit
		Tags	Anyone	Edit
		Pages you manage	On for 0 of your 12 Pages	Edit
		Group activity	On for 25 of your 28 groups	Edit
		App requests and activity	On for 11 of your 11 apps	Edit

Web Outreach Team

- MSU Extension will create a standard website for your county

- County is responsible for providing the content for the website and the following fees:
  - Website Design Fee $100
  - Yearly Website Hosting Service $125
  - Yearly Domain Fee $15 and up

- MSU Extension will train you how to update and maintain the website

- Contact for more info:

  **Sarah Pittman
  s.pittman@msstate.edu
  662-325-1985**

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Questions

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