

# Everything You Ever Wanted to Know about Social Media but Were Afraid to Ask



Presentation by Judene Shelley and Leah Harris  
National Empowerment Center

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# The social media landscape



# What on earth are social media?

"Social media are media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.

...which allows the creation and exchange of user-generated content."

[http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)


# Social Media: Characteristics

- Be the Media
- Interactive: Web 2.0
- Democratic
- Multiplicity of connections
- Information sharing and discussion
- Inspiration
- Initial cost, but tends to be low cost over time

# Social Networking in Plain English

**Social Networking in Plain English**

leelefever 61 videos



0:07 / 1:48 240p

**969,677**

The video player displays a drawing of a house on the left and two vertical lines with horizontal bars at the top on the right. The video player interface includes a progress bar, volume control, and a timestamp of 0:07 / 1:48. The video is titled 'Social Networking in Plain English' and is from the channel 'leelefever', which has 61 videos. The video has 969,677 likes and is available in 240p resolution.

# Blogging

- A blog is a type of website or part of a website supposed to be updated with new content from time to time. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. Blog can also be used as a verb, meaning to maintain or add content to a blog.
- Many blogs provide commentary on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (art blog), photographs (photoblog), videos (video blogging or vlogging), music (MP3 blog), and audio (podcasting). Microblogging is another type of blogging, featuring very short posts.
- As of 16 February 2011, there were over 156 million public blogs in existence.
- Source: <http://en.wikipedia.org/wiki/Blogging>

# How to and Inspiration

**Start your own blog - FREE!**

[www.blogger.com](http://www.blogger.com)

[www.wordpress.com](http://www.wordpress.com)

**Consumer/Survivor Blog:**

Beyond Meds: <http://bipolarblast.wordpress.com/>

# facebook®

- More than 800 million active users
- More than 50% of active users log on to Facebook in any given day
- Average user has 130 friends
- More than 900 million objects that people interact with (pages, groups, events and community pages)
- Average user is connected to 80 community pages, groups and events
- Check it out: [www.facebook.com](http://www.facebook.com)

# Fundraising: Facebook Causes

- A simple way to raise awareness and money for organizations you care about
- Birthday application – allows you to ask your friends to donate money to a cause in your name
- Freedom Center Facebook Campaign – kept them from shutting down!!

# Birthday Wish

## Create a Causes Wish

Causes Wish is the **fun** and **social** way to raise money for your favorite cause. Use the events of your life—like a birthday, wedding, or a 10k run—to make a difference.



WISH TYPES INCLUDE: **Birthday** Wedding Run/Walk/Ride Holiday Memorial Personal

Causes Wish creators have raised

**\$13,344,298**

Pick the type of Wish to create

Birthday Wish

**Create a Wish**

[See an example Wish page](#)

[Like](#) 60K [Tweet](#) 725

# Facebook Stories

## Facebook Stories


Facebook is all about the individual and collective experiences of you and your friends. It's filled with hundreds of millions of stories. Which ones inspire you? What's your Facebook story?

All of us at Facebook thank you for being a part of our story:  
[facebook.com/thanks](https://facebook.com/thanks)




 **Stories by Location**

 **Stories by Theme**

 Most Recent


 Crime Fighting

 Grief


 Movements

 Pets

 Small Business

 Causes

 Education

 Health


 Music

 Politics

 Sports

 Celebrities

 Family

 Lost and Found

 Natural Disasters

 Religion


 Support Groups

 College


 Friendship

 Love

 Parenting

 Rescues

 Travel


 Communities

 Government

 Military

 Peace

 Reunions

 Other



## Statistics

- Twitter's web platform only accounts for a quarter of its users – 75% use third-party apps.
- Twitter gets more than 300,000 new users every day.
- There are currently 110 million users of Twitter's services.
- Twitter receives 180 million unique visits each month.
- There are more than 600 million searches on Twitter every day.
- Twitter started as a simple SMS-text service.
- Over 60% of Twitter use is outside the U.S.
- There are more than 50,000 third-party apps for Twitter.
- Twitter has donated access to all of its tweets to the Library of Congress for research and preservation.
- More than a third of users access Twitter via their mobile phone.

Statistics from Twitter and the Chirp Conference: <http://chirp.twitter.com/>

# Twitter in Plain English

**Twitter in Plain English**

leelefever 61 videos



0:00 / 2:25 240p

Like Add to Share

2,426,418

# Internet Radio/Podcasting

- Madness Radio
- Mindfreedom Radio
- Blog Talk Radio – free internet blogging platform

**MADNESS**  
**RADIO**

**voices and visions from outside mental health**

**Broadcasting  
on FM radio stations  
KWMD Alaska and  
WXOJ Massachusetts,  
and syndicated  
through the  
Pacifica network**

[Latest Shows](#) [Archive List](#) [About](#) [News Network](#) [Blog](#) [Contact](#)

# Twitter: Why and How

## Why

Twitter can be used for networking with colleagues and external parties with shared interests, sharing valuable information and resources, threaded conversations, minimizing email volume, promoting events, feedback (back channel), just-in-time interaction (classroom and training), news dissemination, emergency response, public relations, sales generation, fundraising, career advancement, recruiting, and to generate website traffic. Tweets can also rank high in search results, with search engines (i.e. Google) now indexing them in near real-time.

- Create an Account: [www.twitter.com](http://www.twitter.com)
- The Twitter Guidebook:  
<http://mashable.com/guidebook/twitter/>
- Twitter Basics:  
<http://support.twitter.com/groups/31-twitter-basics>

# Social Media and Social Change

## Study: Twitter Played Pivotal Role In Arab Spring



TINA CASEY - SEPTEMBER 23, 2011, 6:00 AM | 2742 5

139

Tweet

68

A new study from the [University of Washington](#) suggests that social media, in the form of [millions of tweets](#), played a “central role” leading up to the revolutionary movements that toppled dictators in Tunisia and Egypt earlier this year.

# YouTube/Digital Video



- One of the most powerful ways to move hearts and minds.
- More video content is uploaded to YouTube in a 60 day period than the three major U.S. television networks created in 60 years.
- Raise awareness and funds for causes you care about.
- Check out: [www.youtube.com](http://www.youtube.com)

# Examples of Digital Stories

# Digital Storytelling: The Tools

There are as many ways to tell stories as there are stories...

- Flip Video Camera or cell phone camera
- iMovie (Apple Store offers free iMovie tutorials)
- Windows Movie Maker
- FinalCut Express
- Your voice (all of the above software has voiceover features)
- Images
- Music
- Online tutorials to get your started

# Leah's digital story

**You**Tube   [Browse](#) [Movies](#)

## Beyond the Dirty Window

[LeahHarris](#) 1 video



1:37 / 4:16

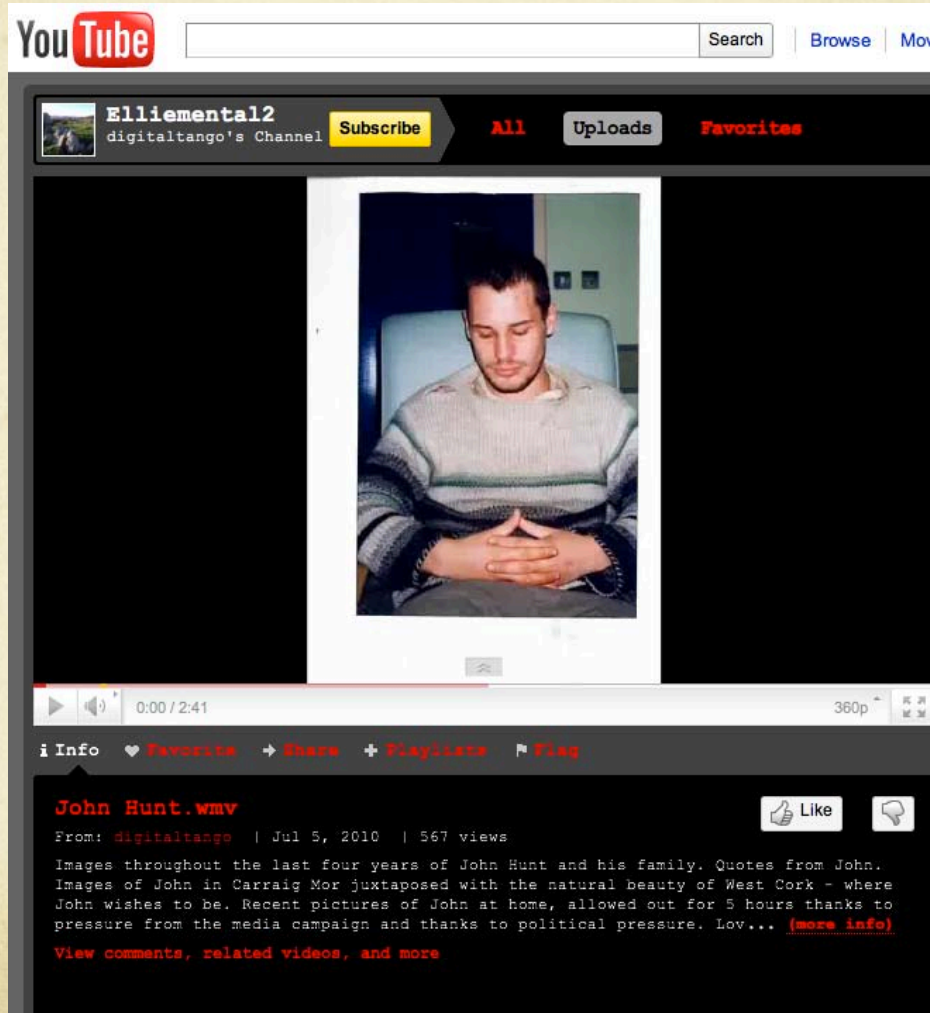
**1,103**

Uploaded by [LeahHarris](#) on Jan 21, 2010

Leah Harris, psychiatric survivor, mother, and social justice activist tells the

16 likes, 0 dislikes

# Free John Campaign



The image is a screenshot of a YouTube video player. At the top, the YouTube logo is on the left, and a search bar with the text "Search" is on the right. Below the logo, the channel name "Ellemental2" is displayed, along with "digitaltango's Channel" and a "Subscribe" button. To the right of the channel name are tabs for "All", "Uploads", and "Favorites". The video player itself shows a man with short dark hair, wearing a grey and blue patterned sweater, sitting in a light blue chair with his hands clasped in front of him. Below the video frame is a playback control bar showing "0:00 / 2:41" and "360p". Underneath the video player are several icons: "Info", "Favorite", "Share", "Playlists", and "Flag". The video title "John Hunt.wmv" is displayed in red text. Below the title, the text reads: "From: digitaltango | Jul 5, 2010 | 567 views". The main description follows: "Images throughout the last four years of John Hunt and his family. Quotes from John. Images of John in Carraig Mor juxtaposed with the natural beauty of West Cork - where John wishes to be. Recent pictures of John at home, allowed out for 5 hours thanks to pressure from the media campaign and thanks to political pressure. Lov... (more info)". At the bottom of the description area, there is a link: "View comments, related videos, and more". To the right of the description are "Like" and "Dislike" buttons.

**You Tube** Search Browse Movie

**Ellemental2**  
digitaltango's Channel **Subscribe** All Uploads Favorites

0:00 / 2:41 360p

**John Hunt.wmv** Like

From: [digitaltango](#) | Jul 5, 2010 | 567 views

Images throughout the last four years of John Hunt and his family. Quotes from John. Images of John in Carraig Mor juxtaposed with the natural beauty of West Cork - where John wishes to be. Recent pictures of John at home, allowed out for 5 hours thanks to pressure from the media campaign and thanks to political pressure. Lov... [\(more info\)](#)

[View comments, related videos, and more](#)

# Dorothy's Story

**Dorothy's Story**

RecoveryandHope 11 videos



**Dorothy Dundas**  
Electroshock Survivor, Mother, Activist/Artist

0:00 / 5:30 360p

**100** views

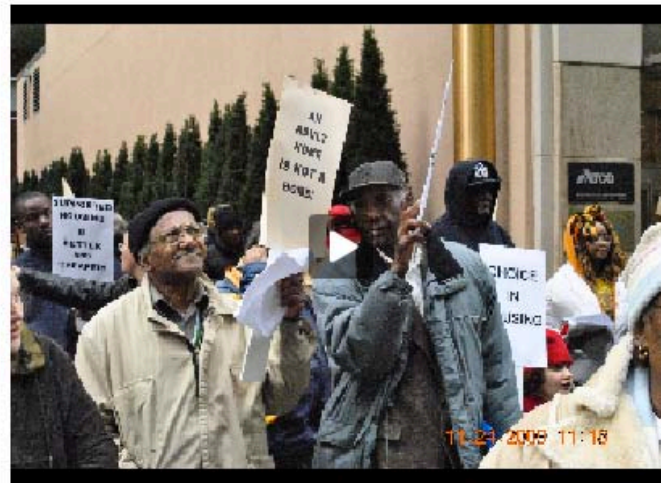
Uploaded by [RecoveryandHope](#) on Dec 14, 2009

Insulin coma and electroshock survivor and artist Dorothy Dundas tells the

3 likes, 0 dislikes

# Housing Rally

## New York City adult home residents and allies rally for housing



By: Coalition of Institutionalized Aged and Disabled (CIAD)

Posted: Dec 1 09

Rate

Witnessed: 1100 times

Regions: United States

Issues: Mental disability rights

Tags: ADA, adult care facilities, adult homes, Americans with Disabilities Act, CIAD, CIDNY, DAI, Disability Advocates Inc., mental health housing, mental illness, MFY, new york, Olmstead, psychiatric disabilities, supported housing, US Department of Justice



tag flag rate

download save

**Download**

[CIADrally.flv](#) (10.8mb)



[Subscribe to this](#)

[Sites linking to this](#)

# The YouTube Channel

The screenshot shows a YouTube channel page for 'Alternatives and Recovery' (RecoveryandHope's Channel). The main video player displays a man with a beard and a blue denim jacket sitting in a chair. The video title is 'Peer-run crisis respite programs: an introduction', uploaded on Oct 11, 2011, with 56 views. The video description provides an introduction to four successful peer-run programs: Voices of the Heart Respite House, Georgia Peer Support and Wellness Center Respite House, Rose House, and Keya House. It includes a link to a website for more information: <http://www.power2u.org/peer-run-crisis-alternatives.html>. The video has a 'Like' button and a comment icon. Below the video, there are options to 'View comments, related videos, and more'.

**Alternatives and Recovery**  
RecoveryandHope's Channel

All Uploads Favorites

Voices of the Heart Respite House (trailer)  
471 views - 5 months ago  
5:15

Voices of the Heart Respite House (full)  
294 views - 5 months ago  
14:49

Judi Chamberlin: Her Life, Our Movement  
1,807 views - 1 year ago  
5:19

see all arrange

**Favorites (2)**

Corinna West "Sometimes Doing"  
CorinnaWe... - 28 views  
2:08

Beyond the Dirty Window  
LeahlHarris - 1,422 views  
4:16

see all arrange

**Peer-run crisis respite programs: an introduction**  
From: RecoveryandHope | Oct 11, 2011 | 56 views

This video provides an introduction to four successful peer run programs: Voices of the Heart Respite House, Georgia Peer Support and Wellness Center Respite House, Rose House, and Keya House. For more information on these and other similar programs, visit: <http://www.power2u.org/peer-run-crisis-alternatives.html>

Like

... (more info)

View comments, related videos, and more

# Other Social Media Sites

- LinkedIn: [www.linkedin.com](http://www.linkedin.com)  
Professional networking
- Google +: <https://plus.google.com/>  
Google's answer to Facebook
- Vimeo: [www.vimeo.com](http://www.vimeo.com)  
Video sharing website
- Flickr: <https://plus.google.com/>  
Photo sharing website

# Crafting Your Social Media Strategy

- Lao Tzu: “The journey of a thousand miles begins with a single step.”

**Way to think about crafting your strategy:**

**P** = People: who do we want to reach?

**O** = Objectives: what are our goals?

**S** = Strategies: how do we want to achieve our goals?

**T** = Technologies: What tools do we use?

# Key Performance Indicators (KPIs)

How do you know you're succeeding?

# of followers on Facebook

# of "re-tweets" on Twitter

# of Twitter followers

# of YouTube subscribers, number of hits per video

Promote, promote, promote!

Take baby steps and...have fun!

# The Future of Peer Support

- Social media and information technology are an exciting new direction in peer support, especially for those in remote places.
- Icarus Project forums  
[theicarusproject.net/forums/](http://theicarusproject.net/forums/)
- Mental Health America - Montana is exploring peer support via Skype
- Wellness WordWorks: exploring the use of Skype for “face to face” peer support in 2012.  
[www.corinnawest.com](http://www.corinnawest.com)

# Icarus Project

radical mental health in a crazy world

Jump to: [Board index](#)



• [View active topics](#)

	THE ICARUS PROJECT	STATISTICS	LAST POST
	<b>Introductions</b> A place for new members to say hi and let people know who they are.	Topics: <b>53</b> Posts: <b>9552</b>	Oct 26, 2011 4:18 am by Pairadice
	<b>Icarus Project - (Inter)national Organizing</b> Get involved with Icarus and the radical mental health movement as a collaborator and volunteer. Report on your efforts and let us know what you're doing. <b>Subforums:</b> USSF 2010, Organizing and Educational Materials, Wellness, Transparency, Accountability, Provider Network Planning Fundraising Working Group	Topics: <b>449</b> Posts: <b>4976</b>	Oct 23, 2011 1:00 pm by Ceilidh
	<b>Local Meetups and Community Organizing</b> Use this section to shout out to Icaristas and other mad hatters and allies in your area, put out feelers to start a new group (under the banner of Icarus or independently) and announce local events. <b>Subforums:</b> New York City, San Francisco Bay Area, Los Angeles, Chicago, Asheville, NC, Pittsburgh, Boston, Philadelphia, Richmond, VA Portland, UK Organizing, Minneapolis Seattle	Topics: <b>1215</b> Posts: <b>5530</b>	Oct 25, 2011 8:49 pm by cloud antlers
	<b>Experiencing "Madness" and "Extreme States"</b> What it feels like to go through the thousand shades of gray that get labeled bipolar, mania, depression, schizophrenia, borderline, panic, anxiety, psychosis, attention deficit, obsessive-compulsive, self-injury and ... what's it like in your world? How do you relate to your mind and your diagnosis? What language makes sense to you? <b>Subforum:</b> For Survivors: healing trauma and abuse	Topics: <b>2023</b> Posts: <b>15907</b>	Oct 24, 2011 3:45 pm by dirtbird

# Contact us!

Leah Harris:

[leahharris2@gmail.com](mailto:leahharris2@gmail.com)

Judene Shelley:

[j.shelley@comcast.net](mailto:j.shelley@comcast.net)

National Empowerment Center: [www.power2u.org](http://www.power2u.org)

## Resources:

National Empowerment Center – Social Media Guide for People with Lived Experience of Mental Health Issues and Recovery

<http://www.power2u.org/socialmediaguide/index.html>

Mashable Social Media Guides: <http://mashable.com/how-to/>