# Making the Best Use of Social Media for your Society – Part I
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## What is Social Media?

Social media is an internet-based method of interacting with others, which allows:
- communication
- sharing
- collaboration

(and time wasting, so have a plan before you decide to use a social media tool)

| Advantages | Disadvantages |
|---|---|
| Interact with more people | Time consumption |
| Social Contact | Huge choice of channels – do a social media assessment |
| Information | Information overload |
| Find people and organisations | Copyright/Confidentiality – need to understand risks and manage them |
| Cross-generational sharing of ideas | There can be issues around use of slang, length of text and attention to grammar |
| Portability | |

## Social Media Assessment

On the following page is a sample of the social media assessment used by the State Library of NSW. It was derived from the NSW Trade and Investment Department's Social Media kit, and adapted by Mylee Joseph (Project Leader, Innovation Project, State Library NSW).

1. **Background**
   Brief background of project, context (one or two paragraphs)
2. **Why**
   What are you trying to achieve? What problem are you trying to solve?
3. **Target audience**
   Who are you targeting? What do you know about your audience?
4. **Existing channels**
   What existing social media channels can be leveraged to support objectives and reach the audience?
5. **New channels**
   What new social media channels will support the objectives and reach the target audience?
6. **Tactics**
   What methods/tactics and types of content will be used within the selected social media channels?
7. **Strategy for building fans/followers**
   How are you going to drive fans/followers? How will the audience know about your social media presence?
8. **Integration**
   How is this integrated as part of a wider communications plan? How can the social media channels be cross-promoted?
9. **Success**
   What does success look like to you? What is the end result you're looking for?
10. **Measurement**
    How will success be measured? What tracking tools may apply?
11. **Evaluation**
    When will you evaluate success? Is this a finite project? Will this have a known end point?
12. **Resources**
    What resources will be made available to maintain the social media presence? Have the staff member/s been trained?
13. **Risk Management**
    What are the risks? How will you deal with negative posts? Offensive comments? Reputational risks?
14. **Approval**
    Who will be providing branch approval?

## WEBSITES

**Wordpress.com or Wordpress.org?**
https://en.support.wordpress.com/com-vs-org/

**A Free Option – Wordpress.com**

| WordPress.com | WordPress.org |
|---|---|
| *Focus on your beautiful content, and let us handle the rest.* | *Get your hands dirty, and host your website yourself.* |
| Premium hosting, security, and backups are included. You can even upgrade to a custom domain, like YourGroovyDomain.com. | You'll need to find a host, and perform backups and maintenance yourself. We offer VaultPress for security and backups. |
| Choose from hundreds of beautiful themes. Make it your own with Custom Design. | Install custom themes. Build your own with PHP and CSS. |
| Integrate your site with Facebook, Twitter, Tumblr, and other social networks. | Install a plugin, like Jetpack, to enable sharing functionality on your site. |
| Popular features like sharing, stats, comments, and polls are included. There's no need to install plugins. | Install plugins to extend your site's functionality. |
| Personal support and the WordPress.com forums are always available. | Visit the WordPress.org support forums for assistance. |
| You must register for an account on WordPress.com and abide by our Terms of Service. | No registration with WordPress.org is required. |

## BASIC DESIGN CONSIDERATIONS

### Purpose

- What are your site visitors looking for?
- Think about a clear purpose for each page of your website and to fulfil a specific need for your users in the most effective way possible.

### Communication

- Communicate clearly
- Information should be easy to read and digest.
- Organise information using headlines and sub headlines and use bullet points.

### Typefaces

- Sans Serif fonts such as Arial and Helvetica are easier to read online.
- The ideal font size for reading easily online is 16px and stick to a maximum of 3 typefaces in a maximum of 3 point sizes to keep your design streamlined.

**Colours**

- Use contrasting colours for the text and background will make reading easier.
- Vibrant colours create emotion and should be used sparingly (e.g. for buttons and call to actions).
- White space/negative space is very effective at giving your website a modern and uncluttered look.

**Images**

- Connect with your target audience using images.
- Captioning is important for using historical images as people appreciate the information – this includes the provenance or ownership of a particular image, to what collection it belongs.

**Navigation**

- How easy is it for people to move around your website?
- Think about a logical page hierarchy, and follow the 'three click rule' – where users will be able to find the information they are looking for within three clicks.

**Mobile friendly**

- Is your website is mobile friendly? Accessing websites from multiple devices with multiple screen sizes is commonplace.
- You can either rebuild it in a responsive layout, which means your website will adjust to different screen widths. (Squarespace, for example) or you can build a dedicated mobile site (a separate website optimised specifically for mobile users).

**BLOGS**

**What are they?**

- Blogs are basically websites, or elements of a website that maintains an ongoing chronicle of information.
- Features diary-type commentary and links to articles on other websites, usually presented as a list of entries in reverse chronological order.
- Blogs can focus on one narrow subject or a whole range of subjects.

**Developing Your Blog**

- Define the topic/s – do you find it interesting? Think of potential posts for the blog, think of potential subtopics that fall under the main theme
- Time commitment – adhere to a schedule, daily, twice a week? Drafts and scheduled posts
- What's in a Name? Make it relate, interesting and easy to remember
- Design elements – find blogs you consider visually appealing and think about what they have in common

**Which service is best for you?**

- Traditional (Wordpress and Blogger) and Microblogging (Tumblr, Twitter, and Pinterest, Facebook)



http://www.gcflearnfree.org/
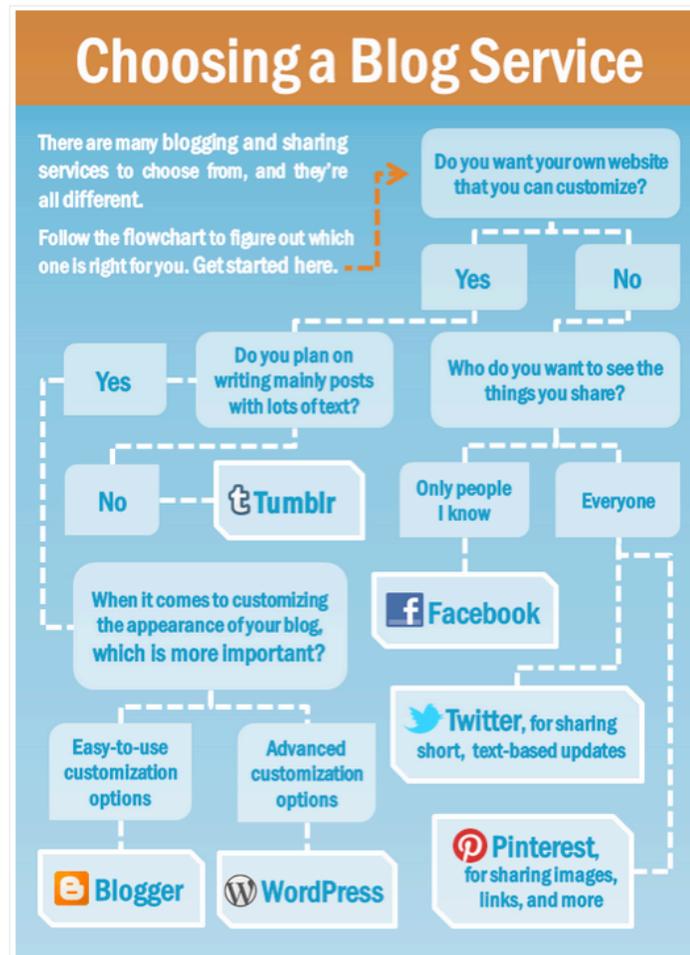
**Blogging Tips -** https://codex.wordpress.org/Introduction_to_Blogging

Starting a new blog is difficult and this can put many people off. Some may get off to a good start only to become quickly discouraged because of the lack of comments or visits. You want to stand out from this crowd of millions of bloggers, you want to be one of the few hundred thousand blogs that are actually visited. Here are some simple tips to help you on your way to blogging mastery:

1. Post regularly, but don't post if you have nothing worth posting about.
2. Stick with only a few specific genres to talk about.
3. Don't put 'subscribe' and 'vote me' links all over the front page until you have people that like your blog enough to ignore them (they're usually just in the way).
4. Use a clean and simple theme if at all possible.

5. Enjoy, blog for fun, comment on other peoples' blogs (as they normally visit back).
6. Have fun blogging and remember, there are no rules to what you post on your blog!

## Useful sites and readings

***Social Media for Family Historians* by Carole Riley**

http://www.gould.com.au/Social-Media-for-Family-Historians-p/utp0161.htm

**INFORMATION ON COPYRIGHT**

**Australian Copyright Council**

http://copyright.org.au/find-an-answer/

**Arts Law Centre of Australia**

http://www.artslaw.com.au/info-sheets/info-sheet/legal-issues-for-bloggers/