



Social Media in Practice

Facilitated by Caroline Egan on behalf of Carmichael Centre for Voluntary Groups

Agenda

- **Developing a professional Twitter profile and getting a return for your time investment**
- **Finding people to connect with using Hashtags # for campaigns**
- **Developing strong visuals for social media platforms – www.canva.com**
- **Developing a professional LinkedIn profile and participating in groups**
- **Making connection requests that work**
- **Using business pages on Facebook for content marketing**

Twitter Profiles

Click on the Twitter links below to view a sample of Twitter profiles

[Carmichael Centre for Voluntary Groups - @CCVoluntaryorgs](#)

[CramdenTECH - @CramdenTECH](#)

[Build Future Skills - @BuildFSkills](#)

[Better Together Campaign - @BetterTogether0](#)

[Miriam O'Callaghan - @MiriamOCaI](#)

Developing a Twitter Profile

Five essential elements of a professional profile:

- Profile description
- Profile picture
- Follow people and organisations of relevance
- Post relevant content
- Header image
<http://www.canva.com>

Caroline Egan (@CarolineEgan2)

Managing Director of software & eLearning company @CramdenTECH. Provide SME & Nonprofit supports. Love the ocean on the West Coast & gardening in the sunshine!

Ireland
cramdentechsolutions.com
Joined July 2011

39 Photos and videos

TWEETS 1,359 FOLLOWING 750 FOLLOWERS 401 FAVORITES 601

Follow

Tweets Tweets & replies Photos & videos

Caroline Egan retweeted
Michael Taft @notesonthefront - Dec 1
There are 380,000 children living in deprivation - nearly one-in-three. This should be the priority, not tax cuts. bit.ly/1zHPugE

Caroline Egan retweeted
Irish Examiner @irishe Examiner - 18h
Russell Brand's face off with Irish Journalist exa.mn/epx ^DH

Don't miss any updates from Caroline Egan

Full name
Email
Password
Sign up for Twitter

Worldwide Trends - Change

#3YearsOf5SOS
#3AralıkDünyaEngellilerGünü
#KağanKaya
#2104MAMA
#MAMAonMYX

Twitter Activity

- Give Twitter followers an insight into your interests, personality and your thoughts on topics of the day or your area of work (be human)
- Build your network: follow and engage with people who work in the area you are interested in (will help you stay up-to-date with sector news trends and developments in other organisations as they arise)
- Use hashtags and follow what's trending: #monaghanhour @MonaghanHour #irishbizparty #vinb #rtept
- Create hashtags for your events and get people tweeting during events e.g. click on the link <https://twitter.com/hashtag/Eurovision?src=tren>
- Post content that your followers might find interesting
- Get involved in the “conversation”. Look at other profiles to find followers.

Practical Exercise: Develop your Twitter Profile



- **Using some key words to craft a short profile description that would be appropriate for your Twitter profile!**
- **Look at an existing Twitter profile and identify and follow 5 new people and organisations**
- **Group: Agree a Twitter hashtag for Monaghan PPN**

Remember to:

FOLLOW – ENGAGE – RESPOND – CONVERSE- SHARE

Practical Exercise: Canva

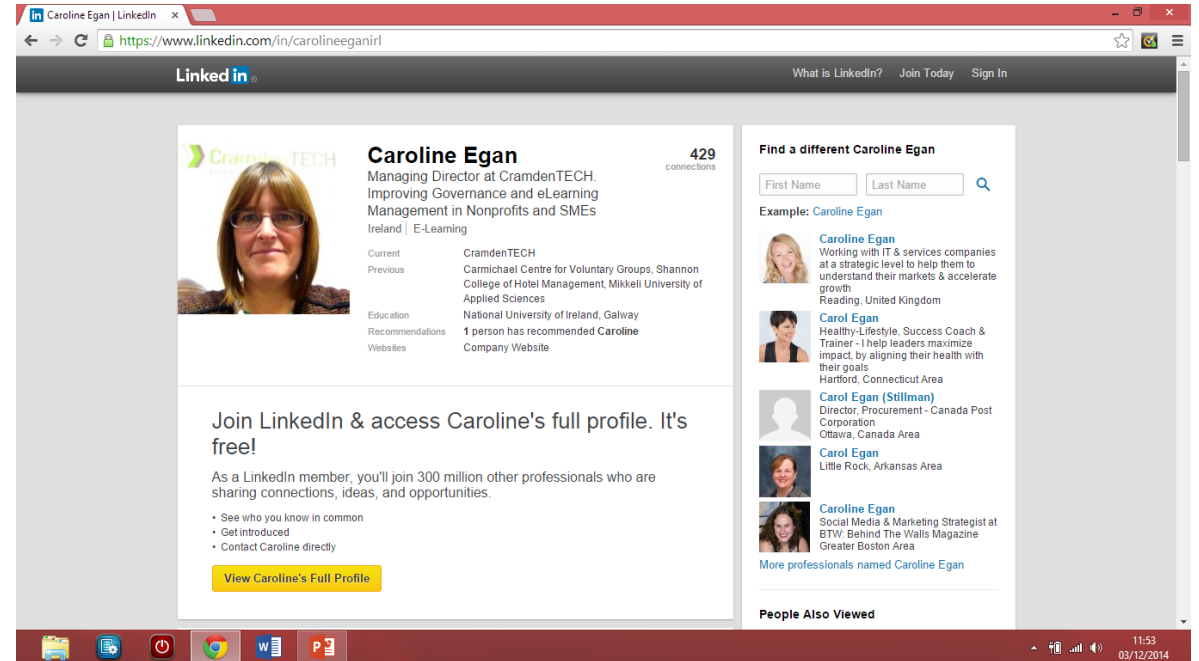
Canva is a cloud-based graphic design package suitable for beginners and experienced designers alike! www.canva.com

How does Canva work?

Developing a LinkedIn Profile

Key Elements to consider:

- Profile **Picture**
- **Headline**: How you will be found (key words)
- Relevant contact information:
Email address
- Profile **URL** address
- **Update status** regularly
- Use **keywords** throughout background, skills & experience
- Join **groups** (up to 50)



The screenshot shows a LinkedIn profile for Caroline Egan. The profile includes a profile picture, a headline, and a list of current and previous positions. The current position is Managing Director at CramdenTECH. The previous position is Carmichael Centre for Voluntary Groups, Shannon. The profile also shows education at National University of Ireland, Galway, and a recommendation from one person. A search bar on the right allows finding other professionals named Caroline Egan. The bottom of the screen shows a Windows taskbar with various application icons and the system tray.

Caroline Egan | LinkedIn x
https://www.linkedin.com/in/carolineeganirl

LinkedIn What is LinkedIn? Join Today Sign In

Caroline Egan 429 connections
Managing Director at CramdenTECH.
Improving Governance and eLearning
Management in Nonprofits and SMEs
Ireland | E-Learning

Current CramdenTECH
Previous Carmichael Centre for Voluntary Groups, Shannon
College of Hotel Management, Mikkell University of Applied Sciences
Education National University of Ireland, Galway
Recommendations 1 person has recommended Caroline
Websites Company Website

Join LinkedIn & access Caroline's full profile. It's free!
As a LinkedIn member, you'll join 300 million other professionals who are sharing connections, ideas, and opportunities.

- See who you know in common
- Get introduced
- Contact Caroline directly

[View Caroline's Full Profile](#)

Find a different Caroline Egan
First Name Last Name

Example: Caroline Egan

- Caroline Egan**
Working with IT & services companies at a strategic level to help them to understand their markets & accelerate growth
Reading, United Kingdom
- Carol Egan**
Healthy-Lifestyle, Success Coach & Trainer - I help leaders maximize impact, by aligning their health with their goals
Hartford, Connecticut Area
- Carol Egan (Stillman)**
Director, Procurement - Canada Post Corporation
Ottawa, Canada Area
- Carol Egan**
Little Rock, Arkansas Area
- Caroline Egan**
Social Media & Marketing Strategist at BTW: Behind The Walls Magazine
Greater Boston Area

More professionals named Caroline Egan

People Also Viewed

11:53 03/12/2014

Practical Exercise: Using LinkedIn

Help your non-profit organisation! Conduct an advanced search:

- **Select an organisation that you are interested in working with**
- **Whose profiles appear?**
- **Do you know any of these people? Read their profiles – history, experience, interests**
- **Can you make a connection? Write a personalised letter?**

Follow the company page on LinkedIn – many companies have one (updates!)

Join relevant groups and contribute to the conversation!

How can you use LinkedIn to help you?

Facebook

Set up a Business Page to share updates, images and videos. Click on the links:

[Belcarra Community Co-Operative Society Ltd. – facebook.com/belcarra.ie](https://facebook.com/belcarra.ie)

[Carmichael Centre for Voluntary Groups – facebook.com/CarmichaelCentre](https://facebook.com/CarmichaelCentre)

[ISPCA – facebook.com/irish.sPCA](https://facebook.com/irish.sPCA)

[Heart Children Ireland – facebook.com/heartchildrenireland](https://facebook.com/heartchildrenireland)

Content Marketing

Building an Audience ...

- **Add the Facebook Like button/box to your homepage – will encourage more likes**
- **Ask friends to Like your page**
- **Promote the page using Facebook advertising**
- **Keep the page updated**
- **Using Facebook Insights to see what works!**
- **Join Facebook Groups**

Content Marketing in General

Points of Interest ...

Researchers have found that coloured visuals increase people's willingness to read a piece of content by 80%

Content with relevant images gets 94% more views than content without relevant images

Visual content is more than 40x more likely to get shared on social media than other types of content

Content Marketing in General

Points of Interest ...

Develop a Social Media Policy if multiple people update your organisation's profiles

Developing a status updates schedule and follow through on it

Decide what you want to achieve by being active on social media platforms