Social Media Manual
Volunteer Leader Training
Extension Homemaker Clubs
Top 5 Social Media Avenues for EHC

- **Facebook** is a way to connect & share photos, events, and information with the people in your life. Facebook is the world's **largest social network**, with over **a billion users worldwide**.

- **Twitter** is an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters.

- **Pinterest** is a **pinboard-style photo-sharing** website that allows users to create and manage theme-based image collections such as events, interests, and hobbies. Users can browse other pinboards for images, 're-pin' images to their own pinboards, or 'like' photos.

- A blog is a web page that contains dated posts, by one or multiple users, often pertaining to a particular topic. "**Blogging**" is the act of writing in a blog. Popular blogging sites are: Blogger, WordPress, and Tumblr.

- Buy and sell handmade or vintage items, art and supplies on **Etsy**, the world's most vibrant handmade marketplace.
ACCESSING THESE AVENUES

Websites & screen shots provided on upcoming slides
If you wish to create a page for your EHC Club, click **CREATE A PAGE**
Steps to setting up a Facebook PAGE

• Log into Facebook
• Click on Create a Page
• Choose a category from the drop down menu
• Add a profile picture
• Add basic about info.
• Like your own page

****FACEBOOK PAGES are open to EVERYONE!!!!!****

• You will have the option now of inviting friends from your contact and sharing a status. You can do these things now...or later.
• Add a cover photo
• Add to your about page
• Review permissions

FOR MORE SPECIFICS ON EACH OF THE STEPS:
http://www.socialmediaexaminer.com/how-to-set-up-a-facebook-page-for-business/
Steps to setting up a Facebook GROUP
(open only to approved members)

• Go to Facebook.com
• If you already have an account, log in. If not, sign up by entering your information. Click sign up.
• Enter the security code to proceed
• You will be taken to a page to set up your profile. Click “skip this step” for all three steps (you can always add this information later).
• You should now be at the “home” portion of the site
• Now you want to click on the “Groups” links on the left side of the screen.
• When you click on this link, you will be taken to a screen where you can “Create a group”. Click on “Create a Group”.
• On the next screen, fill out the information for your club group. Click on create group.
• Once you create your group, you will be taken to the next step in the Group creation process.
• Once you have completed creating your Group profile, you will now be able to invite members from your friends list.
• Your group is now created.
TWITTER
www.twitter.com
Steps to setting up a Twitter Account

- Choose a profile name
- Add a photo of you
- Complete your bio
- Add your website address
- Follow some people
- Get tweeting

FOR MORE SPECIFICS ON THESE STEPS-
SOURCE:  www.aliciacowan.com
PINTEREST
www.pinterest.com

Collect and organize the things you love.

Log in  Join Pinterest
Steps to setting up a Pinterest account

- [https://pinterest.com/business/create/](https://pinterest.com/business/create/)
- Fill out the information
- Click Create Account

This is for a business account

For a personal account:
[https://pinterest.com/join/signup/](https://pinterest.com/join/signup/)
ETSY
www.etsy.com
Steps to setting up an Etsy account
(This is to SELL on Etsy)

• Register (if you haven’t already)
• Sign up to Sell
• Language & Currency
• Start setting up your shop
• Choose your shop name
• Shop Look and branding

• List Items
• Get Paid
• Billing
• Open Your Shop

To just simply browse/purchase on Etsy:
1. www.Etsy.com
2. Click REGISTER
3. Fill out the personal info.
4. Click REGISTER again
EXAMPLES  (Agent, Katie Cullum’s page)  
EXTENSION USE OF SOCIAL MEDIA

https://www.facebook.com/KatieCullumWhiteCo?ref=tn_tnmn
EXTENSION USE OF SOCIAL MEDIA

https://www.facebook.com/arfamilies.saline
EXAMPLES  (Agent, Katie Cullum’s Twitter)
EXTENSION USE OF SOCIAL MEDIA

https://twitter.com/KatieCullumFCS
blogging event day 1
MAY 7, 2013
by uamg

Today garden bloggers from all over the US, from Idaho to the NW to Maine in the NE, Florida in the SE and California in the SW and all points in between came together at the Capital Hotel to board a bus and participate in P. Allen Smith’s 3rd Annual Garden Blog event. First stop was the Governor’s Mansion that looks great. Head Horticulturist Holly Morgan really has things put together. First Lady Ginger Beebe came out to greet us and we had the grand tour.
EXAMPLES  (Van Buren County E.H.C. Facebook Page)

EXTENSION USE OF SOCIAL MEDIA

EXAMPLES  (Saline County Extension Homemakers Facebook Page)
EXTENSION USE OF SOCIAL MEDIA
https://www.facebook.com/pages/Saline-County-Extension-Homemakers/128399883968294
EXAMPLES  (Extension Director, Dr. Tony Windham’s Twitter feed)
EXTENSION USE OF SOCIAL MEDIA

https://twitter.com/TonyWindham
HOW CAN EHC GROUPS USE SOCIAL MEDIA?

- Meeting notices/reminders
- Training offerings
- Workshop offerings
- Helpful tips (such as health or wealth)
- Bake sale (or other fundraisers)
- Ask for quilt ideas & photos (or other subject matter photos/ideas of interest to club)
- Interact with other clubs and ask them about their activities & events
- Share recipes
- National Nutrition Month, Autism Awareness Month, etc.
- Food Safety recalls
- Promote FCS & other Extension social media posts & programs
- Community Service Projects
- Award/scholarship recognition
- Cooking Contests
- Food Drives
- Holiday Ideas
TIPS
Effectively Using Social Media

• Post often; but not TOO often
• Use crisp, clear photos
• Engage clients (or whomever you are interacting with)
• Link your social media efforts together to save time
• Respond to any questions or interaction that you may receive in a timely manner
• Steer clear of controversial issues
• Learn from others