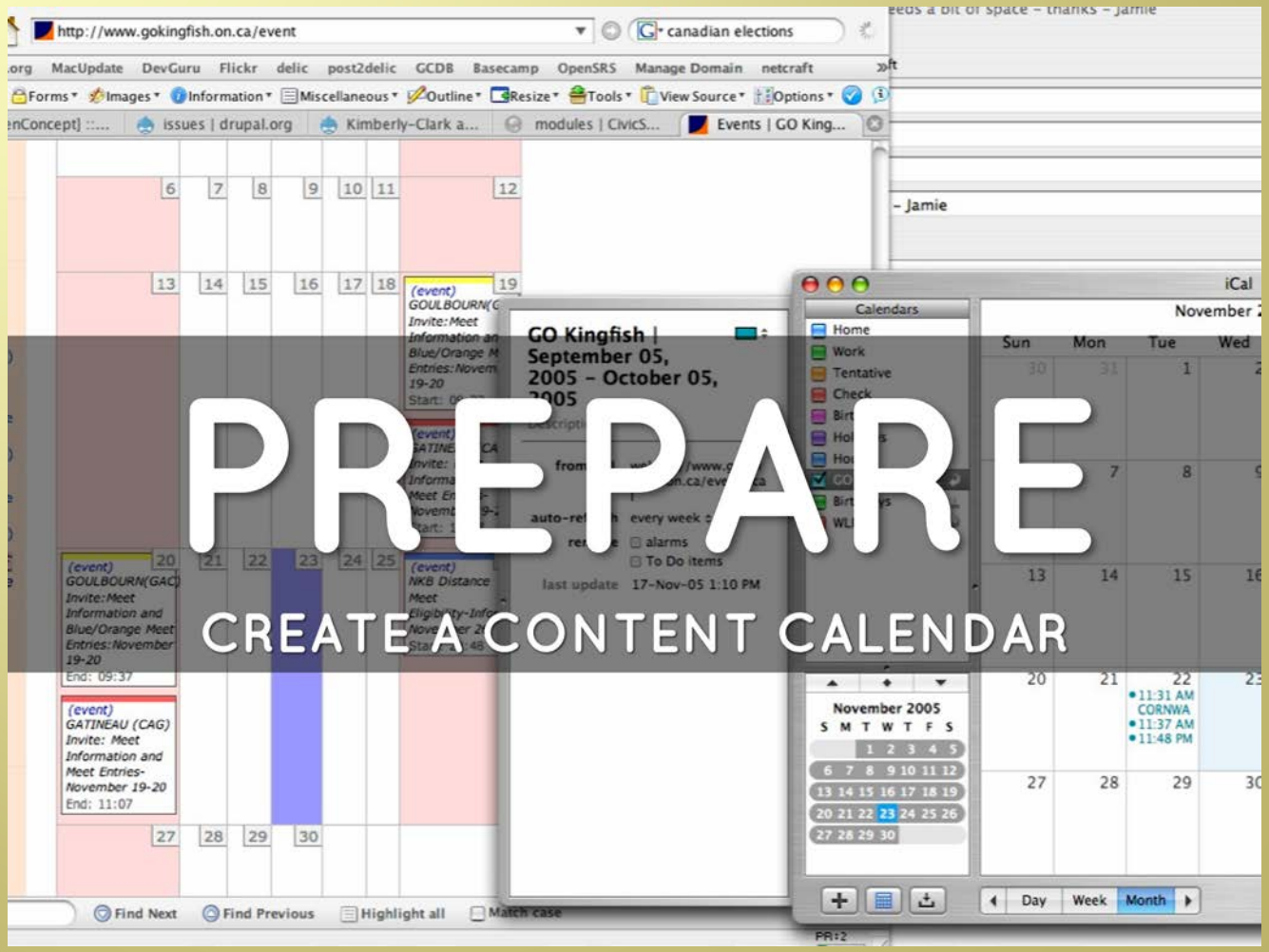
USING SOCIAL MEDIA TO BUILD COMMUNITY ENGAGEMENT

Social Media
Strategy

PREPARE

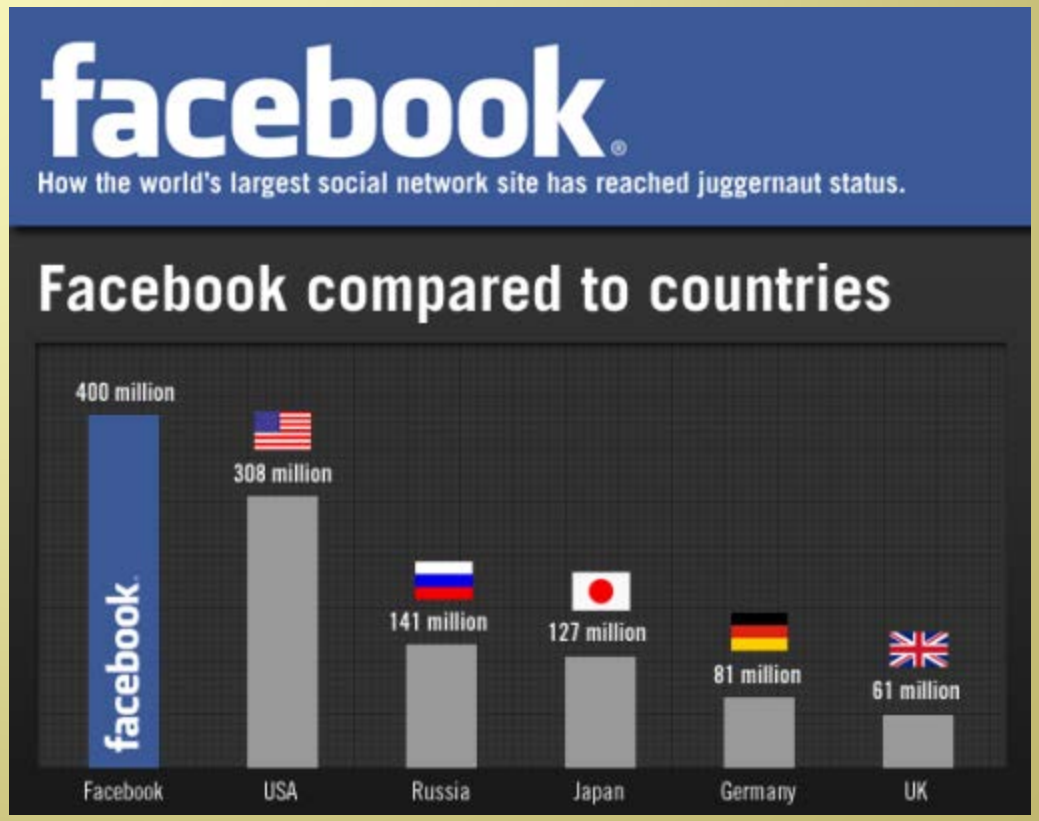
DEFINE YOUR GOALS

PREPARE
DEFINE YOUR AUDIENCE


http://www.gokingfish.on.ca/event
canadian elections
Events | GO King...
GO Kingfish | September 05, 2005 - October 05, 2005
iCal
Calendars
Home
Work
Tentative
November 2005
Day
Week
Month
PREPARE
CREATE A CONTENT CALENDAR

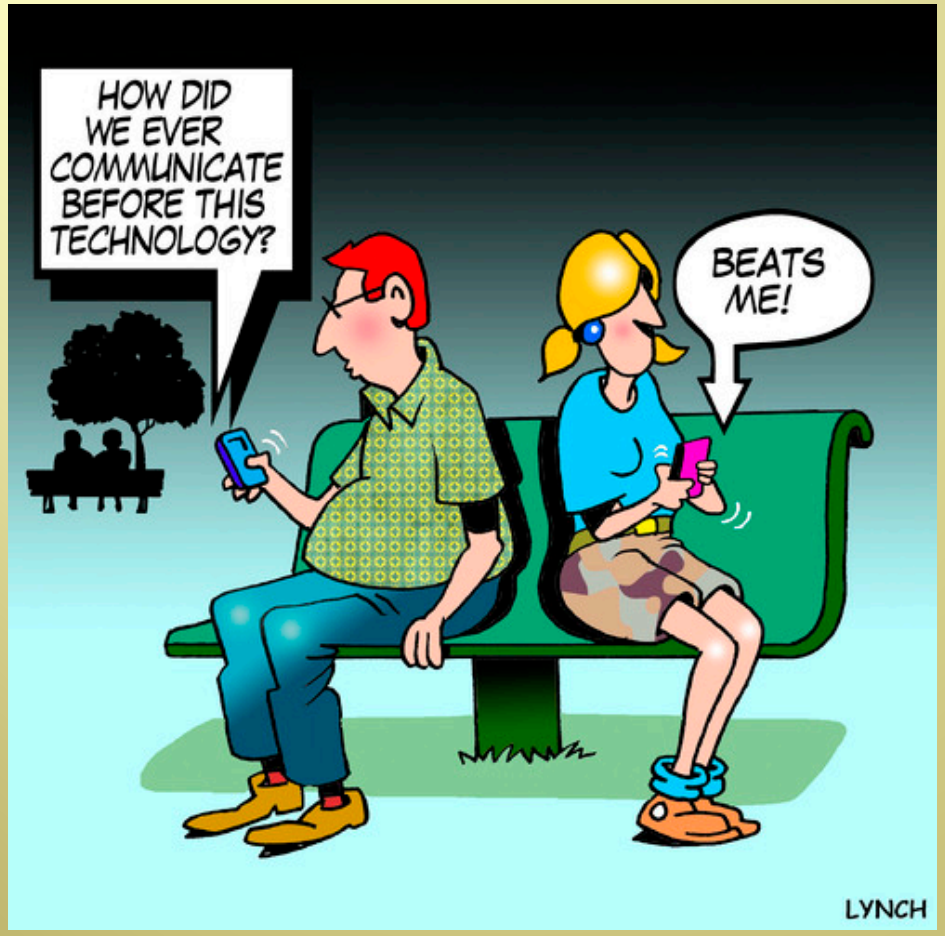
PREPARE
DEFINE POSSIBLE PARTNERS

Engage


facebook
How the world's largest social network site has reached juggernaut status.
Facebook compared to countries
400 million
308 million
141 million
127 million
81 million
61 million
facebook
Facebook
USA
Russia
Japan
Germany
UK

ENGAGE
COMMUNICATE

Communicate

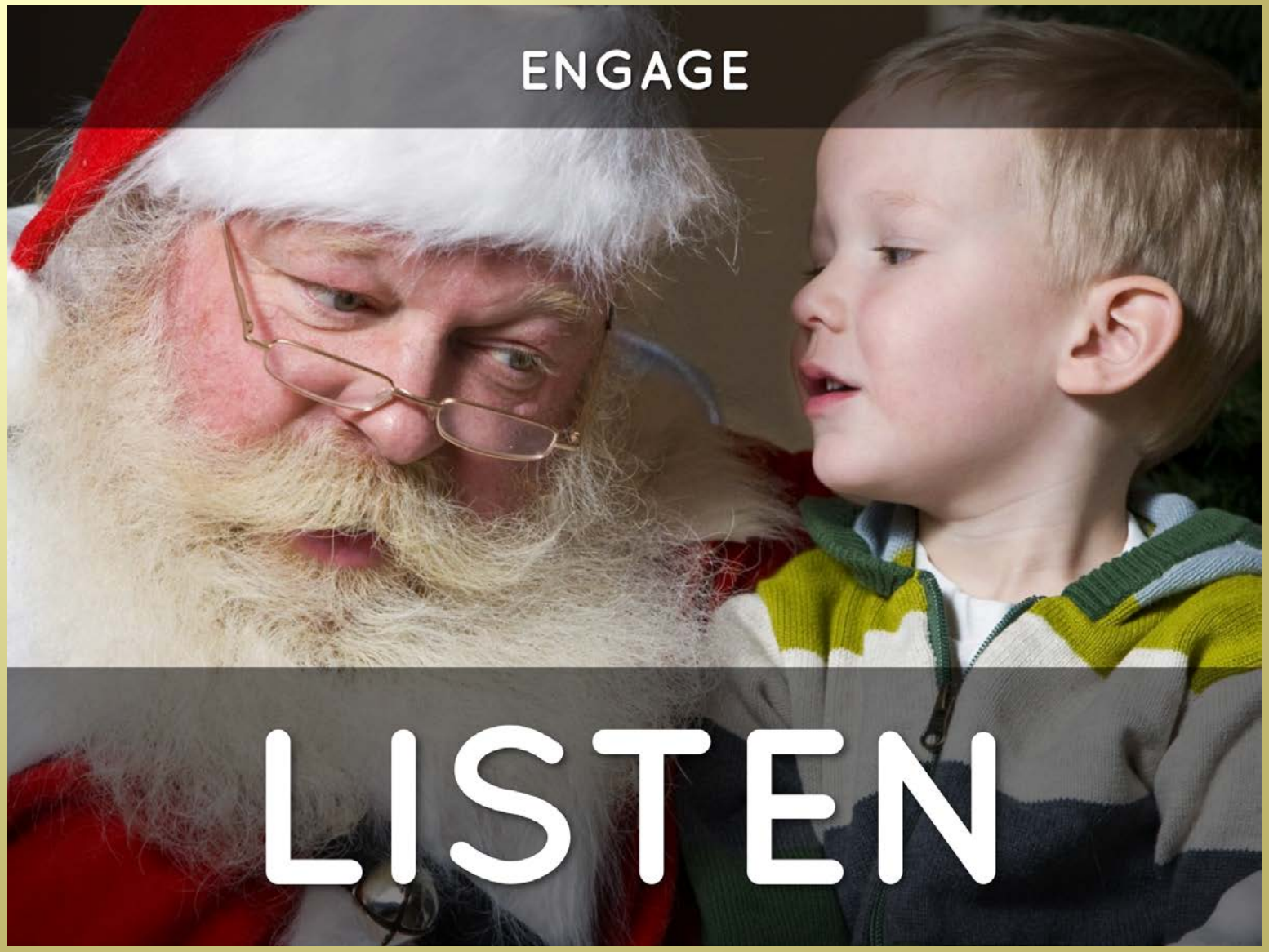


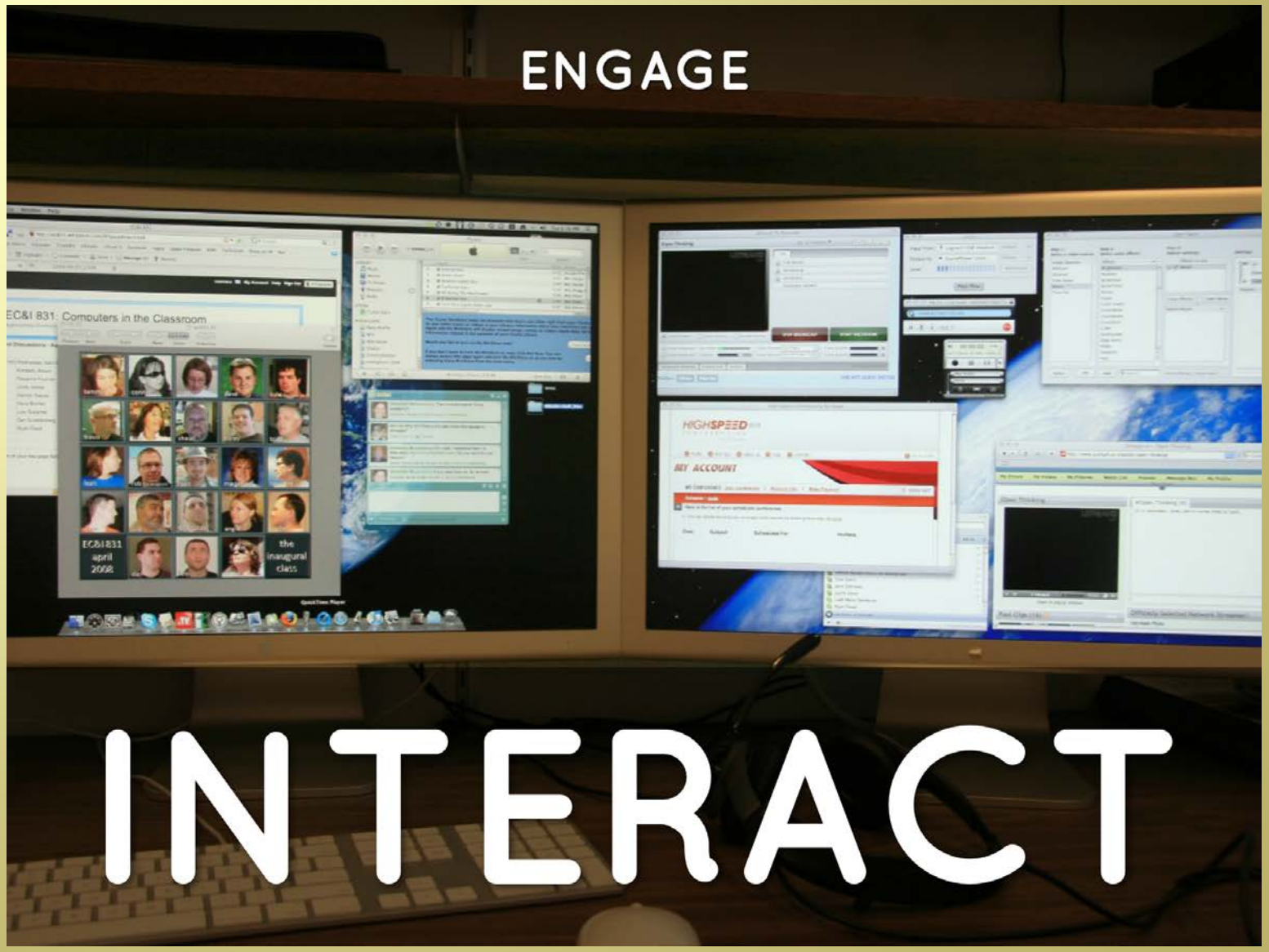
- Be passionate
- Be authentic
- Be creative
- Be social
- Be a storyteller

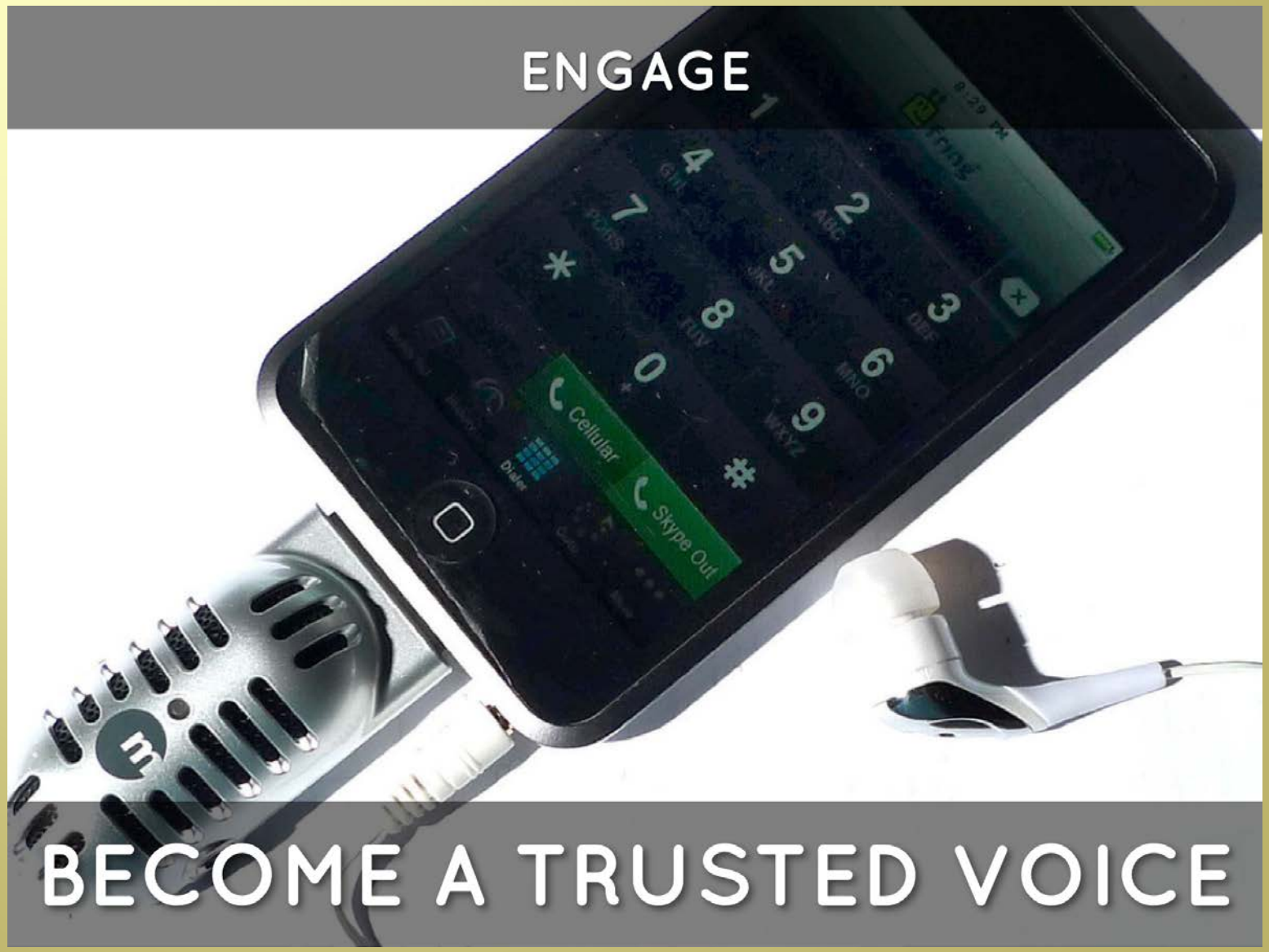
ENGAGE
BUILD RELATIONSHIPS

ENGAGE

CROSS PROMOTE


ENGAGE
LISTEN


ENGAGE
EC&I 831: Computers in the Classroom
EC&I 831 april 2008
the inaugural class
HIGHSPEED
MY ACCOUNT
INTERACT


ENGAGE
Cellular
Skype Out
BECOME A TRUSTED VOICE

Visualize

Pinterest

Visualize

YOUTUBE IS THE THIRD MOST VISITED SITE IN THE WORLD.
POST VIDEOS!
YouTube

Visualize

EVERY MINUTE THERE ARE 35 HOURS OF VIDEO UPLOADED
POST VIDEOS!

Tools to Share

SOCIAL FUNDRAISING HAS ARRIVED,

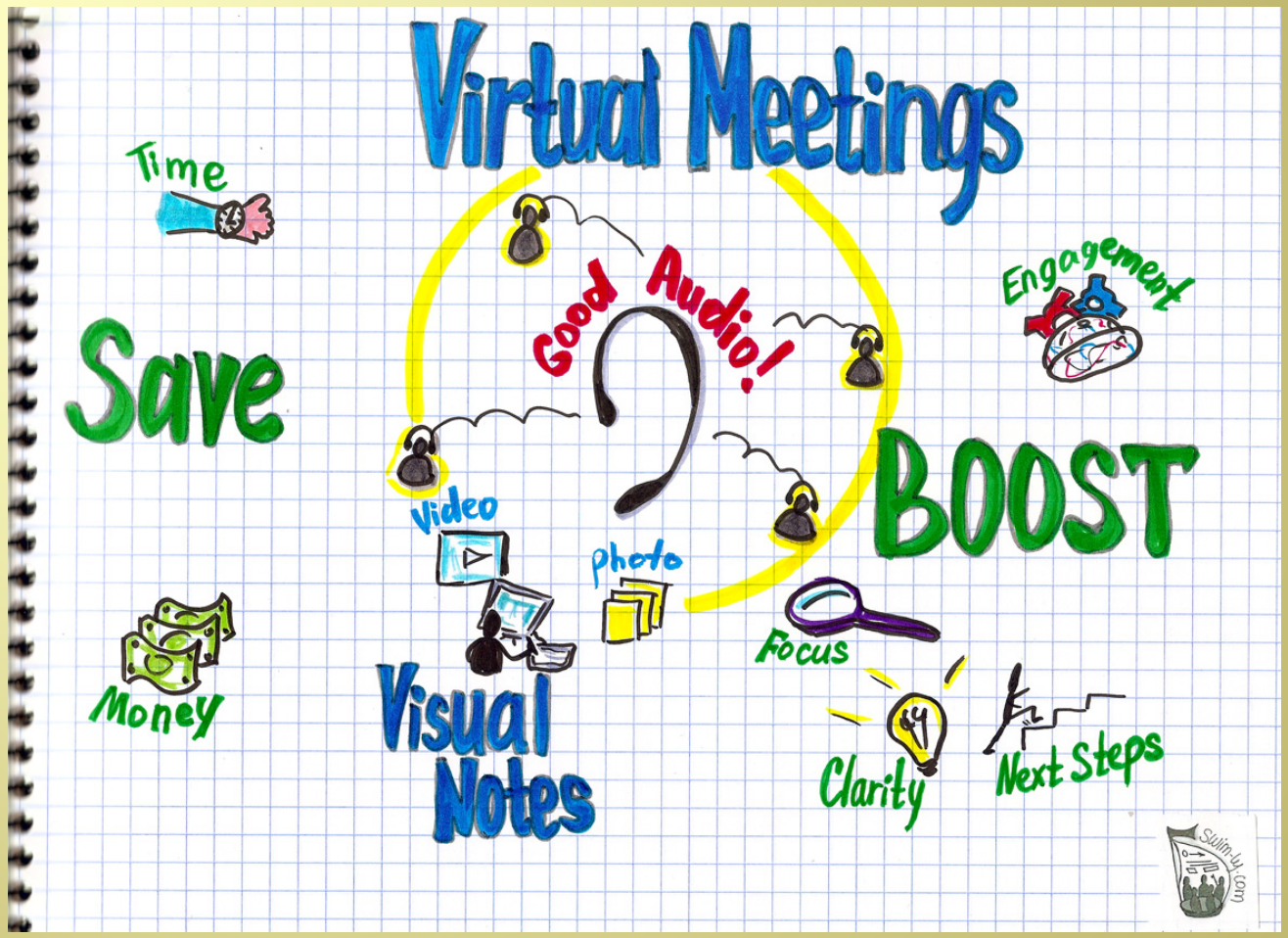
SOCIAL FUNDRAISING
A STRONG ONLINE PRESENCE IS ESSENTIAL

SOCIAL FUNDRAISING
KEY TO SUCCESS: ENGAGEMENT
Spirit, December 2006
Jean-François Sc

SOCIAL FUNDRAISING
STORYTELLING, PHOTOS, VIDEO

Social Fundraising

- Razoo
- Kickstarter
- Fundly
- Givezooks
- ChipIn
- Crowdrise
- Network for Good
- Google Checkout
- Donors Choose



- Google hangouts
- Skype

Your presenters

Suzy Hartgrove
City of Houston Planning Department
713-837-7719
Suzy.Hartgrove@houstontx.gov
@HoustonPlanning
www.Facebook.com/HoustonPlanning

Sandra Fernandez
Houston Public Library
832-393-1381
Sandra.Fernandez@houstontx.gov
@SandraSays