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

Presentation by Judene Shelley and Leah Harris
National Empowerment Center

Alternatives Conference 2011 - Orlando, FL
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."

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
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

www.wordpress.com

Consumer/Survivor Blog:

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

Birthday Wish

Causes Wish creators have raised
$13,344,298

Pick the type of Wish to create

Birthday Wish

Create a Wish
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:
fcebook.com/thanks
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

loosefever 61 videos Subscribe

Like Comment Share

2,426,418
Internet Radio/Podcasting

- Madness Radio
- Mindfreedom Radio
- Blog Talk Radio – free internet blogging platform
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)
- Twitter Basics: [http://support.twitter.com/groups/31-twitter-basics](http://support.twitter.com/groups/31-twitter-basics)
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
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
Free John Campaign

YouTube

John Hunt.wmv

July 5, 2010 | 557 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 8 hours thanks to pressure from the media campaign and threats to political pressure. HIV... [more info]

View comments, related videos, and more
Dorothy’s Story
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

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

Download
CIADRally.flv (10.8 mb)
The YouTube Channel

Peer-run crisis respite programs: an introduction

From: RecoveryandHope | Oct 11, 2011 | 35 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, Rosa House, and Koya House. For more information on these and other similar programs, visit: http://www.power2u.org/peer-run-crisis-alternatives.html

View comments, related videos, and more
Other Social Media Sites

- LinkedIn: www.linkedin.com  
  Professional networking

- Google +: https://plus.google.com/  
  Google’s answer to Facebook

- Vimeo: 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/

- 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
### The Icarus Project

**Introductions**
A place for new members to say hi and let people know who they are.

**Icarus Project - (Inter)national Organizing**
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.

- **Subforum:** USSF 2010, Organizing and Educational Materials, Wellness, Accountability, Provider Network Planning, Fundraising Working Group

**Local Meetups and Community Organizing**
Use this section to shout out to Icarists 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.

- **Subforums:** New York City, San Francisco Bay Area, Los Angeles, Chicago, Asheville, NC, Pittsburgh, Boston, Philadelphia, Richmond, VA, Portland, UK Organizing, Minneapolis, Seattle

**Experiencing "Madness" and "Extreme States"**
What it feels like to go through the thousand shades of gray that get labeled bipolar, manic, 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?

- **Subforum:** For Survivors: healing trauma and abuse

### Statistics

<table>
<thead>
<tr>
<th>Topic</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introductions</strong></td>
<td>9552</td>
</tr>
<tr>
<td><strong>Icarus Project - (Inter)national Organizing</strong></td>
<td>4076</td>
</tr>
<tr>
<td><strong>Local Meetups and Community Organizing</strong></td>
<td>5530</td>
</tr>
<tr>
<td><strong>Experiencing &quot;Madness&quot; and &quot;Extreme States&quot;</strong></td>
<td>1907</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Last Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 26, 2011 4:18 am by Reiradice</td>
</tr>
<tr>
<td>Oct 23, 2011 1:00 pm by Ceilidh</td>
</tr>
<tr>
<td>Oct 25, 2011 8:49 pm by cloud antlers</td>
</tr>
<tr>
<td>Oct 24, 2011 3:45 pm by dirtbird</td>
</tr>
</tbody>
</table>
Contact us!
Leah Harris: leahharris2@gmail.com
Judene Shelley: j.shelley@comcast.net
National Empowerment Center: 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/