

Workshop: „Share your project! social media for your project communication“

Date, Time: Wednesday, 28.09.2011, 9:45 – 12:45 and 14:15 – 17:15

Trainer: Jona Hölderle, Pluralog

Workshop content/theme

Most school-partnerships do amazing projects, but imagine nobody will ever know! The workshop looked at the possibilities and methods of social media to help the project-teams to advertise their project. This was done with a special focus on involving external people.

Aims

The Aim of the workshop was to enable the participants to work with social media to advertise their project and to foster the communication between the participants.

Method(s)/Approach

1. In a first step the methods and ideas behind social media were shared in a presentation. It was emphasised, that social media is not only about the technical side, but has its focus on a cultural change.
2. The second part was about the technical side of twitter and facebook. How to create an account, how to set up a page and how to do good posts.
3. In the longest session we were actively creating pages and accounts and linked them with each other. By that we created an own network of projects. Since all projects were only there for test reasons, we deleted pages and groups afterwards.
4. In a last steps we talked about

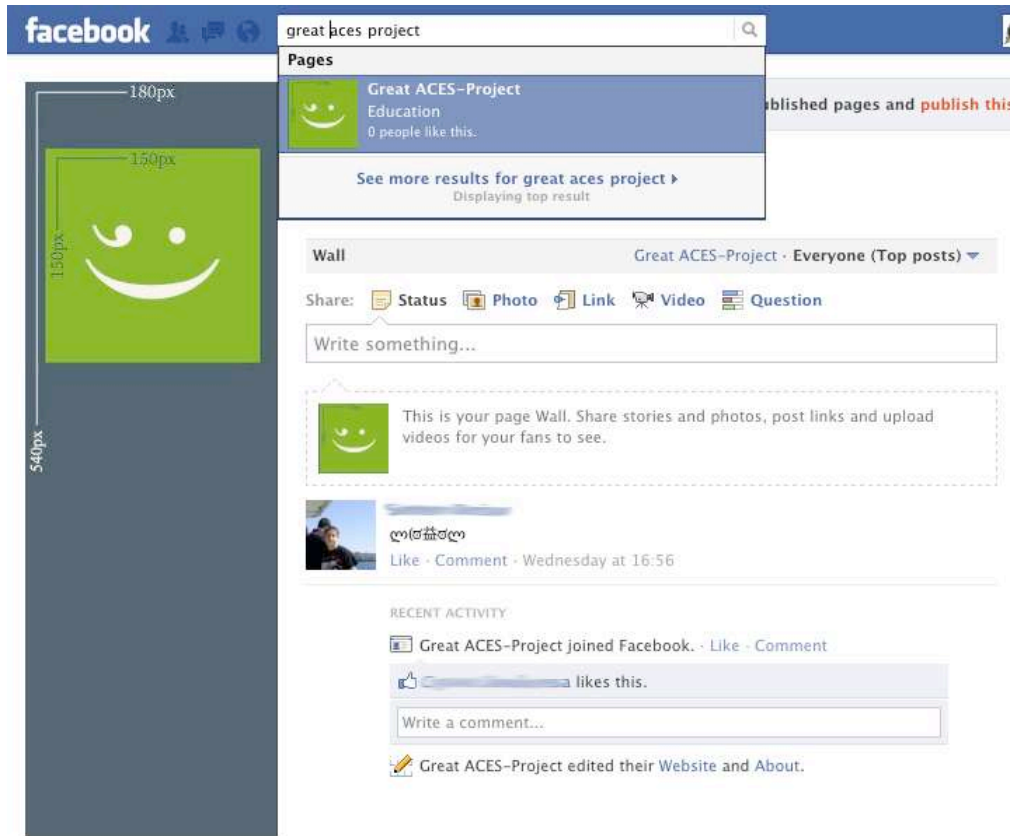
(short description or few steps of workshop topics/applied methods for more detailed information e.g. on specific games/methods)

Further tips, sources, resource material or links

Presentation attached.

Impressions, Outcomes of the workshop

Example of one of the created, but later deleted pages:



Example of the presentation:

4 | So, really interesting, but why using it?

Social Media can:

- ◆ **Include** other people
- ◆ **Create transparency**
- ◆ **Tell** stories
- ◆ **Give you feedback & support**
- ◆ **Show what you really do!**



Share your project!


social media for your project communication

Über

Jona Hölderle

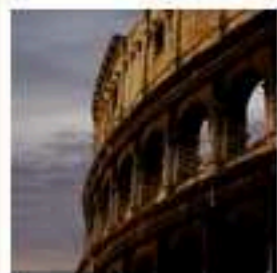


- ◆ Founder | Youthmedia.eu | Online-Community for young journalists
- ◆ Freelancer | Social Media Marketing | pluralog.de
- ◆ Online-marketing | NABU | Biggest environmental NGO in German

Search for media 

Media elements

This is the overview over the moderated media elements



by [Marquish](#)



by [delia7](#)



by [jane.doe](#)



by [jane.doe](#)



by [Wassup](#)



by [Wassup](#)



by [usuahia](#)



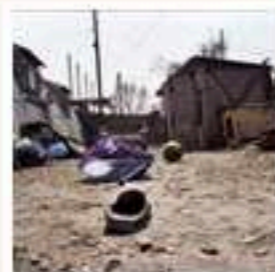
by [ChrisAston](#)



by [zuzpav](#)



by [muchtbude](#)



by [muchtbude](#)



by [muchtbude](#)



by [s27siba](#)



by [s27siba](#)



by [calimero](#)



by [jansko](#)



by [Windily](#)



by [Windily](#)



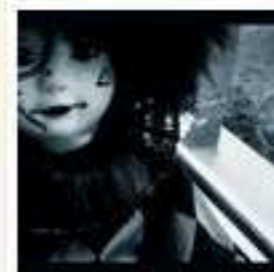
by [carnegie](#)



by [Windily](#)



by [Zippit](#)



by [Windily](#)



by [Windily](#)



by [buggy](#)

1 | What are Social Media

- ◆ Social Media are online-platforms for the **exchange** of opinions & experiences!
- ◆ Quite often organisations use Social Media just to gain more traffic for there website. That's not **Social Media**.
- ◆ Social Media is more like a culture, changing the web. That's what will remain, even if platforms like myspace disappear.

2. | What's social in it?

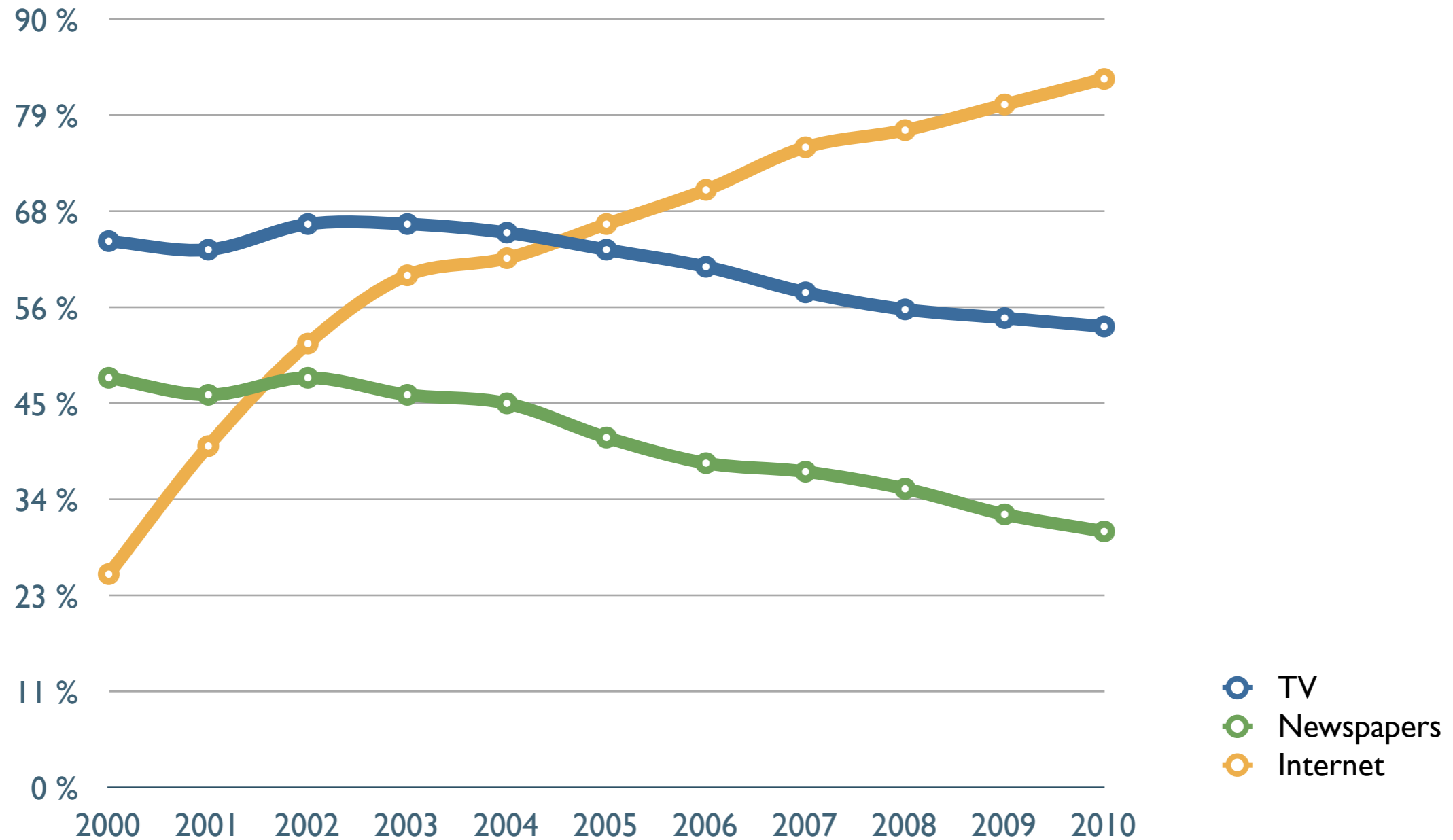
- ◆ The platforms itself have **no content**.
- ◆ You are there as a **real person**/group sometimes with realnames, sometimes with nicknames.
- ◆ You **share** and **interact** with others.
(A blog is not a private diary.)

3 | Networks

- ◆ Focus on the big 4
Facebook, Twitter, YouTube, Flickr
- ◆ Popular everywhere and explaining the main techniques

Why we want to use the web?

14-29 Years



3 | Networks

- ◆ Focus on the big 4
Facebook, Twitter, YouTube, Flickr
- ◆ Popular everywhere and explaining the main techniques
- ◆ But there's a bunch of other interesting networks to explore, from Google+ to local networks like iwiw of studiVZ



Hogymint, REKLÁMZABÁLÓ?

Kijelentkezés

FAQ

Aktuális város: Budapest [átváltás más városba]
Felhasználók száma a városban: 863460
Kapcsolatok száma a városban: 111907041
(CEST 18:46)

Ismerősid száma: nem vagyok
sikeres ember
függő kapcsolataid száma: 6

Navigation bar with icons and labels: Kezdőlap, Ismerőseim, Kik ismerhetek?, Profil, Üzenetek, Klubok, Apró, Fórum, Keresés, Meghívó, Térkép



Keresés

Kit ismerhetek?

- Ismerőseim
Csoporthalm
Keresés
Meghívó köldésem
Függő kapcsolataim
Üzenetek
Kik ismerhetek?
Egyes ismerősid

Search form for mutual friends: Keresés az ismerőseim közös ismerősei között. Includes dropdown menus for 'Ismerős' and a 'Keresés!' button.

Kik ismerhetek?

Grid of user profiles including: Mexó Maza [Mohójojó], k.m [kismüller], Te Kutyád [Érted, mert a te...], Erdélyi Gerőly [Gerőly, SirG], Zsikla Tamás [Tomi], Budai Renáta [Reni, Renka, G...], Borsiczi Lejla [Lejla], Molnár Izabella+Trombi, Hideg Alexandra [szandi]. Each profile includes a name, photo, and 'Több info >>' link.

Jobbír jobbie advertisement listing various job positions like 'SZÁLLÍTÁS ELŐSZTÁSI KÖRD...', 'OFFICE MANAGER', 'Előnyvélő', etc., with 'Állásajánló' and 'még több állás >>' buttons.



Bist du schon drin?

Registriere dich jetzt kostenlos, um dir die gewünschte Seite anzusehen!

Passwort vergessen?

 Eingelogggt bleiben ?

 Sitzung sichern ?

Einloggen

Aktivierungslink noch einmal zusenden

Weltherrschaft oder Schokokuchen? - Hmh... Schokokuchen!

Der Herbst wird trist und grau?



Sei dabei in Deutschlands größtem sozialen Netzwerk

Tausch Dich aus über Fotos, Filme, Nachrichten, Gruppen

Bleib in Kontakt mit Freunden und Mitschülern

Kostenlos registrieren

Um mitzumachen, lass dir per E-Mail eine Einladung von einem schülerVZ-Nutzer schicken.

Dein Einladungscode

Dein Vorname

Dein Nachname

Weiter

Kein Schüler mehr?



Dann bist du bei meinVZ genau richtig!

Über uns
Sicherheit
Verhaltenskodex
Eltern und Lehrer

Tipps
AGB
Datenschutz

Impressum
Presse
Edelkompass
Appkompass



4 | So, really interesting, but why using it?

Social Media can:

- ◆ **Include** other people
- ◆ Create **transparency**
- ◆ **Tell** stories
- ◆ Give you **feedback & support**
- ◆ **Show** what you really do!

How to interact

1. Find out what you want to reach
 2. Whom you want to reach
 3. What they want to know
- ◆ To have some impact, you have to give away, what your target group wants!

Karmabanking

- ◆ „Build your community, before you need it!“
- ◆ Give first!
- ◆ Enable people to interact with you and with each other!

5 | How to organise your team

- ◆ The good news is: Social Media can easily be looked after with several people and can help to communicate internally.
- ◆ The bad news is: It's still a group of individuals.

TweetDeck v0.38.1

From: [Icons]

SEARCH, MEDIA, AND LINKS HERE

@Pluralog/social-media

Pluralog

Es Tag fängt, nach dem "Quad-Damage" der S-Bahn-Aufzüge, beschissen an!

RAULde, (+) Wed 14 Sep 10:43 via TweetDeck

Es ist da! Das Datenportal Berlin. Offene Daten, lesbar von Mensch & Maschine. Die Mitglieder von @D2B1 freuen sich. daten.berlin.de

jensbest, (+) Wed 14 Sep 10:42 via twicca

Einfach Bären- und Armstark. youtube.com/watch?v=MbUv_T...

Buecke, (+) Wed 14 Sep 10:40 via web

ärgert sich über den 4. defekten Aufzug auf dem Weg zur Arbeit. (@ S+U Alexanderplatz w/ 5 others) 4sq.com/oUcrBT

RAULde, (+) Wed 14 Sep 10:23 via foursquare

ärgert sich über den 3. defekten Aufzug auf dem Weg zur Arbeit. (@ S-Bhf Hackescher Markt) 4sq.com/qa5e3f

RAULde, (+) Wed 14 Sep 10:22 via foursquare

ärgert sich über den 2. defekten Aufzug auf dem Weg zur Arbeit. (@ S/U Bahnhof Friedrichstraße) 4sq.com/nOpZMx

RAULde, (+) Wed 14 Sep 10:21 via foursquare

ärgert sich über den defekten Aufzug auf dem Weg zur Arbeit. (@ S Julius-Leber-Brücke) 4sq.com/p71v4w

RAULde, (+) Wed 14 Sep 10:21 via foursquare

Wenn du nicht in Eile bist, wird die Ampel grün, sobald dein Wagen vor der Ampel anhält. #mumb

@Pluralog/freunde

Pluralog

Bei dem Titel lohnt sich das kommen! "Everything is amazing and nobody is happy": Social Media Week Berlin bit.ly/p3qToL @SMWBerlin

Pluralog, (+) Wed 14 Sep 08:54 via TweetDeck

Stanchezza all'inverosimile.

alexdmaio, (+) Wed 14 Sep 00:26 via web

Per questa volta è andata bene #Barcelona 2 - #Milan 2 #champions

alexdmaio, (+) Tue 13 Sep 23:42 via web

I think the paper is rubbish. RT @isaaa_org Research showed that knowledge about #GMO #food lets people buy them <http://j.mp/r8ETao>

olenyi, (+) Tue 13 Sep 18:21 via TweetDeck

Thanks for the RT! @franknfoode: What do Europeans really think about #GMO? <http://j.mp/pcdbqc> Not as simple as it 1st looks! #ag #biotech

olenyi, (+) Tue 13 Sep 18:13 via TweetDeck

Thx for the RT! @MarkSutherland: Interesting read. RT @GMO_Safety: Survey: Wot do Europeans rly think abt #GMO? <http://j.mp/pcdbqc>

olenyi, (+) Tue 13 Sep 18:13 via TweetDeck

Feini par Padomju jauniesu bēgšanu uz Rietumiem, kur visiem ir limuzīni un mājas ar ziemas tenisa kortiem - bit.ly/nfSxZ

EdgarSk, (+) Tue 13 Sep 16:47 via web

Master Project at #tudelft : #Sustainability of #food, #biofuels & #agriculture in the media: news framing analysis

@Pluralog/andere

Pluralog

Waldmeister-Wünsche werden aufgeschrieben.... #tdtw yfrog.com/o0u8nyj

wwf_deutschland, (+) Wed 14 Sep 10:49 via Twitter for iPhc

Der #WWF Baum zum Tag der Tropenwälder in Berlin mit Rathaus und Fernsehturm. Schön! yfrog.com/mfquccwj

wwf_deutschland, (+) Wed 14 Sep 10:46 via Twitter for iPhc

Bayerns SPD-Chef Florian Pronold hat Christian Ude als Spitzenkandidaten für die Landtagswahl 2013 vorgeschlagen. bit.ly/r57g8M

pundk, (+) Wed 14 Sep 10:45 via web

#tdtw Und ausgewachsen :) yfrog.com/hscjcsbj

wwf_deutschland, (+) Wed 14 Sep 10:43 via Twitter for iPhc

#tdtw riesig! yfrog.com/o0ka2xj

wwf_deutschland, (+) Wed 14 Sep 10:41 via Twitter for iPhc

#tdtw Wow! yfrog.com/huixcoj

wwf_deutschland, (+) Wed 14 Sep 10:41 via Twitter for iPhc

Please Join! Social Media for Nonprofit Organizations LinkedIn Group. linkd.in/ptn46k

nonprofitorgs, (+) Wed 14 Sep 10:40 via HootSuite

#tdtw der Baum wächst! yfrog.com/mmp3txj

Mentions

@Pluralog

sie umgesetzt

SoZmark, (+) Tue 13 Sep 2

#FF to all su @itschrishill @erklaerung @SMKcamp

E_Fundraising, (+) Fri 0

:)) RT @plur pluragraph verkraftet 10 Probleme.]

E_Fundraising, (+) Fri 0

@pluralog c pluragraph channel ein gefühl ;)

E_Fundraising, (+) Fri 0

(Blogpost) 4 wird's ernst Next Steps! @Pluralog @

E_Fundraising, (+) Thu

FR RT @pluralo Register no in Berlin: bit.ly/nhMq @smwberlin FundraisingWiki, (+) We











Danke! RT @ #Social-Med Dritten-Sekt bit.ly/nhMq

Pluragraph, (+) Wed 07

#Pluragraph für den Drit @Pluralog

Youthmedia

-  Your settings
-  Manage permissions
-  Basic Information
-  Profile picture
-  Featured
-  Resources
-  **Manage admins**
-  Apps
-  Mobile
-  Insights →
-  Help →

		Remove
		Remove
		Remove
		Remove
		Remove
		Remove
		Remove
		Remove
	<input type="text" value="Start typing a name or email address..."/>	Remove

Save Changes Cancel



Main Page

About the Wiki

- [How to use this Wiki](#)
- [Wiki Howto](#) - How to use Wikitext
- [Recent changes](#)

Recent Changes

Needed Pages

[Riser mediawiki authentication](#) (1 link), [Youthmedia e.V.](#) (1 link) and [Template:Templates](#) (1 link)

Youthmedia

- [Youthmedia - Overview](#)
- [What is Youthmedia?](#)
- [History of Youthmedia](#)
- [Youthmedia Communication](#)
- [Category:Youthmedia](#)

Jugendfotos.de und Jugendmedien.de

- [Jugendfotos Deutschland - Überblicksseite](#)
- [Jugendfotos Geschichte](#)
- [Jugendfotos Deutschland Team](#)
- [Jugendmedien](#)
- [Category:Jugendfotos Deutschland](#)
- [JFmagazin](#)

Youthmedia Romania

- [Youthmedia Romania - Overview](#)
- [Category:Youthmedia Romania](#)

Category: Main

Navigation

- [Main Page](#)
- [Youthmedia](#)
- [Jugendfotos](#)

gain control

- [Recent changes](#)
- [Categories](#)
- [Wanted pages](#)
- [Dead end pages](#)
- [Uncategorized pages](#)
- [Short pages](#)
- [All pages](#)
- [User List](#)
- [User rights](#)

Toolbox

- [What links here](#)
- [Related changes](#)
- [Special pages](#)
- [Printable version](#)
- [Permanent link](#)



My Feed

Private Messages

My Profile

Activity Stream

Members

GROUPS

All Company

Groups Directory

APPS

Leaderboards

Topics

More

My Feed

Top Conversations

Share an update with my colleagues

What are you working on?



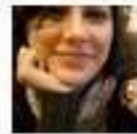
Is happy about the first youthmedia intern - welcome
Looking forward to meet you in person!

April 21 at 9:40pm from Air Desktop · Reply · Like · More



Thank you, same here!
April 23 at 10:03am

Write a reply...



#joined the youthmedia.eu network.

April 20 at 8:16pm · Reply · Like · More

Joined

Write a reply...



Jona Hölderle

Switzerland wants to have a picture community. I invited them into the wiki and send some information to make them afraid. If they survive that it sounds interesting :)

March 30 at 7:56pm · Reply · Like · More



Great!
March 31 at 5:29pm from Air Desktop

Write a reply...

6 | Blog / Podcasts

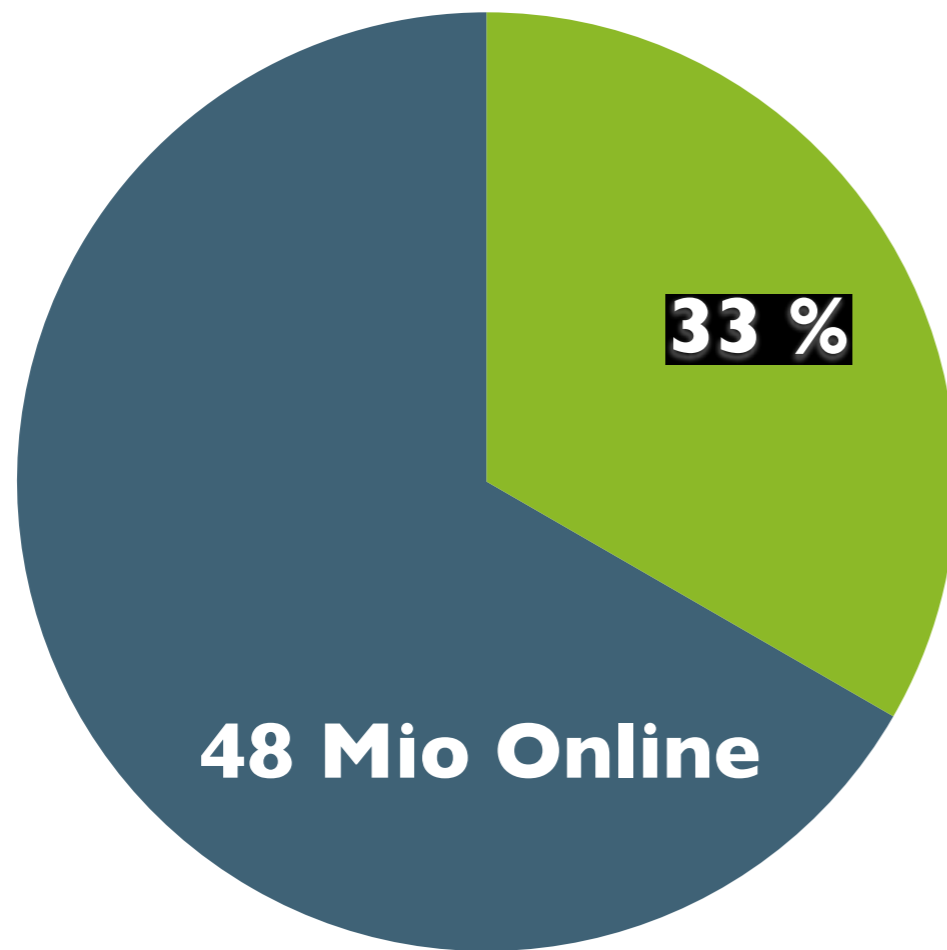
- ◆ The **Homebase** of a project
- ◆ The place for the **full story**
- ◆ The page **Search Engines** find
- ◆ The resource for **ageless** content

7 | Facebook

- ◆ More than 750 million **active** users
- ◆ 50% of active users log every day
- ◆ Pages for organisations and **projects**
- ◆ Average user has 130 friends
- ◆ **Attach** Links, Pictures, Videos, Questions

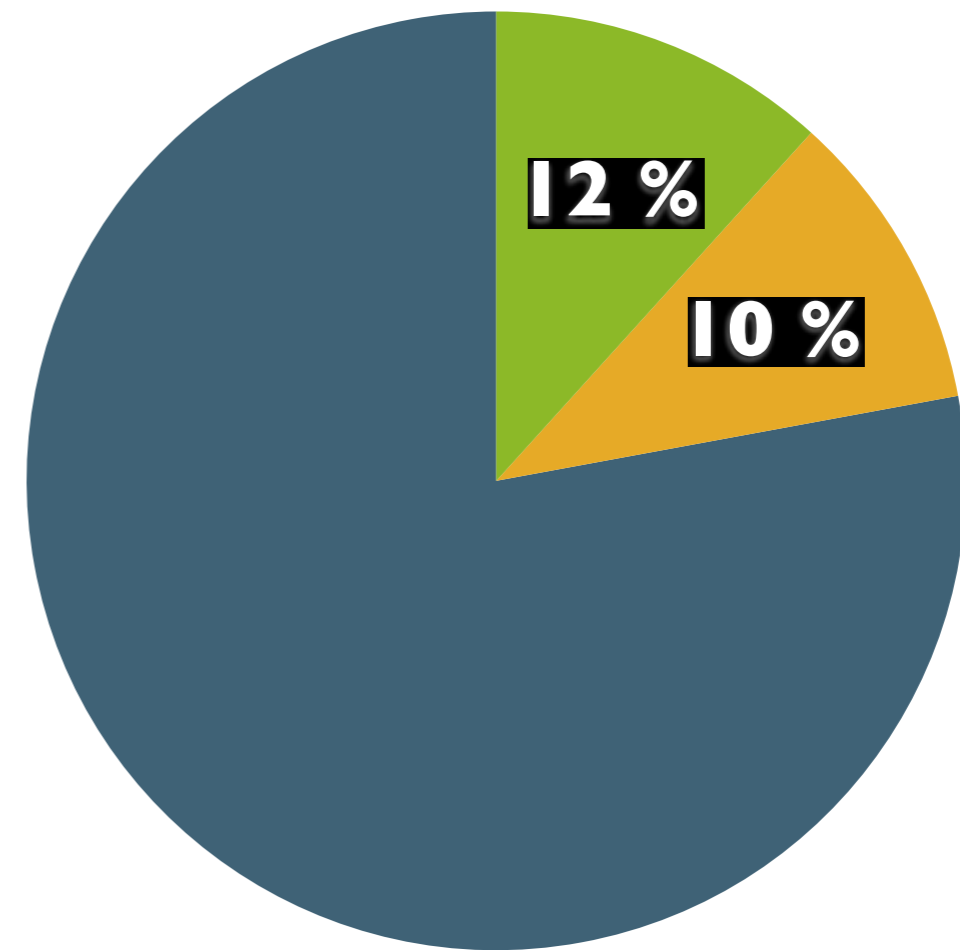
Facebook-Nutzung

Users/Total /De



● Facebook ● Online

Time spend /EU



● Facebook ● Google ● Andere

Likeable & Shareable Content



Willkommen Wolf

Foto der Woche: Guten Morgen Ahuuuuu!



48.933 Impressionen · 2,20 % Feedback

12. Mai um 08:22 · Gefällt mir · Kommentieren · Teilen

Dennis Götten, Dieter Pretenthaler, Katja Deckert und 985 anderen gefällt das.

Alle 87 Kommentare anzeigen

Schreibe einen Kommentar ...

Was bedeuten Wölfe für dich? Der Wolf ist für mich...

Mein Krafttier

- Bereicherung der Artenvielfalt
- Zeichen einer intakten Natur
- Teil des Ökosystems
- Symbol für Freiheit und Wildnis
- Stammvater des Hundes
- Teil ökologischen Umdenkens
- Einfach wunderschön
- Mein Krafttier 47 Stimmen
- Rechtmäßiger Erbe seines Reviers u...
- Nicht mehr nur ein Mythos
-

21 weitere Antworten ▾

Gefragt von

1.724 Stimmen · 78 Abonnenten



Willkommen Wolf

vor etwa einer Stunde · Teilen · Optionen bearbeiten · Löschen

Freunde fragen

Nicht mehr folgen

8 | Twitter

- ◆ 300 Million accounts
- ◆ No realname
- ◆ Multiple accounts
- ◆ No differentiation between people and projects
- ◆ Completely open communication

9 | Flickr / YouTube

- ◆ Mediabase for the use in other networks
- ◆ Own communities
- ◆ Be aware of the licences of your content!

10 | Practice Twitter

Create an Account

- ◆ No real name necessary
- ◆ 1 Account per E-Mail



The image shows the Twitter login and registration interface. At the top left is the Twitter logo. In the top right, there are fields for 'Pluralog' and a password field with a masked password '.....', followed by an 'Einloggen' button. Below these are checkboxes for 'Angemeldet bleiben' and a link for 'Hast du es vergessen?'. The main text reads 'Folge deinen Interessen' and 'Was gibt es Neues in der Welt? Updates von deinen Freunden, von Prominenten und Experten in Echtzeit.' Below this is a section for new users: 'Neu bei Twitter? Mach heute mit!' followed by three input fields for 'Vollständiger Name', 'E-Mail', and 'Passwort'. A yellow 'Anmelden' button is at the bottom right.

First Steps

- ◆ Whom to follow?
- ◆ Graphics
- ◆ How to reach out?

Twitter 101:

What we are talking about

- ◆ Tweet
 - ◆ Message, up to 140 signs
 - ◆ Usually open to everybody
- ◆ Following
 - ◆ You see what you subscribed/followed to
 - ◆ It's not friendship. You can follow someone, without getting followed back.
- ◆ Follower
 - ◆ Follower are people receiving your posts. Your success depends on the amount and quality of your followers.

Twitter 101: Communication

- ◆ @Username
 - ◆ To send a public message to somebody, use the @username
- ◆ D direct message
 - ◆ To send a private message to another account, put a D in front of the message. You have to follow that person though.
- ◆ RT – Retweet
 - ◆ To share a tweet with your followers. This can really widen your audience!

Twitter 101: Find

- ◆ #Hashtag
 - ◆ Let's you find events and topics.



The screenshot shows the Twitter interface with a search for "#gambia". The search bar at the top contains "#gambia" and a magnifying glass icon. Below the search bar, there are navigation links for "Home", "Profile", and "Message". The search results are displayed under the heading "Results for #gambia". There are two tweets visible:

- Good_Policies** World Future Council: Great news article from the #UN about the Future Policy Award 2011: un.org/apps/news/stor... #rwanda #gambia #usa #forest #policies (2 minutes ago)
- TheGambiaVoice** The Gambia Voice: Wikileaks: "I was Offered \$3 million A Month to allow Planes Carrying..." Jammeh Tells US Ambassador bit.ly/okEJSw #Gambia via freedom (3 hours ago)

On the left side of the image, there is a tilted text overlay in German: "Singularer...", "gs. Singulareta...", "nend" zu numerus", "nur", "re, dass die Wirklich-", "Wesenheiten bestehe;", "chaftslehre: Nebenein-", "Ordnungsprinzipien und", "onolog > Dialog > Pluralog", "auf Wechselrede beschränkt.", "ste Kommunikation auch", "atsform, in der die Macht auf", "atum beruht".

11 | Practice Facebook

Create an Account

- ◆ Real name, gender and birthday
- ◆ 1 Account per Person



The image shows a composite of two parts: a mobile app interface on the left and a desktop sign-up form on the right.

Mobile App Interface (Left):

- Facebook Logo:** Located in the top left corner of the mobile app header.
- Navigation Bar:** Includes icons for Home, News Feed, Photos, and Messages.
- Content Area:** Displays a grid of app icons for various features like Status, Photo, and Friends.
- Bottom Panel:** Shows a physical keypad with numbers 1-9, 0, and function keys like 'call', 'end call', 'back', and 'home'.

Desktop Sign-up Form (Right):

- Header:** Features the Facebook logo, a 'Log In' button, and fields for 'Email' and 'Password'. A checkbox for 'Keep me logged in' and a link for 'Forgotten your password?' are also present.
- Sign Up Section:** Titled 'Sign Up' with the tagline 'It's free and always will be.' It contains several input fields: 'First Name', 'Last Name', 'Your email address', 'Reenter email address', and 'New Password'.
- Personal Information:** Includes a dropdown for 'I am: Select Gender', and three dropdowns for 'Birthday: Day', 'Month', and 'Year'. A note below asks 'Why do I need to provide my date of birth?'.
- Buttons:** A green 'Sign Up' button is located at the bottom of the form.
- Footer:** A link at the bottom says 'Create a Page for a celebrity, band or business.'

Create a fanpage

The image displays six panels arranged in a 2x3 grid, illustrating different fanpage categories. The central panel shows a dropdown menu for the 'Company, organisation or institution' category.

- Local business or place:** Represented by an icon of a storefront with a red and white striped awning.
- Brand or product:** Represented by an icon of a pink high-heeled shoe, a red bottle, and a smartphone.
- Artist, band or public figure:** Represented by an icon of a blue silhouette of a person's head and shoulders with white stars around it.
- Entertainment:** Represented by an icon of a computer monitor and a yellow folder.
- Cause or community:** Represented by an icon of two white signs on wooden sticks, one with a red heart and the other with a red checkmark.
- Company, organisation or institution:** Represented by a dropdown menu with the following categories:
 - Health/Beauty
 - Health/Medical/Pharmaceuticals
 - Industrials
 - Insurance company
 - Internet/Software
 - Legal/Law
 - Media/News/Publishing
 - Mining/Materials
 - Non-governmental organisation (NGO)
 - Non-profit organisation
 - Organisation
 - Political organisation
 - Political party
 - Retail and consumer merchandise
 - School/University** (highlighted in blue)
 - Small business
 - Telecommunication
 - Transport/Freight
 - Travel/Leisure
 - University

Facebook 101: Do's and Dont's

- ◆ Be:

- ◆ stimulative
- ◆ asking
- ◆ newsworthy

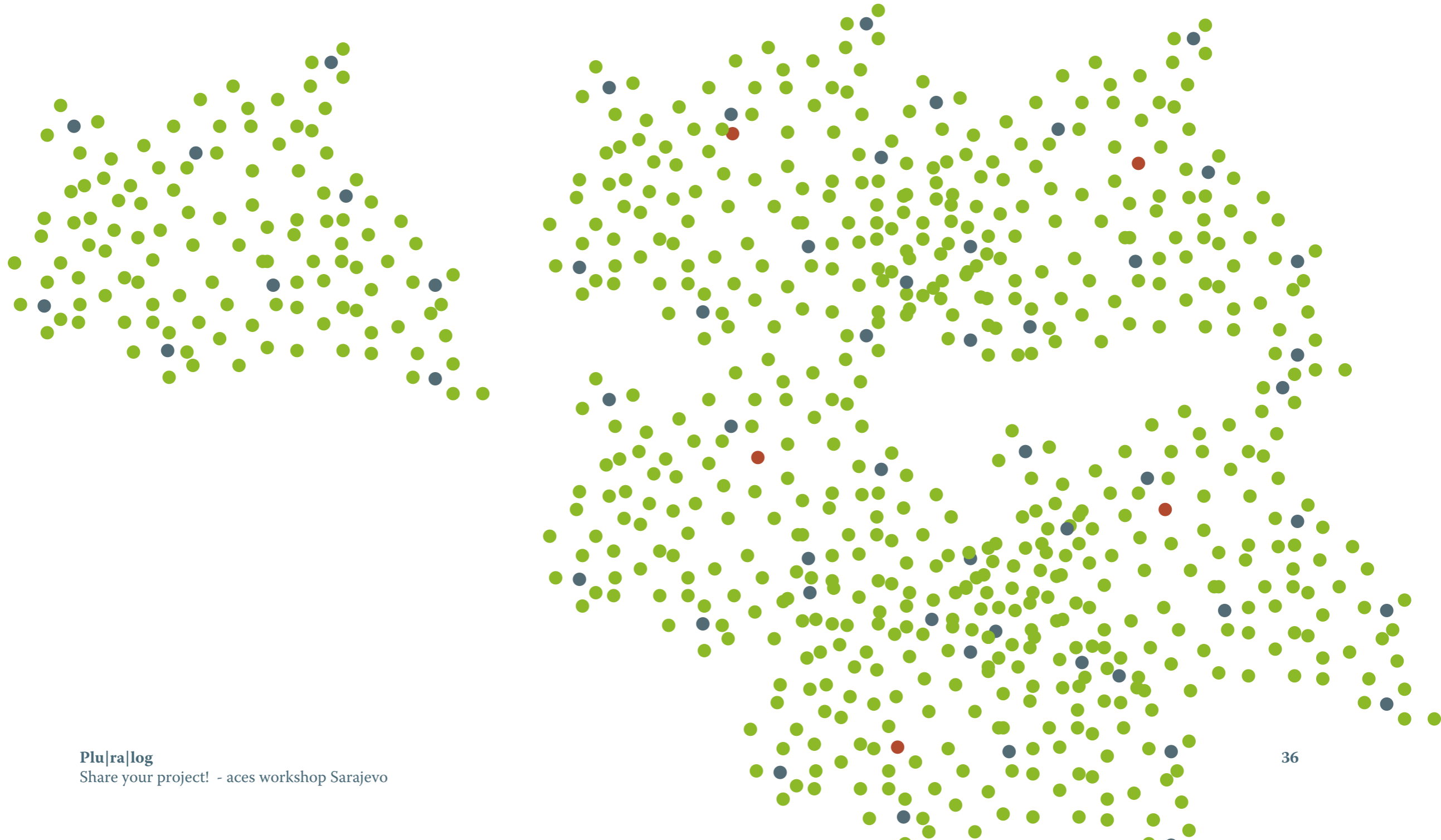
- ◆ Don't

- ◆ passive
- ◆ long
- ◆ general
- ◆ negative
- ◆ copy-paste

Growth

- ◆ Where do my fans come from
- ◆ Your own community
- ◆ Friends of Friends
- ◆ Advertisement
- ◆ Partnersites

Reach out slowly



Your own strategy?

- ◆ WHAT is our communication there for??
- ◆ WHOM do we want to reach?
- ◆ WHAT is our focus?
- ◆ HOW can we create our own community?

Danke schön! / Thank you!

Jona Hölderle

- ◆ www.pluralog.de
- ◆ jona@pluralog.de

- ◆ twitter.com/pluralog
- ◆ slideshare.com/pluralog

