



Hot Topic: Social Media

Getting Started with Facebook, Twitter, and Instagram



Technology is Hard!



What IS Social Media?

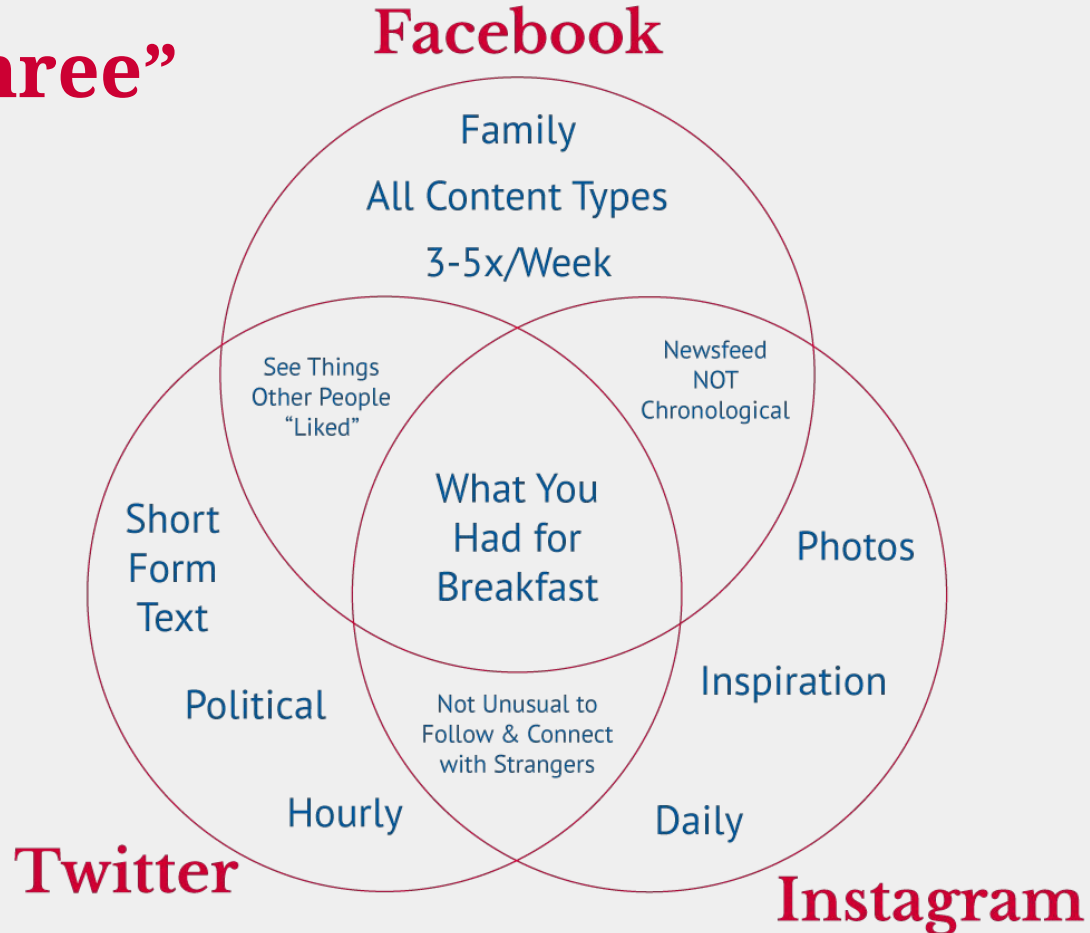


Any site people use
with the intention to
connect with other people

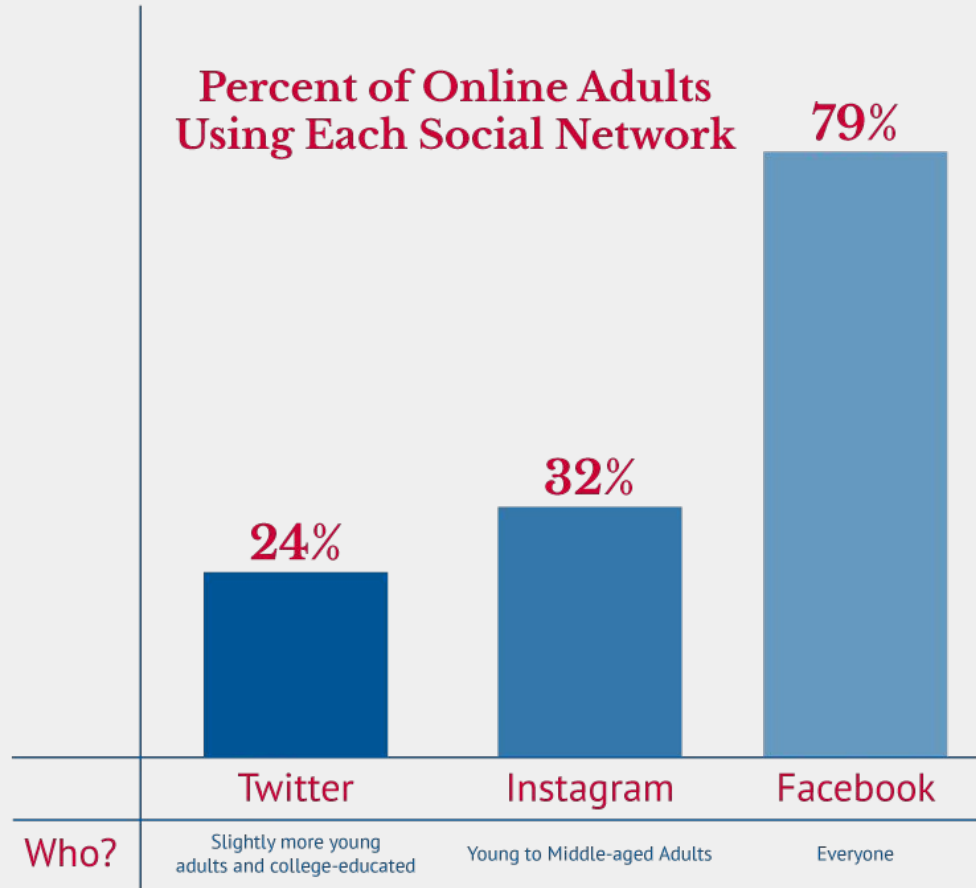
What Can I Use it For?

- Reach legislators and their staffs
- Influence potential and current voters
- Recruit new members
- Drives traffic to the LWV website

The “Big Three”



Who Uses Which Network?



What Should I Post?

Posting Ideas

- Timely League news/events
- Updates from our communities
- Welcome new members
- Recognize member achievements

League Guidelines

- Content should reflect the League's nonpartisan status.
- Content should be relevant to the League and present the League in a positive light.
- Content should be brief and member-oriented.
- Most importantly: Never use the name of the League to express an opinion contrary to a League position.
- And don't post too often on the same subject or it feels like cyber-stalking!

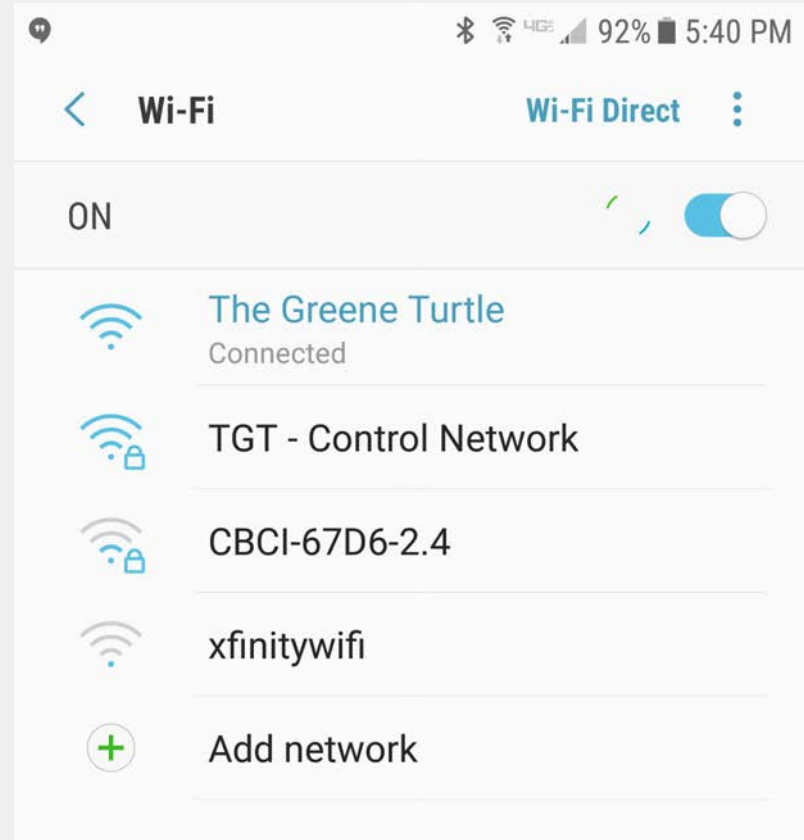


Questions?

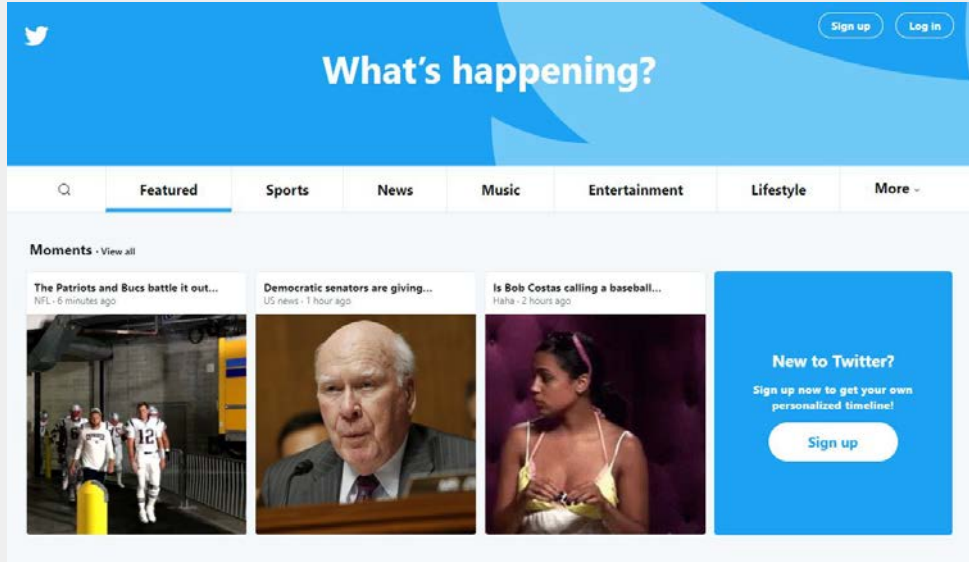
First Things First!

Let's get on the Wifi

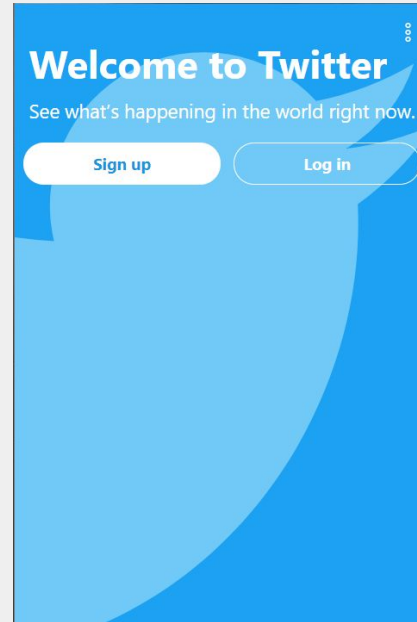
- Settings
- Wi-Fi
- Select "The Greene Turtle"
- No password needed



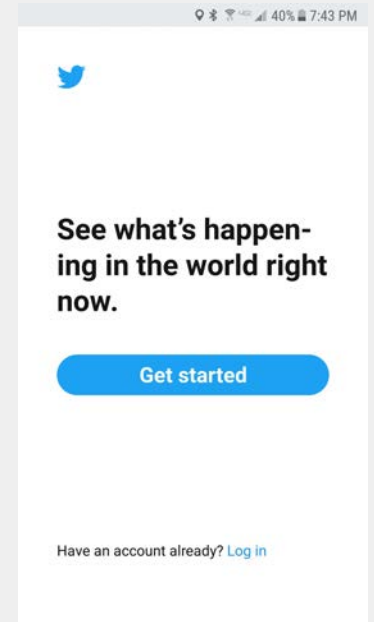
Introduction to Twitter



Desktop/laptop

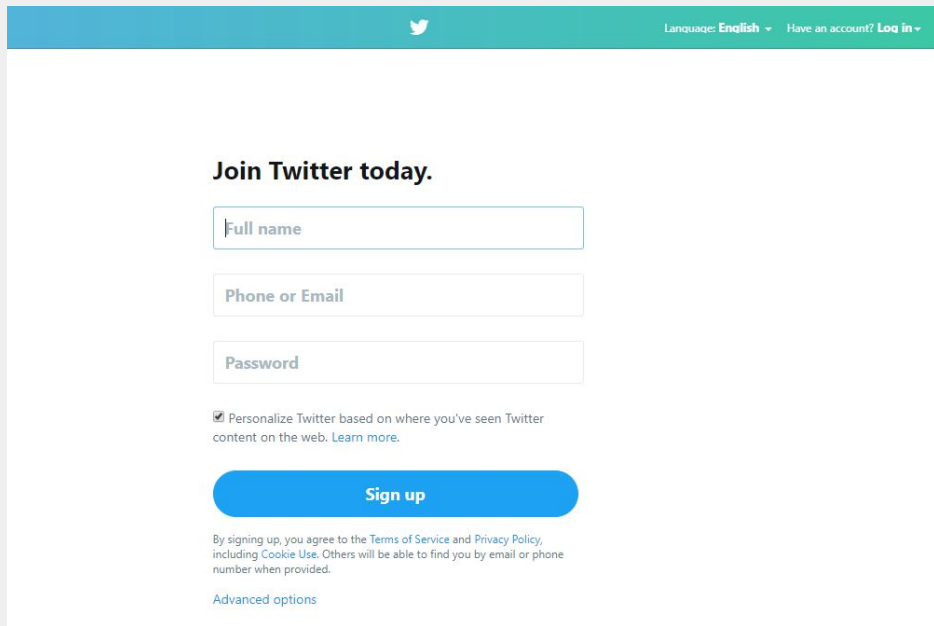


Mobile



App

Create an Account



The desktop sign-up form features a teal header with the Twitter logo, language selection (English), and a 'Log in' link. The main content area is white with a teal border. It includes a heading 'Join Twitter today.', three input fields for 'Full name', 'Phone or Email', and 'Password', a checkbox for personalization, a large blue 'Sign up' button, and a footer with terms and advanced options.

Language: English ▾ Have an account? [Log in](#) ▾

Join Twitter today.

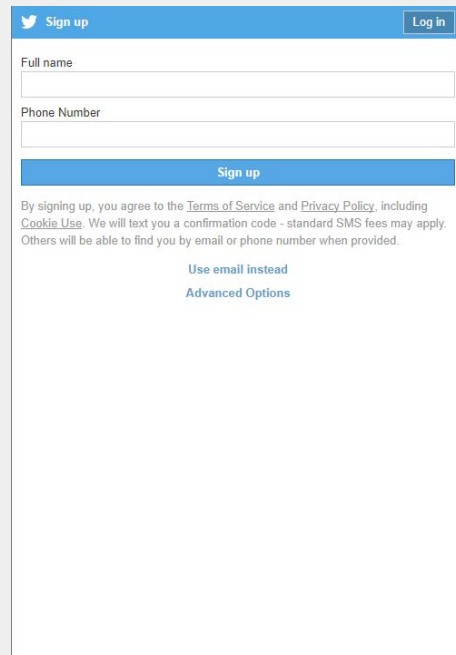
Personalize Twitter based on where you've seen Twitter content on the web. [Learn more.](#)

[Sign up](#)

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

Desktop



The mobile sign-up form has a blue header with the Twitter logo, 'Sign up' text, and a 'Log in' button. It contains two input fields for 'Full name' and 'Phone Number', a blue 'Sign up' button, and links for 'Use email instead' and 'Advanced Options'. A disclaimer about terms and privacy is also present.

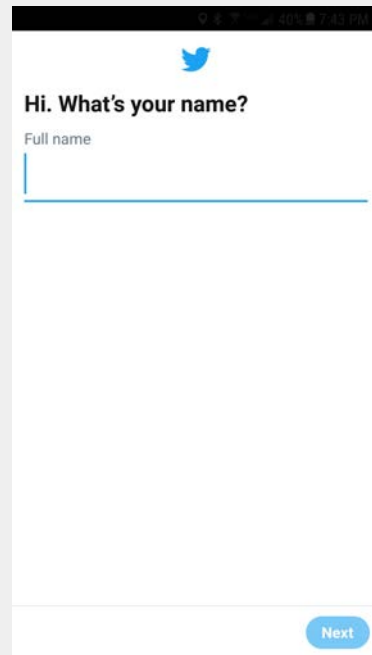
[Sign up](#) [Log in](#)

[Sign up](#)

[Use email instead](#)
[Advanced Options](#)

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). We will text you a confirmation code - standard SMS fees may apply. Others will be able to find you by email or phone number when provided.

Mobile



The app sign-up form features a black header with the Twitter logo and a white background. It displays the heading 'Hi. What's your name?' and an input field for 'Full name'. A blue 'Next' button is located at the bottom right.

[Hi. What's your name?](#)

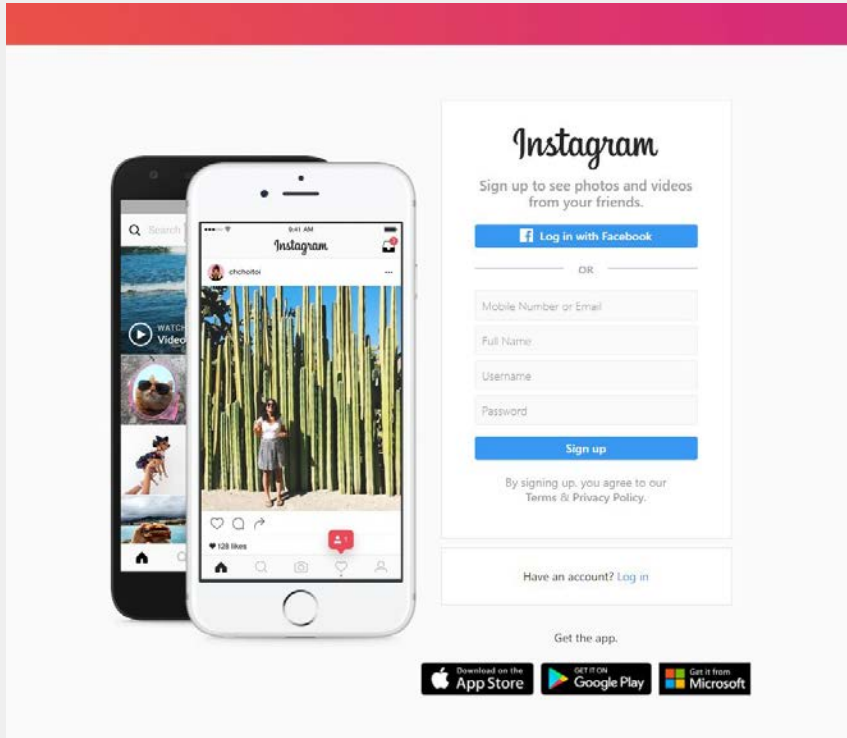
[Next](#)

App

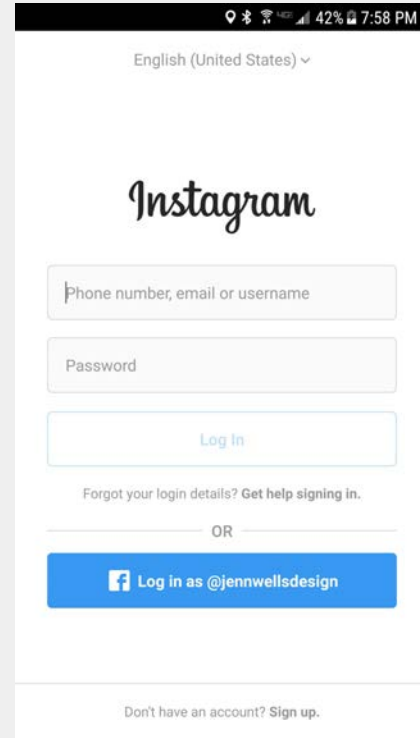
Twitter Overview

- How to edit your profile
- Private vs public
- Newsfeed
- How to follow (@LWVDE)
- Private messages vs “tweeting”
- Hashtags

Introduction to Instagram



Desktop/laptop

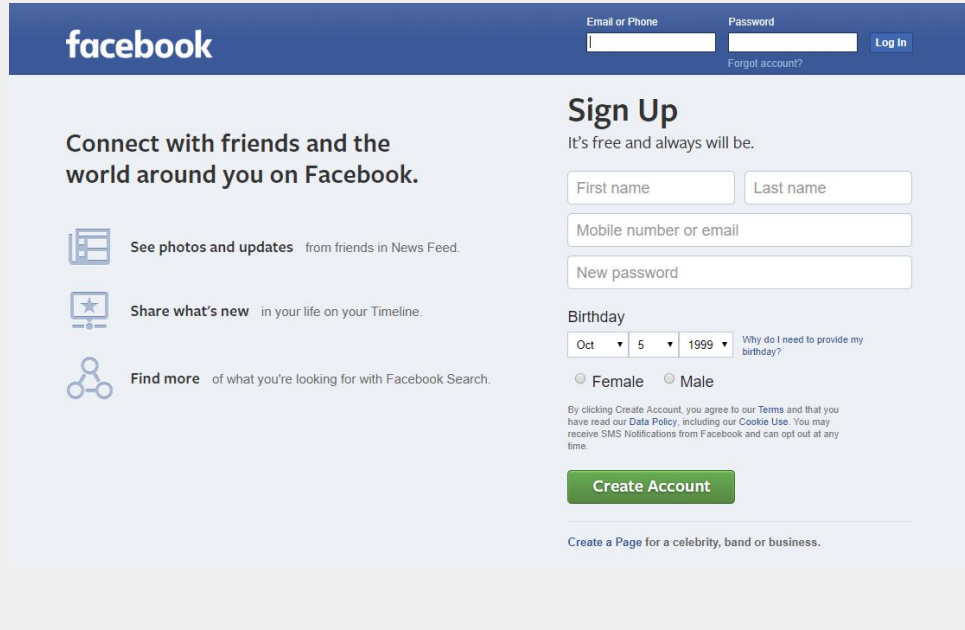


App

Instagram Overview

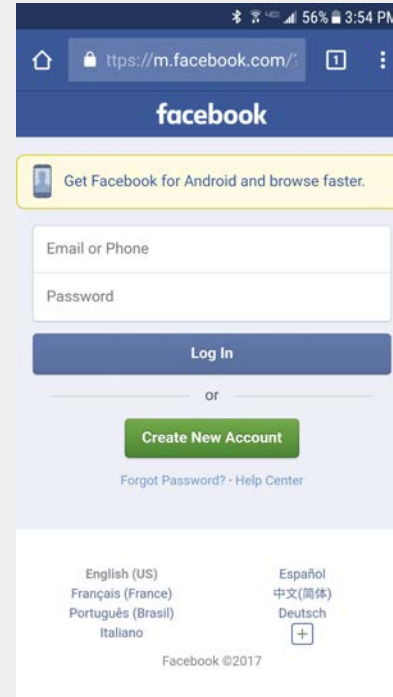
- How to edit your profile
- Private vs public
- Newsfeed
- How to follow (@leagueofwomenvoters)
- Private messages vs posting
- Hashtags

Introduction to Facebook



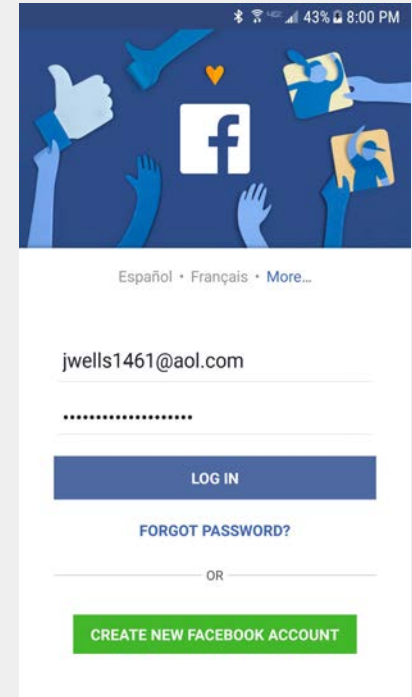
The desktop sign-up page features a dark blue header with the Facebook logo. Below it, there are input fields for 'Email or Phone' and 'Password', with a 'Log In' button and a 'Forgot account?' link. The main content area is divided into two columns. The left column contains the text 'Connect with friends and the world around you on Facebook.' followed by three icons: a news feed icon for 'See photos and updates from friends in News Feed.', a star icon for 'Share what's new in your life on your Timeline.', and a search icon for 'Find more of what you're looking for with Facebook Search.'. The right column is titled 'Sign Up' and includes the text 'It's free and always will be.' Below this are input fields for 'First name', 'Last name', 'Mobile number or email', and 'New password'. A 'Birthday' section includes a date picker (Oct 5, 1999) and a 'Why do I need to provide my birthday?' link. There are radio buttons for 'Female' and 'Male'. A green 'Create Account' button is at the bottom. A small note at the bottom says 'By clicking Create Account, you agree to our Terms and that you have read our Data Policy, including our Cookie Use. You may receive SMS Notifications from Facebook and can opt out at any time.' At the very bottom, there is a link to 'Create a Page for a celebrity, band or business.'

Desktop



The mobile sign-up page is shown on a smartphone screen. It features a dark blue header with the Facebook logo. Below it, there are input fields for 'Email or Phone' and 'Password', with a 'Log In' button and a 'Forgot Password? · Help Center' link. A yellow banner at the top says 'Get Facebook for Android and browse faster.' Below the input fields is a green 'Create New Account' button. At the bottom, there are language options: English (US), Français (France), Português (Brasil), Italiano, Español, 中文(简体), Deutsch, and a plus sign for more languages. The footer says 'Facebook ©2017'.

Mobile



The app sign-up page is shown on a smartphone screen. It features a dark blue header with the Facebook logo. Below it, there are input fields for 'Email or Phone' and 'Password', with a 'Log In' button and a 'FORGOT PASSWORD?' link. A green banner at the top says 'CREATE NEW FACEBOOK ACCOUNT'. At the bottom, there are language options: Español · Français · More... and a plus sign for more languages. The footer says 'Facebook ©2017'.

App

Facebook Overview

- How to edit your profile
- Privacy settings
- Newsfeed
- Private messages vs posting (and posting settings)
- Pages
- Groups (www.facebook.com/groups/LWVDE)
- Events



Questions?