

GETTING STARTED WITH SOCIAL MEDIA

What is social media?

Online tools and services that allow people to create content and engage in conversation and exchange of content with others.

Point #1

Social media is not about tools or Web pages, it's about people.

Point #2

The proliferation of social media and digital tools is changing the way people communicate, interact with others, and share content online.

Point #3

Now we *are* the media—each of us can create our own content and broadcast it around the world on our own channels.

Point #4

Rather than think of social media as something new, think of it as a better way of doing some of the things you already do.

Point #5

There is no "one size fits all solution" to social media.

Point #6

Showcase. Inform. Direct.

Point #7

We don't always know the outcome of our efforts, sometimes we just have to try.

Web 2.0 Goodies

Animoto (video)
animoto.com

PhotoPeach (photos)
photopeach.com

Stupeflix (video)
www.stupeflix.com

Prezi (presentations)
prezi.com

SlideShare (presentations)
www.slideshare.net

ZamZar (video conversion)
www.zamzar.com

4 Key Questions

1. What are your social media goals?
2. How will you shape your story?
3. What tools will you use?
4. How will you manage your content?

Social-Media Friendly Content

Lists and tips
Photo galleries and videos
Great headlines
Encourage comments
Encourage content sharing
Tag it and spread it around

4 Social Media Channels

Text, audio, images, and video.

Presentation Links

Art Education 2.0
arted20.ning.com

Matt's Public Gallery on Picasa
picasaweb.google.com/imagemonki

Paint the World With Light
carrotrevolution.com/lightpainting

Vimeo
www.vimeo.com

Google Photos Blog
googlephotos.blogspot.com

Flickr
www.flickr.com

Blogger
www.blogger.com

Twitter
twitter.com

Presenters' Sites

(Matt) flavors.me/imagemonki
(Craig) www.artjunction.org/blog

Learning Resources

Search for "davisretreat" on delicious.com
or go to delicious.com/mcauthron/davisretreat