



changemakers[®]

HOW TO
GUIDE FOR
SOCIAL
NETWORKING



PHASE 1

**BUILDING A
DATABASE OF SUPPORTERS**

- You'll need to compile a database of media contacts by mining key blog sites for strategic players in the field. Focus on blog sites with a large audience and strong web influence.
- It may be useful to conduct a broad search using Technorati.com. Here, you can find one or two key bloggers and mine their "blogroll" for other bloggers in the field.
- Send an introductory email message to bloggers notifying them about the upcoming competition and ask for their support.

PHASE 2

**BUILDING A MARKETING
CAMPAIGN THROUGH TWITTER**



Build Followers:

- Using your new database of key media contacts, begin searching for additional contacts on Twitter.
- Be sure to follow all contacts that are found when setting up your Twitter account. Generally, these contacts will choose to follow you back, increasing the strength of your following and providing a relevant market to address.
- To continue building your Twitter network, take note of active Twitter users or followers that your key media contacts often reference.
- Follow Friday is another good search tool to find people to follow.

Create Viral Messaging:

- Install Tweetdeck. This allows you to search users and segment Twitter feeds. This is very useful for targeting specific topics of interest related to a competition.
- Engage with innovators in the field by retweeting (RT) interesting sites, links, or references related to your competition.



Create a Twitter Campaign:

- Create a calendar of milestones for the competition to release at strategic times via Twitter messaging, such as important deadlines.
- Send tweets with links to interesting entries, discussions, or stories that take place during the competition.
- Use #hashtags (related to the competition) to indicate relevant information that people will find when they conduct hashtag searches. For example, #socent is a hashtag that people use to search for information regarding social entrepreneurship. There are many forms of hashtag searches that can be found online.
- Tweet about pictures posted in albums on your Facebook or Flickr accounts.
- Tweet about event discussions that are happening on Facebook, MySpace or on the Changemakers site that relate to the competition.

PHASE 3

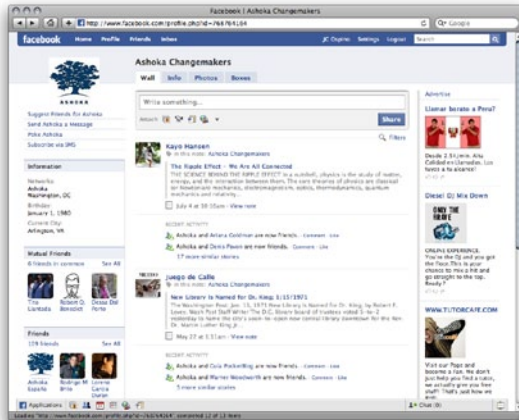
BUILDING A MARKETING CAMPAIGN THROUGH FACEBOOK AND MYSPACE

facebook

 **myspace**[®]
a place for friends

Create a Facebook Fan Page:

- What is a Fan Page? A public figure, business, or brand can create a Facebook Page to share information, interact with their fans, and create a highly engaging presence on Facebook.
- Under the Sign Up Box locate the link to "Create Page".
- Fill out and submit all important information. Publicize on a MySpace Page:
- Start a Group and Event page for the competition.
- Friend innovators using your key media list and invite them to your group.
- Start a forum for discussion around a topic to get people engaged and dialogue flowing.
- Maintain the group's engagement by adding videos and photos.



Publicize on a MySpace Page:

- Start a Group and Event page for the competition.
- Friend innovators using your key media list and invite them to your group.
- Start a forum for discussion around a topic to get people engaged and dialogue flowing.
- Maintain the group's engagement by adding videos and photos.

Create a Highly Engaging Fan Page:

- Choose your profile image carefully. Select an image that is compelling and will attract people to your profile.
- Fill out all content using clear and simple language.
- Utilize all components of the profile including, albums, videos, events, notes, and causes.
- Keep your page status engaging by mixing it up with interesting links, pictures, and videos.
- Choose to add other applications by clicking on the "+" sign on the menu tab to browse all available applications. Keep in mind that people like to be engaged, so choose applications that encourage interaction with users.

Add Friends:

- Create an initial base of friends by following a similar method used for Twitter: searching for key bloggers and media contacts and adding them as friends.
- Use the Suggested Friend option.
- Search for other friends through your initial friend base and continue adding.

Creating a Facebook Campaign for the Competition:

- Start an event promoting the launch of the competition.
- Start a group to support the competition theme.
- Invite your key media contacts to join the group and the event.
- Regularly provide updates to the group about competition news and deadlines.
- Create a competition photo album filled with compelling pictures received from competition entrants.

PHASE 4

**BUILDING A
MARKETING CAMPAIGN
ON LINKEDIN**



Create a Profile:

- Create a professional profile with a clear description of your organization's mission and goals. Keep it sharp and descriptive.

Add Connections:

- Start making connections by searching for staff members. This will build your initial base of connections.
- Continue making connections by searching for the contacts you've acquired through your social media database.
- Request recommendations from partners and/or other trusted contacts. This is key to getting increased visibility.

PHASE 5

**BUILDING A
MARKETING CAMPAIGN
ON FLICKR**



- Create a competition specific group.
- Populate your Flickr group with relevant, compelling photos before you begin inviting friends.
- Add Friends by selecting a photo and choosing to 'invite' users by attaching a message with a request to post pictures to your Flickr account.
- Use these photos to bulk up your Facebook and MySpace albums.



Everyone a Changemaker World



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