

# Social Media: Best Practices

facebook

LinkedIn®

Blogger™

twitter

myspace.com®  
a place for friends

FRATERNAL LIFE INSURANCE, ANNUITIES & BENEFITS  
**CATHOLIC AID**  
association

# Social Media: Best Practices

facebook

- Facebook was born in February of 2004.
- On April 8, 2009, Facebook welcomed their **200 millionth user**.
  - That means: If Facebook was a country, it would be the 5<sup>th</sup> most populous country. Bigger than Brazil, Japan and Russia.

# Social Media: Best Practices

facebook

- **Finding Friends**

- Business Contacts: Collect friends like baseball cards and have a fan page.
- Personal Contacts: Not all friends are created equal. distant and close relatives, neighbors, current or former classmates, camp mates, co-workers, industry contacts and bosses. Look at friends of friends to expand your network.

*How to Make the Most of  
Social Networking on  
Facebook – USA Today,  
February 19, 2009*

FRATERNAL LIFE INSURANCE, ANNUITIES & BENEFITS  
**CATHOLIC AID**  
association

- **Private Matters**

- It's a party and you've got a megaphone.
- “Generally think long and hard about the information you reveal in your profile, from the year you were born to political or religious beliefs. You're likely to get as much out of Facebook as you put in, so withholding too many details may be counterproductive.”
- Bottom Line: “What good is a social network if you're too timid to be social?”

*How to Make the Most of  
Social Networking on  
Facebook – USA Today,  
February 19, 2009*

- **Terms and Conditions Information**
  - Read the fine print.
  - Talk to your legal department.

# Social Media: Best Practices

facebook

“When you post User Content to the Site, you authorize and direct us to make such copies thereof as we deem necessary in order to facilitate the posting and storage of the User Content on the Site. **By posting User Content to any part of the Site, you automatically grant, and you represent and warrant that you have the right to grant, to the Company an irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license (with the right to sublicense) to use, copy, publicly perform, publicly display, reformat, translate, excerpt (in whole or in part) and distribute such User Content for any purpose, commercial, advertising, or otherwise, on or in connection with the Site or the promotion thereof, to prepare derivative works of, or incorporate into other works, such User Content, and to grant and authorize sublicenses of the foregoing. You may remove your User Content from the Site at any time. If you choose to remove your User Content, the license granted above will automatically expire, however you acknowledge that the Company may retain archived copies of your User Content. Facebook does not assert any ownership over your User Content; rather, as between us and you, subject to the rights granted to us in these Terms, you retain full ownership of all of your User Content and any intellectual property rights or other proprietary rights associated with your User Content.**”

# Social Media: Best Practices

facebook

...By posting User Content to any part of the Site, **you automatically grant**, and you represent and warrant that you have the right to grant, **to the Company an irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license (with the right to sublicense) to use, copy, publicly perform, publicly display, reformat, translate, excerpt (in whole or in part) and distribute such User Content for any purpose...**

# Social Media: Best Practices



- dot com boom of the late 90's brought about push button publishing
- According to Google analytics, [catholicaidyouth.blogspot.com](http://catholicaidyouth.blogspot.com) is the #1 referral site to the main webpage of Catholic Aid.

# Social Media Practices 101

## facebook

- **Our Philosophy:** Go where the youth and young adults are.
- Remind friends about upcoming deadlines by using the status update feature.
- Upload pictures of council/society gatherings and projects.
- Create events and let friends know where you'll be and when.

## twitter

- Useful for promoting events.

## LinkedIn

- Useful for business contacts and recruitment purposes.

## Blogger

- **Our Philosophy:** Who is this youth liaison and what in the world is she doing?
- Remind youth and young adults about upcoming deadlines.
- Upload pictures of council/society gatherings and projects.
- Let friends know where I'll be and when.

# Social Media: Best Practices

- Online social networking has to be just as strategic as your other strategic plans and objectives.

# Social Media: Best Practices

- [www.catholicaidyouth.blogspot.com](http://www.catholicaidyouth.blogspot.com)
- [www.facebook.com](http://www.facebook.com)
  - Fan Page
  - Personal Profile
  - Group Page
- [www.twitter.com/catholicaid](http://www.twitter.com/catholicaid)
- [www.xt3.com](http://www.xt3.com)