100,000 HOMES

Using Facebook and Twitter

Social media is a crucial part of the 100,000 Homes Campaign's overarching communications strategy. Understanding and learning more about social media will help you publicize your work, gain support, learn and share best practices, and stay connected to the people you're trying to serve!

You can find a wealth of resources to think your social media strategy through at www.invisiblepeople.tv/naeh.

Facebook

It's a good idea to start your Facebook page several weeks before your registry to connect with volunteers, generate excitement and hit the ground running.
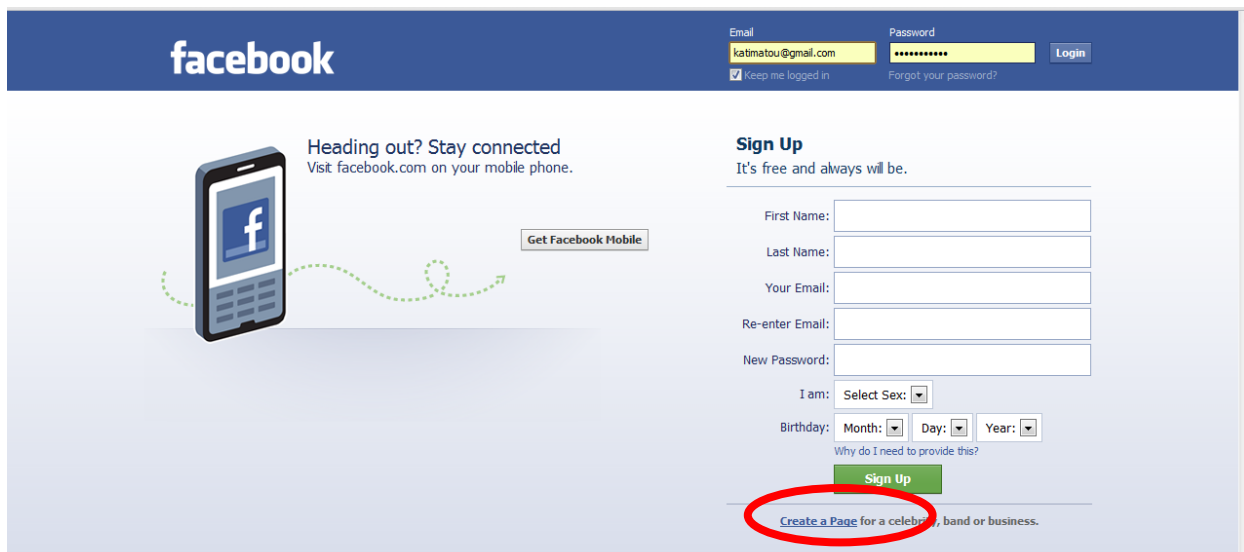
Should I start a page or a group?

On Facebook, you'll have the option to create either a group or a fan page. We recommend creating a fan page instead of a group for a few reasons:

1) Unlike groups, fan pages are visible to unregistered users, so anyone can see them.
2) Fan pages allow for a customized URL, like www.facebook.com/100khomes, instead of a long, "ugly" URL.
3) Fan pages provide "page insights" to see who is visiting your page and when.

Creating a page

Go to www.facebook.com, and sign out if you have an account. On the right side of the screen, you will see a link that says **"Create a Page."** Click this link.

Use the "Create Official Page" menu on the right hand side. On the "Brand, Product or Organization" drop-down menu, select "non-profit." Name your page. Feel free to use "100,000 Homes Campaign: [Community Name]," or the name of your local initiative, like Project H3 in Phoenix.

From here, you can sign in, create a profile, upload photos and post updates and links. Be sure to include links to your other assets, like your website, Twitter, YouTube and Flickr pages, and let us know so we can put the word out to all our Facebook fans!

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Twitter

Twitter is an invaluable tool for connecting with volunteers, organizations and homeless individuals, and for empowering each of them to help share the story of your local Campaign effort!

Signing up

Go to www.twitter.com and click "Sign Up," then follow these short, easy steps to get started:

1) Select a good "handle"
Your user name, or "handle," should be relatively short and as close to the name of your local effort as possible. Do not include dashes, underscores, or any punctuation. Good examples include Phoenix's Project H3 ("ProjectH3"), the Institute for Healthcare Improvement ("TheIHI"), and the Campaign's own handle ("100khomes").

2) Create a bio
Having a short bio is important on Twitter. Think about a brief sentence-- maybe even just a phrase-- that describes your work. This will help people know who you are when they decide whether or not to "follow" you-- another way of saying "subscribe to your tweets."

3) Follow and Get Followers
By clicking, "Who to Follow," you can search for people and organizations you may want to engage with in the future. Please also find the Campaign ("100khomes") and click "Follow" to subscribe to our tweets.

4) Let us know!
Finally, go back to the Home page and let us know you've joined by typing "Hello @100khomes!" into the "What's Happening?" box. This will be your first tweet. We'll follow you back and start directing new followers and Campaign partners your way.

5) Download Twitter on your smartphone
If you have a smartphone, consider downloading one of the many Twitter applications available so you can tweet throughout boot camp. You might consider the standard Twitter app, ÜberTwitter, or Tweet Deck.

Happy tweeting!