

We will begin shortly

Dial into the Conference line for audio.

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Welcome



# Who's Here?

	Name	Branch
	Beth Chodak	Bakersfield, California
	Betsy Pollick	Gilroy, CA
	Carol Anderson	Modesto/Turlock
		Westminster-Fountain
	Carolee Focht	Valley-Huntington Beach
	Cathy Foxhoven	California Online, San Mateo
	Celine Osborn	Tustin
	Dana Loury	North Tahoe
		Mariposa and AAUW
	Dawn Johnson	California
	DeAnna DZamba	Oakland-Piedmont
		Lompoc-Vandenberg Branch,
	Dianne Owens	SBC IBC, Board of Directors
No	Elizabeth Guimarin	San Jose
		Orinda-Moraga-Lafayette
		and Tech Trek Hopper
	Gail Chesler	(treasurer)
	Heidi Scott	AAUW Marin
No	Jane Niemeier	La Mesa-El Cajon, San Diego

	Name	Branch
	Karen Dennis	AAUW Laguna Beach
		Riverside-Moreno Valley-San
	Keri Then	Gorgonio
	Laura Selken	Santa Maria, CA
	Leann Roque	Palos Verdes Peninsula
	Lenore Simon	Tustin-Santa Ana-Orange
	Maddie Brown	AAUW Mariposa
	Nancy	Visalia-Sequoia
	Nancy Mahr	Palos Verdes, State Board
	Pam Strayer	Laguna Beach
	Patricia Watters	North Tahoe and Paso Robles
No	Penelope LePome	China Lake-Ridgecrest Branch
	Ramona Raybin	San Mateo
No	Randa Blanding	La Mesa-El Cajon
No	Sally Hibbits	Thousand Oaks
	Scarlett Wood	Healdsburg, Ca
	Sharon Corbett-	
	Parry	Del Mar-Leucadia
	Shauna Ruyle	San Diego
	Susanne Potter	Walnut Diamond Bar

# Survey Results

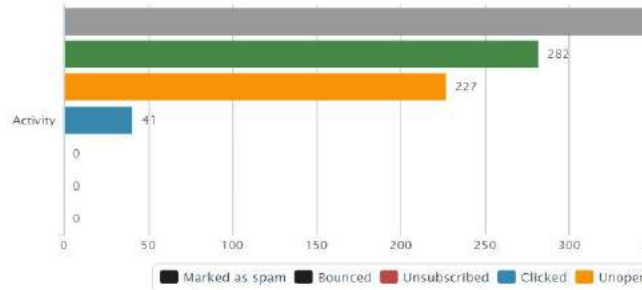
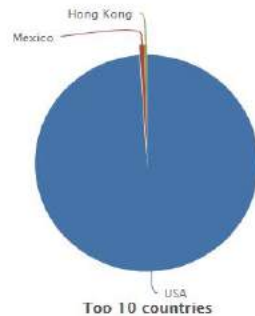
The *survey was sent to 509 people* who are listed in the AAUW California Branch Officer Reporting system with the following job titles: Publicity, Marketing, Communication, Website Manager, Newsletter Editor, Branch President, AAUW California State Board and branch leaders who have asked to receive “All Communication”.

*33 leaders completed the survey.*

Subject: AAUW California Technology Peer Group Invitation

Sent on Tue, Jan 30, 2018, 10:15PM to 509 subscribers

To: [List: All Communication](#) [List: All Publicity](#) [List: All Marketing](#) [List: All Communication](#) [List: All Website Manager](#) [List: All Newsletter Editor](#) [List: All President](#) [List: All Board](#)



55.4% opened 282 unique / opened 814 times

227 not opened

8.055% clicked a link 41 unique clicks

0% unsubscribed 0 unsubscribed

0% bounced 0 bounced

0% marked as spam 0 marked as spam

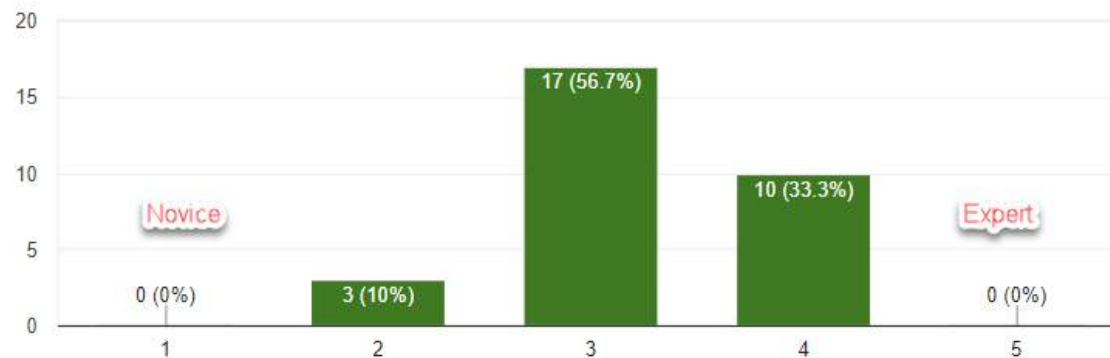
# Who Responded?

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- The majority of respondents indicated a *moderate or better level of technology expertise* play a role in maintain branch technology or communication mechanisms.

How do you classify your technology experience level?

30 responses



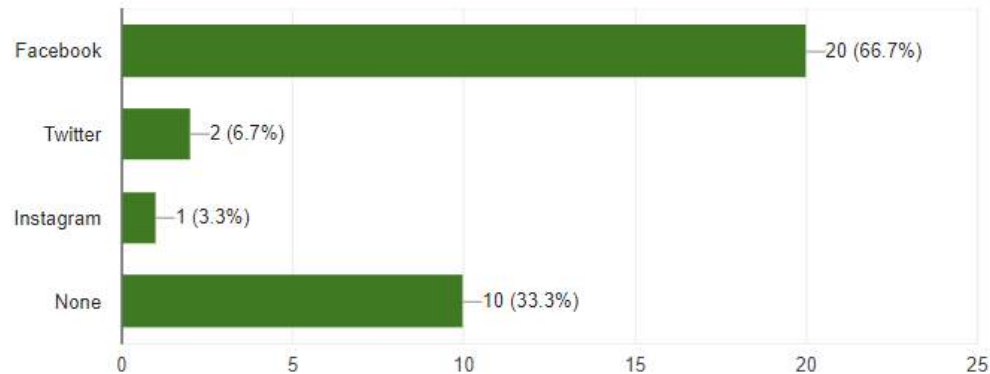
# What tools do we use?

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- All branches represented in the survey have a website (88% hosted by AAUW National) and most use Facebook

Which of the following social media tools does your branch use?

30 responses



# What are our favorite tools?

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- Using our *website, email, and newsletters* appear to be our most favorite communication tools.

<b>Tool</b>
<b>Google docs, groups, drive</b>
<b>Facebook (7)</b>
<b>Newsletters (4) Microsoft Publisher (1)</b>
<b>Website (4) Weebly(1)</b>
<b>Phonevite</b>
<b>Excel</b>
<b>Up load photos of events.</b>
<b>Web site help from Assoc</b>
<b>Email (9) Mailchimp (2) Constant Contact (2)</b>
<b>Dropbox</b>

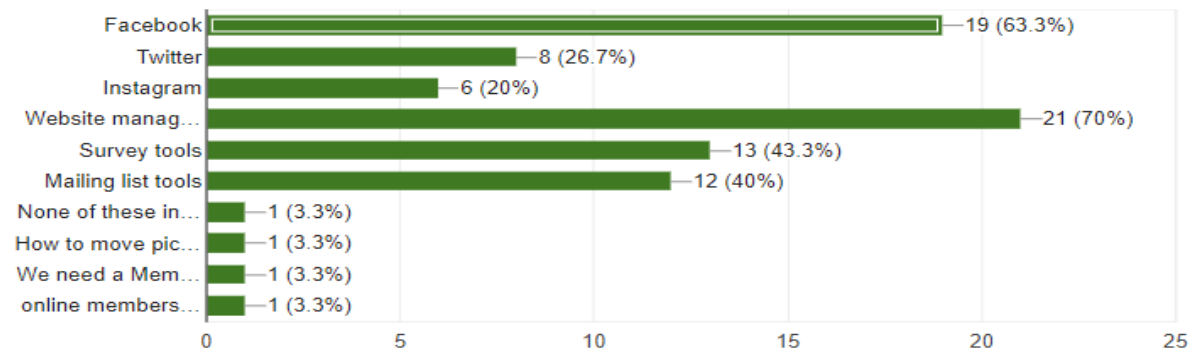
# What do we want to learn?

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- *Website Management and Facebook* received the largest responses.

What topics are you interested in learning more about?

30 responses



Other:

- We need a Members Only sign on access for our web site. We've been told the National Site Hosting does not allow for this, yet the National web page has it.
- How to move pictures within a document

# What are you willing to share?

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Tools/Concepts	
Google docs	Phonevite
Private FB page for members	How to use Constant Contact
How to start a group on Goodreads	Uploading photos of AAUW events.
Facebook event posts	Newsletter creation
National's Member Services Database. In particular, with getting information about donations whenever it is wanted, rather than as the quarterly reports come out.	
Using Google Earth (free) to create basic maps - i.e. for local polling locations	
The concept I would like the group to consider is website integration of an available online membership management service where new members can submit and pay for membership application and members can renew membership and login to update profile information and the branch can send out email notifications for member renewal, etc. All branches could brand it for them and manage their membership.	





# Website Management Tool Ideas

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# Looking ahead

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- Do you want to meet again?
- Date/Time/Format?
- Next topic?
- Other considerations?

Future



## Setting up a FACEBOOK account



# Some Facebook basics

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You have to have a personal Facebook page to start. You'll be adding a "Page" to your account.

Page or Group? Start with a Page.

Facebook Page	Facebook Group
<p>Gives you a public presence. Unlike your profile, Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.</p>	<p>Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.</p> <p>Can be Public, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group.</p>

# Setting up your account

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<b>Facebook Page Type</b>	“company, organization, or institution” nonprofit organization
<b>Name Format</b>	AAUW “branch name” (CA) Branch. Try to make your name as close to the suggested format as possible. This will help make AAUW branch pages more searchable while showing the local presence and national reach of AAUW.
<b>Branch Logos</b>	Download from Member Services Database
<b>Let National know you’ve created a Page</b>	e-mail <a href="mailto:social-media@aauw.org">social-media@aauw.org</a> so they can follow and support all of the great work that you do!

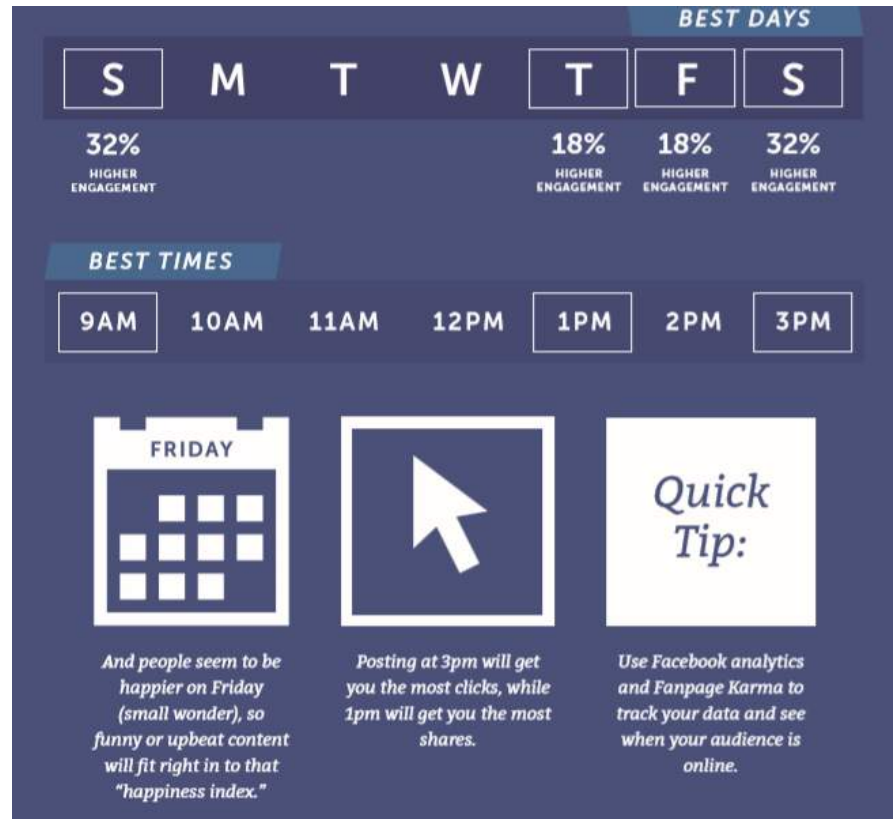
# My account is set up. Now what?

<b>Post, Post, Post</b>	<p>As the creator of the Page, you are automatically the moderator.</p> <p>It's useful to have at least one additional administrator for your page.</p> <p>(While anyone who likes your Page can post on your wall, only those users assigned as Page "admins" can manage all aspects of the Page, including posting to the Page as your branch, sending messages, creating ads, and adding additional users as Page admins or related roles</p>
<b>Set up a social media calendar</b>	<p>Consider assigning board members to post on a specific day of the month</p>
<b>Link your Facebook page</b>	<p>Embed your Facebook link into your website</p> <p>Link your social media accounts (twitter, Instagram) so you only have to post once</p>
<b>Get "likes"</b>	<p>Like similar pages. Ask your members to "like" your page.</p> <p>Ask them to invite their friends to "like" your page.</p>

# When's the best time to post?

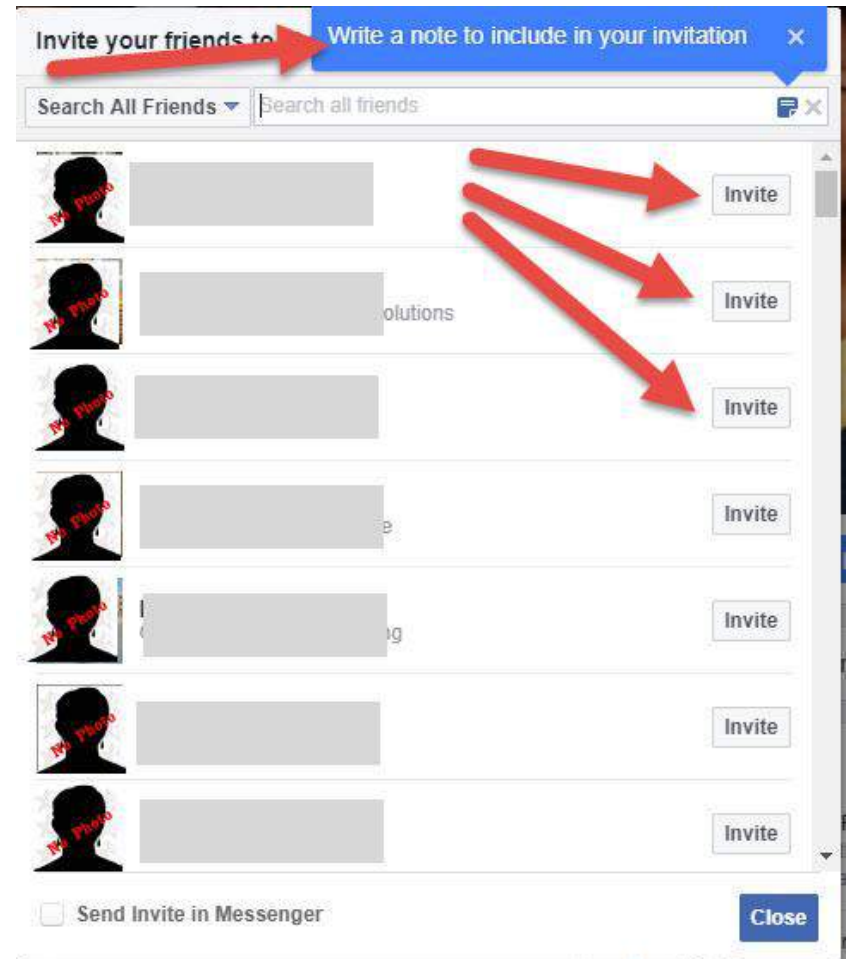
If you have limited time to post, choose a consistent time and stick to it.

You can also “schedule” your posts ahead of time.



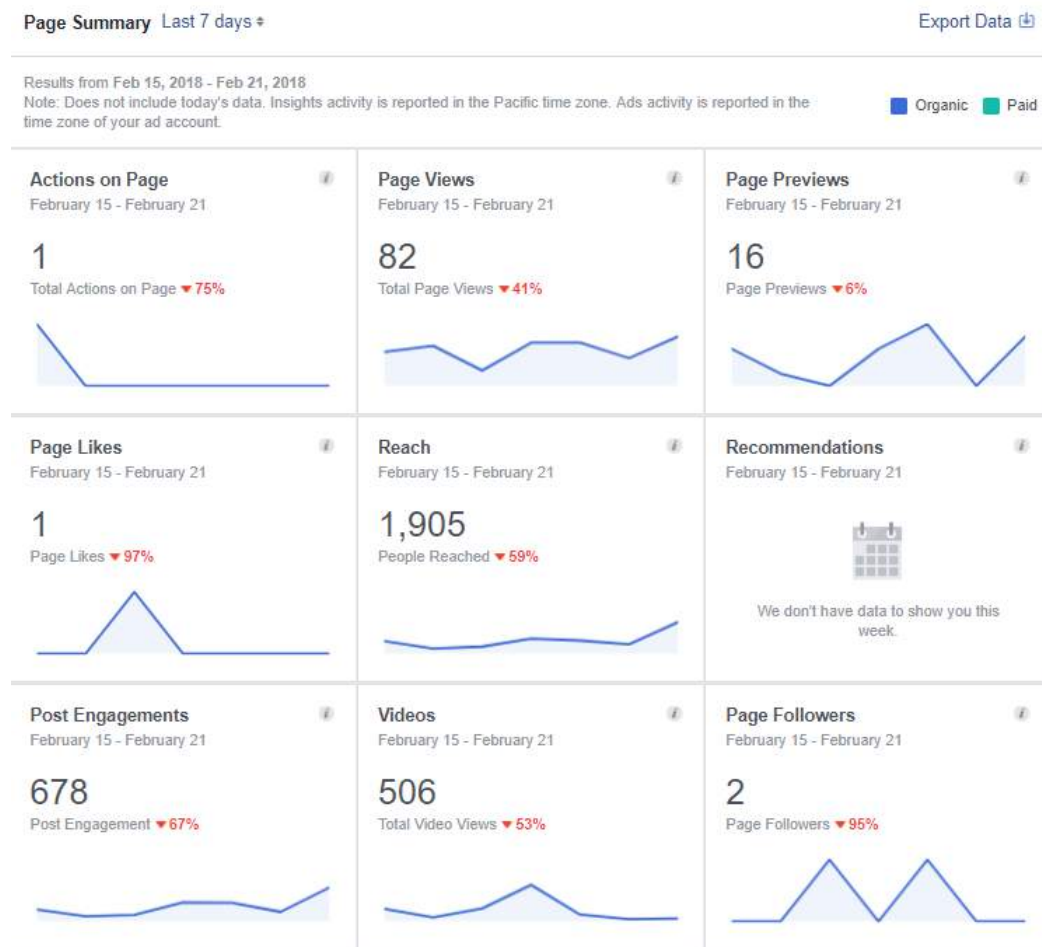


# Getting more “likes”



# It's not all about "likes"

- Engagement is KEY
  - Likes, Shares, comments, reach
  - Ask members to "share" and/or comment on your posts.
  - Drive them back to your website for more information
  - Videos get the best responses



# Where can I find content?

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- Share content that you like from your own page.
- Seek out other pages that have similar content.
- Share URLs
- Tag people (with their permission)

# Oh No! (We got a negative comment)

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- Do you have a social media policy for your branch?
- Do you have a Facebook comment policy?
- Educate your membership and public
- Hide the bad comments
- Ban specific words
- Ban the user (last resort)
- Resources:
  - <https://marketingland.com/10-tactics-handling-haters-facebook169322>
  - <https://www.practicalecommerce.com/how-to-deal-with-negative-comments-on-facebook>

# Sample Facebook comment policy

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*We welcome you and your comments to the Facebook page for [COMPANY NAME].*

*This site intends to inform and engage with the fans, friends, family members, and other businesses, entities, or interested persons of [COMPANY NAME].*

*You are encouraged to submit comments, questions, and concerns, but please note this is a moderated online discussion site and not a public forum.*

*Once posted, [COMPANY NAME] reserves the right to delete submissions that contain vulgar language, personal attacks of any kind, or comments we deem to be offensive or disparaging.*

*Further, [COMPANY NAME] also reserves the right to delete comments that:*

- Contain spam, advertising, solicitations or include links to other sites;*
- Are clearly off topic or disruptive;*
- Are obscene, vulgar, or sexually explicit. This includes masked words (\*\*\*), acronyms, and abbreviations;*
- Are chain letters, pyramid schemes, or fraudulent or deceptive messages;*
- Promote particular services, products, or political organizations or campaigns;*
- Infringe on copyrights or trademarks;*
- Advocate illegal activity;*
- Violate any policies of [COMPANY NAME].*

*Please note that the comments expressed on this site do not reflect the opinions and official position of [COMPANY NAME].*