



# A Review of Social Media Resources

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## FACEBOOK.COM

Facebook was founded on February 4, 2004 by Mark Zuckerberg and other Harvard University students. Must be 13 years old to register.

After registering to use the site ([facebook.com](http://facebook.com)), users may create a personal profile, add other users as friends, exchange messages, post status updates and photos, and receive notifications when others update their profiles. Congregations and organizations may also register and create a personal profile

Facebook enables users to choose their own privacy settings and choose who can see specific parts of their profile. The website is free to users. In the United States, there are more than 169 million members.

For those interested in setting up a congregational Facebook page, go to:

<http://www.wikihow.com/Create-a-Facebook-Fan-Page> to learn how to create a page.

Once you have set up your page, you can add administrators (users who have a Facebook account) and they can help moderate content.

If you google “Facebook Page Tips”, you can learn more about how to best use your Facebook page. For example, go to <http://socialmediaexaminer.com/tips-for-a-successful-facebook-page/>



## TWITTER.COM

Twitter is an online social networking service that enables users to send and read short 140-character text messages called “tweets”. Registered users can read and post tweets; unregistered users can only post them. Twitter was created in 2006 and in 2012 had 500 million registered users; of those 22.9 million were in the United States.

Tweets are publicly visible by default, but senders can restrict message delivery to just their followers. Users can tweet via the Twitter website, compatible external applications (such as smart phones). Retweeting is when a tweet is forwarded by Twitter users. While the service is free, accessing it through SMS may incur phone service provider fees. Users may subscribe to other users’ tweets—this is known as “following” and subscribers are known as “followers”. Users have the capability to block those who have followed them.

Twitter has mobile apps for iPhone; iPod; Android; Windows Phone; BlackBerry; Firefox OS; and Nokia S40.

For those interested in Twitter, go to:

<http://www.digitaltrends.com/social-media/how-to-use-twitter/#!XxyY3>

There are also “Twitter Lists” within Twitter. To find out more, go to:

<http://www.pcmag.com/article2/0,2817,2459110,00.asp>

For information about hosting a Twitter chat, go to:

<http://www.forbes.com/sites/stevecooper/2013/09/30/the-ultimate-guide-to-hosting-a-tweet-chat/2/>



## HOOTSUITE

Hootsuite is a social media management system created by Ryan Holmes in 2008. The system supports social network integrations for Twitter, Facebook, LinkedIn and Google+. <https://hootsuite.com> is a free program that allows you to schedule your Facebook or Twitter posts. An excellent recap of the benefits offered by Hootsuite can be found at:

<http://iag.me/socialmedia/reviews/7-reasons-why-you-should-use-hootsuite/>

Within Hootsuite, there are several tutorials that are available. You can also sign up for weekly emails that summarize the analytics for your accounts:

<http://www.youtube.com/watch?v=ggebLAGUc1Q>

Once you are using Hootsuite, there are other sites that offer advice on how to use it more effectively. Visit RazorSocial at:

<http://www.razorsocial.com/using-hootsuite-more-effectively/>

A free version of Social Bro is available for receiving analytics about top followers, best times to schedule tweets, etc. Visit <http://www.socialbro.com>



## BLOGS

A blog is a truncation of the expression “web log” and is a discussion or information site published on the internet. A majority of blogs are interactive, which allow visitors to leave comments. WordPress is a free and open source blogging tool and content management system, released in May 2003. WordPress is one of the most popular blogging systems in use on the Web at more than 60 million sites. As of July 2014, Tumblr, a microblogging platform and social networking website (launched in February 2007) stated that it hosts over 192.9 million blogs and 75.8 million Wordpress blogs in existence worldwide.

For a quick recap of blogging, go to [http://codex.wordpress.org/Introduction to Blogging](http://codex.wordpress.org/Introduction_to_Blogging).

For information on Tumblr, visit: <http://thenextweb.com/apps/2013/08/16/best-blogging-services/>



## FLICKR

Flickr is an image hosting and video hosting website and web services suite created by Ludicorp in 2004.

Flickr offers three types of accounts: Free, Ad Free and Doublr. The free option includes one terabyte of storage limited to 200 MB per photo and 1 GB per video with a maximum length of 3 minutes. The Ad Free option allows subscriptions to avoid advertisements for an annual fee. The Doublr account includes twice the storage of a free account.

For more information about Flickr, go to: <https://www.flickr.com/>



## INSTAGRAM

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables users to take pictures and videos and share them on social networking places like Facebook, Twitter, Tumblr and Flickr. Users can record and share photos and short videos (up to 15 seconds).

Instagram created by Kevin Systrom and Mike Krieger was launched in October, 2010. As of April 2012, there were just over 100 million active users, many of whom are teenagers.

If you would like to know how to set up an account, go to <http://www.wikihow.com/Use-Instagram> If you are wondering more about what Instagram is and why you might want to use it, visit: <http://infospace.ischool.syr.edu/2011/12/15/what-is-instagram-and-why-is-it-so-popular/>



## PINTEREST

Pinterest is a company that provides an internet service that they describe as a visual discovery tool. People use Pinterest to collect ideas for projects and interests. Users create and share collections (called “boards”) of visual bookmarks (called “pins”) that they use to organize events or save articles or recipes.

Pinterest is a free website. Users can upload, save, sort and manage images—known as pins—and other media content (videos and images) through collections known as pinboards.

Pinterest was launched in March 2010 by Ben Silbermann, Evan Sharp and Paul Sciarra. In July 2013, it is estimated that Pinterest had 70 million users. For a recap of what Pinterest is and does, go to <http://www.pcmag.com/article2/0.2817.2418047.00.asp>

For information about why your congregation would want a Pinterest page, go to:

<http://www.forbes.com/sites/work-in-progress/2012/06/13/pinterest-power-how-to-use-the-third-largest-social-media-site-to-promote-your-business/>



## PODCASTS

Podcasts are programs (of music or talk) made available in digital form for automatic download over the internet. The word “podcast” (derived from “iPod” and “broadcast”) was first registered in 2005.

Podcasts are basically audio recordings that you can host on your own server or else you can distribute through iTunes. For a quick tutorial on podcasts, visit:

<http://www.howtopodcasttutorial.com/what-is-a-podcast.htm>

In order to produce a better quality podcast, better quality recording equipment may be needed. GarageBand software is available for use with a Mac computer; other software may be necessary for use with other personal computers.



## VIDEO-CONFERENCEING

In order to participate in a video-conference, you need a computer, a web cam, and ear buds and/or a headset to improve the audio quality. The quality of your connection also tends to depend on the bandwidth or your internet connection.

Three common video-conferencing services are: Skype; Gotomeeting; and Google Hangouts.

For basics on Skype (August 2003), visit:

<http://www.skype.com/en/what-is-skype/>

For basics on GotoMeeting (July 2004), go to:

<http://www.gotomeeting.com/online/meeting/how-it-works>

For basics on Google Hangouts, visit:

<http://www.google.com/+learnmore/hangouts/>



## YOUTUBE

YouTube is a video-sharing website created in February 2005. The site allows users to upload, view, and share videos. Unregistered users can watch videos and registered users can upload an unlimited number of videos. In January 2012, YouTube stated that the site was receiving 4 billion videos streamed per day.

For more information about YouTube, go to <http://www.YouTube.com>

To see how to properly upload videos to YouTube, go to:

[www.youtube.com/watch?v=Hlxqk0iHp5w](http://www.youtube.com/watch?v=Hlxqk0iHp5w)



## MAILCHIMP

MailChimp is an email marketing service provider founded in 2001. It has 6 million users that collectively send over 10 billion emails through this service per month.

MailChimp offers a **FREE** email service whereby you can send up to 12,000 emails to 2,000 subscribers per month. For more details, go to <http://www.MailChimp.com/>



## CONSTANT CONTACT

Constant Contact is an online marketing company which offers email marketing, social media marketing, online surveys and event marketing. Founded in 1995, the company claims that it had over 500,000 customers after January 2012.

The Basic plan will allow users to send and track professional-looking emails (up to 500 contacts) for \$20 per month. The Essential plan will allow users to send emails, notices of events, promotions and surveys (up to 500 contacts) for \$45 per month. For more information, visit <http://www.constantcontact.com/>



## LINKEDIN

LinkedIn is a business-oriented social networking service. Launched in May 2003, it is mainly used for professional networking. In early 2014, LinkedIn reported that it had more than 300 million members worldwide. The basic functionality of LinkedIn allows users to create profiles and “connections” to each other in an online social network. Users can invite others to become a connection. For details, go to <https://www.linkedin.com/>

