

# Social Networking Plan for Parent Centers

## *Draft*

**Social networking** can be defined as<sup>\*</sup>: the use of a website to connect with people who share personal or professional interests.

Examples of social networking Web sites or services used by Parent Centers include (but are not limited to): Facebook, YouTube, LinkedIn, MySpace, flickr, Twitter, blogs, chats, polls, and discussion boards.

The following plan will help your Parent Center determine your social networking priorities and steps to take to reach your goals.

### 1. Develop a Team

Develop a social networking task force within your organization. Include management, program, and technology staff. You may also want to seek input from families and professionals you serve.

Team Leader: \_\_\_\_\_

Team Members: \_\_\_\_\_

How often will team meet?: \_\_\_\_\_

How will the team make decisions?: \_\_\_\_\_

### 2. Determine your Social Networking Priorities

Your priorities for which social networking tools you want to use will depend on your goal. Do you want to publicize an event? Reach younger families? Connect parents from around the State? Engage in discussions on critical issues? Different social networking tools meet different purposes. (See Appendix A for suggestions on “*How would my organization use social networking?*”)

Use the form below to prioritize your organization’s social networking needs:

Priority Level	Purpose	Tool Options
<i>Ex: #1</i>	<i>Share PSA video</i>	<i>YouTube, Org Web Site</i>

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<sup>\*</sup> Dictionary.com and Wikipedia

### 3. Assign Staff and Develop Timeline

Once you decide what social networking tools to use, it is important to decide who will manage its use and make ongoing updates. The chart below can be used to record this information and help ensure the information on social networking sites stays current.

<b>Tool</b>	<b>Person Responsible</b>	<b>Timeline</b>
<i>Ex. Facebook Fan Page</i>	<i>Mary Johnson</i>	<i>Update 2x/week</i>

### 4. Evaluate

Most social networking sites such as Facebook and YouTube have built-in tools for tracking visitors to your pages. You will need to decide what statistics are important for you and where you want to grow.

<b>Tool</b>	<b>Evaluation Method</b>	<b>Outcome</b>
<i>Ex. YouTube</i>	<i>Video view count</i>	<i>5 videos viewed total of 30x</i>

Appendix A

**How would my organization use social networking?**

*From IBM*

Reason	Platform	What do I do	Benefit
Your organization is planning an upcoming event at a local hotel and you want to get the word out.	<a href="http://www.evite.com">www.evite.com</a>	Send out an online event invitation and track your attendees	Reduction in cost from traditional mailings. Quick to get the word out. Easy to make updates and send directions
My guest list for my event is somewhat limited and I'd like to reach a broader audience	<a href="http://www.facebook.com">www.facebook.com</a>	Set up a Facebook Profile page for your organization and for your event	You can reach a wider audience through connections to other people you may know on Facebook and other groups you can find
I'd like to give my guests an update the entertainment, I've just booked a great performer	<a href="http://www.twitter.com">www.twitter.com</a>	Set up a Twitter profile and send "tweets" or updates to your guests that are following you	Another medium to send out information and a quick way to get the word out
My event was a big success and now I want to show everyone else how much fun it was	<a href="http://www.YouTube.com">www.YouTube.com</a>	Upload some video footage of your event	Shows how exciting your event was and gets people excited for next year
But I have photos I want to publish too	<a href="http://www.flickr.com">www.flickr.com</a>	Create a photo stream of your event. Tag and publish your photos	Everyone loves to see themselves in a good photo
I want to encourage more people to attend next year	<a href="http://www.facebook.com">www.facebook.com</a>	Link your photos and videos to your Facebook page. Encourage your Fans to invite their friends. Send friend invites to people who have similar interests to increase your amount of Friends/Fans	Increase your participating and following for your next event