SecIGD2 project
(Contract Number: 323260)

IGD-TP CMET Social Media Training Session
Training Report

DELIVERABLE (D-No: 3.3.1)
Work Package 3

Author(s): Marjatta Palmu, Posiva Oy

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</tr>
<tr>
<td>RE Restricted to a group specified by the partners of the SecIGD2 project</td>
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<td>CO Confidential, only for partners of the SecIGD2 project</td>
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### History chart

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<td>IGD-TP CMET Social Media Training Session. Training Report</td>
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<td>19 November 2015</td>
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**Reviewed by**
The training session report, which is an additional deliverable of WP3 was reviewed by the CMET Working Group members by 16 November 2015.

**Approved for submission to the EC database by 19 November 2015**
Project coordinator, Jacques Delay, Andra

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IGD-TP CMET Social Media Training Session

Training Report

WP3, Task 3.3
SecIGD2 project

Author:
Marjatta Palmu, Posiva Oy

Dissemination level: Public

The research leading to these results has received funding from the European Union's European Atomic Energy Community's (Euratom) Seventh Framework Programme (2007-2013) under agreement n°323260 SecIGD2.

The content of this report presents the views of the author and the training session participants.
Summary

Social media is more and more used in both business and leisure. It has become a useful tool in reaching out to the public, and an increasing number of learning solutions are built to be mobile with the help of social media and other e-learning tools. Mobile solutions in learning are gaining ground as a preferred access form with the digi-native students and learning can take place independent of both time and space, too.

CMET group’s planned activities included one or two training sessions intended for the group members and carried out by a leading expert in the field. The group agreed that awareness of the existing collaboration tools and their efficient use would be a valuable topic of the training session for them. The trainer for this training session was Ms. Cheryl Contee from Fission Strategy in the United States. Ms. Contee and her team have worked with significant impact with several non-profit organisations with the help of the social media. In addition, Fission Strategy implements these new tools efficiently in carrying out their work in their geographically distributed teams.

A full day training session was implemented in Lisbon on the 22 April for the CMET working group and it was also open for the Euratom FP7 Petrus III (EC-GA no 605265) project participants. The content of the training covered the background to the increased use of social media with a focus on Europe; introduction to various on-line training tools and resources and guidance to select them; introduction to awakening interest in the on-line audiences with practical exercises; and introducing further tools to produce interesting stories to their target audiences, whether the general public, students or young professionals.

Most of the participants in the training had not had such a wide exposure to the use of social media and on-line tools before. This learning was readily embraced for further implementation in the ongoing training development and projects.
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1. Introduction and Objectives

The current IGD-TP Secretariat project SecIGD2 (EC-GA no 323260) includes four work packages and one of them (WP3) is intended to support the Competence Maintenance, Education and Training Working Group. Social media training was included into the Task 3.3 of this work package.

The Task 3.3 main plan was the support the CMET Working Group to carry out the planned actions, collect the results and experiences of those activities and disseminate them at the IGD-TP's Exchange Forum meeting(s) taking place during the second and/or third project year. An interactive face-to-face input and dissemination session was organised during the second year at the IGD-TP’s Exchange Forum no 5 (EF5) in Kalmar, Sweden.

The CMET aimed at carrying out at least one additional action from the agreed upon action plan during the third project year towards the objectives set for it in its Terms of Reference. In addition to the EF5 session organised, the interest and demand for eLearning solutions was increasing within the CMET working group. In this role the WP3 supported the group's actions by providing coordination and by contacting needed expert/s in support of the actions. The social media training session resulted from this objective to invite experts to provide cutting edge knowledge that enhance the innovation and application of these actions within the scope of CMET in geological disposal. Further the forums for sharing these relevant experiences were either the group meetings or at the IGD-TP Exchange Forum.

EF5 already included a half-a-day session devoted to voluntary accreditation and in addition the IGD-TP Secretariat had invited Ms. Laurel Boucher to address social outreach as a speaker to the EF5. Thus a decision to cover a smaller scope was made concerning the expert training session. The WP3 then organised such a venue to address the eLearning and social media concerns and knowledge needs of the CMET group members. The invitation to this venue was extended to the Petrus3 project participants as Petrus3 also applies eLearning tools in its education delivery.

Ms. Cheryl Contee, the CEO and co-owner of Fission Strategy, was selected after recommendations made by a collaboration expert known to the work package leader. This contact resulted in a training plan and contract with Ms. Contee for the delivery of the training in Lisbon, Portugal in connection with the CMET no 5 and Petrus3 General Assembly no 3 meetings on 22

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1 See http://www.the-laurel-company.com
2 Euratom FP7 EFTS project "Implementing sustainable E&T programmes in the field of Radioactive Wastes Disposal"; see http://www.enen-assoc.org/en/training/petrus-iii.html
3 See https://fissionstrategy.com/
April 2015. The briefing objectives for the training were to provide both an informative and interactive session aimed at fostering collaboration and contributions in an innovative way.

2. Implementation of Training

The training workshop content was designed to provide an overview of the social media opportunities and to practice their use so that the participants could immediately apply the acquired learning in their activities. Fittingly, much of the training material was making use of on-line and cloud resources that could also be used by the participants during the training.

The trainer provided as starting point the overview of the increasing use of social media in Europe (Training content in Appendix 1 and overview in Appendix 2). The role of mobile solutions as learning platforms is also increasing and overrunning the use of desktop computing. One should be quite aware of this trend when designing eLearning solutions for the students.

The second area that was covered was the multitude of the different on-line tools available either as freeware or against a fee (Appendices 3 and 4). The amount of existing eLearning courses is also vast especially in general education like management, quality management, information technology including eLearning, accounting, communications, and other administrative disciplines. These eLearning solutions can also be used as models for designing one's own eLearning solutions on the web.

The power of "Telling your story" was demonstrated in the context of social media as proving a platform for the public outreach of important messages or in motivating students.

Also practical hand-on tools were applied for screening the suitable tools and for producing the vision and story for implementing the vision with the help of Gamestorming cartoons (Appendix 5).

A total of 15 participants took part in the training session. The participants came from the Czech Republic, Finland, France, Italy, The Netherlands, Portugal, Slovenia, and Spain.

3. Feedback and Exploitation of the Learning Outcomes from the Training

The feedback from the training session was very favourable both from the participants and from the trainer (Appendix 6). The commitment level to the training was high. With the exception of one participant, the participants commented that there was a lot of new information for them about social media and about the on-line resources and their usage. This feedback provided by all participants demonstrated that the training session was very timely for the participants in
connection with either their E&T (Education and Training) activities or in their work. Also the most advanced participant could take home some new tools and approaches in using the tools.

Table: Participant feedback (n = 15 replies)

<table>
<thead>
<tr>
<th>Question no</th>
<th>Question and choices (yes or no)</th>
<th>Replies to question:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Was the training useful to you?</td>
<td>n=14: Yes, one: Not too much</td>
</tr>
<tr>
<td>2</td>
<td>Was the trainer a good choice for the workshop in your view?</td>
<td>n=14: Yes; one: No, the content was not for an advanced user</td>
</tr>
<tr>
<td>3</td>
<td>Did you get new ideas for your work</td>
<td>n=14: Yes; one: Not too much.</td>
</tr>
</tbody>
</table>

In addition, open ended feedback was received from most participants about what they found most useful for themselves to implement from the training in the future. The participants also identified some future training needs like training about how to set up a webinar and the students moving into mobile tools and the need to consider this in the university education.

4. Conclusions

The training session itself filled a current need at the CMET working group and Petrus3 participants as demonstrated by the feedback from the training. The use of on-line outreach and education and training tools is increasing now and in the future. The geological disposal and the nuclear community are experimenting on the use of these tools with various pilot E&T sessions. Other areas of general education are already quite advanced in their eLearning developments. After the first pilots (e.g. in Petrus3, NUSHARE⁴ and GENTLE⁵ projects) have been implemented, there will be a demand for more advanced training or practical workshops for the educators and trainers on this topic especially related to the use of mobile platforms in E&T.

⁴ “Project for sharing & growing nuclear safety culture competence” see www.nushare.eu or http://www.enen-assoc.org/en/training/nushare.html
⁵ “Graduate and Executive Nuclear Training and Lifelong Education” see http://gentleproject.eu/
Appendices

1. CMET/Petrus Training Agenda
2. CMET - Overview of Social Media in EU
3. Social Media Best Practices (NCAPD)
4. CMET - Online Training Tools & Techniques
5. CMET - Brainstorm - Gamestorm
# CMET/Petrus Training Agenda

**April 22, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00–9:30</td>
<td>Introductions &amp; Review of Current Petrus Experiences</td>
</tr>
<tr>
<td>9:30–10:30</td>
<td>Overview of Social Media in the European Union across Generations</td>
</tr>
<tr>
<td>10:30–11:00</td>
<td>Break</td>
</tr>
<tr>
<td>11:00–12:00</td>
<td>Online Training Tools and Techniques</td>
</tr>
<tr>
<td>12:30–13:30</td>
<td>Lunch</td>
</tr>
<tr>
<td>13:30–14:00</td>
<td>Exercise — Tell Your Story</td>
</tr>
<tr>
<td>14:00–15:00</td>
<td>Brainstorm — Post-It Ideas</td>
</tr>
<tr>
<td>15:00–15:30</td>
<td>Break</td>
</tr>
<tr>
<td>15:30–16:30</td>
<td>Gamestorm — Cartoon Storyboard</td>
</tr>
<tr>
<td>16:30–17:00</td>
<td>Takeaways, Q/A &amp; Closing</td>
</tr>
</tbody>
</table>

**Dinner - Bus pickup at 6pm**
Overview of Social Media in the EU

Background & Research
PRESENTED TO:
EU CMET Lisbon
Nuclear Administrators

PRESENTED BY:
Cheryl Contee
CEO, Fission Strategy
cheryl@fissionstrategy.com
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//BACKGROUND
//SOCIAL MEDIA IN THE EU
//BEST PRACTICES
//QUESTIONS
BACKGROUND
ABOUT US

// WHO WE ARE

Fission Strategy works with the world’s most remarkable organizations and leaders to create digital campaigns, projects and tools that mobilize large-scale social action. We’ve all joined this team in order to work with people like you in creating long lasting positive impact on the world. Our team has been around the block enough to know what doesn’t work as much as what does, and we have the relationships and expertise to turn truly game-changing ideas into reality.

CHERYL // CONTEE

✓ Affiliate of Harvard’s Berkman Center for Internet & Society

✓ The Root 100 list of established and emerging Black leaders

✓ Huffington Post Top 27 Female Founders in Tech to Follow on Twitter in 2011.

✓ Fast Company 2010 Most Influential Women in Tech
ABOUT US // WHO WE ARE

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Fission specializes in helping socially responsible companies, nonprofits and foundations tell powerful stories, engage supporters, and build digital platforms to support their missions.

We have experience working with organizations and public-private partnerships to capture and voice their mission in order to grow and drive action. With a powerful visual online presence and strategic messaging, our hands-on team will design, develop, analyze and strategize to maximize the impact of your campaign.

We are proud to be leading social technology providers. Fission is the only Facebook Preferred Marketing Developer that focuses on cause-oriented companies, nonprofits, and social enterprises.
ABOUT US // OUR CLIENTS

- ONE
- The White House
- Oxfam
- Earthjustice
- Grameen Foundation
- Everytown for Gun Safety
- American Cancer Society
- Salesforce Foundation
- Moms Rising
- Zynga.org
- Define American
- Open Society Foundations
Global Internet Behavior by Age

- Use of social networking sites varies by age. In 17 of 21 countries, users younger than 30 are more than 50% more likely to use social networking sites than users older than 50.

- This gap is particularly pronounced in Italy, Poland, Britain and Greece. Users younger than 30 are at least 70% more likely to use social networking than those older than 50.

- Similarly, use of social networking sites varies by education level: those with a university degree are much more likely to use social networking than those without a university degree.
The individual in an always-connected world

- Affordable
- Invisible
- Persuasive
- Seamless
- Essential & high value

- Unique & secure
- In the cloud
- Includes status, presence, identity, payment, preferences, social network

Connectivity

Devices

- Entertainment
- Work
- Transportation
- Shopping
- Home
- Communication

Digital identity

- Integrated online & offline
- Multiple customer relations
- Centerless

- Fragmented & specialized
- Separation of terminal from intelligence in the cloud
- Design wins
SOCIAL MEDIA & THE EU
Internet Usage in the EU

On average, 68% of Europeans are connected to the internet.

- Iceland and Norway have the highest internet penetration with 95% of residents on the internet.

- Sweden, Denmark, and the Netherlands all have over 90% internet penetration.

- Among EU countries, Romania has the lowest internet penetration with 50% of residents online.
EUROPE: SOCIAL PENETRATION

- Active social media users accessing social media on any device as a percentage of the total population: 40%
- Active social media users accessing social media on mobile as a percentage of the total population: 26%
- Active mobile social media users as a percentage of total active social media users: 66%
Social Media Usage in the EU

EU countries with the greatest social network usage, February 2014

- Iceland: 70%
- Norway: 64%
- Malta: 58%
- Denmark: 58%
- Sweden: 57%
- United Kingdom: 57%
MOBILE INDICATORS

- Number of active mobile broadband subscriptions: 23.89M
- Mobile broadband subscriptions as a percentage of the total population: 96%
- Active social media users accessing social media on a mobile device: 11.61M
- Penetration of mobile social as a percentage of the total population: 46%
Social Media Usage in the EU

EU countries with the greatest mobile social network usage

- United Kingdom: 80%
- Spain: 80%
- Netherlands: 72%
- France: 68%
In 2014, 40% of all individuals in Europe ages 16 to 74 participated in social networking. This is an increase of 3% from 2013.

- 85% ages 16 to 24
- 52% ages 25 to 54
- 21% ages 55 to 64
- 16% ages 55 to 74
- 10% ages 65 to 74
For users ages 16 to 24, using various devices creates an “always on” experience:

- 86% access social networks via PC/laptop
  - all ages: 64%
- 43% access via mobile
  - all ages: 21%
- 13% access via tablet
  - all ages: 8%
- 15% access via games consoles
  - all ages: 6%
TIME SPENT ON THE INTERNET
AVERAGE NUMBER OF HOURS PER DAY SPENT BY INTERNET USERS ON THE INTERNET

<table>
<thead>
<tr>
<th>Country</th>
<th>Laptop/Desktop</th>
<th>Mobile Device</th>
</tr>
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<tr>
<td>Poland</td>
<td>4.8</td>
<td>1.8</td>
</tr>
<tr>
<td>Russia</td>
<td>4.8</td>
<td>1.4</td>
</tr>
<tr>
<td>Italy</td>
<td>4.7</td>
<td>2.2</td>
</tr>
<tr>
<td>Sweden</td>
<td>4.2</td>
<td>1.4</td>
</tr>
<tr>
<td>France</td>
<td>4.1</td>
<td>1.4</td>
</tr>
<tr>
<td>UK</td>
<td>4.1</td>
<td>1.6</td>
</tr>
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<td>Spain</td>
<td>4.0</td>
<td>1.8</td>
</tr>
<tr>
<td>Germany</td>
<td>3.7</td>
<td>1.6</td>
</tr>
<tr>
<td>Netherlands</td>
<td>3.7</td>
<td>1.4</td>
</tr>
<tr>
<td>Ireland</td>
<td>3.7</td>
<td>1.9</td>
</tr>
</tbody>
</table>
TIME SPENT ON SOCIAL MEDIA
AVERAGE NUMBER OF HOURS PER DAY SPENT BY SOCIAL MEDIA USERS ON ALL SOCIAL CHANNELS

<table>
<thead>
<tr>
<th>Country</th>
<th>Hours per Day</th>
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<tbody>
<tr>
<td>Italy</td>
<td>2.0</td>
</tr>
<tr>
<td>Russia</td>
<td>1.9</td>
</tr>
<tr>
<td>France</td>
<td>1.7</td>
</tr>
<tr>
<td>Ireland</td>
<td>1.7</td>
</tr>
<tr>
<td>Poland</td>
<td>1.6</td>
</tr>
<tr>
<td>UK</td>
<td>1.6</td>
</tr>
<tr>
<td>Spain</td>
<td>1.5</td>
</tr>
<tr>
<td>Sweden</td>
<td>1.4</td>
</tr>
<tr>
<td>Netherlands</td>
<td>1.3</td>
</tr>
<tr>
<td>Germany</td>
<td>1.3</td>
</tr>
</tbody>
</table>
Social Networks in the EU

Facebook is the most popular social network in Europe:

- Portugal: 99% of social users are on Facebook
- Italy: 94%
- Norway, Denmark, Poland, Belgium: 93%
- Spain: 90%
- Netherlands: 89%
- UK: 88%
- Switzerland: 87%
- Germany: 78%
Social Networks in the EU

Other popular social networks in the EU:

- **Twitter**
  - 15 million users in UK
  - 5.5 million users in France
  - 4 million users in Germany
  - 1.5 million users in Portugal

- **LinkedIn**
  - 18.2% of social media users in Netherlands use LinkedIn
  - 18% in UK
  - 17% in Denmark
EU Specific Platforms

- **Xing** (Germany)
  - similar to LinkedIn
  - top site in Germany, Austria, Switzerland

- **Hyves** (Netherlands)
  - 66% usage in 2011
  - surpassed by Facebook in 2014

- **Nasza-Klasa** (Poland)
  - 8 million active users
  - More popular with older population

- **Tuenti** (Spain)
  - Spanish-based

- **VKontakte** (Russia)
  - 44 million users in Russia
  - Available in 70 languages

- **Odnoklassnik** (Russia with additional market in Ukraine, central Asia)
  - 40 million users
  - number two to VKontakte

- **Draugiem** (Latvia)
  - 2.2 million users
  - 60% market penetration in Latvia
PUBLIC SOCIAL NETWORKING

LinkedIn
Twitter
YouTube
Facebook
PRIVATE SOCIAL NETWORKING

Facebook Groups

Slack

Google Groups

Ning

Yammer
MOBILE FRIENDLY SOCIAL NETWORKS

- WhatsApp
- Instagram
- Snapchat
- Twitter
- Facebook
SOCIAL MEDIA // BEST PRACTICES

Know what platforms do what — what is the golden ticket for promoting your work or cause?

Identify your audience and special connection to them (something in common).

Show why they should care about being interested & what is in it for them, in a compelling way.

Make sure your audience is ready to catch the ball and fly with the opportunity.

Follow up with news on your work or cause.
The challenge = develop thousands of individual leaders that connect to the cause, are empowered to act on their own, and have the skills to organize their own communities. Once you are able to facilitate that level of action, it can grow on its own.

Fission & Engage believe in empowering people to lead and participate.
Questions & Answers
BEST PRACTICES IN SOCIAL MEDIA
Use positivity and humor so people can discuss it conversationally and memorably.

Pew Research Center survey indicated viewers who watched both the Colbert Report and The Daily Show tended to be more knowledgeable about news than audiences of other news sources. Humor works.
Online Program // Consistency!

Was It More Consistent Posting or the Change in Facebook Insights To Include Mobile?

- Posts
- People Talking About This
- Weekly Total Reach

Started posting consistently stuff that audience really likes. Huge number of shares (which are only desktop)

Working in India - didn't post due to lack of Internet access

Facebook announce mobile counts included

Most shared post ever

Image from http://www.bethkanter.org/content-crave/
### BEST PRACTICES // TIMING!

#### OPTIMUM TIMING FOR SOCIAL POSTS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Best</th>
<th>Worst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1 PM - 4 PM</td>
<td>8 PM - 8 AM</td>
</tr>
<tr>
<td>Twitter</td>
<td>1 PM - 3 PM</td>
<td>8 PM - 9 AM</td>
</tr>
<tr>
<td>Pinterest</td>
<td>2 PM - 4 PM</td>
<td>5 PM - 7 PM</td>
</tr>
<tr>
<td>Google+</td>
<td>8 PM - 1 AM</td>
<td>6 PM - 8 AM</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>9 AM - 11 AM</td>
<td>10 PM - 6 AM</td>
</tr>
<tr>
<td></td>
<td>7 AM - 9 AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 PM - 6 PM</td>
<td></td>
</tr>
</tbody>
</table>
BEST PRACTICES // SUCCESS TRAITS!

Traits for success in building the movement =

- **Confident** enough to relinquish control
- **Open and inclusive** with supporters acting as co-creators
- Sometimes succeeding through **failing**, learning, and adjusting
- **Transparent** in real time
- **Facilitator** of a network
- Building **leadership** as it crops up organically
- **Open-source** ethos in everything
- Belief in **relationships** as key building blocks
AWESOMENESS ON FACEBOOK
The most appealing updates are ones that offer something, but don’t disclose everything, making fans want to click on the link.

Results in increased engagement as followers have a visual cue. A good image can tempt followers to RT or share with their followers.

Positivity breeds engagement and sharing. It will help inspire and excite your users.

Make sure to include links to your brand’s website. Shorten the URL using a bit.ly, which now lets you edit the characters at the end of a link. Making it stand out will increase clickthroughs.

Remember to use simple imagery that will easily be seen on mobile devices as most of your users will view posts on their phone.
FACEBOOK // TIPS

**Tone:** Conversational, concise, substantive, piques curiosity

**Frequency:** At least once or twice a day

**Be visual:** Images, infographics and videos

**Content:** Align with your mission, be humorous & positive

**Engagement:** Photos & visuals get most engagement

**Reach:** Get more reach into newsfeeds by doing post promotions (even small ones).
After posting, keep checking the Facebook page to see what comments you can respond to. Have a conversational dialogue.

Post when your audience is listening, so be available (or at least schedule posts) not only during business hours but also evenings and weekends.
Share Coretta Scott King's wisdom with Gov. Kasich in OH and tell him to implement a moratorium now!


"Returning violence for violence multiplies violence, adding deeper darkness to a night already devoid of stars."

-Dr. Martin Luther King Jr.
FACEBOOK // INVITE FRIENDS
Advertise on Facebook

What kind of results do you want for your ads?

<table>
<thead>
<tr>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Post Engagement</td>
</tr>
<tr>
<td>Page Likes</td>
</tr>
<tr>
<td>Clicks to Website</td>
</tr>
<tr>
<td>Website Conversions</td>
</tr>
<tr>
<td>App Installs</td>
</tr>
<tr>
<td>App Engagement</td>
</tr>
<tr>
<td>Event Responses</td>
</tr>
<tr>
<td>Offer Claims</td>
</tr>
</tbody>
</table>
FACEBOOK // MOBILE

48%

Of Facebook Users are Viewing It Through a Mobile Device
AWESOMENESS ON TWITTER
CALL TO ACTION
Let your readers know what you would like them to do next.

PUNCTUATION
Use capital letters in the correct places and avoid abbreviations.

SHORTEN URLs
Bit.ly links generate the most retweets, so shorten all your URLs.

MESSAGE

FORMAT
Use questions, facts and figures to engage viewers and drive retweets.

MENTSION
Use mentions to prompt influencers to engage with you and then respond.

RETWEET
Retweet relevant content for your audience. Thank people who retweet you.
TWITTER // CTA’S

Most effective calls to action:

#1: Ask for a download
#2: Ask for a Retweet (not just “RT”)
#3: Ask for a follow
#4: Ask for a reply

https://blog.twitter.com/Tweet-tips-Most-effective-calls-to-action-on-Twitter
TWITTER // CTA’S

Get people interested by …

• Using a conversational tone to humanize the campaign and make Twitter users feel comfortable responding to you via an @reply.

• Reserving calls to action for most action-oriented tweets.

• Balancing strong calls to action with other kinds of useful and entertaining content.

https://blog.twitter.com/Tweet-tips-Most-effective-calls-to-action-on-Twitter
What’s in a good Tweet? No secret sauce, but …

Text: Prose, conversational, informative, authentic

Mentions: @ people you’d like to see this

Links: Always shorten URLs with bit.ly (free) to track clicks

Hashtags: No more than 2 relevant hashtags per tweet

Plural: When tweeting from an organization, use “we” not “I”

Style: Don’t only copy and paste headlines, use your own words to describe a great article and show your opinion
Use hashtags to broaden the tweets' reach beyond your list of followers.

While writing a tweet, check Twazzup.com and Tagdef.com to search keywords and hashtags that people are using.
TWITTER // GREAT TOOLS

Twitter.com — now provides stats via Twitter advertising
Topsy.com — what tweets have been most relevant
Bottlenose.com — social media listening, top links & trends
TweetStats.com — patterns in post times and contacts
MyTopTweet.com — which tweets have been shared most
TweetReach.com — how far tweets reach & which contributors
Hootsuite — click analysis of referrers, regions, top tweets
Twiangulate.com — see your top followers and those of others
Questions Twitter Analytics Can Answer

• What were my most popular tweets (by # of retweets)?
• How many followers did I gain in the last 3 days? In the last week? In the last month?
• When did I get a lot of mentions or replies to a tweet? What was that tweet?
• What cities and states are most of my followers in?
• How many of my followers are female?
• What are my follower's top interests?
• Who do my followers follow, that I also follow?
Followers

Filter: Showing all 1,026 followers as of 7/9/2013 (days shown in Pacific time)

Interests
Most unique interests
- 28% Political elections
- 9% Green solutions
- 7% Organized labor and unions
- 5% Real estate
- 5% Barbecues and grilling

Top interests
- 52% Business and news
- 49% Politics and current events
- 43% Comedy (Movies and television)
- 32% Business and finance
- 28% Political elections
- 27% Financial news
- 23% Government

Location
Top countries and states

Gender
- 24% F
- 76% M

Your followers also follow
- 17% CoMissourian · Profile
- 9% harposcomo · Profile
- 8% the_blue_note · Profile
- 8% jmsummers · Profile
- 7% orahdj · Profile
- 5% markparkinson · Profile
- 5% StuffToDoAtMU · Profile
- 5% RocketGroup · Profile
- 4% MizzouLife · Profile

Social Media Training
4/22/15
Online Training + Tools
Tips and best practices
Training Tools
MOOC
“Massive Open Online Course”
https://www.mooc-list.com/

Online course aimed at unlimited participation, using both open and closed source tools

Utilizes traditional learning styles as well as interactive user forums for teachers and students

Widely used in distance learning
Khan Academy
An educational platform featuring 2,400 videos

Partners include Stanford School of Medicine, Dartmouth College, NASA, Brookings, Tate Museum and Big History Project

Courses include math, physics, coding/programming, arts and humanities, and economics and finance
Lynda.com

Learn software, design and business skills on Lynda.com through educational videos

Geared towards higher ed institutions, organizations, and government agencies

Includes French, German and Spanish video content

Create and monitor personalized playlists for your team
### My playlist

*Add description...*

<table>
<thead>
<tr>
<th>Priority</th>
<th>Preview</th>
<th>Course</th>
<th>Progress</th>
<th>Remaining</th>
<th>Remove</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><img src="image1.png" alt="Preview" /></td>
<td><strong>Up and Running with Python</strong></td>
<td>100%</td>
<td>completed</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><img src="image2.png" alt="Preview" /></td>
<td><strong>Python 3 Essential Training</strong></td>
<td>19%</td>
<td>5h 18m</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><img src="image3.png" alt="Preview" /></td>
<td><strong>Amazon Web Services Essential Training</strong></td>
<td>6%</td>
<td>3h 42m</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><img src="image4.png" alt="Preview" /></td>
<td><strong>Up and Running with Amazon Web Services</strong></td>
<td>0%</td>
<td>1h 43m</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td><img src="image5.png" alt="Preview" /></td>
<td><strong>Income Tax Fundamentals</strong></td>
<td>0%</td>
<td>2h 24m</td>
<td></td>
</tr>
</tbody>
</table>

Create new playlist
Case Studies

Go to www.nasa.gov
Colombia & Blackboard

SENA (Servicio Nacional de Aprendizaje or The National Apprenticeship Service) is used by roughly half of Colombia’s citizens.

In 2009 alone 3.3 million Colombians participated in workplace development using Blackboard as a platform.

- Delivery of online training with Blackboard (face to face workforce training for over 6 million Colombians)

- Expanded SENA’s reach to locations outside of urban centers
Huddle & UK Dept. for Culture, Media & Sport

The Department for Culture, Media & Sport (DCMS) helps businesses grow by investing in innovation and technology.

Huddle allows DCMS to securely share documents across internal and external teams to provide trainings, knowledge, and general communications with various project teams.

Trainings and documents can have individualized sharing permissions, and the platform provides a consistency of information availability for new guidance documents and presentations across the department.
Challenge:

The European Synchrotron Radiation Facility though based in Grenoble has a diverse staff from across Europe who have many different organizational positions from administrative assistants to scientists and technicians.
Solution: ESRF uses LyndaPro multi-user program, so employees can take turns studying a wide range of software titles.

ESRF provides language instruction and software classes in their own training center and use Lynda.com online training to teach essential online skills.

QuarkXPress® and Adobe® Photoshop®, Illustrator®, and Acrobat® are very popular.

“There’s been a big demand for training on Microsoft® PowerPoint®,” says Bouve.
E-learning Solution:

Cattolica’s adoption of Blackboard Learn for their students and faculty resulted in a successful blended learning strategy. The tool was accessed nearly 60,000 times in the first year of its use.

Now more than 40% of undergraduate and graduate programs and 70% of specialist Master courses are available on Blackboard.
Google and SIYLI

Courses available online using YouTube

Clear course description on site

Founder Chade-Meng Tan led Training Institute at Google, now spun off and serving businesses and universities

Clear site descriptions
Reaching New Audiences
Webinars

- Identify webinars hosted by thought leaders in your field
- Great opportunity to learn, network, and ask questions to professionals
- Hosting a webinar is another great way to expand audience networks and highlight your work
Email Marketing Tools

- Create and organize a list of email contacts including influencers from your community
- Prepare regular communications such as newsletters, blogs updates, and event notifications
- Send individualized emails based on interest
- Automate emails based on open rates, clicks, and responses
Twitter Chats

- Identify current Twitter discussions and participate with your own top content
- Participate in a popular discussion with top hashtags such as #edchat, #IoTchat
- Get your community to use a specific hashtag to attract an audience that is interested in your work
Professional Training Recruitment

- ID Forums and Communities that post about professional trainings
  - LinkedIn
  - Idealist
  - Progressive Exchange
  - New Organizing Institute
Internal Training
Tools
Huddle

Content collaboration, file sharing, task management, social collaboration, mobile collaboration.

Customers include: U.S. Dept. of Homeland Security, NASA, U.S. Department of Defense, Kia Motors, Ministry of Justice (UK), Education Funding Agency (UK)
GoToTraining

HD video conferencing tool that enables online training and teaching sessions

Can split from a large teaching session into small group breakout sessions

Metrics and data driven - records information about attendance and participants
Zyncro

Enterprise or private social network, or business community

Microblogging, file sharing, cloud integration, social integration

Customers include Volkswagen Audi España, Telefonica, Starbucks
Training courses for users and partners

Official exams and certificates for users

Courses offered in English, Spanish, Catalan
Podio

Streamlines internal communications, scheduling and workflow, widely used by agencies and large brands

File sharing, cloud integration, social integration

Customers include Garmin, NFL, Sony, and Volvo
Bridge

Employee Engagement and Learning

- Real-time micro assessments of project progress
- Survey employees for feedback with visualizations
- Create groups by department, role, other data for individualized communications
Blackboard

Community discussions, private group or one-on-one discussions, online training, file transfer, social media and SMS integrations.

Widely used by universities, with government and business packages.

Customers and Partners: Universities, Barnes and Noble, Salesforce, Discovery Education
A Roadmap to Online Learning
Government agencies can save time and money with a well-planned, online learning strategy.

Start:
Take one mile at a time to arrive at a successful online program.

Create a business plan:
Understand your reasons for going online. Does it make sense for your agency and its staff?

Get commitment from decision makers:
Ask the tough questions. How much are you spending today on travel and face-to-face training? What can be saved by moving to a hybrid or entirely online approach? What are the program costs in staff, technology support and training?

Organize a team:
The team will design lessons, frameworks, evaluate potential solutions, and create successful messaging for the program.

Designate a leader:
One person should own the startup initiative and be able to answer questions.

Understand your program needs:
What is your budget? Can it grow? How robust is your technology infrastructure? Can you keep an online program going up?

Know your agency staff and how to reach them:
Understand the needs of your employees and how your program will appeal to learners.

Be prepared to launch with high-quality content:
Evaluate the success of your pilot and look for areas that can improve.

Evaluate the success of your pilot and look for areas that can improve.

End: A well-planned journey leads to success
Blackboard.com/government
Questions & Answers
THANK YOU!
TABLE OF CONTENTS

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//POST-IT IDEAS
//CARTOON STORYBOARD
//TOP THREE TAKEAWAYS
TELL YOUR STORY
TELL YOUR STORY // INTRO

Each of us has a story that can move others to action. — New Organizing Institute

**Story of Self** — the first part to public narrative where you will learn to convey why *you* are called to leadership in your movement (or area of expertise). Why are you called to lead?

**Story of Us** — Your story is part of a bigger story that includes your organization and your work. What is the story of your organization?

**Story of Now** — Why is this important in the world *now*? What’s going on in the wider world that makes this particularly relevant? Why should others care?
3 Parts of Public Narrative

Self
Invites others to be in a relationship with you

US
Invites others to join your community

NOW
Invites others to take ACTION

Source: NOI Story of Self Training Materials
TELL YOUR STORY // EXERCISE

Write an email, blog post, or a Facebook post to your organization’s supporters (or your internal team) with your personal story, tying it into your organization’s story and why this work is important now.

BONUS!
Write 3 to 5 tweets about your story. Come up with a cool hashtag.
POST-IT IDEAS
POSTIT IDEAS // MIX & MATCH

● **Tools:** With one tool per Post-It, name all the social / outreach tools you know of.

● **Topics:** With one topic per Post-It, name all the topics you need to cover in your work.

● **Team up & pick:** Team up with two other people. Then go to the Post-It collection and pick 5 tools + 2 topics.

● **Get creative:** Use the tools & topics chosen to come up with a training curriculum, or protocol about outreach, or a campaign you would do!

● **Share it:** Nominate a team member to share what you’ve come up with.
CARTOON STORYBOARD
CARTOON STORYBOARD // DO YOUR OWN

Now that you’ve been thinking about the fundamentals of good storytelling and about online tools and topics, and creative ways to put them together ...

- **Pick your team:** Team up with 2 others to come up with a story.

- **Storyboard it:** Create a training curriculum / protocol storyboard around the tools and the topics — get creative if you’d like! Use 4 to 8 story boxes.

- **Share it:** Nominate one person to share it back. Tell your story to the whole group, and get their feedback.

- **Vote:** Whose storyboard worked best?
TOP THREE TAKEAWAYS // DO YOUR OWN

Now that you’ve been thinking about the fundamentals of good storytelling and about online tools and topics, and creative ways to put them together ...

- What will you take away from today?
- What can you implement on Monday or next year?
- What do you want to remember?

Take a few minutes to write down your top 3 takeaways --

Let’s Discuss!
GREAT WORK TODAY!
I was pleased to be the trainer for April 22, 2015 for the CMET/Petru3 team. Overall, I found the group to be very attentive and cooperative. They readily shared their experiences and struggles. They also presented creative solutions during the course of the training.

We began the day with Introductions & Review of Current Petru3 Experiences. I then provided a presentation: “Overview of Social Media in the European Union across Generations”. I answered questions and provided another presentation on popular online training tools along with a review of best practices in contemporary online training techniques. In the afternoon, we focused on exercises that would allow the trainees to have more firsthand experience in exploring use of new social media and online training techniques. The creative brainstorming and gamestorming experiences seemed new and “out of the box” for some of the trainees but they did extremely well.

The CMET Petru3 team seemed excited to take some practical ideas and learnings back to their home countries. I’m glad that the team enjoyed the sessions and were open to learning both well-known and cutting edge techniques in online learning & community building.

-- Cheryl Contee
CEO, Fission Strategy