

# **TUESDAY, FEBRUARY 23, 2010**

## **HEARTWOOD HOUSE INFORMATION SERIES PRESENTS**

### **“How to Facebook my YouTube”**

*Building Community with Online Networking*

**5:30pm Meet, Greet, Eat (Optional) ♥ Social Media Seminar 6:00pm – 8:00pm**  
**153 Chapel Street – Come To The Lobby, A Greeter Will Assist you**

**Presented by Keenan Wellar**

Co-Founder and CEO of LiveWorkPlay, Chair of the Board for Heartwood House

**Admission \$10 ♥ All Proceeds To Heartwood House**

PLEASE REGISTER ONLINE: <http://heartwood.liveworkplay.ca>

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#### **Who should attend?**

This workshop will be targeted to staff, board members, and volunteers of Heartwood House member organizations with an interest in learning about ways that online networking (social media) can help them realize their missions, goals, and objectives.

#### **Why is this important?**

Online networking for non-profits is not an interesting diversion, it is serious business that can help change hearts and minds, build community, enrich lives, and raise funds!

Traditional media such as radio, television, and newspapers remain important but are in decline and many people have abandoned these in favour of online sources. Traditional static websites also remain important, but attract a limited and one-way audience.

While social media may be associated with younger generations, increasingly people of all ages are engaging with social media and expecting more from organizations than press releases and an information website. Ignoring these trends is about more than declining an opportunity: it really means choosing to ignore important potential beneficiaries or contributors to your cause!

#### **What is so great about social media?**

In a word: interaction. You can build on the strengths of your existing supporters and extend your sphere of influence to the “low hanging fruit” – people who have not yet connected with you only because they have yet to discover your cause, or they have yet to take the first step in developing a relationship. They might become a person who benefits from your work, they might become a staff member, volunteer, or board member, or they might become a partner or donor.

The possibilities are endless, but what is certain is that none of it will happen if you don't reach out to them. Getting started is the hardest part, but some forms of online networking are no more complicated than sending a short email – for example, that's all Twitter really is!

#### **I heard there are a lot of risks involved!**

We are all very busy and can always find excuses not to do something. But we also have a responsibility to pursue our work as effectively as we can. At the very least that means we should investigate obvious opportunities like social media, and if a decision is made to dismiss those opportunities, that it is done from a position of knowledge, not fear.

## Is this going to be techno-talk from someone who doesn't understand our world?

Keenan Wellar is the co-founder and current CEO of LiveWorkPlay, a grassroots charity established in 1995 for people with intellectual disabilities in Ottawa. He is also one of the ten founders of Heartwood House, and is currently the Chair of the Board of Directors.

His academic background has little to do with technology. It includes Ontario Teacher Certification from the University of Ottawa and a Master of Arts in Applied Linguistics from Carleton University. Keenan is currently completing a Professional Certificate in Non-Profit and Public Sector Marketing at the Carleton University Sprott School of Business.

## If he's not a technical person why is Keenan qualified to talk about any of this?

Part of Keenan's role with LiveWorkPlay involves being a media spokesperson, and this drove his interest in understanding more about how social media tools like YouTube, Facebook, and Twitter could help promote the work of the organization.

Although part of his enthusiasm stems from the freedom of being able to "broadcast your own news" and be less reliant on traditional media, the real "Aha!" moment came from realizing that "being in the news" is in itself a very shallow outcome. What was the evidence that it was making a difference?

Keenan realized that after all the hard work of getting a story on television news or in the newspaper it very seldom translated into any type of meaningful exchange with the audience. But to the contrary, time and energy put into social media efforts was bringing real results – more volunteers, more partners, more donations, and more people thinking, talking, and acting in ways that benefit people with intellectual disabilities and their families – both those supported by the organization as well as those without a direct connection.

## But why does he want to talk about it?

There are technical, attitudinal, resource, and structural barriers preventing non-profit organizations from engaging in social media. Through speaking on this issue at conferences and meeting with individual organizations to talk about social media Keenan has found that any of these barriers can be addressed allowing organizations to move forward with confidence – about what they are choosing to do as well as what they are choosing not to do.



# SELECTED SOCIAL MEDIA SITES



[www.facebook.com](http://www.facebook.com)

Facebook is the world's leading social networking website. Personal users can join networks organized by city, workplace, school, and region to connect and interact with other people. Users can also add friends and send them messages, and update their personal profiles to notify friends about events big and small in their lives.

Facebook now offers opportunities for organizations to promote their work through options such as Groups and Pages. Pages (also known as "fan pages") make it possible to create a public Facebook profile for your organization where you can post announcements and members can share news, photos, videos, and more. Facebook fan pages are great for community-building!



[www.youtube.com](http://www.youtube.com)

Like Blogger (see below) YouTube is now a subsidiary of Google, and is the world's best known and most popular video sharing website.

In addition to easily uploading and sharing videos from virtually any format, YouTube offers interactive community-building opportunities through text and video commentary, as well as strong search engine results through video titling and tagging.



[www.blogger.com](http://www.blogger.com)

Blogger is one of the first websites to popularize "web logs" or "blogs" offering free online publishing. Blogs are no longer used only by amateur authors, but rather have become a familiar format for professional communications.

Now owned by Google, content of Blogger pages can result in strong search engine results, and also offer a powerful and environmentally friendly format for newsletter-style communications. Many bloggers prefer Wordpress.com or other alternatives – it is all about ease of use versus required technical known-how.



[www.wikipedia.org](http://www.wikipedia.org)

Wikipedia is a multilingual, web-based, free-content encyclopedia project written collaboratively by volunteers from all around the world.

Establishing and/or monitoring a Wikipedia entry for your organization can result in excellent search engine coverage, and ensure the accurate dissemination information about your work and mission. Just be sure to learn and follow the expectations of the Wikipedia community.

WIKIPEDIA

You may be surprised to learn many journalists conduct research on Wikipedia!



[www.myspace.com](http://www.myspace.com)

MySpace bears many similarities to Facebook, but has been outpaced by Facebook in most parts of the world with the exception of the USA.

MySpace is a preferred forum for musicians and bands to build an on-line audience. Unlike Facebook, user home pages are highly customizable, appealing particularly to a younger audience that likes to follow their favourite celebrity. You'll need a good video card and lots of computer memory to enjoy the experience.



[www.twitter.com](http://www.twitter.com)

Twitter is a networking service for friends, family, and co-workers to communicate and stay connected through the exchange of short messages (140 characters max).

Twitter is best known as a rapid-fire means of communication, making it particularly popular with the corporate Blackberry crowd. However, Twitter can also be used as an easy and fun way to keep members of a community of interest "in the loop" at all times. Twitter is easy to use but understanding what all the fuss is about can be confusing. The good news is that you can Tweet as infrequently or frequently as you like – not much risk!



[www.linkedin.com](http://www.linkedin.com)



There's no doubt about it, professional networking with tools like Facebook can be a bit like taking a leisure stroll in a minefield. Maybe you don't want to take a quiz about your sexuality and compare the results with your friends! If you just want to connect with other people in your field and ask or answer the occasional question, LinkedIn might be for you. It's also a great place to look for job opportunities or recruit new members to your team.



I've overcome a number of challenges with online networking and I am now enjoying some very positive outcomes. I'm happy to share what I know with others in the Heartwood House family. Use my coordinates below or even better connect with me online. I am active with <http://www.facebook.com/keenanwellar> (you will know it's me when you see the photo to the left) or connect with me at <http://www.linkedin.com/in/keenanwellar>.

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