



**CNPEA  
RCPMTA**

**Welcome to Fireside Chat # 448  
June 3, 2015 1:00 – 2:00 PM Eastern Time**

**(Teleconference open for participants at 12:50 ET)**

## **Supporting Elder Abuse Prevention Practice through Social Media**

**Advisors on Tap:**

**Lauren Bacon**

Technology entrepreneur – author - business & leadership coach

LAUREN BACON

**Amy Juschka**

Digital and Content Strategist with YWCA Metro Vancouver



[www.chnet-works.ca](http://www.chnet-works.ca)

Canadian Health Human Resources Network  
University of Ottawa

## Step #1: *Teleconference*

All Audio by telephone

- If your line is 'bad' – hang up and call back in
- Participant lines muted
- Recording announcement



## Step #2: *The Internet Conference* (via 'ADOBE CONNECT')

No audio via internet 

- SEE the PowerPoint being shown.
- Post your comments/questions.
- See postings from your colleagues.
- Join in the interactive polls.



**Difficulties?** *You can still participate! (use the back up PowerPoint - post your comments via email)*

## Step #3: *Back up PowerPoint Presentation*

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For assistance: [animateur@chnet-works.ca](mailto:animateur@chnet-works.ca)

# How to post comments/questions during the Fireside Chat



Joining in by  
Telephone

+

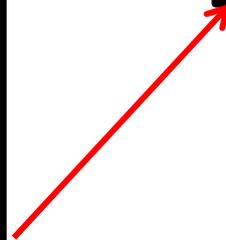
Adobe Connect Internet Conference

*Use the text box!*



**Please introduce yourself!**

- **Name**
- **Organization**
- **Location**
  
- **Group in Attendance?**



Joining by  
Telephone +  
Backup PowerPoint

Respond to the 'access instructions email  
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# Advisor on Tap



## **Lauren Bacon**

Technology entrepreneur, author, and business & leadership coach

Lauren Bacon co-founded a successful eight-person digital agency – Raised Eyebrow Web Studio –before building her coaching practice.

Her bestselling guidebook for women entrepreneurs, *The Boss of You*, was published in 2008, and alongside her coaching work, she writes about business, technology, and women, and is an advisor to tech start-ups. She was nominated for Business in Vancouver's "Top 40 Under 40" as well as the RBC Canadian Women Entrepreneurs Award.

# Advisor on Tap



## **Amy Juschka**

Digital and Content Strategist with YWCA  
Metro Vancouver

Amy Juschka is a strategic communications professional with a background in digital marketing, social media and journalism.

At YWCA Metro Vancouver, Amy ensures that the organization's content is relevant to its audiences and aligns with the YWCA's strategic goals, brand and voice. She oversees the organization's online and print publications, website and digital marketing efforts, including social media and email marketing.

Amy has a Masters in Journalism from the University of British Columbia, and has worked in digital communications for a range of organizations in the non-profit and higher education sectors.



# The Social Web for Skeptics

or, Using the Social Web  
for Social Change (without  
letting it take over your life)

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# Lauren Bacon



- Online Strategist
- Leadership Coach
- Author
- Skeptic

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# We're going to look at:

- What does “social media” mean, anyway?
- How does the Social Web work?
- 5 effective strategies for facilitating social change online

# The Social Web is Human(s).



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No wonder we're overwhelmed.

- Let's talk about the strategies behind the tools.

# Face your fears

- Loss of control
- One more to-do
- Unknown & unpredictable
- Transparency
- More noise, less signal
- Flash in the pan trend

# Opportunities



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# There are no “musts.”

...except to align your strategy  
with your mission.

# Social doesn't replace the basics.

- Your web strategy cocktail should include:
  - One part web presence
  - One part one-way (e.g. email, advertising)
  - One part social
- (Adjust quantities to taste.)

# 5 Methods of Engaging

1.Listen & Participate

2.Storytelling

3.Knowledge Sharing

4.Community Building & Social Networking

5.Fundraising & Revenue Generation

- (With thanks to Alexandra Samuel, Rob Cottingham & Beth Kanter.)

# How They Can Help

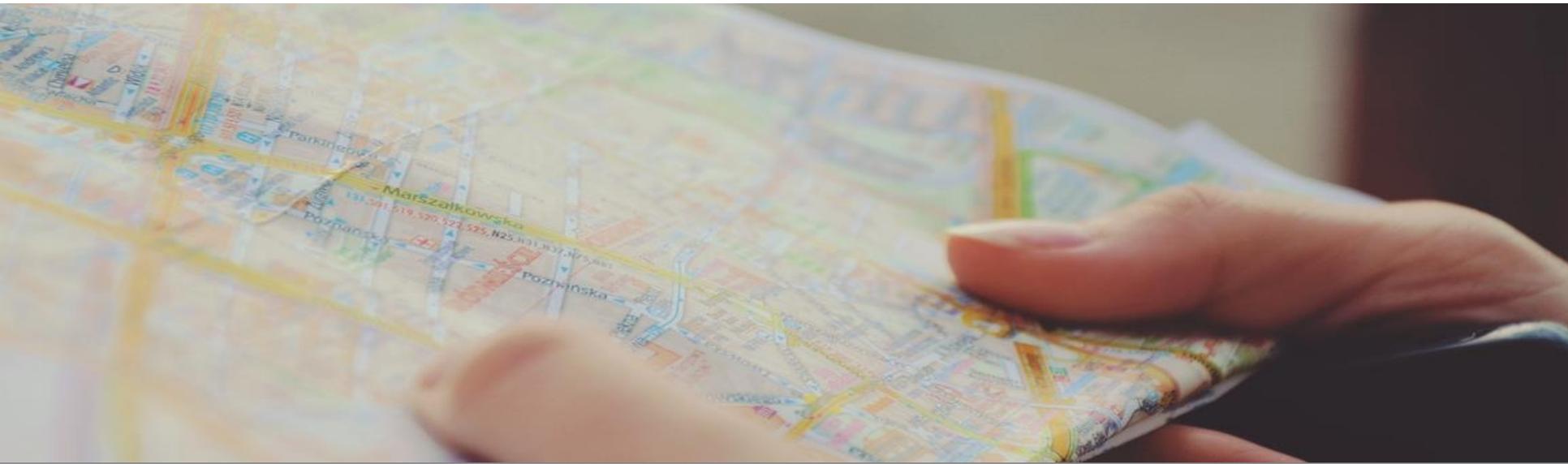
Listen & Participate	Understand your stakeholders & field of interest
Storytelling	Engage hearts & minds
Knowledge Sharing	Leverage collective intelligence
Community Building	Connect with peers & supporters
Fundraising & Revenue	\$\$\$

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# 5 Effective Strategies

for facilitating social change online



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# 1. Listen & Participate

“The desire to be part of a group that shares, cooperates, or acts in concert is a basic human instinct.”

- Clay Shirky



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# 1. Listen & Participate

Understand your field & stakeholders

- Listen to:
  - influencers
  - your “audience” / community
  - stakeholders
  - others in your sector (peers & allies)

# Identify Influencers



Every community has super-users - high authority, highly active  
Know who they are

Source: Neil Perkin, "What's Next in Media: How Social Media Changes the Rules for Good"

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# 1. Listen & Participate

Understand your field & stakeholders

- Build coalitions
- Research & collect data
- Comment on blogs, articles, etc.
- Join the conversation where it's already happening.



### Arts Vancouver

A public list by Lauren Bacon



A few of my favourite Vancouver arts organizations

MEMBERS 23 SUBSCRIBERS 2

Edit Delete

- Tweets >
- List members >
- List subscribers >

### More lists by @laurenbacon · View all

- Gender+DiversityInTech
- Entrepreneurs & Women Inform
- Nonprofit Tech
- Design & Tech
- Connections
- Inspiration & Fun
- Near & Dear
- Code for America
- Arts Vancouver
- good business
- women who rock
- make me think
- inspiration
- nonprofit tech
- apps

### Tweets

**Museum of Vancouver** @Museumofvan · 20s  
 We're scouting for funky collectors and their unique collections for an upcoming exhibition: [ow.ly/N9rgB](#) [ow.ly/i/aTgMM](#) [View photo](#)

Museum of Vancouver retweeted  
**Vancity Buzz** @VancityBuzz · 18m  
 Get out the shades & sunscreen. Sunny weather & highs of 26°C in Metro #Vancouver this week [ow.ly/N9i1m](#)



**Chan Centre** @ChanCentre · 16m  
 Talented @UBC\_Music grads perform at tomorrow's FREE Baccalaureate Concert. #UBC #UBCgrad [chancentre.com/whats-on/ubc-s...](#)

### Recently added members · View all

- Music on Main** @musiconm... [Following](#)
- Vancouver Recital** @vanrec... [Following](#)
- David Pay** @david\_pay [Following](#)
- Assaulted Fish** @assaultedfi... [Follow](#)

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# Listening Tools

- Follow relevant blogs, publications, folks on Twitter & LinkedIn
- Subscribe to email newsletters, YouTube channels, podcasts, etc.
- Online surveys

# Questions to Consider

- What do I want to learn more about?
- Who is sharing relevant content?
- What's my preferred mode of taking in that content (text, video, audio, visuals)?
- Lead with your preferences! You don't need to do everything. Think "front section of your newspaper."

# 2. Storytelling

“The truth about stories is, that’s all we are.”  
- Thomas King



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# 2. Storytelling

Engage hearts & minds

- What kinds of stories engage people?
  - Emotional impact
  - Personality
  - A vision of a better world
  - Successes, statistics, momentum
- Especially online, we crave connection.

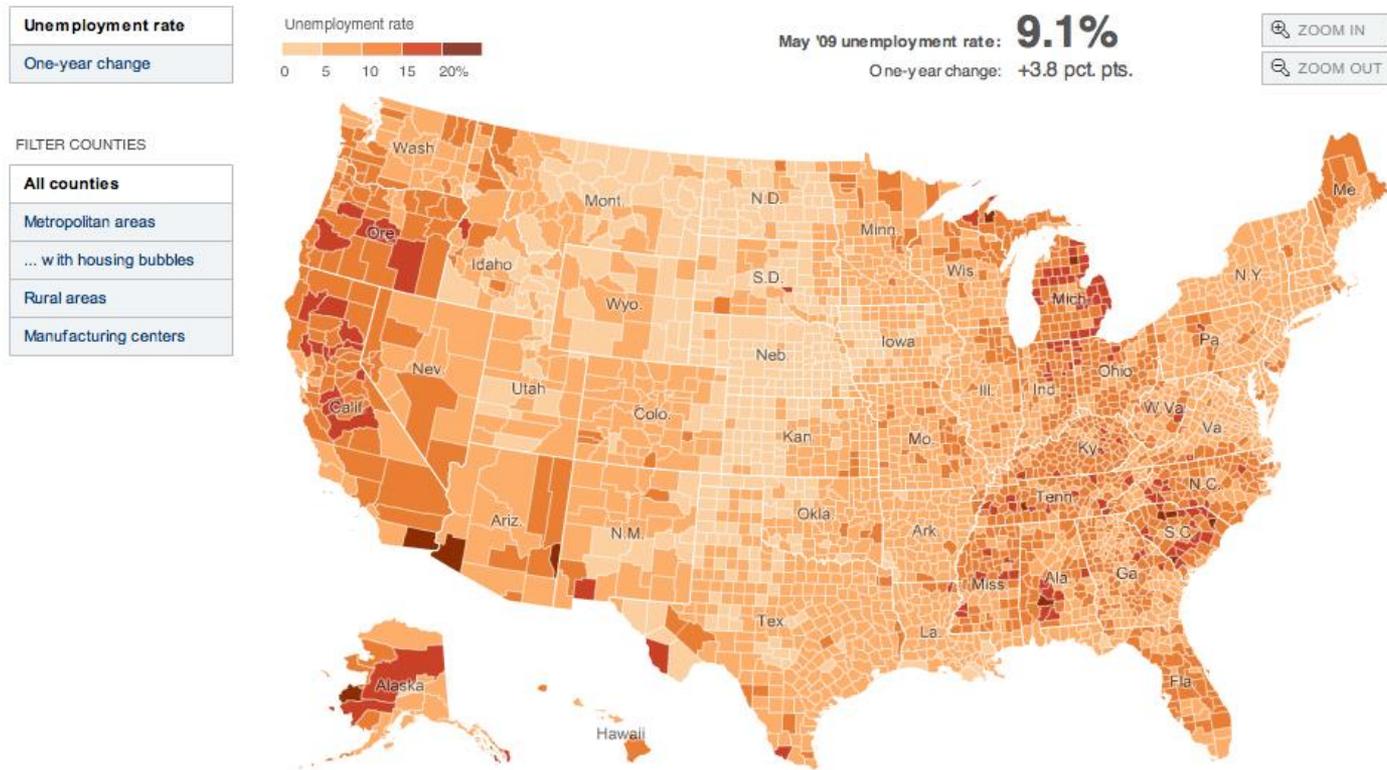
# 2. Storytelling

- How & in what form are they best told?
- Writing (blogs, emails)
- Photos
- Videos
- Podcasts
- Interactive tools



Consider combining  
several formats

# 2. Storytelling



Sources: Bureau of Labor Statistics; Ofheo; U.S.D.A.

The New York Times

Source: The New York Times, "Geography of a Recession" [http://www.nytimes.com/interactive/2009/03/03/us/20090303\\_LEONHARDT.html](http://www.nytimes.com/interactive/2009/03/03/us/20090303_LEONHARDT.html)

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# Storytelling tools

- Writing: blogs, Medium, online publications (e.g. HuffPo, etc.)
- Video: YouTube, Vimeo, Vine, vlogging
- Photography: Instagram, Flickr, etc.
- Audio: podcasts, audio blogging
- Interactive tools: infographics, etc.
- Don't forget email!

# Questions to Consider

- What can I contribute that's easy and fun?
- What's my preferred mode of communication?
- What is one small storytelling experiment I could try?
- How might I repurpose existing content in new formats?

# 3. Knowledge Sharing

“One part anarchy, one part aristocracy, one part democracy, one part monarchy”  
– Jimmy Wales on the Wikipedia Community



“In the past you were what you owned.  
Now you are what you share.” – Charles Leadbeater

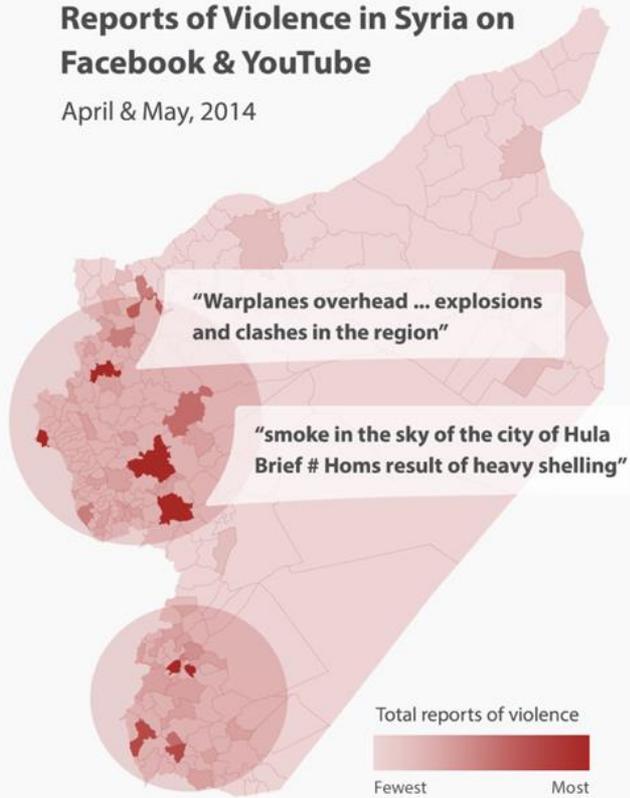
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# Mapping Violence in Syria

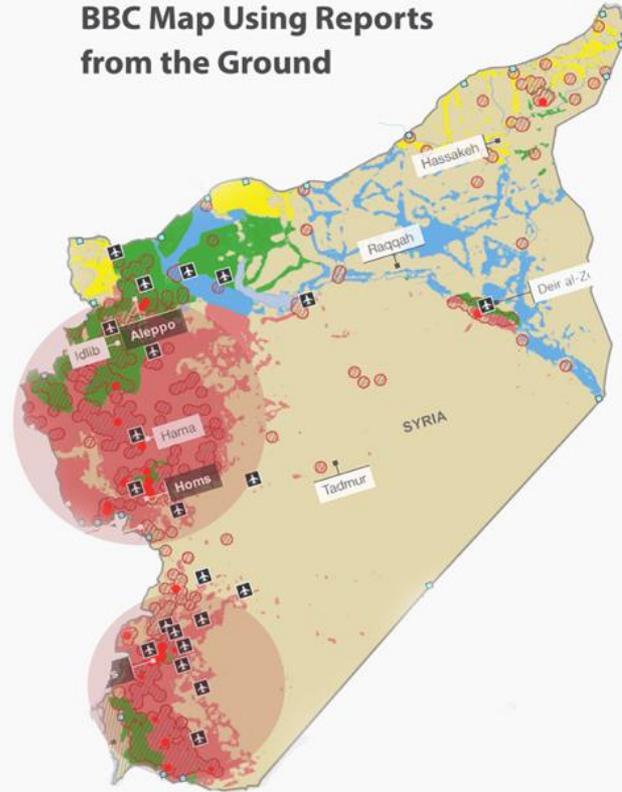
## Reports of Violence in Syria on Facebook & YouTube

April & May, 2014



Powered by 

## BBC Map Using Reports from the Ground



Syria: Mapping the Conflict  
<http://www.bbc.com/news/world-middle-east-22798391>

NEWEST CHALLENGES

Sort ↕



Submit

Agency Search

Agency Search

Prize Amount Range

Prize Start From:

0

Prize End To:

10000000+

Challenge Type

- Software / Apps
- Ideas
- Designs

226 Competitions Found

**ORNL Buildings Crowdsourcing Campaign**



[View Prize List On This Challenge](#)

Submit Your Technology Ideas to Advance Energy Efficiency in Buildings

Open Until **May 31, 2015**

Posted by:  
**Department of Energy**

**Mental Health and TBI Care Challenge**



[View Prize List On This Challenge](#)

You can help shape the future of mental health and traumatic brain injury care!

Open Until **Jun 05, 2015**

Posted by:  
**Department of Defense--Military Programs**

**America's Seed Fund Logo Design Competition for the SBIR/STTR Programs**



**\$2,500 in prizes**

The SBIR/STTR Programs are seeking a new logo-design.

Open Until **May 29, 2015**

Posted by:  
**Small Business Administration**

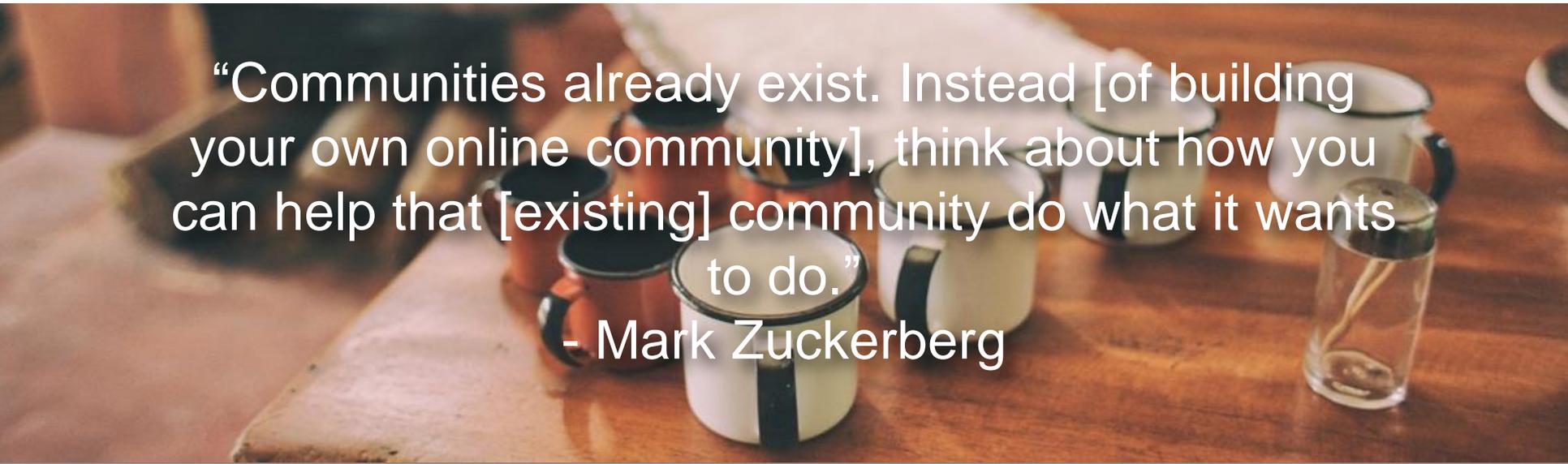
# 3. Knowledge Sharing

- Crowdsourcing projects don't need to be big or complicated. Consider options like:
  - Voting content up or down
  - Collaborating on shared documents (e.g. Google Docs, etc.)
  - Correcting errors and typos

# Questions to Consider

- What tasks would I love to get help with?
- What could be possible if we had many hands making light work?
- What data might already be out there & available for us to use?

# 4. Community Building & Social Networking



“Communities already exist. Instead [of building your own online community], think about how you can help that [existing] community do what it wants to do.”

- Mark Zuckerberg

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# 4. Community Building & Social Networking

- Social networks
- Advocacy tools
- User profiles & connections
- Convening conversations
- Contests

# 4. Community Building & Social Networking

- Start with baby steps:
  - Cross-post content from wherever you currently publish it to Facebook, LinkedIn, etc.
  - Convene a Twitter conversation using a #hashtag (e.g. #WEAADweekly)
  - Invite allies to an online group and seed discussions

# Questions to Consider

- What are my goals with social networking?
- What collective actions do we advocate (e.g. petitions? letters to MPs?)?
- What platform(s) am I already comfortable with? What are the opportunities there?

# 5. Fundraising & Revenue Generation

“Maybe we should stop asking, ‘How do we get people to pay for music?’ and start asking, ‘How do we let them pay for music?’” –Amanda Palmer



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# 5. Fundraising & Revenue Generation

- Fundraising (and sales, too) has always been about building relationships.
- The Social Web is all about relationships, too.

# 5. Fundraising & Revenue Generation

- Kiva.org: 1.3 million active members
  - Total loans: \$709 million
  - Average loan size: \$416
- Kickstarter: 22.6 million pledges
  - Total dollars pledged: \$1,721,116,799
  - Average pledge: \$76

# 5. Fundraising & Revenue Generation

- So...the amounts may be small, but if you can hit critical mass, the number of donations/pledges can multiply the effect significantly.
- Key takeaway: Build your community first. Then ask for money.

Let's recap.

# The tools must support the mission.

- Not everyone needs every tool.
- Where are your community members?  
(The data might surprise you.)
- Select the tools that support your mission.

# Narrow your focus.

Listen & Participate	Understand your stakeholders & field of interest
Storytelling	Engage hearts & minds
Knowledge Sharing	Leverage collective intelligence
Community Building	Connect with peers & supporters
Fundraising & Revenue	\$\$\$

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# But also...

- Risk making mistakes & learn from them
- Iterate, measure, refine - and try again

# Keep in touch.

web: [www.laurenbacon.com](http://www.laurenbacon.com)  
twitter: [@laurenbacon](https://twitter.com/laurenbacon)  
email: [lb@laurenbacon.com](mailto:lb@laurenbacon.com)

# Social Media for Social Good

## Establishing the framework to get started



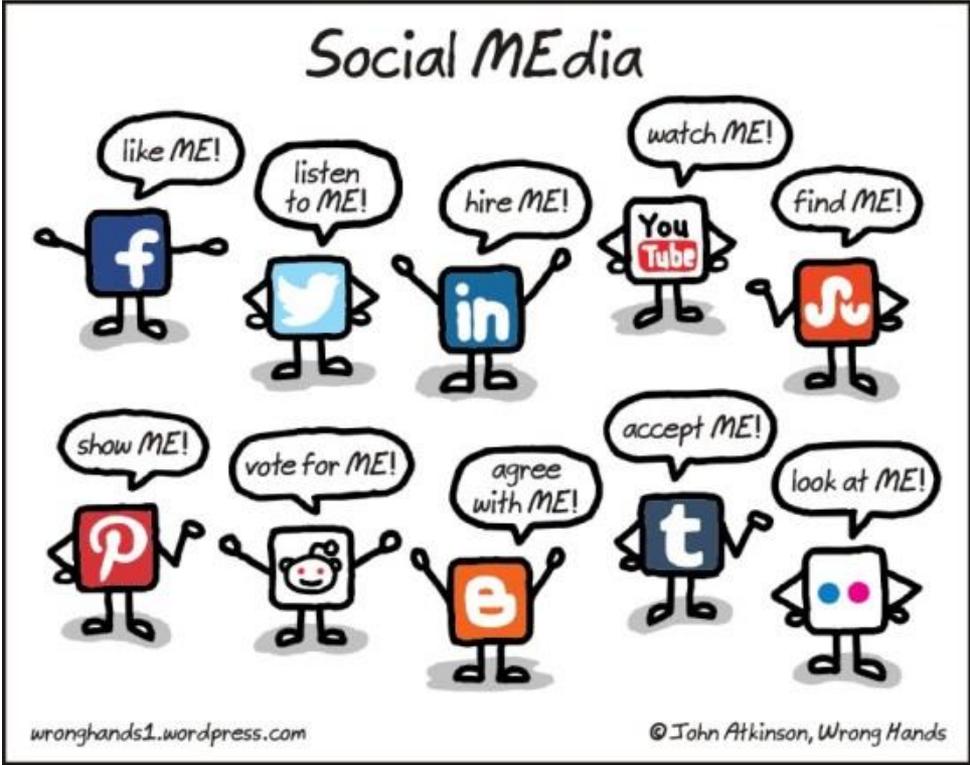
Amy Juschka, Content Strategist  
@amyjuschka  
[linkedin.com/in/amyjuschka](https://www.linkedin.com/in/amyjuschka)



**Amy Juschka,**  
**Digital and Content Strategist with YWCA**  
**Metro Vancouver**

# YWCA Metro Vancouver

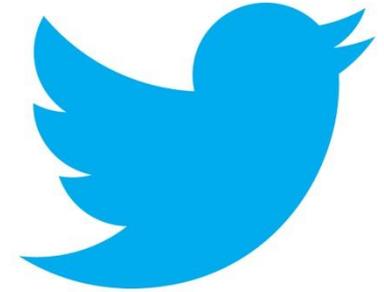






## Today:

- Channels – brief overview
- Establishing your infrastructure
- Setting SMART goals
- Content strategy
- How/what to monitor (in 10 minutes a day)



## Twitter

[#Communicate](#) and stay [#connected](#) with followers through quick, frequent updates of 140 characters or less.

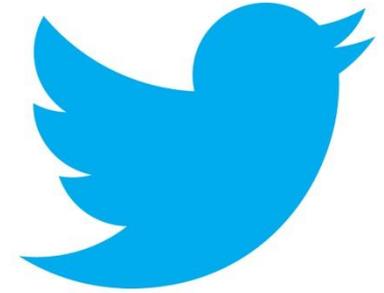


Evolved to a [#link-sharing](#) channel, though it's also a [#micro-blogging](#) platform.



A [#Tweet](#) is an expression of a [#moment](#) or [#idea](#). It can contain [#text](#), [#photos](#) and [#videos](#).





## Twitter:



**REPLY:** Comment on a Tweet and join the conversation.

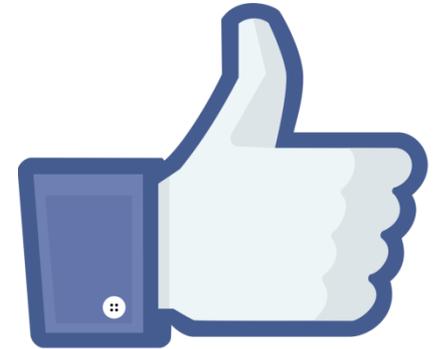


**RETWEET:** Share a Tweet with your followers. You can even add your own thoughts before you share it.



**FAVOURITE:** Favourite a Tweet to let the author know you liked it.

**HASHTAG:** Hashtags assign a topic to a Tweet. So, for example, Tweets that contain [#ElderAbuse](#) are about that. Click on a hashtag to see Tweets related to a topic.



## Facebook:

- Home to friends, fans, clients and critics
- Post questions, comments, feedback
- Fans may interact with each other, but will mostly interact with your content
- Customize your page by adding photos, posting stories, sharing graphics and more



## LinkedIn:

- Networking
- Recruiting
- Social selling
- Promoting content
- Generating thought leadership



## YWCA:

- Facebook
- Twitter
- LinkedIn
- YouTube
- Blog
- MailChimp

A construction site at sunset. Two large tower cranes are visible against the sky. In the foreground, the steel framework of a building is under construction. The sun is low on the horizon, creating a warm orange glow. The word "INFRASTRUCTURE" is centered in large, bold, black letters.

# INFRASTRUCTURE

# SETTING GOALS

SMART

SPECIFIC

TIME  
BOND

MEASURABLE

RELEVANT

ATTAINABLE

A vintage black typewriter is positioned on a dark wooden desk. The typewriter is angled towards the bottom right. Three crumpled white paper balls are scattered on the desk: one on the left, one at the top center, and one at the top right. The word "CONTENT" is written in large, white, sans-serif capital letters across the center of the image, partially overlapping the typewriter's keyboard.

# CONTENT

## Core Content Strategy Statement

We'll share a mix of curated and original content, including blog posts, audio slideshows, photos, stories, Infographics, interesting articles and up-to-date research on a daily basis.

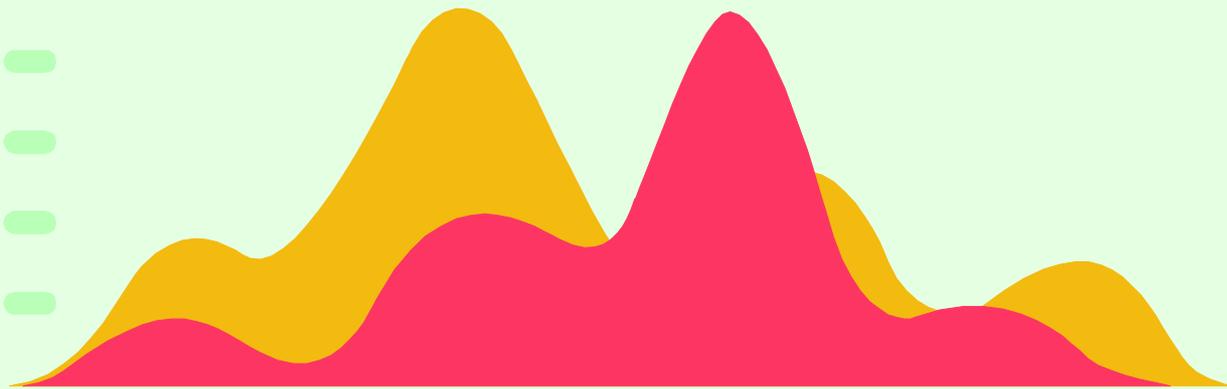
We'll be champions for women's equality, but we'll always connect it to the bigger picture. Women's equality isn't just about women – it's about a stronger economy and a healthier society. It's also about men and women working together.

Create and curate content that makes the connection between women's equality and a healthy, vibrant community, humanizes our work and inspires people in Metro Vancouver to take action.

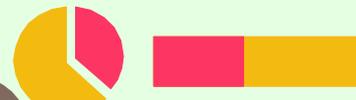
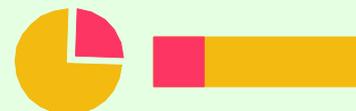
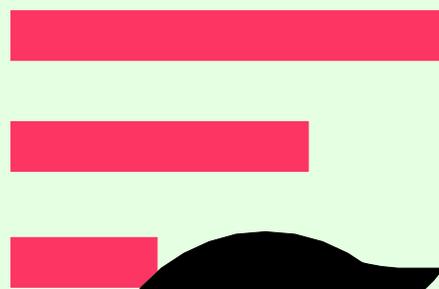
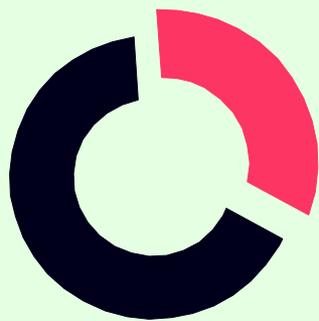
Without people our work is meaningless! We'll humanize our work by showing the impact it has on real people and showcase the real people making a difference in their lives (employees, volunteers, donors).

We may be a global movement, but our content is for people living in Metro Vancouver. We'll still talk about global issues, but we'll always tell our audience how it relates to the local level.

We may tackle some heavy issues, but we never want our audiences to feel helpless. Our content will be positive, inspiring and action oriented.



# MONITORING





**KEEP  
CALM  
AND  
RESPOND**

Changing lives  
since 1897.



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the PREVENTION of ELDER ABUSE

RÉSEAU CANADIEN *pour la* PRÉVENTION  
du MAUVAIS TRAITEMENT des AÎNÉS

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**Our Knowledge-Sharing Project is almost completed  
and our new site will be launched on Sept.1, 2015!**

Visit [www.cnpea.ca](http://www.cnpea.ca) then for even more resources, tools and  
articles!

# Your comments/questions please!



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**Let us know...**

*Which presenter the  
question is for...*

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particular slide ...*

# Your feedback please

How did we do?

Please take a minute to answer a few quick questions about your experience of this webinar

<http://fluidsurveys.com/surveys/cnpea/cnpea-webinar-feedback/>