BUILDING A SOCIAL MEDIA PRESENCE

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TOASTMASTERS INTERNATIONAL

www.toastmasters.org

INTRODUCTION

Social media is a collection of websites and applications that enables users to create and share content. These sites and applications are tools that help users build and maintain a network of contacts, promote themselves and their organizations, and share information.

In this project, you will determine how best to use the different types of online communication. You will create and maintain an online profile to promote yourself or an organization. You will recognize the importance of internet privacy and safeguard your personal information. You will present an appropriate personal image that aids in the accomplishment of your promotional goals and engage in positive interactions with others online.

YOUR ASSIGNMENT

Purpose: The purpose of this project is to apply your understanding of social media to enhance an established or new social media presence.

Overview: Use this project and your own research to build a new social media presence or enhance an existing presence. You may focus on a personal goal (such as connecting with old friends or promoting a blog) or on a professional goal (such as promoting a business or organization). Use the tools you identify as best for you and your purpose. After you achieve your goal, deliver a 5- to 7-minute speech to your club about your results, experience, and the benefits of social media. Submit the Project Completion Form on page 17 to your vice president education to receive credit for completing the project.

For all assignment details and requirements, review the Project Checklist on page 12.

Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.

Video: Sign in to Base Camp to watch a video that supports this project.

Interactive Activity: Sign in to Base Camp to complete an interactive activity.

Resource: Sign in to Base Camp to view this resource online.

ASSESS YOUR SKILLS

Evaluate your current skill level by rating each statement.

Select the appropriate number based on your skills today:

5	**4**	**3**	**2**	**1**
EXEMPLARY	EXCEL	ACCOMPLISHED	EMERGING	DEVELOPING

Pre-Project	Statement	Post-Project
5 4 3 2 1	I can effectively promote an event, person, or other subject via social media.	5 4 3 2 1
5 4 3 2 1	I can build engagement for my topic using social media.	5 4 3 2 1
5 4 3 2 1	I can build an appropriate personal online image.	5 4 3 2 1
5 4 3 2 1	I understand the benefits of utilizing social media.	5 4 3 2 1
5 4 3 2 1	I recognize how this project applies to my life outside of Toastmasters.	5 4 3 2 1

COMPETENCIES

The following is a list of competencies that you will learn and practice in this project.

- Determine how best to use social media.

- Create and maintain an online profile to promote yourself or an organization.

- Recognize the importance of internet privacy.

- Understand how to safeguard your personal information.

- Participate in positive interactions with others online.

- Present an appropriate personal image that aids in the accomplishment of your promotional goals.

BENEFITS OF SOCIAL MEDIA

There are numerous benefits to using social media in your personal life. Social media can lead you to:

- Make connections with people anywhere in the world who share similar interests and goals.

- Gain support in your local community or among a broader network.

- Renew old relationships and maintain current ones.

- Provide access to diverse viewpoints and sources of information.

There are numerous benefits to using social media in your professional life. In a professional setting, social media can:

- Assist with networking.

- Help you gain new clients and/or business contacts.

- Assist with job hunting.

- Provide an inexpensive method of delivering content.

- Increase your visibility among others in your field.

- Increase your access to diverse viewpoints and sources of inspiration.

TYPES OF SOCIAL MEDIA AND THEIR ADVANTAGES

COLLABORATIVE PROJECTS

Collaborative projects include websites where groups work together to accomplish large projects.

BLOGS AND MICROBLOGS

Blogs and microblogs include sites where individuals share expertise about specific subjects. These are best for sharing opinions, reviews, new ideas, and experiences.

CONTENT COMMUNITIES

Content communities include websites where users generate content for use and critique by others. This type is best for those interested in participating in a community of like-minded individuals.

SOCIAL NETWORKING SITES

Social networking sites are the most widely known type of social media. These are sites where users maintain searchable profiles for personal or professional promotion. These websites are best for networking and making connections.

USING SOCIAL MEDIA

Your image on social media is created by building your brand, developing your message, and increasing your followers.

BUILD YOUR BRAND

A brand can be defined as the emotional connection a person has with your name or organization's name. A brand can include both facts and emotional connotations. For example, the Toastmasters International brand embodies an organization that empowers people to be their best by enhancing communication and leadership skills.

The first step in building your brand is to identify the image you want to promote. At its most fundamental, branding is a clear definition of you or your organization. Create a statement of the type of organization you are promoting. For example, a Toastmaster who is building a career as a keynote speaker might define her organization as a professional speaking service.

Once you have defined your organization, identify the audience you serve. In the example of the professional speaker, her primary audience might be organizations with large sales forces.

DEFINE YOUR IDEALS

The next area that requires thought and development is defining your organization's ideals. Describe what your organization represents in the community and the types of services or products your audience can expect.

If you are working to promote an organization that doesn't already have a brand and involves many people, bring a small representative group together to discuss and brainstorm your brand.

Once you have a clear and concise definition of your brand, determine which type of social media best fits your goals.

DEVELOP YOUR MESSAGE

Your message is a quick statement about who you are and what you provide to others. Your 30- to 90-second summary, or what is sometimes called an elevator pitch, needs to express the core of your message in approximately three sentences. Create a message that works in print, online, and when stated in conversation, or quite literally in an elevator when you only have a few seconds to share your message.

An example of a Toastmasters elevator pitch could be:

"Since 1924, Toastmasters International has been recognized as the leading organization dedicated to communication and leadership skill development. Through its worldwide network of clubs, each week Toastmasters helps more than a quarter million men and women of every ethnicity, education level, and profession build their competence in communication so they can gain the confidence to lead others."

In this short speech, the listener hears a quick summary of the benefits of Toastmasters as well as the size and purpose of the organization.

INCREASE FOLLOWERS

The larger your number of followers, or those who are a part of your online network, the greater your ability to advance your message. There are a number of ways to increase your followers.

Follow Like-Minded People

Follow others on social media who share your views and actively participate in the online community. Take time to comment on posts written by others. In your comments, share your thoughts and link to your own social media sites.

Post Consistently

Post new content on a regular basis by setting a schedule. Some people or organizations post every day. Others post once a week. Determine the amount of content you plan to post regularly and let your audience know how often they can expect an update.

Provide Relevant Content

Focus on your audience's needs and wants when you produce content. Let your readership know exactly what they gain from following you.

Share Your Expertise

Post what you know best. Choose topics in which you are most knowledgeable and include evidence to support your content.

Generate Positive Conversations

Be positive and engaging in your interactions. Compose interesting posts and ask questions of your followers. Engage with your audience by taking the time to respond to comments and questions. If you receive negative responses to any of your posts or comments, choose to either ignore them or respond respectfully.

Participate in the greater internet culture that surrounds your content or brand. Comment on social media sites hosting similar content.

Offer Unique or Exclusive Content

A unique point of view on your subject matter is most likely to encourage followers to return to your posts and share them with others. Your expertise, humor, writing style, and background all contribute to your ability to create different and engaging content.

Exclusive content is material created and shared by you that cannot be replicated anywhere else and is made available only to those people who follow you. Authors often use this exclusive content to increase their following.

ONLINE ETIQUETTE

Keep your interactions positive. When engaging online, use the same rules of etiquette as you would if you were speaking in person.

Use comments to engage with and learn about your followers personally. Thank your readers for their comments. Ask questions when your followers post content that is interesting or unfamiliar.

Take the time to respond to constructive feedback. You can respond to readers' comments, rebut on-topic arguments, or simply thank followers for reading your content.

Maintain a degree of sensitivity when discussing your personal life. Don't include full names, phone numbers, addresses, or specific location details unless you are promoting an event or business. Always keep safety in mind when posting to any site on the internet.

Be cautious when dealing with the privacy of others by obtaining their consent before posting identifying information.

Unfortunately, some people hide behind anonymity online, using comment sections of websites to unfairly attack others. internet "trolls" are those who disrupt a forum by attempting to evoke emotional responses from participants. The most effective way to handle an internet troll is by ignoring him.

Keep in mind that any interaction with the public or media affects a person's or organization's brand. Acting appropriately is essential. Innocuous content has the potential to come across in a negative way if it can be misconstrued. This is especially true in the case of sarcasm.

Consider your remarks carefully before posting. Your content may remain available even if it is deleted. Once material reaches the web, it is archived and searchable by anyone with a computer.

REVIEW AND APPLY

Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- How will you use social media?

- What personal factors will you use to create an online profile that promotes you or an organization?

- Are you familiar enough with the importance of internet privacy? Do you need to do more research?

- How will you safeguard your personal information?

- List your strategies for engaging in positive interactions with others online.

- What are your promotional goals and how will you reach them online?

COMPLETE YOUR ASSIGNMENT

Now that you have read through the project, plan and prepare your speech or report.

Review: Return to page 3 to review your assignment.

Organize: Use the Project Checklist on page 12 to review the steps and add your own. This will help you organize and prepare your assignment.

Schedule: Work with the vice president education to schedule your speech.

Prepare: Prepare for your evaluation. Review the evaluation resources on pages 14–16 and share all resources with your evaluator before your speech. You may choose to share your evaluation resources online.

Purpose: The purpose of this project is to apply your understanding of social media to enhance an established or new social media presence.

Overview: Use this project and your own research to build a new social media presence or enhance an existing presence. You may focus on a personal goal (such as connecting with old friends or promoting a blog) or on a professional goal (such as promoting a business or organization). Use the tools you identify as best for you and your purpose. After you achieve your goal, deliver a 5- to 7-minute speech to your club about your results, experience, and the benefits of social media. Submit the Project Completion Form on page 17 to your vice president education to receive credit for completing the project.

Note: With the vice president public relation's approval, you may choose to create a social media presence for your Toastmasters club.

This project includes:

- Establishing or enhancing a social media presence
- The Project Completion Form
- A 5- to 7-minute speech

Below are tasks you will need to complete for this project. Please remember, your project is unique to you. You may alter the following list to incorporate any other tasks necessary for your project.

☐ **Select a goal you want to accomplish that is supported by a strong social media presence.**

_____

_____

☐ **Generate the social media posts required to meet your goal.**

_____

_____

☐ **Schedule your speech with the vice president education.**

_____

_____

☐ Write your speech.

_____

_____

☐ Consider creating a visual aid, such as a handout, to share some of your posts during your speech. (Note: This is optional.)

_____

_____

☐ Rehearse your speech.

_____

_____

☐ After you have completed all components of the assignment, including your speech, return to page 4 to rate your skills in the post-project section.

_____

_____

Additional Notes

_____

_____

_____

_____

_____

_____

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_____

_____

EVALUATION FORM
Building a Social Media Presence

Member Name _____ Date _____

Evaluator _____ **Speech Length:** 5 – 7 minutes

Speech Title

Purpose Statements
- The purpose of this project is for the member to apply his or her understanding of social media to enhance an established or new social media presence.
- The purpose of this speech is for the member to share some aspect of his or her experience establishing or enhancing a social media presence.

Notes for the Evaluator
During the completion of this project, the member:
- Spent time building a new or enhancing an existing social media presence
- Generated posts to a social media platform of his or her choosing. It may have been for a personal or professional purpose.

About this speech:
- The member will deliver a well-organized speech about his or her experience.
- The member may choose to speak about the experience as a whole or focus on one or two aspects.
- The speech should not be a report on the content of the "Building a Social Media Presence" project.

General Comments
You excelled at:

You may want to work on:

To challenge yourself:

For the evaluator: In addition to your verbal evaluation, please complete this form.

5	4	3	2	1
EXEMPLARY	EXCELS	ACCOMPLISHED	EMERGING	DEVELOPING

Clarity: Spoken language is clear and is easily understood

| 5 | 4 | 3 | 2 | 1 |

Comment:

Vocal Variety: Uses tone, speed, and volume as tools

| 5 | 4 | 3 | 2 | 1 |

Comment:

Eye Contact: Effectively uses eye contact to engage audience

| 5 | 4 | 3 | 2 | 1 |

Comment:

Gestures: Uses physical gestures effectively

| 5 | 4 | 3 | 2 | 1 |

Comment:

Audience Awareness: Demonstrates awareness of audience engagement and needs

| 5 | 4 | 3 | 2 | 1 |

Comment:

Comfort Level: Appears comfortable with the audience

| 5 | 4 | 3 | 2 | 1 |

Comment:

Interest: Engages audience with interesting, well-constructed content

| 5 | 4 | 3 | 2 | 1 |

Comment:

Topic: Shares the impact of initiating or increasing a social media presence

| 5 | 4 | 3 | 2 | 1 |

Comment:

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

Clarity

5 – Is an exemplary public speaker who is always understood

4 – Excels at communicating using the spoken word

3 – Spoken language is clear and is easily understood

2 – Spoken language is somewhat unclear or challenging to understand

1 – Spoken language is unclear or not easily understood

Vocal Variety

5 – Uses the tools of tone, speed, and volume to perfection

4 – Excels at using tone, speed, and volume as tools

3 – Uses tone, speed, and volume as tools

2 – Use of tone, speed, and volume requires further practice

1 – Ineffective use of tone, speed, and volume

Eye Contact

5 – Uses eye contact to convey emotion and elicit response

4 – Uses eye contact to gauge audience reaction and response

3 – Effectively uses eye contact to engage audience

2 – Eye contact with audience needs improvement

1 – Makes little or no eye contact with audience

Gestures

5 – Fully integrates physical gestures with content to deliver an exemplary speech

4 – Uses physical gestures as a tool to enhance speech

3 – Uses physical gestures effectively

2 – Uses somewhat distracting or limited gestures

1 – Uses very distracting gestures or no gestures

Audience Awareness

5 – Engages audience completely and anticipates audience needs

4 – Is fully aware of audience engagement/needs and responds effectively

3 – Demonstrates awareness of audience engagement and needs

2 – Audience engagement or awareness of audience requires further practice

1 – Makes little or no attempt to engage audience or meet audience needs

Comfort Level

5 – Appears completely self-assured with the audience

4 – Appears fully at ease with the audience

3 – Appears comfortable with the audience

2 – Appears uncomfortable with the audience

1 – Appears highly uncomfortable with the audience

Interest

5 – Fully engages audience with exemplary, well-constructed content

4 – Engages audience with highly compelling, well-constructed content

3 – Engages audience with interesting, well-constructed content

2 – Content is interesting but not well-constructed or is well-constructed but not interesting

1 – Content is neither interesting nor well-constructed

Topic

5 – Delivers an exemplary speech about the impact of initiating or increasing a social media presence

4 – Delivers a compelling speech about the impact of initiating or increasing a social media presence

3 – Shares the impact of initiating or increasing a social media presence

2 – Mentions the impact of initiating or increasing a social media presence, but does not fully address

1 – Speaks on a topic other than the impact of initiating or increasing a social media presence

PROJECT COMPLETION FORM

I completed all components of my "Building a Social Media Presence" project, including posting to at least one social media platform multiple times.

Member Name _____

Member Signature _____ Date _____