SOCIAL MEDIA –

Opportunities & Platforms

QC Guider Symposium

January 18, 2014

What IS social media? Tools that allow the sharing of information and creation of communities through online networks or people.

How are people using social media in the Guiding context?

- **Connecting** with other Guiders, sharing ideas, celebrating accomplishments, building community
- **Engaging** with parents
- Public visibility, PR, **recruitment** efforts for girls + adults, engaging with external organizations
- Integrating social media into the GGC **program** (see separate handout)

Get the most out of…

Twitter

- Fit it into 140 characters!
- - What's a hashtag? (#) It's added to the text of a twitter message in order to put the information in context – e.g. #GirlGreatness, #CraftyTuesday, #AvivaCF
- Tweet live from an event – e.g. **@SuperProgram13**
- **To explore:** Lists, direct messaging, tweeting photos, privacy options

> **Girl Guides ofCanada** @girlguidesofcan   Dec 5
> How to participate in our #GuidingChat today 2PM EST about Guiding & #VAW? Include #GuidingChat in your tweet answer to be part of convo
> Expand   ← Reply ⇄ Retweet ★ Favorite ••• More

Facebook

- To explore: Pages vs. Groups, privacy settings, tagging, Insights

- Top tips:
- Do not post anything you wouldn't post on a public bulletin board
- When posting photos, do not use last names, or better yet, identify only the group/unit (be sure everyone has a signed IR.1!)

Pinterest

- Think of it as a collection or online bulletin board! Think of yourself as a curator.
http://www.youtube.com/watch?v=oJzD4vF5dFA

- To explore: Creating boards, repinning, use the 'Pin It' bookmarklet

Get started with the 2014 GGC QC project:

Submit your objects to the **Guides Québec – Inspirations page**

The Blog: A discussion or informational website, consisting of entries (aka. blog posts)

Help populate the GGC QC blog! Send your stories/articles/ideas to communications@guidesquebec.ca

Ideas for types of blogs:

How-to/tutorial posts	News posts	List/Top ten posts	Resource/link list post
Profile posts	Problem+solutions posts	Stories	Inspiring posts
Research posts	Interviews	Reviews	FAQ
Checklists	Cheat sheets	Surveys + polls	Presenting a debate
Audio blog	Video blog	'What if' posts	…

Learn more:

- **http://girlguidescanblog.ca/2011/05/30/guiding_principles_facebook**
    - o GirlGuidesCANblog series to provide GGC Members, volunteers, and parents with a better understanding of social media issues and best practices

- **http://mediasmarts.ca**
    - o includes many resources, guides, e.g. *Digital Literacy Fundamentals, Diversity and Media Toolbox*

- **https://support.twitter.com**
    - o Getting started with Twitter, Editing your profile… the basics!

- **https://www.facebook.com/help**
    - o Policies including privacy settings change often! Find your answers here

---

Use, Understand, Create   (from: http://mediasmarts.ca/digital-media-literacy-fundamentals/digital-literacy-fundamentals)

Traditional definitions of literacy have focused on skills relating to numeracy, listening, speaking, reading, writing and critical thinking, with the end goal being developing active thinkers and learners who are able to engage in society in effective and meaningful ways.[4] These skills are needed for full participation in digital society as well, but they are only part of a larger set of skills and competencies that are required.

Competencies for digital literacy can be classified according to three main principles: *Use, Understand and Create*.

Use represents the technical fluency that's needed to engage with computers and the Internet. Skills and competencies that fall under "use" range from basic technical know-how -- using computer programs such as word processors, web browsers, email, and other communication tools -- to the more sophisticated abilities for accessing and using knowledge resources, such as search engines and online databases, and emerging technologies such as cloud computing.

Understand is that critical piece – it's the set of skills that help us comprehend, contextualize, and critically evaluate digital media, so that we can make informed decisions about what we do and encounter online. These are the essential skills that we need to start teaching our kids as soon as they go online.

Understand includes recognizing how networked technology affects our behaviour and our perceptions, beliefs and feelings about the world around us.

Understand also prepares us for a knowledge economy as we develop – individually and collectively – information management skills for finding, evaluating and effectively using information to communicate, collaborate and solve problems.

Create is the ability to produce content and effectively communicate through a variety of digital media tools. Creation with digital media is more than knowing how to use a word processor or write an email: it includes being able to adapt what we produce for various contexts and audiences; to create and communicate using rich media such as images, video and sound; and to effectively and responsibly engage with Web 2.0 user-generated content such as blogs and discussion forums, video and photo sharing, social gaming and other forms of social media.

The ability to *create* using digital media ensures that Canadians are active contributors to digital society. Creation – whether through blogs, tweets, wikis or any of the hundreds of avenues for expression and sharing online – is at the heart of citizenship and innovation.

Given how quickly and frequently our media world is evolving, developing and maintaining one's digital literacy is a lifelong process. The specific skills that are needed will vary from person to person depending on their needs and circumstances – which can range from basic awareness and training to more sophisticated and complex applications.