

Social Media Discussion – Member Forum

Monday, November 19th, 2012

For what purpose are we using social media?

- To fill units
- Link to other sites across Canada
- Connect with members and build community
- Members come to you, rather than you going to them

Concerns

- Possibility for incorrect or negative information
- Fear mongering
- Privacy
- Inclusion – those without an internet connection?
- Resources to support social media work
- Representation – who is speaking on behalf of the co-op?
- Superficiality – not a true social life

Ideas

- Designate a moderator
- Look at Vancouver PD
- Share resources
- Use multiple forms of media
- First impressions on the web are important
- Programs like HootSuite can help you manage in advance. It assists with pre-approved, timed posts across multiple sites.
- Facebook is free and Private Groups can be set up. Security settings on the site have also improved.

Questions

How can it be employed for communication between directors?

How would demographics come into play? Who is the target audience?

One co-op's experience (Paloma): The co-op no longer has a newsletter. Maintains a public website with a members-only section that includes rules, reports and calendar. One person updates the website, 4 or 5 others take on the other communication tasks that don't require too much time.

FOLLOW UP ideas: co-ops could include links to social media pages in their CHF BC's directory listings. A suggestion was made that the federation put on an education workshop on social media with best practices and ideas. Contest for the best web page design.

