Introduction:
We need to branch into Social Media, in order to keep in-line with new trends in communication. The Social Media avenue will be an addition to the CAP's current work and therefore will add to and enhance, rather than replace, current forms of communication.

Social Media Facts:
80% of the UK is online
64% of the UK has a social networking profile
More than 25 billion pieces of content is shared each month on Facebook
Twitter gets 300,000 new users everyday
A new member joins LinkedIn every second
Over 65,000 videos are uploaded to YouTube everyday
77% of Internet users read blogs
The average social user has 195 friends

So why use Social Media?
"Development of strategies that will introduce modern communication techniques, including social networking tools, into the work of the CAP and the community links it supports and works with."

Many related organisations are already engaged in some form of social networking. Awareness and understanding is a big issue for CAPs and Community Led Planning (CLP) so PR is a useful tool to getting more people informed and engaging with a wider audience. Many Social Media applications are free, so obviously advantageous for Community and Voluntary organisations. Social media can tap into certain groups that for whatever reason are currently not linked with their local CAP.

Goals & Objectives:
- Building awareness of Community Area Partnerships and Community Led Planning (CLP).
- Broadcast News: Inform community of meetings, events, important info plus wider news from local, regional and national issues.
- Find out information from the community, other CAPs and other organisations
- Share Best Practice: Make people aware of what CAPs are working on, improve the network.
- Share thoughts and ideas; an arena for airing views and facilitating debate.
- Get Feedback and discussion on key issues.
- Develop relationships with other organisations in CLP and related fields.

Capacity:
- Staff/Volunteer training in Social Media.
- Some CAPs are already engaged in Social Networking, as are many organisations in community work and partner organisations in Wiltshire.

- Needs to be time effective, i.e. enhance communication, aid the CAP's knowledge of current issues and help CAP's network with only a small time input required weekly.

Audience:
- Community
- Other CAPs
- Partner Organisations in Wiltshire
- Regional and National organisations in CLP or related work.

Evaluate:
- Track how many members are using our social media.
- Increased usage over time.
- Track new members to our network.
- Sentiment of the discussion: Ideas/Sharing Experience/Sharing links

Responsibility:
(See Social Media Responsibility document)

Social Media Options:
The tools fall into ten broad categories which are summarised below with examples in BOLD.

1. Audio Sharing. A podcast is a news feed with a media sound file attached that can be picked up by a feed reader for you to listen to on your PC, an MP3 player or iPod at your convenience. They can be recorded on specialist equipment or simply on many mobile phones and uploaded to websites such as Odeo. Using ipadio to record a podcast on your phone also give a transcription. Podcasts can be edited using free Audacity software.

2. Blog – (weB log). Many blogs provide commentary or news on a particular subject, cause or issue; others function as more personal online diaries where entries are displayed in reverse chronological order. A typical blog includes images, and links to other blogs and media. Popular blogging tools include Wordpress, Blogger and Weebly. Tumblr generates a blog from short media snippets.

3. Video Sharing. Websites such as YouTube, Vimeo or BlipTV. Upload and share videos from a digital camera or mobile phone. They can be included

on your own website and tagged for sharing and easy searching by visitors. Conversations develop from comments about video content or message. Ustream or Qik can be used to create a live video stream from an event (More Info: http://bit.ly/One-page-Video)

4. Microblogging (Twitter). A social networking service that allows users to send up to 140 character "updates" as SMS text-based posts. It is ideal for keeping in touch with groups of people or canvassing a wide range of people about a particular topic or question.

5. RSS and Feed readers. RSS (Really Simple Syndication) is just a technical way content is formatted ready for a feed reader or news feed program (such as Bloglines or Google Reader) to pickup and deliver to your reader or as an email in your inbox. Feeds are automatically picked up to be read at leisure without you having to visit each website individually. RSS feeds are often denoted on websites with an orange RSS symbol. (More Info: http://bit.ly/RSS-Support-orgs).

6. Photo Sharing (Flickr). An online photo storage website which also includes tagging and commenting so photos taken by many people but tagged with the same terms can be viewed in a single pool. (More Info: http://bit.ly/One-page-flickr)

7. Social Networking. Websites such as Facebook, LinkedIn or MySpace. These community websites link people who share interests and activities or who are interested in exploring the interests and activities of others. They provide various ways for users to interact, such as chat, messaging, email, video, voice chat, file sharing, discussion groups, blogging and more. Bebo and MySpace are similar with an appeal to a younger audience.

Using Ning, Grou.ps or SocialGo you are able to create your own social network for free, but check as they may make a charge to use all features and some premium content.

8. Social Bookmarking. Websites such as Del.icio.us or Digg. These are a way to access bookmarks you save or that others have tagged and saved about a subject that interests you.

9. Social Collaboration and Productivity Tools. Software such as Google Docs or DropBox which allow a dispersed groups of people to work collaboratively towards shared aims, share a document or participate in an online event or conference. Create, edit, and link pages together in a variety of document formats or create collaborative websites.

Other applications enable you to share in discussions and meetings on-line (WebEx), hold audio (Skype) or video conferences (ooVoo), schedule a meeting collaboratively (Doodle), share slide presentations (Slideshare) or share printed format documents (Scribd or myebook). Eventbrite features a full range of features for planning, ticketing and managing any free events you deliver.

10. Wiki. Websites such as Wikispaces or Wetpaint allow users to easily create, edit, and link pages together. Wikis are often used to create collaborative websites or allow a dispersed group of people to work collaboratively on building documents. Perhaps the most popular example is Wikipedia.

Frequency of Maintenance
Daily - Tweet, re-tweet, check Google Alerts, check RSS reader, reply to comments
Weekly - Write blog post, check analytics, monitor groups & find new people to follow
Monthly - Add video to YouTube, share content online, create podcast & build profile

From the above options, tool 4. Microblogging (Twitter) was chosen for the first venture in Social Media.

Twitter is a 'microblogging' platform which allows users to post short text messages (up to 140 characters in length) and converse with other users via their phones or web browsers. Unlike email or text messaging on mobile phones, these conversations take place in the open. The platform is

experiencing a phenomenal adoption curve in the UK and being used increasingly by government departments, Members of Parliament, a number of our stakeholders as well as millions of businesses, non-government organisations and individuals. It is free to use with a relatively low impact on resources and has the potential to deliver many benefits in support of our communications objectives.

Benefits of Twitter:
- Followers can log on when convenient rather than having email inbox filled up
- Members will get up to the minute information, where as a news ebulletin which takes time to source content and compile can be old news by the time it is sent.
- Ongoing rather than periodical
- Information can be easily exchanged from ourselves and a huge range of other relevant organizations.
- Easy for Twitter operator to filter relevant news to followers.
- Huge potential for dissemination of information due to snowball effect of media
- Web 2.0 so interactive
- Snappy updates so quick to use and absorb information
- Facility to share links with followers for more in-depth detail on an issue if wished.
- Increased PR and awareness
- Develop relationships with other previously unconnected organisations
- Keep updated on local, regional and national news
- Provide a forum for sharing best practice, discussion and debate.
- Potential to widen CAP audience and membership

Some Statistics:
Age Group Twitter Users
12 to 17 18%
18 to 24 11%
25 to 34 33%
35 to 44 19%
45 to 54 12%
55+   7%
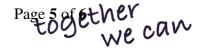**Gender Twitter Users**
Female 53%
Male 47%

Reasons for using Twitter
To learn about new resources 62%
To post about what I'm doing 62%
To keep up with a particular issue area 59%

To market a specific service or cause 52%
To keep up with a particular group of people 47%
Because I'm curious about what Twitter's about 18%
Because a lot of other people are 11%
For entertainment 5%

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