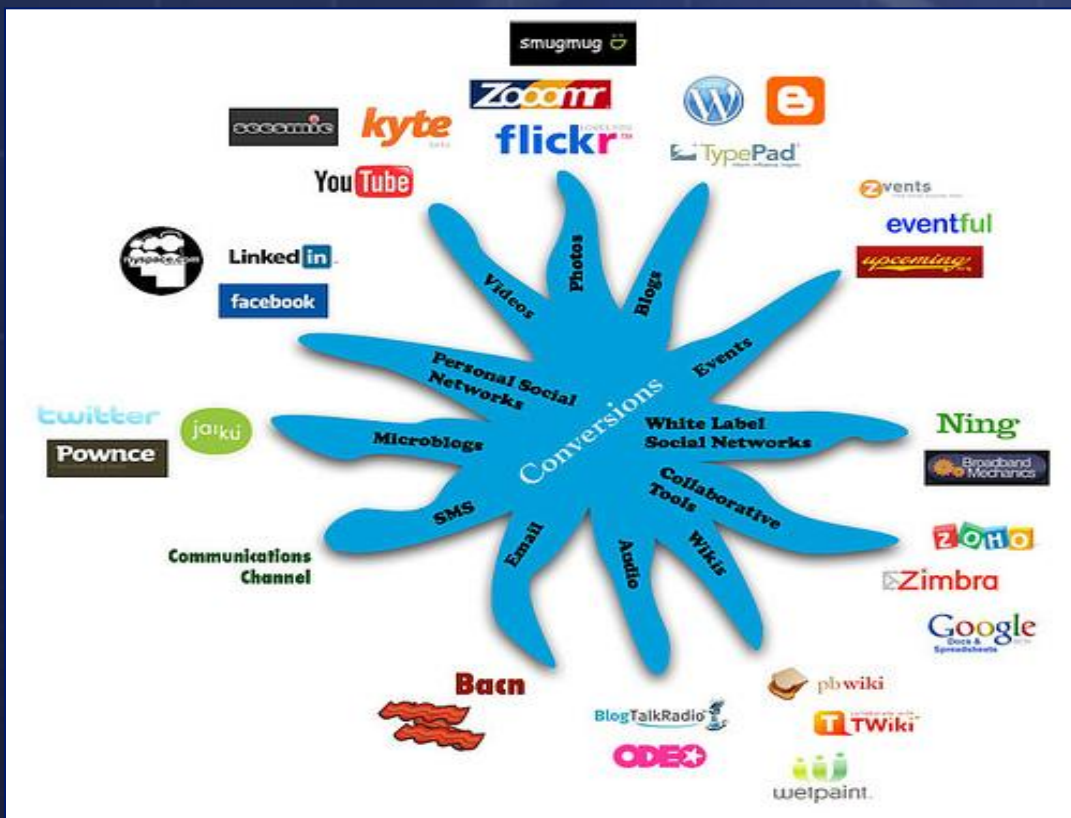


# Learn and Explore Social Media



24<sup>th</sup> Annual Convocation  
Christian Methodist  
Episcopal Church

Galt House Hotel –  
Louisville, Kentucky

September 2010

Instructors:  
Charles Coney  
Theresa Duhart

# Millennials / Gen Y / NextGens

- Born between late 1970s and mid 1990s
- Better at processing information visually
- Better at multi-tasking
- High usage of social software
- “Nomadic” technology usage and “format agnostic” (...anytime, anywhere, anyplace!)

# Millennials / Gen Y / NextGens

<b>Baby Boomers</b>	<b>Generation X</b>	<b>Millennials</b>
diversity as a cause	accept diversity	celebrate diversity
idealistic	pragmatic / cynical	optimistic / realistic
conform to the rules	reject the rules	rewrite the rules
great job	great life	great lifestyle

# History

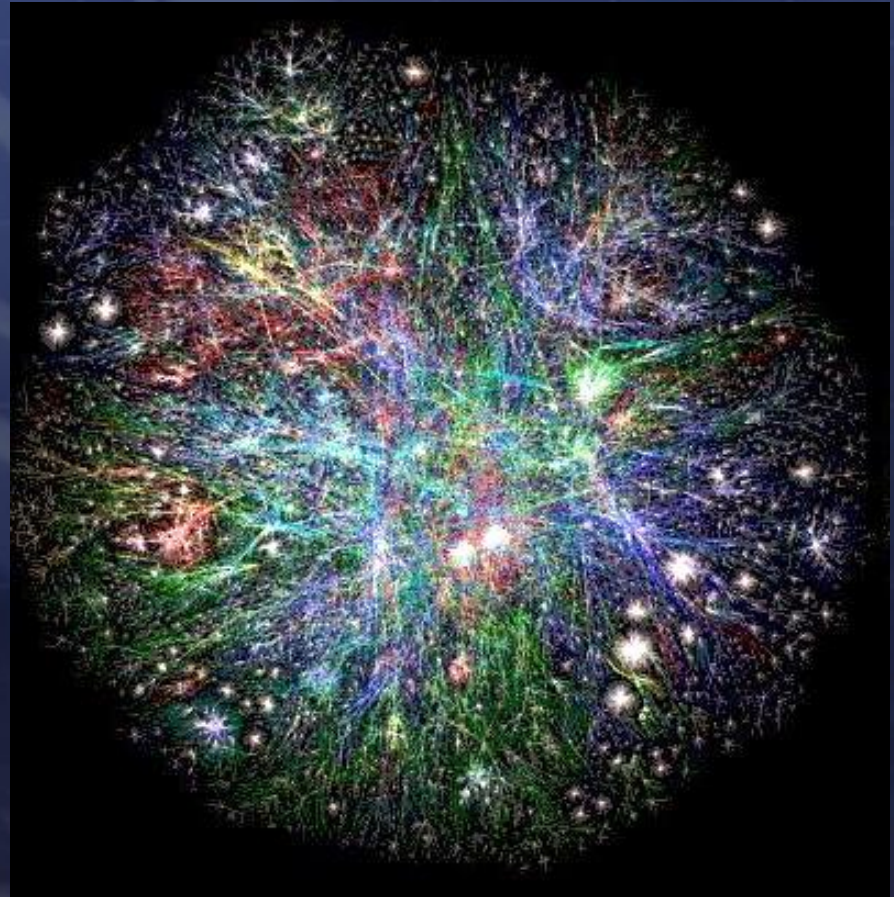
Sometime in the mid 1960's, during the Cold War, it became apparent that there was a need for a bombproof communications system. A concept was devised to link computers together throughout the country. With such a system in place, large sections of the country could be nuked and messages could still get through. The speed of the Internet has changed the way people receive information. It combines the immediacy of broadcast with the in-depth coverage of newspapers...making it a perfect source for news and weather information.

Internet usage is at an all time high. Almost 100 million U.S. adults are now going online every month, according to New York-based Mediamark Research. That's half of American adults and a 27 percent increase over 1999 in the number who surf the Web.

# The Internet

"The Internet is not a thing, a place, a single technology, or a mode of governance. It is an agreement. "

---John Gage, Director of Science,  
Sun Microsystems, Inc.



# Overview

- Defining Social Media
- Importance of using social media
- Review of social media sites
- Interactive session
- Q & A session



# Defining Social Media

- Social interaction facilitation through technology
- Media because it resembles traditional published content
- Transforms monologues into dialogues

# Why Social Media?

- Listen
- Connect
- Educate
- Reassure
- Interact



It's about engagement!!!

# Social Media Basics



# Pace of change

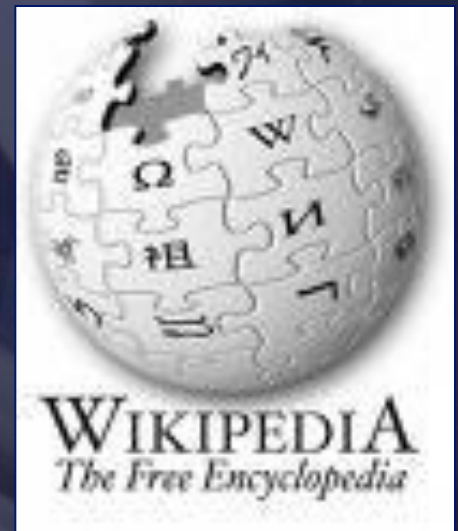
- Rapid evolution of technology platforms
- When did YouTube launch?
  - 2005
- Facebook?
  - 2006
- Twitter?
  - 2008
- These have quickly become major influences in the media and information market - and our lives.

# Social Media Tools

- Wikis
- Blogs
- Social networking sites:
  - Facebook: [www.facebook.com](http://www.facebook.com)
  - Twitter: [www.twitter.com](http://www.twitter.com)
  - CME on Twitter:  
<http://twitter.com/cmechurch>
  - MySpace: [www.myspace.com](http://www.myspace.com)
  - CMESpace: [www.c-m-e.org/community](http://www.c-m-e.org/community)
- Podcasting
- RSS Feeds

# Wikis

- A collaborative website that allows all users to contribute and modify content
- Wikipedia - most popular example  
[www.wikipedia.com](http://www.wikipedia.com)



# Why Use a Wiki?

- **Benefits**

- Familiar, easy to learn
- Accessible from the web
- Flexible

- **Limitations**

- Viewable to anyone
- Editable by anyone with an account

# YouTube for search

- The Internet's #1 search engine for children
- #2 search engine worldwide
- Search for your keywords then build a campaign to utilize those searches





# Why Use a Blog?

- **Benefits**

- Easy to set up and use
- No web coding required
- Versatile, flexible environment
- Single or multi-author

- **Limitations**

- Best for short articles
- Mostly a one-way, outbound tool
- Viewable by anyone



# Podcasting



- A podcast is a series of digital media files, usually either digital audio or video, that is made available for download via web syndication.
- Many Web sites have podcasts available
- Some of our local CME churches are offering podcasts of weekly sermons and other special events

# RSS Feeds

- Really Simply Syndication
- Why use it
- How to use it
- Additional information and examples  
<http://www.c-m-e.org/core/links.htm>



# Review of Social Sites



# Q & A Session



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