




Social Media: Getting Started & Making Connections

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What is “social media”?

- Online
- Communication
- Inter-personal – social, professional, and everything in between



Reaching out

- Post from list serves
- Solicit posts from your whole team
- Post often



Building connections

- Follow collaborating programs
- Re-post other programs' posts

Most popular social media platforms



○ Facebook: 7 billion



○ Twitter: 182 million



○ Pinterest: 104 million



○ LinkedIn: 86 million

Facebook

- Each person/organization has a profile
- Can post:
 - Thoughts/status updates
 - Website links
 - Videos
 - Pictures
- Can create events and groups

- [UW PPC Facebook page](#)



Twitter

- Each person/organization has a profile
- Can post:
 - Thoughts/status updates
 - Website links
 - Videos
 - Pictures
- Can follow or “tweet” certain topics using hashtags (#)
- Can follow or “tweet” to another user using @

- [UW PPC Twitter page](#)

