



## Share Your Story!

Now's the time to get your message out to the world. You have been hard at work creating and implementing your service-learning project and you want everyone to know how much it has changed you and your community. Social Media is the answer you've been looking for!

Social media is the definitive information platform of our generation. Leverage these platforms to ensure that your message is communicated thoughtfully, effectively, and with the greatest audience possible.



Twitter is an information network that is tailored by the user according to his/her interests. It is a highly customizable platform and is heavily populated by millions upon millions of people, corporations, organizations, and many, many others.

The messaging on Twitter is short and sweet: there is character limit of 140 per Tweet. As such, Twitter is often used primarily for introducing a title or a short description of something larger (e.g., an article, a blog, a story, etc.) that is then "linked" to in the Tweet. Be sure to direct messages at recipients (e.g., @nylcorg) and use thoughtful hashtags (e.g., #servicelearning) to make your messaging logical, searchable, and creative.



Facebook is a highly dynamic platform that allows users to tell a more full, robust story. The creation of a personal or organizational page provides for opportunities to share all sorts of information and media: stories, blogs, articles, photos, videos, GIFs, etc. It is driven by "likes" and by "friends", which dictate the posts and shares that occupy any given newsfeed.

Facebook is fantastic for sharing your story because of its versatility and depth. Be sure to put some thought into your page before you share it widely. Poor pages are easy to spot and turn off users quickly. Add photos, fill out relevant information (e.g., URL to website, "about" info, etc.) to make your page look professional. Also, if you are creating an organizational page for you project, use the built-in analytic tools (Activity and Insights) to determine if your sharing strategies are effective.

Tagging is essential practice on Facebook, too. It opens up networks that would otherwise be unavailable to you. Best practice is all about furthering reach as much as possible! Find others and TAG them in your post.



Instagram is an awesome social media tool. It is governed by photos and videos and only allows a short caption to be attached to submitted content. As such, it is mostly used to capture times "in-the-moment" and to tell a story with an image. It offers a great amount of customization options upon uploading to your profile, quickly and easily lending your content a professional tone and feel.



YouTube is the be-all, end-all for video hosting and sharing. If you have a video of any type — an interview, a progress report, a summary, etc. — YouTube is the place to share it. Make sure to thoughtfully make a profile and a channel so viewers can subscribe and find your content (past, present, and future) easily and quickly.

These descriptions are very general and only touch upon the powers of these dynamic tools. However, they are also good launching points to start from. Get out there and make your voice heard.