

Open Space Workshop Notes:

We are afraid of using social media.

It's a tool to engage young people

Put the least technical person onto facebook (it's the easiest to deal with).

Tools:

Twitter – make a statement. You can ignore twitter and just post on it.

Instagram

Snapchat

Facebook (on the way out?) – useful to communicate with your group

Youtube channel: have one for your group. Less than a minute for videos. Keywords for searches.

Hint: Remove People Who are abusive, derogatory. Block them.

People are wary – worried about privacy, viruses, being inundated.

Hint: Facebook – security settings: stops people using your content without your consensus

Follow others and they will follow you – that's the way to broaden your reach

Hint: use an activity checker on your computer – e.g. Norton

Social media influencer: a person who is on it a lot with lots of friends. We can ask them to share our posts.

Funders (funding bodies) will look at your FB page, likes, followers, turnover

Use social media to promote your events.

Know your audience, e.g. coastal residents, primary schools etc

Hint: Post photos to inspire people

Hint: Hashtag everything – it helps people find things. No gaps between words, e.g.

#CoastcareForum

Think of social media as an information poster.

Hint: Conservation and Land Management students are often looking for experience. Hashtags to use: #landmanagement #coastenvironment #environment – Also Open Universities, Deakin, Monash, Swinbourne. People are looking for work placements. Approach them. Be proactive when approaching students.

Hint: use a go-pro camera when you are out and about