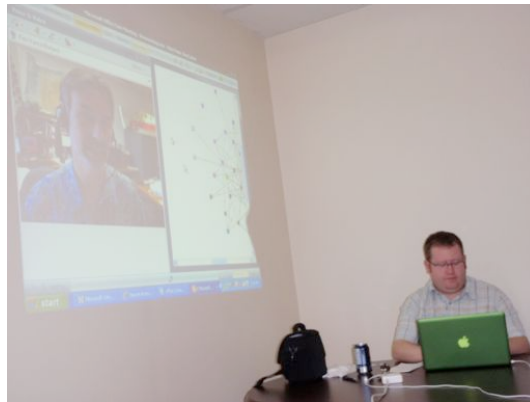


# Tip of the Northern Peninsula Introduction to Social Media Tools



**December 7, 2010**  
**Municipal Building, Flower's Cove**  
*Compiled by Ryan Gibson and Nina Mitchelmore*



## **Introduction**

Nina Mitchelmore began by welcoming all participants to the sessions. A roundtable of introductions was undertaken. Each participant was asked to introduce themselves by their name, community, and how long it took them to come here today. They were also asked to indicate why they were here at the session. The following is the list of responses given:

- Social media resister
- To learn about tools, better understanding (2)
- See the benefit of social media to regional organizations
- Find new and more ways to promote organization
- “I want to learn about it all” – I know they are awesome tools, but don’t know how to use them
- Curious about social media
- How tools can help form regional governance/government
- Generate interaction, how to build interactive environments online
- “The more you know about these tools, the better we will be”
- Learn how social media tools can be used in community development
- To learn new ways to use existing tools to communicate with younger generations and students

## **Opening Comments - Nina Mitchelmore and Kelly Vodden**

Nina and Kelly gave an overview of how and why this session on social media tools was happening. Coming out of the survey and the session on Network Weaving in October 2010, it was very evident that there is a perceived lack of communication in the region. The group at the time wanted to learn more about social media as a way to communicate and share ideas and best practices. For more information on this summary of the session background, please click the following link:

<http://networkweavinggnp.files.wordpress.com/2010/12/introsocialmedia1.pdf>

## **Facebook/Twitter - Louise McGillis**

Louise McGillis is the Associate University Librarian, Grenfell Campus, Memorial University. She has used Internet applications in the provision of library services when helping students with research, in streamlining library processes and in developing and editing the MUN Libraries web site. She has also conducted research in web usability to better understand how library researchers use electronic products.

Louise gave an overview of the benefits and concerns of using Facebook as a communications tool. She highlighted the work she had done on her individual page and

Grenfell Library page to illustrate the uses. Below are a few points of interest that were discussed.

- For young people facebook is intuitive
- Way to keep in touch with family and friends – able to see their photographs
- Most popular social media platform - 500 million active users
- Have to an account associated with an email address
- Can use Facebook to set up pages for organizations and groups
- Issues
  - o Posting inappropriate messages and/or photographs
  - o Louise’s rule for the Internet: Never post anything on the internet you would not say to someone’s face
  - o Able to alter security settings
  - o Need to keep it up to date

Louise also gave a brief overview of Twitter and the uses of it.

### **Live Meeting Demonstration – Network Maps – Ken Vance-Borland**

Ken Vance-Borland is Director of the Conservation Planning Institute, where he has done conservation social network mapping, weaving, and training since 2008. He has 15 years experience in regional conservation planning in western North America. Ken is a Faculty Research Assistant in the Department of Forest Ecosystems and Society at Oregon State University (OSU) in Corvallis, where he works as a spatial analyst with the Aquatic Ecology and Management team of the U.S. Forest Service Pacific Northwest Research Station mapping and analyzing the effects of land use practices on salmon habitat. Ken has been involved with the Social Network Weaving project from its inception. For the purposes of this session, Ken demonstrated Live Meeting by joining the group from Oregon and illustrated how to share documents using this type of technology.

### **Skype Demonstration - Tourism Packaging Presentation - John Hull**

John Hull is a former VTTA Executive Director and a Faculty Member in New Zealand, Associate Director of Tourism and Community Program. He is returning to Canada in 2011 for a position with Thompson River University in the Tourism Management program, John is currently working with Joan Simmonds and the French Shore Historical Society to build a business plan for the group. John joined the group from New Zealand using Skype. The following link provides the presentation that John gave the group:

<http://networkweavinggnp.files.wordpress.com/2010/12/packagingunwrapped1.pdf>

## **Other Social Media Platforms**

Due to time constraints, the participants identified other social media platforms that they would like to know more about in the future. These are as follows:

- LinkedIn
- MSN Messenger
- Dim Dim
- Go2Meeting
- Blogs

Links to these platforms will be posted to the project website for people to use at their convenience. See <http://networkweavinggnp.wordpress.com/>.

## **Benefits of Using Social Media for Work and Volunteer Purposes**

Ryan Gibson provided a brief analysis of the in-kind contributions of time participants provided by attending this workshop. The costs of attending the meeting, both mileage and time to travel, were calculated to demonstrate the potential savings that could be achieved by utilizing social media platforms, approximately \$5,000 for the social media workshop. Click the following link for more details:

<http://networkweavinggnp.files.wordpress.com/2010/12/real-costs-of-participation.pdf>

## **Conclusion/Next Steps**

At the conclusion of the workshop, four people volunteered to meet to discuss next steps in building capacity for using social media to enhance communications and development in the region. These individuals were:

- Joan Simmonds
- Christopher Mitchelmore
- Delight Byrne
- Dale Colbourne

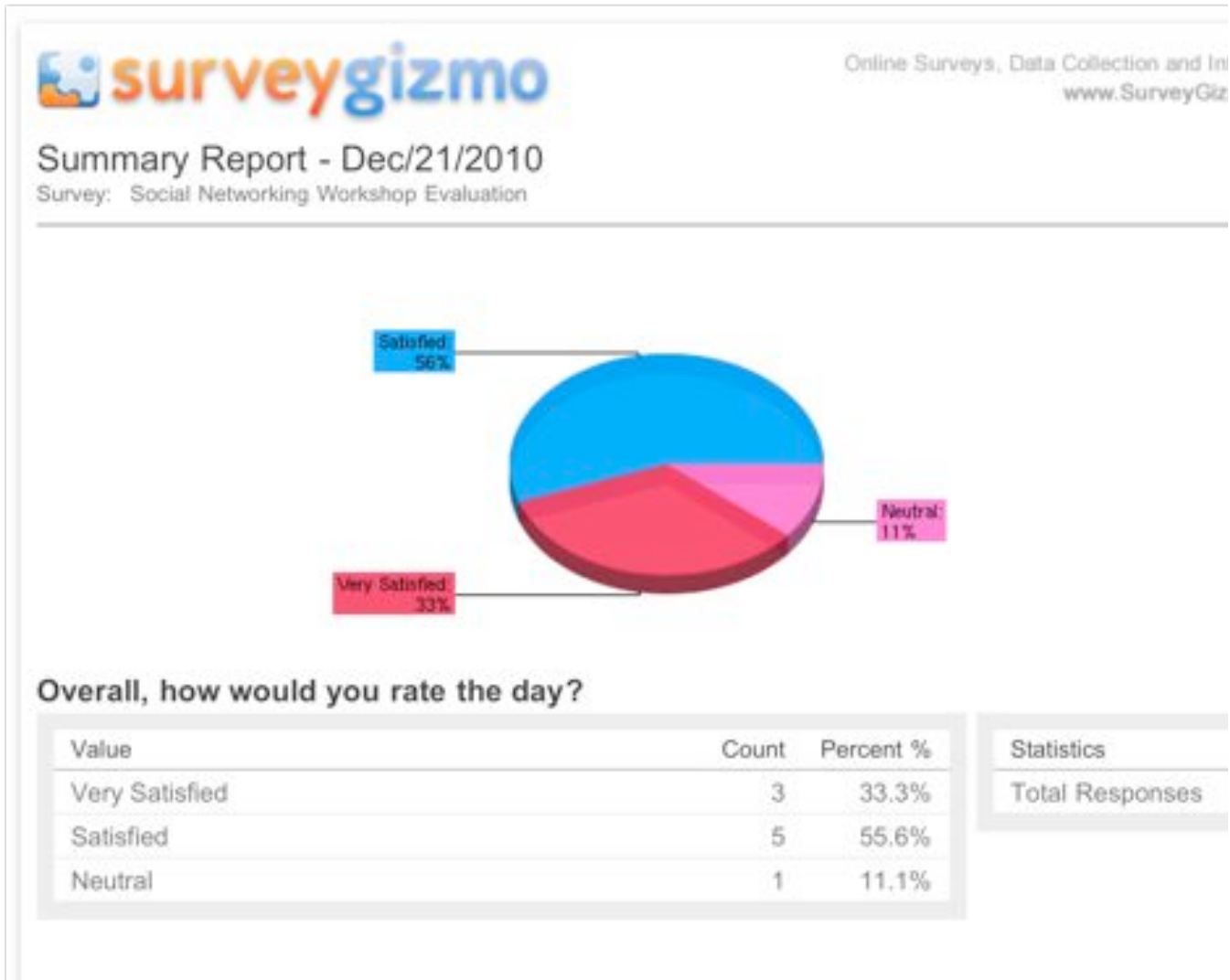
## **Workshop Evaluation**

All workshop participants were invited by email to participate in an online evaluation of the workshop. Rather than circulate a paper evaluation form at the conclusion of the workshop, Survey Gizmo ([www.surveygizmo.com](http://www.surveygizmo.com)) was used to demonstrate an online tool for collecting information. The workshop evaluation posed questions to understand participants' previous use of social media platforms, the value of the workshop, potential usages of new information, and the need for a communications team. Highlights from the evaluation survey are provided below; however, a complete report of the survey is available in the Appendix to this report.

In total, nine workshop participants completed the online survey. Over 89% of participants were either 'satisfied' or 'very satisfied' with the Introduction to Social Media Workshop. All participants indicated a willingness to participate in additional or follow up social media training opportunities, with suggestions of Go2Meeting and online surveys as the most common suggestions for topics. Over 89% of respondents agreed a communications team, consisting of people familiar with social media that people in the region could connect to for assistance, would be useful in the Northern Peninsula. Approximately two-thirds of the workshop participants indicated an interest in joining such a communication teams.

## Appendix A

### Complete Workshop Evaluation Survey Results



Please rank your use of the following social media technologies before attending the workshop.

	Very familiar (use the tool on a regular basis)	Somewhat familiar (used the tool once or twice)	Very limited familiarity (heard of tool, but never used)	Not familiar (never used/heard of the tool it before today)	Total
Twitter	22.2% 2	0.0% 0	66.7% 6	11.1% 1	100% 9
Microsoft Office Live Meeting	0.0% 0	33.3% 3	33.3% 3	33.3% 3	100% 9
Blogs	22.2% 2	11.1% 1	55.6% 5	11.1% 1	100% 9
Basecamp	11.1% 1	0.0% 0	22.2% 2	66.7% 6	100% 9
Online survey tools	0.0% 0	55.6% 5	11.1% 1	33.3% 3	100% 9
Facebook	66.7% 6	11.1% 1	22.2% 2	0.0% 0	100% 9
Skype	37.5% 3	37.5% 3	25.0% 2	0.0% 0	100% 8

What was the highlight of the social media workshop for you?

Count	Response
1	For me the most useful tool would probably be SKYPE
1	John Hull's presentation
1	Skype
1	The use of skype and its practical use in some of the work we do.
1	Thye presenters and interaction with group
1	seeing the tools in action
1	Integration of the technology into the session, especially Microsoft Office Live Meeting. It would have been more effective to have all the presenters connected using the technology as it would drive home the necessity of implementing such technologies for meetings.
1	Learning how to actually bring together people from all over the world into one room. The use of such tools is unlimited.
1	I was astounded at how easy it was to use the social media, especially Skype. My husband uses it as work and had it downloaded on the computer. I came home and familiarized myself with the program and I am really pleased with its performance and abilities.

How will you be able to use the information from the social media workshop either personally, through your volunteer commitments, or employment?

Count	Response
1	It will allow me to communicate more effectively & efficiently in my type of work.
1	To encourage increased adoption
1	Now that I am more familiar with them, they can be useful in several aspects of our work, especially Skype in holding conferences and workshops.
1	I have worked at Norstead since June and our board of directors are all over the Northern Peninsula and if I can talk the board members into using SKYPE I will certainly be using it for future meetings
1	Will be able to more carefully use facebook; probably will join twitter; will be pushing for more people that I am working with to get involved and use these tools
1	have a better understanding when talking to others. Probably won't be a big user but understand better.
1	With volunteer organizations I find that there is a problem with getting people to attend meetings. Using the tools and information from this session will help us use new ways of having meetings.
1	I continue to work with clients to consider implementing social media into aspects of their business to either promote, network or generate additional sales. At a volunteer level, we are considering ways to reduce costs. Skype will save money from conferencing services, Live Meeting can also be utilized. We are working with a number of organizations to develop a blog.
1	I will use Skype in particular socially, have already emailed most of my contacts to familiarize themselves with Skype and to join. I like that it is hands free system, that is also free of charge.



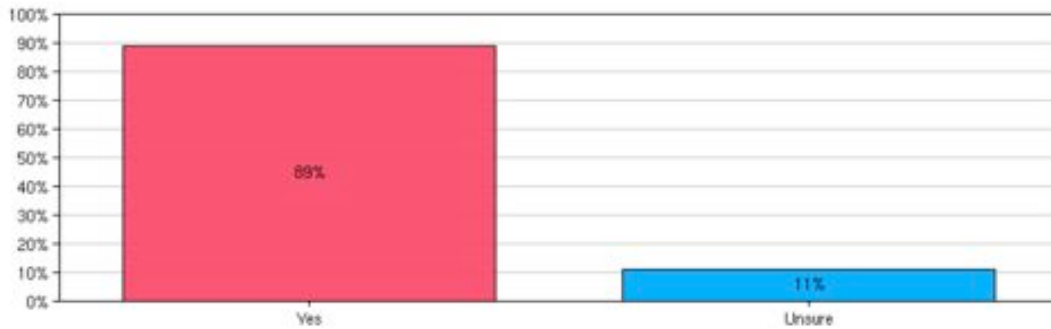
Would you be interested in attending future training workshops on social media platforms?

Value	Count	Percent %	Statistics	
Yes	9	100%	Total Responses	9

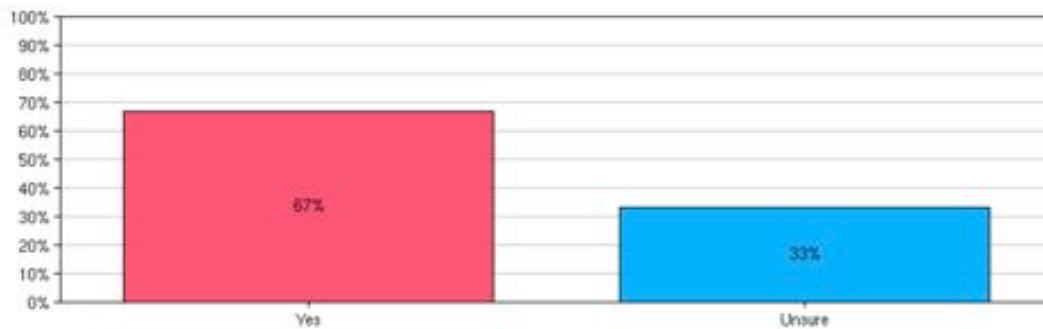


**Which social media platforms would you suggest for a future training workshop?**

Value	Count	Percent %	Statistics	
Basecamp (project management)	4	44.4%	Total Responses	9
Online surveys and forms (such as Survey Gizmo, Survey Monkey)	6	66.7%		
Meeting2Go (online meeting platform)	7	77.8%		
Dim dim (online meeting platform)	3	33.3%		
Blogs (such as Wordpress and Blogspot)	5	55.6%		
Other social networking sites (such as Ning)	2	22.2%		



**Would a 'communication team' consisting of a group of people familiar with different social media platforms that people in the region could connect to for assistance be useful in the Northern Peninsula?**



**Would you be interested in joining a 'communications team' to help facilitate the use of social media platforms in the Northern Peninsula?**

Feel free to provide further comments or reflections on the workshop.

Count	Response
2	
1	Great session, great presenters
1	Not sure I have the necessary expertise for #9. Will certainly help broadcast the idea.
1	I was a bit skeptical with all the facebook stuff, but the rest sure did pay off for me. Most enjoyable session.
1	I really like the meeting and look forward to go to more in the future and to of any help I can in these proceedings.
1	There needs to be more people from volunteer organizations and industry actively participating. If these people participated in the study and are interested in working with other stakeholders, we must find out reasons why they are not attending. Smaller sessions need to be set-up with pockets of groups and then linked by technology to other groups to bridge geography gaps. Tourism operators and related industries need a website (even if it is just a blog template site). A coordinator should be hired to create these basic sites (possibly linked to CNA).
1	Overall I found the workshop very interesting however I believe that many people are intimidated with these applications and therefore will not use it...unfortunately!
1	the workshop was a great introduction to the social media that is being used today and we need to get on board with them. they are great tools for rural areas, however, some sections of rural areas are not equiped to accommodate these tools.