Managing Social Media

Okay, you've taken the plunge. JETAA Awesomeville now is tweeting, you have a LinkedIn page with members joining, a swelling Facebook page and a chapter site getting more hits than ever. Congratulations. Now, who is updating which site? Who has which admin password to where? And how can you keep track of all of the things that your chapter has going on now?

While there are many, **many** ways people optimize the amount time they spend managing their web presence, we think there are two really great tools that could be immensely helpful for you in riding the tsunami of social media awesomeness.

Hootsuite: Many of you may be thinking, "Riiiight, I barely have time to get our regular posts up on the website, now you want me to manage 3 or 4 different sites at once? Are you **completely out of your mind?"**

Well no. But we all have Hootsuite.

Hootsuite is a "professional twitter client." From one interface, you will have at your fingertips the ability to both follow and post on multiple sites simultaneously. Multiple people can post, and only need a personal Hootsuite account that the administrator can set up for them.

First off: Someone in the chapter needs to make an adminstrative hootsuite account. During the initial account creation phase- you are asked to "start adding networks." Here you'll be putting in log-in credentials for things like your Wordpress/Joomla feeds, your twitters, the Facebook status of your group. Confirm the account, and move on to the dashboard.

On the top of your screen, you'll see what looks surprisingly like the Twitter status updating bar, and to the left of that, cool looking logos of the various social media sites you added when you originally signed up. Sites with checks are about to get the hurt put on em (be posted to) and sites without a check will be spared. Useful for when you have a personal twitter feed that you also want to manage, in addition to your JETAA activities...

Below the input box, there is a large area with tabs on top, and columns below. Here you can add Twitter feeds to follow, Facebook news feeds, follow direct messages, all sorts of things. The key is, *all of the information is coming to one place, and you can send information from only one place.* Think of Hootsuite as mission control. From one login, and one site, you will have the ability to put out new posts on all of your chapters newly created social media presences, without logging in to each one individually. Here are some examples of what it can do:

Example 1: Your chapter president logs on to hootsuite and writes a post on the site. Hootsuite then distributes that information to chapter

website+myriad social networking sites. This is basic hootsuite. The president has the satisfaction of saturating every single medium in one fell swoop. President feels presidential: epic win.

Example 2: An upcoming event is posted to the Chapter website by the Secretary. Hootsuite reads the RSS from the website, and broadcasts it to other sites. The secretary never has to login to hootsuite. Not bad, eh?

Example 3: A social coordinator wants to solicit member feedback on an event, but they don't bother with anything but Facebook. They post to the chapters Facebook page. The administrator sets up hootsuite to follow facebook, and hootsuite will blast to other sites from there. Here, you've used Hootsuite to allow your members and officers to stay with the mediums they are comfortable with, alleviating stress, and increasing activity at the same time.

Another useful feature is being able to **schedule posts**. You could set up a monthly announcement about upcoming events to post on the first of the month at 11:45am, add a reminder about RSVPing for your next big event happening next week, or for an even grander example, tweet the entire schedule for a conference, like Bob Schnyder did for the Regional Tech Conference.

Scheduling tweets is also a strategic way to spread out your tweets so you don't overwhelm your followers. Sure, you could post 5 neat community events, announce your new officers, and talk up your summer picnic at 1:30am, but then your followers would be hit by a giant wave of your information, and if you're posting late at night, it's possible you'll be pushed down by the time your followers check their feed.

So in short, Hootsuite is a pretty potent piece of equipment. Two things you should note though:

1. You're managing a robot, that will dutifully reproduce your content across multiple sites. Make sure that you fully map out what goes in and where it goes. This is especially true if you have certain accounts following other account and retweeting them. Haphazard Hooting could result in a infinite tweet-loop of doom, that you would have started. If you break the internet, we'll all be upset with you.

2. Everything in Hootsuite is done under the twitter length limit. Therefore if the post is long, it will be truncated. Two things to note here: A good title is important (as Hootsuite very often pulls the title only for the rebroadcasting) Also: Hootsuite has the capability to add a sub-text that will be added to any message, (for example, it could be made to add "UPCOMING EVENT" to any post coming out of Hootsuite.

Hootsuite: our reccomendation for keeping it together in the brave new world out there. But, don't take our word for it, some people like other things like Tweetdeck or [Ping.FM](). The Choice is YOURS!

LastPass: Something that every chapter needs to consider when heading onto the internet is the notion of Security. In addition, JETAA chapters also need to deal with the fact that multiple users will need to be accessing all of these social media sites, as well as eventually moving a load of passwords over to a new person when a leadership transition comes along. Sometimes, the solution created is sharing passwords (risky) and more often than not, the passwords used are weak, and easily broken (like, when your Chapter website's FTP password is "donkey"... not good)

There, blissfully, exists quite a few tools that can help organize and manage a bundle of passwords, allowing a tech-savvy chapter to have strong, uncrackable passwords that vary from user to user, and can easily be transferred to a new person.

Hold on folks- it's about to get mathy...

Lastpass works very simply. Storing passwords in the cloud, but only in encrypted format. Simple English: the only thing the internet ever sees is Gibberish. You (Chapter tech person) comes up with one, strong, awesome password to remember. The program downloads the gibberish from the internet, and only if the password is good will it decrypt the passwords that you have generated for all these accounts on your own computer. Safe as houses. In addition, for sites that don't really play nice with LastPass's auto-fill and auto-login features (where it just immediately logs you into twitter for example, saving you time) you can create secure, encrypted notes that can also go online.

Phew.. just writing the word *encryption* makes me tired...