



AMERICORPSALUMS SOCIAL MEDIA OUTREACH: A guide to getting started with your online outreach

AmeriCorps Alums thinks social media is a trend that provides greater visibility for non-profit organizations, and that concept would definitely apply to our AmeriCorps Alums chapters. Below you will find a list of social media account names and protocols that your local AmeriCorps Alums chapters can follow to help promote interconnectivity among different chapters.

Popular Social media sites:

Social Network	Reason
www.facebook.com	fastest growing social networking, good for driving events
www.myspace.com	cheap, big (high percentage of AmeriCorps alumni on MySpace)
www.twitter.com	Relatively new, prestigious amongst media elite, good for getting message out
www.youtube.com	free way to distribute video

Account Naming Structure:

Username's are what often dictate the public persona of the organizations' online identity. Therefore using the city/state as well as the AmeriCorps Alums name in the title is incredibly important.

Example: AmeriCorps Alums Colorado Chapter

Username: "americorpsalumscolorado"

Public url: "<http://americorpscolorado.examplesite.com>"

Getting Started:

(1) Setup a Google Account, use a company Gmail account to register for social media sites, (2) use Google Documents to store all account information on different sites and share that document with the rest of the communications staff, (3) task someone with filling out the profiles with relevant information

The best part about this process is that it takes little to no time and that it's completely free.

Branding:

If you're using a blog or any online property to promote AmeriCorps Alums, it is important to link back to the main AmeriCorps Alums website and use the appropriate AmeriCorps Alums logo. Be sure that any social media site that you utilize includes a redirect back to the AmeriCorps Alums main site at www.americorpsalums.org.

Creating a Facebook Fan Page:

If your chapter already has a Facebook account, you can also create a fan page by going to <http://www.facebook.com/advertising/?pages>. If you are just getting started, Fan pages are a simple and quick way to create an organized presence on Facebook.

As a local AmeriCorps Alums chapter leader you can advance your chapter's cause and make a difference in your community by inspiring national service alumni and mobilizing them for change. Use AmeriCorps Alums as your training ground for future success by connecting with our chapter specialists.