



NATIONAL COUNCIL OF THE UNITED STATES  
SOCIETY OF ST. VINCENT DE PAUL

Social Media Guide 2021

# INTRODUCTION

This guide was created to help Councils and Conferences in developing and maintaining social media sites such as Facebook, Twitter, and LinkedIn, as well as tips for leveraging Google and its many tools.

Not every social media platform is represented here; others may be added from time to time as they grow in popularity and usage.

If you have questions on using social media in your Council or Conference that are not , please contact the National Council communications team.

## FACEBOOK

One of the most popular social media platforms today, Facebook can be a cost-effective way for Vincentians in your Conference to stay in touch with one another, as well as sharing your message with a larger audience.

### Creating a Facebook Account

Before you set up a Facebook account for your Conference, you'll need to align it with a personal Facebook account. If you don't already have one, the process outlined here is easy:

**Step 1:** Go to [www.facebook.com/r.php](http://www.facebook.com/r.php)

**Step 2:** Enter your name, email address, desired password, date of birth, and gender.

**Step 3:** Click the green "Sign Up" button

**Step 4:** Fill out your profile info; not all fields are required, but some options include:

- High School
- College/University
- Current City
- Hometown

**Step 5:** Once you have finished filling out the information you want to share, click "Save and Continue." (If you do not want to fill out your profile info, you can skip it by clicking "Skip.")

**Step 6:** Another optional step asks you to fill in your interests. Again, this is completely optional. Should you choose to do this, go through the list and select the things that interest you, or click the "Skip" button to skip the whole step. Once you are finished, click "Save and Continue."

**Step 7:** Select a profile picture. You can either choose a photo that is already on your computer or you can take one on your computer at that moment.

**Step 8:** Welcome to Facebook! After you've created your profile, Facebook will ask you to complete a few final steps before using the platform:

- Search for friends who are already on Facebook. Your email address book is a good place to start. If you opted to fill in your profile with high school, college, and hometown information, Facebook will also help connect you with people from those communities as well.
- Set your privacy settings to determine who you want to see what you post on Facebook: Public, Friends, Friends of Friends, Private, etc. Your level of privacy will be determined by your own comfort in whether you'd like strangers to be able to see your posts, or prefer things to be shared only with friends you know.
- To verify your Facebook account, you'll need to click a link that is sent to your email address.

**Step 9:** You are ready to start using Facebook!

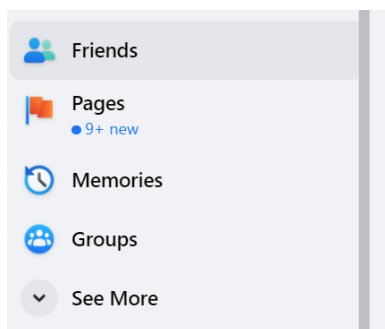
## Creating a Facebook Account for Your Conference

A Facebook account for your local Conference or Council is great for promoting events, sharing the stories of neighbors in need, and even fundraising! Once you set up the Conference Facebook account, make sure that members in your area all Like or Follow the page. They'll be able to get updates and share them to their own Facebook page, helping to evangelize your good works along the way.

**Step 1:** You must have a personal profile on Facebook in order to create a page for your Conference (see the section above for how to create a personal profile on Facebook). Some notes for your Conference Facebook page:

- Facebook refers to non-personal pages as a “business” page, regardless of their for-profit or non-profit status. So your Conference page will be referred to as a “business” page, even though the Society is a nonprofit organization.
- Business pages are tied to a personal Facebook page. So it's a good idea for your Conference page to be created by whomever plans to manage your social media, as they'll already have the password and login info needed to manage the page.

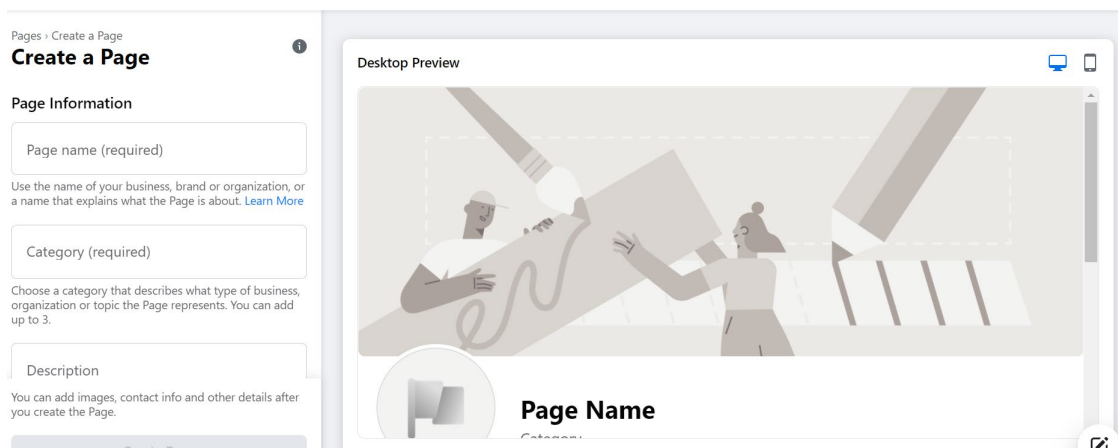
**Step 2:** Once you are logged in to your personal Facebook account, in the upper-left side of the newsfeed, you'll see the Pages icon:



**Step 3:** Click Pages to be redirected to a screen where you will have the option to “Create Page.” It will look like the picture below.



**Step 4:** Click the Create New Page button and complete the fields indicated. We recommend using your Conference or Council’s name as the “Page name” and choosing “Nonprofit” as the category. Then Click “continue.” You may be asked to further customize your page. Simply follow the last few steps as guided on your screen, and you’ll be ready to get started!



**Step 5:** To see a how a Conference Facebook page can look and function, click here to check out the National Council’s profile [https://www.facebook.com/pages/National-Council-of-the-United-States-Society-of-St-Vincent-de-Paul/186921794657204?ref=br\\_tf](https://www.facebook.com/pages/National-Council-of-the-United-States-Society-of-St-Vincent-de-Paul/186921794657204?ref=br_tf) Or, just type National Council of the United States into Facebook’s search button to find us. Either way, make sure to Like and Follow the National Council so that you can receive our updates!

# TWITTER

With more than 330 million active monthly users worldwide, Twitter makes it easy to stay in touch with Catholic thought leaders and share your Conference's message with a young, diverse audience. The instructions below can help you create a Twitter account for either personal use, or for your Conference or Council.

## Creating a Twitter Account

**Step 1:** Go to [twitter.com](https://twitter.com)

**Step 2:** Click the blue "sign up" button on the right side of the screen.



**Step 3:** Provide some basic information about yourself, including your full name and email address. If you're setting up the account for your Council/Conference, use the Council name and an email address affiliated with the group, not your personal email.

**Step 4:** Choose a username. Twitter will alert you if the name you've chosen is invalid or unavailable, and you'll need to choose another.

**Step 5:** Click "Create my Account."

**Step 6:** Begin following other Twitter accounts. Twitter will present you with a list of popular accounts to follow. Click at least five accounts to follow, then press Next when you are done. You'll then see another, more tailored list of accounts to follow. Choose at least five more, then press Next again.

**Step 7:** Begin following people and other accounts you know, including the National Council! Our Twitter handle is @svdpusacouncil. Grant Twitter access to your email contacts, and you'll be presented with a list of people you know who are on Twitter. Click to follow them.

**Step 8:** Click on the empty profile photo to upload an image of yourself.

**Step 9:** Write a short bio about yourself in the area below your profile photo.

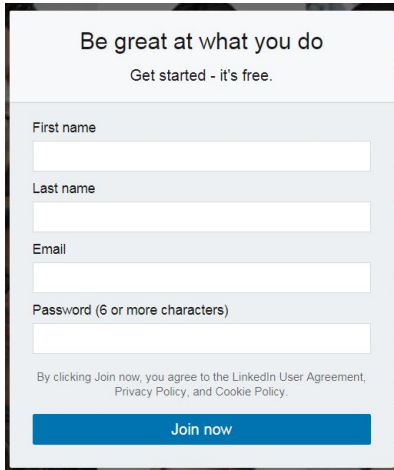
**Step 11:** Start tweeting! Tweets must be 280 characters or less. To get more views, make sure you tag other users and use hashtags. Look for trending hashtags to get the most views! To check out how a Conference's Twitter account can look and function, click this link to see the National Council's Twitter in action! <https://twitter.com/svdpusacouncil>

# LINKEDIN

LinkedIn is a business-oriented social media network. What does that have to do with our nonprofit work, you may ask? With more than 675 million users, it can be an effective way to connect donors and sponsors with the Society's mission, and to help drive fundraising activities and events.

## Creating a LinkedIn Account

**Step 1:** Go to LinkedIn.com. On the homepage, enter your name, email address, and a password, then click the Join Now box at the bottom of the page.

A screenshot of the LinkedIn sign-up form. At the top, it says "Be great at what you do" and "Get started - it's free." Below this are four input fields: "First name", "Last name", "Email", and "Password (6 or more characters)". At the bottom, there is a blue button labeled "Join now" and a small line of text: "By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy."

**Step 2:** Go to the email account you signed up with and confirm your account, then sign in to your LinkedIn account to get started.

**Step 3:** Edit your profile, adding your work experience, skills, volunteer experience, and other traits.

**Step 4:** Add a summary paragraph to give people an idea of where you stand in your career, your strengths, where you want to go, and what you have to offer.

**Step 5:** Connections are the lifeblood of any successful social media profile. Add connections by having LinkedIn search your email address book to find people you know. After that, you can search by a person's name, job title, or company. Connect with others from your Conference, from your parish, from your employer, and even from the National Council to help boost your network.

**Step 6:** Add websites, such as your company's website, your personal website, your blog and/or your Twitter page. Just be sure that the content on any page you are linking is appropriate for a business site like LinkedIn.

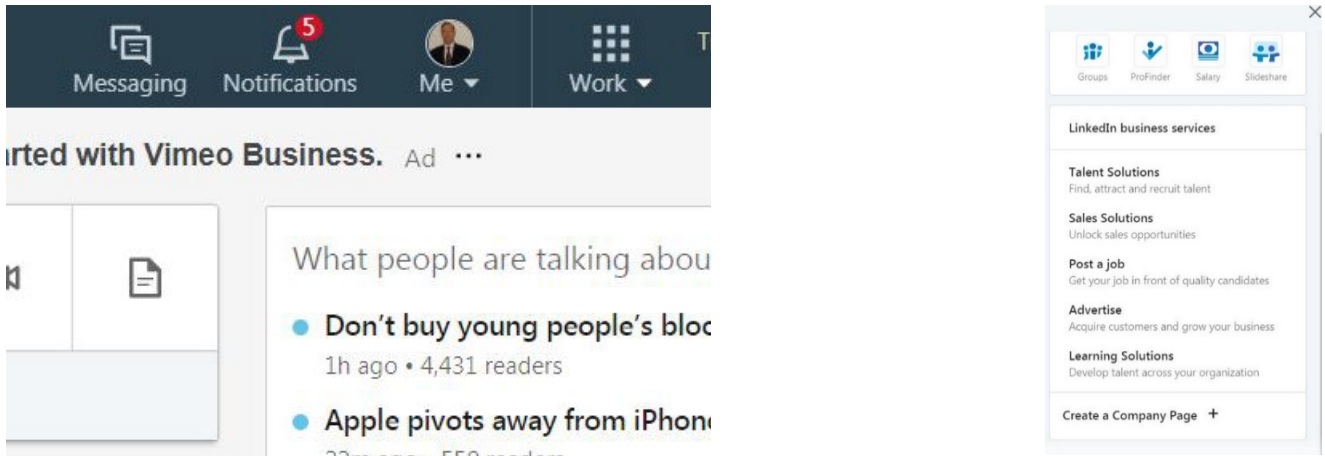
**Step 7:** Get recommendations. If you are trying to find a job through LinkedIn, it is suggested that you have at least three professional recommendations. Ask your former bosses or colleagues. Return the favor and recommend others as well.

**Step 8:** Welcome to LinkedIn!

## Creating a LinkedIn Account for Your Conference

**Step 1:** When creating a LinkedIn page for your Conference, you'll need to attach it to an individual LinkedIn profile. We recommend using either the president's account or the account of your social media officer.

**Step 2:** Once you have logged in to your personal LinkedIn account, click the Work tab at the upper-right of your screen. From the dropdown menu that appears, click "Create a Company Page."



**Step 3:** Select the page type you'd like to create from the following options (Small Business, Medium to Large Business, Showcase Page, Educational institution). In most cases, your Conference will fall in the Small Business category.

**Step 4:** Enter your Page identity (Conference or Council name), and other details.

**Step 5:** Check the verifications box to confirm you have the right to act on behalf of your Conference/Council.

**Step 6:** Click "Create Page."

### Other Notes

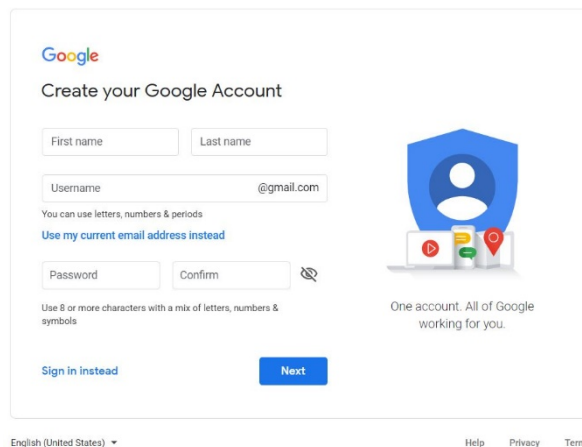
- Once the business page is live, you will need to log in to the personal LinkedIn page associated with the Conference page.
- After you log on to the personal page, you can search for the correct Conference in the search bar to access the Conference's page
- The Conference page will function just like a normal LinkedIn account. You can share links to the Conference page, and also use the Conference page to Like, Comment, and Share others' posts.
- To follow the National Council on LinkedIn, visit <https://www.linkedin.com/company/national-council-of-the-united-states-society-of-st-vincent-de-paul/>

Who doesn't know Google? It's so ubiquitous, it's a verb! But did you know that you can also use Google for email, or to share documents, photos, and calendars with your Conference? You can chart your website's analytics with Google, or create a map to help users find their local St. Vincent de Paul thrift store. With Google, your possibilities are endless!

## Creating a Google Account

**Step 1:** Click this link: <https://accounts.google.com/signup?hl=en>

**Step 2:** Fill in the information requested, then click Next.

A screenshot of the Google Account creation page. The page has a white background with the Google logo at the top left. Below the logo, it says "Create your Google Account". There are several input fields: "First name", "Last name", "Username" (with "@gmail.com" pre-filled), "Password", and "Confirm". There are also checkboxes for "Use my current email address instead" and "Sign in instead". A blue "Next" button is at the bottom right. To the right of the form is a blue shield icon with a white person silhouette and a laptop with icons for Drive, Photos, and Maps. Below the shield, it says "One account. All of Google working for you." At the bottom of the page, there are links for "English (United States)", "Help", "Privacy", and "Terms".

**Step 3:** Add a photo (optional) by clicking Add a Photo.

**Step 4:** Click Continue to Gmail.

**Step 5:** Welcome to Gmail! Once you have created your Gmail account, you will have access to a variety of other Google tools including

- Google+
- Google Drive
- Google Calendar
- Google Docs

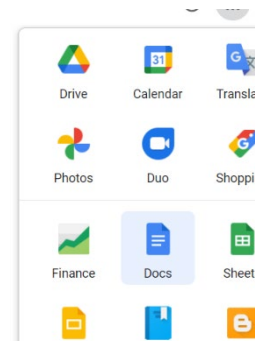
## Creating a Google Doc

**Step 1:** Sign in to your Gmail account.

**Step 2:** Go to your apps in the upper-right corner, then click Google Docs.

**Step 3:** Click the (+) button in the to create and open a new document.

**Step 4:** When you create a new document, it'll be named Untitled by default. To rename the file:





1. Go to the file menu.
2. Select rename.
3. Type a name for your file.
4. Click Ok (titles can be up to 255 characters long).

## Sharing a File or Folder in Google Docs

**Step 1:** Open the file or folder that you want to share

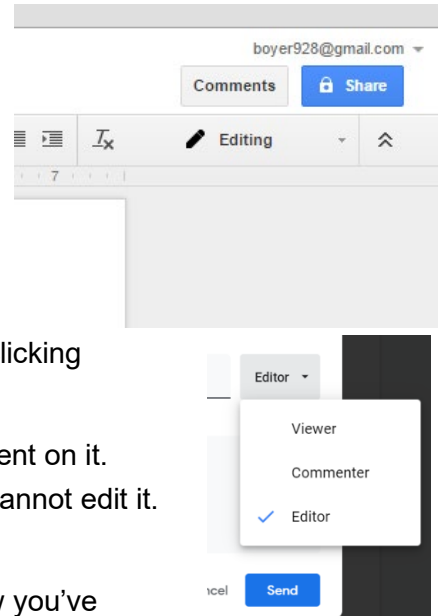
**Step 2:** Click Share in the upper-right corner.

**Step 3:** Type the email addresses of the people or the Google Groups you want to share with. You can also search for contacts by typing them in the box

**Step 4:** Choose the type of access you want to give these users by clicking the dropdown arrow to the right of the text box:

- **Viewer:** Users can see the file or folder, but cannot edit or comment on it.
- **Commenter:** Users can view and add comments to the file, but cannot edit it.
- **Editor:** Users can edit the file or folder and share it with others.

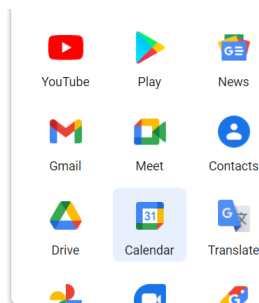
**Step 5:** Click Send, and users will receive an email letting them know you've shared the file with them.



## Creating a Google Calendar

**Step 1:** Sign in to your Gmail account.

**Step 2:** Go to your apps (in the upper-right corner) and click on Google Calendar.



**Step 3:** Click an empty day or time on your calendar, then enter the name of your event and a start time (optional).

**Step 4:** If you have multiple calendars, you can choose which calendar to add your event to by clicking the calendar drop-down menu.

**Step 5:** Click Create Event if you are done, or Edit Event to edit the time, add more details, or invite people to your event.

## Inviting Conference Members to Join Google Calendar

**Note:** Individuals must have their own Gmail account to access a Google Calendar. If you don't have a Gmail account, please follow the instructions above.

**Step 1:** Log in to the Conference's Gmail account.

**Step 2:** In the upper-right corner, open Apps, then click the Calendar icon.

**Step 3:** On the left side, you will see an option that says My Calendars. (If you have not created a Conference calendar yet, click the "Create" button to do so.)

**Step 4:** Select the calendar you want to share. Hover over it, then click the three vertical dots to the right.

**Step 5:** Click Settings and Sharing.

**Step 6:** Scroll down to Share With Specific People and add the email addresses of the people you want to share with, then select Permission Details.

**Step 7:** Click Save. The person/people with whom you shared the calendar will get an email invitation to view the calendar. If they accept, the calendar will be added to their Other Calendars list.

## Making the Most of Your Social Media Channels

Whatever social media platforms you use, they're only as good as the network of people who will see them! Invite all your Conference members to follow you, and follow them back when appropriate. You can also reach out to your parish community and ask them to follow you, and promote the sites to your family and friends as well. If you have a newsletter or email list, regularly share your social media profiles there as well, so that you're always attracting a new audience.

It's also important to post useful content on a frequent cadence. Share news of upcoming events not just once, but in the weeks and months prior, and again the day of. Share photos or fundraising results afterwards! Photos will always attract attention to your cause too—take photos of your work in the food pantry, preparing for a Home Visit, or praying together with your Conference.

Remember it's better to do one social media platform well, than to spread yourself too thin across too many options. Consider who you're trying to reach: volunteers, donors, or maybe a younger population, then tailor your posts toward them. Help your audience see how they can be a meaningful part of the Society' mission!

## Other Social Media Channels

Video sites like YouTube and Vimeo can help show Vincentian faith in action and provide a meaningful window into how we serve our neighbors in need. And while the National Council doesn't currently use these, don't forget about Instagram and Tic Tok — both can help attract a younger, more diverse audience.

Social media is a powerful connector these days. If your Conference or Council isn't using it yet, try dipping your toe in—it's easy to use, and can reap great rewards!