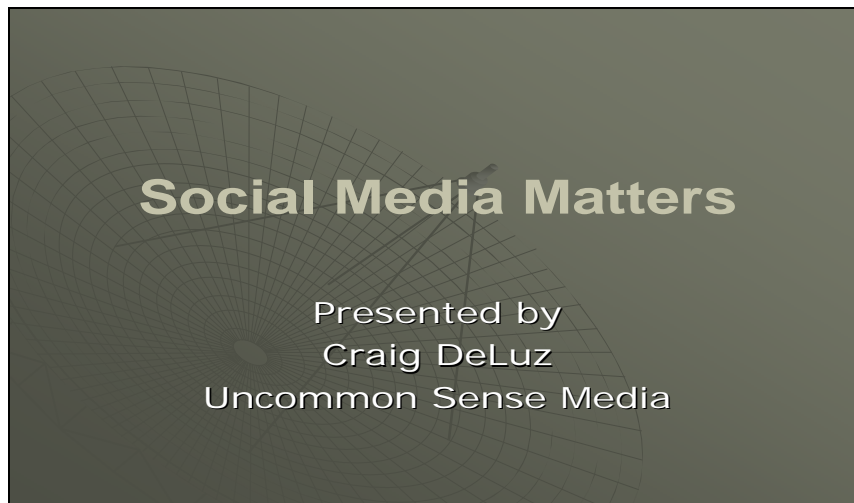


**Welcome** to the Third Monday “Evening School” Tele-Training hosted by Public Awareness Ministries ([PreserveLiberty.com](http://PreserveLiberty.com)). Many people of Judeo-Christian faith acknowledge that **we’re in a spiritual and cultural war where life, marriage, and America’s Biblical foundation are under attack**. But what can we do?

**Together we’re building a standing army that’s “prayed-up” and “trained-up” to protect life, marriage, and America’s Biblical foundation in a loving Christlike manner**. Please join us as we fight this war beginning on our knees with **prayer together** locally one consistent hour a month for our leaders, nation, and vital issues (I Tim. 2, II Chr. 7:14). It takes just **three minutes** to sign-up a new prayer group at the “[Prayed-Up](#)” link at [PreserveLiberty.com](http://PreserveLiberty.com). Free monthly prayer guides and training are provided, and a free webpage will be set-up for each local group that wants one. **Third Monday “Evening School” Tele-Trainings** provide “how-to” instruction from subject matter experts (please visit the “[Trained-Up](#)” link at [PreserveLiberty.com](http://PreserveLiberty.com) for a schedule and details).

**Copies** of these materials are available freely at the “[Trained-Up](#)” link at [PreserveLiberty.com](http://PreserveLiberty.com).

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## Some Principles

- ◆ All employees are potential ambassadors (old idea, new spaces)
- ◆ Can't control conversation, only influence it
- ◆ Must interact as equal - these are participatory tools
- ◆ Often the best way to participate is to provide information
- ◆ Need for clear expectation for online behavior
- ◆ Channels often less important than relationships

Notes:

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## Social Media Based on Relationships

- ◆ Most obvious in tools like Facebook and Twitter
- ◆ Blog outreach/blogger relations
- ◆ Online communities/email lists
- ◆ Most tools are just different ways to nurture relationships

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## Aspect 1: Individual Brand Ambassadors

- ◆ Employees/representatives acting within their social channels
- ◆ Experts, bloggers, Twitterers, other prominent voices
- ◆ Internal communications/employee education become critical
- ◆ Can involve aggressive outreach, including commenting in prominent public spaces & direct confrontation of critics

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## **Aspect 2: Event/Campaign Support**

- ◆ **Integration of social media tools into website**
- ◆ **Common tools: Twitter stream, YouTube Channel, Facebook/MySpace presence, Flickr photo stream**
- ◆ **Often coupled with individual outreach**

Notes:

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## **Examples:**

- ◆ **General Motors**
- ◆ **Tea Parties**
- ◆ **HSUS/First Dog**
- ◆ **CAP/Wire the Grid**

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## **Applying the Tools:**

- ◆ **Rule of thumb: start with applications you already use**
- ◆ **Integration is often more important than any one tool**
- ◆ **Like traditional PR in some ways, but each channel has own rules**
- ◆ **Many opportunities to follow online discussion about your brand or issue**

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## **Social Networking (Facebook/MySpace/LinkedIn)**

- ◆ **Individual outreach/professional development**
- ◆ **Audience-building via fan pages or groups**
- ◆ **Start with individual profiles, group is next step**
- ◆ **Tools include status updates, posted links, comments, applications**

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## **Twitter**

- ◆ **Microblogging meets social network**
- ◆ **Small but influential audience**
- ◆ **Problem: wheat/chaff ratio**
- ◆ **Large time investment often required; tools can help**
- ◆ **Prominent voices can gain substantial followings**
- ◆ **Many posts are links**

Notes:

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## **Optimizing & Promoting Your Blog**

- ◆ **Good content**
- ◆ **Good headline**
- ◆ **Promoting via Twitter & Facebook, using TinyURL**
- ◆ **Cross-posting?**
- ◆ **Direct promotion via email?**

Notes:

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## **YouTube/Online Video**

- ◆ **Video is strongest medium for certain messages**
- ◆ **Channels are easy, cameras are cheap**
- ◆ **Video embedding allows integration into content**
- ◆ **Editing can be time-consuming**

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## **Other Tools:**

- ◆ **Flickr**
- ◆ **RSS**
- ◆ **Blogs**
- ◆ **Email groups**

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## **Final Thoughts:**

- ◆ **Don't be afraid to experiment**
- ◆ **Don't be afraid to monitor first, then participate**
- ◆ **Many tools cheap in money but expensive in time- Learn to work smart, not hard....**

Notes: