

2009 FSTML Social Media Workshop Links and Resources

Presenter: Peter Armstrong, Mission Data International / ShortTermMissions.com

Tools to Make Social Media more Manageable

TweetDeck – A simple way to update Facebook, MySpace, and Twitter status from one place.
<http://tweetdeck.com/>

PeopleBrowsr – Advanced tools for monitoring and posting to multiple social networks.
<http://www.peoplebrowsr.com/>

HootSuite – Designed for business use of twitter. A means of managing multiple twitter accounts. Schedule tweets and track clickthroughs on posted links.
<http://hootsuite.com/>

Hey!Spread – A way to mass distribute videos to 20+ video sharing sites.
<http://heyspread.com/>

Social Media Security Guidelines

Sample social media security and privacy guidelines from ReachGlobal:
<http://www.brigada.org/quidelines-for-social-networking>

Sample of Facebook Fan Pages Done Well: New Tribes Mission

New Tribes Mission Home Page with Prominent Fan Page Link
<http://ntm.org/>

New Tribes Mission Facebook fan page has 5,000 fans!
<http://www.facebook.com/newtribes>

Samples of Twitter Done Well: Food for the Hungry, HCJB, & OMUSA

Food for the Hungry integrates their twitter feed in their home page:
<http://www.fh.org/>

Food for the Hungry makes use of custom backgrounds to share info about their ministry and programs: <http://twitter.com/FHInternships>

Food for the Hungry's main Twitter account has over 1,500 followers
<http://twitter.com/food4thehungry>

HCJB Global Twitter account has 1,339 followers
<http://twitter.com/hcjbglobal>

OMUSA Twitter account has 1,298 followers
<http://twitter.com/omusa>

Sample of blogging done well: Adventures in Missions

Sample of Team Blog
<http://10ke0125r13.myadventures.org/>

Sample of Individual Blog
<http://kimstreich.theworldrace.org/index.asp?filename=anticipation&tuid=1211818>

Sample Blog Training
<http://10ke0125r13.myadventures.org/?filename=better-blogging-part-1>
<http://10ke0125r13.myadventures.org/?filename=better-blogging-part-2>

Sample of Post Trip Blog Promo
<http://09pr0630yi.myadventures.org/index.asp?filename=save-your-seat&tuid=1211818>

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Sample of YouTube / Video done well:

Asian Access

<http://www.youtube.com/user/AsianAccess>

The World Race Promo Video with over 11,000 views!

<http://www.vimeo.com/608017>

Adventures in Mission video blogging during and after mission trip

<http://missiontrip-belize.myadventures.org/>

TheListGuy not quite STM related but a good missions example of regular video distribution:

<http://www.youtube.com/user/TheListGuy>

Services for Live Video Streaming of Events or Training Sessions

<http://www.stream.tv>

<http://www.livestream.com>

Sample of Wycliffe broadcasting their Spring Scripture Celebration 2009:

<http://www.ustream.tv/recorded/1438475>

Other social media resources and tools and examples:

AddThis is a tool that allows you to easily enable visitors to your blog or website to share your content on their favorite social networks:

<http://www.addthis.com/>

Example of twitter search:

<http://twitter.com/#search?q=%22mission%20trips%22>

Where to go to create a Facebook Fan Page:

<http://www.facebook.com/pages/create.php>

Tips, Advice and How to for Facebook Fan Pages:

http://beth.typepad.com/beths_blog/2009/05/so-you-want-a-facebook-fan-page-.html

<http://mashable.com/2009/09/22/facebook-pages-guide/>