



Social Networking Seminar



DAV.org

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Assistant National
Communications Director**

Overview

- Introduction
 - How social networking works
 - Most popular social networking sites
 - Tips and tricks
 - Things to remember
 - Conclusion
-

- Nearly all Americans use social media at least once per day.
 - The average person will spend 5 years of his or her life on social media.
 - As people continue to spend more time on social media, that number will only increase.
-

What is social networking?

- Online, two-way form of sharing information, ideas, etc.
 - Free and easy interaction for both (all) parties
 - Prevalence of younger generations
 - Increasingly more accessible due to smart phones and Wi-Fi access
-

Why use social networking?

- Being on social media lets people know that we care and are listening/keeping up to date with the current trends
 - Open to new ways of getting in touch and sharing knowledge
 - Can act as a motivational tool, reintroduce care/concern about veterans issues
 - Ways to influence and change public behavior
 - Target an audience with most potential for action
 - Connect large amounts of people via profiles
-



How Social Networking Works

Social networking helps promote DAV's voice and content.

The image shows a vertical list of five tweets from the account DAV National HQ (@DAVHQ). Each tweet includes the DAV logo, the account name, a date, and a dropdown arrow. The tweets contain text about services, a Veteran of the Year, a vehicle donation, tax refunds, and a mental health clinic. Each tweet also shows engagement metrics: replies, retweets, and likes. The tweets are as follows:

- Tweet 1:** DAV National HQ @DAVHQ · Jul 20. Text: "With DAV there is no fee for the services we provide to you, and by registering with us you will receive updates on employment-related news, and be accessible to employers who are seeking your talent. [dav.la/xf](#) #keepthepromise #disabledveterans". Engagement: 2 replies, 14 retweets, 29 likes.
- Tweet 2:** DAV National HQ @DAVHQ · Jul 19. Text: "DAV's Veteran of the Year, Patt Maney comes from a proud family tradition of #military service stretching back to the French and Indian War. We honor him for overcoming tremendous adversity and helping others find redemption. [dav.la/12i](#) #veteran #veterans #DAV". Engagement: 8 retweets, 19 likes.
- Tweet 3:** DAV National HQ @DAVHQ · Jul 19. Text: ".@HankookTireUSA donated a new #DAV transportation network vehicle to the VA Tennessee Valley Healthcare System Nashville Campus. With this generous donation, Hankook Tire continues its commitment to DAV and helping #veterans through #mobility. [dav.la/12p](#)". Engagement: 9 retweets, 22 likes.
- Tweet 4:** DAV National HQ @DAVHQ · Jul 19. Text: "Veterans who were injured in combat or were disabled due to their military service may have overpaid taxes and are getting a one-time opportunity to seek refunds. But they must act soon. [bit.ly/2YV2gMp](#) #veterans #taxes #IRS #refund". Engagement: 29 retweets, 43 likes.
- Tweet 5:** DAV National HQ @DAVHQ · Jul 19. Text: "Therapists, doctors and psychologists have plans for a clinic that would treat mental health conditions such as PTSD using psychedelic drugs. [bit.ly/32ykoh4](#) #PTSD #psychedelic #treatment". Engagement: 0 visible metrics.



Social Networking Seminar

FOLLOW ALL OUR SOCIAL NETWORKS



DAV



DISABLEDVETERANS



DAVHQ



COMPANY/DAVHQ



@DAVHQ



DAVETERANS

SUPPORT VETERANS BY

VOLUNTEERING
JOINING
OR DONATING TO DAV





Facebook

DAV
 @DAV

- Home
- About
- Events
- Photos
- Videos
- Community
- Groups
- Reviews
- Posts
- Twitter

DAV NATIONAL HEADQUARTERS
FULFILLING OUR PROMISES TO THE MEN AND WOMEN WHO SERVE

Liked Following Share ... [Send Message](#)

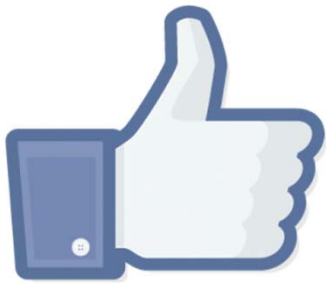
Create [Live](#) [Event](#) [Offer](#) [Job](#)

DAV Write a post... [Photo/Video](#) [Get Messages](#) [Feeling/Activ...](#) ...

3.9 3.9 out of 5 · Based on the opinion of 9,241 people

The logo features the word "facebook" in white lowercase letters on a dark blue background. Below it, the word "LIVE" is written in white uppercase letters inside a red rectangular box.

facebook
LIVE



- Test your connection
 - Compelling description of the video
 - Tag your location
 - Engage with your audience before, during and after
-

What is the Facebook 20% rule?

- Text on an image shouldn't make up more **than 20%** of the image.
 - As the amount of text on your image increases, the reach may be limited.
 - Facebook prioritizes images with less text.
 - https://www.facebook.com/ads/tools/text_overlay
-

What is the Facebook 20% rule?

Image Text Check

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ad may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

[Upload](#)

Image Text: High
Your ad may not run.

You may not reach your audience because there's too much text in the ad image. Facebook prefers ad images with little or no text. Unless you qualify for an exception, change your image before placing your order.



Image Text Ratings

- ✔ **Image Text: OK**
Your ad will run normally.
- ⚠ **Image Text: Low**
Your ad's reach may be slightly lower.
- ⚠ **Image Text: Medium**
Your ad's reach may be much lower.
- ⚠ **Image Text: High**
Your ad may not run.

Frequently Asked Questions

What does it mean that I have too much image text?
Text in your ad image includes text laid over a photo or illustration, text-based logos, or watermarks used in an ad's image. It also includes text in thumbnail images used for videos as well as images used as cover photos or profile photos of promoted Pages.

What is the Facebook 20% rule?

Image Text Check

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ad may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

Upload

✔ Image Text: OK
Your ad will run normally.



Advantages

- Create a central page
 - Easy to check
 - Simple layout
 - Ability to share a lot of information
 - Events
 - Variety of content posts, pics, videos, links
 - Large potential audience
-

Disadvantages

- Very limited control over comments
 - Time consuming, needs to be regularly updated
 - Must be checked frequently for timely responses to questions, comments or concerns
-



Twitter



FULLFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

[Edit profile](#)

DAV National HQ 

@DAVHQ

We are a more than one million-member nonprofit providing a lifetime of support for veterans of all generations and their families. [#KeepThePromise](#)

 United States  Joined February 2009

1,020 Following **101K** Followers

[Tweets](#) [Tweets & replies](#) [Media](#) [Likes](#)



#hashtag



@username



- #hashtags
- Mentions
- Tagging
- Handles



Advantages

- Easy to follow trending topics
 - Integrated with cell phones
 - Quick, real-time updates
 - Can link to other profiles
 - Easy to communicate with your audience, and attract new followers
-

Disadvantages

- **Limited number of characters allowed**
 - Only 280 characters allowed including handles, hashtags and links
 - **Must update frequently**
 - **Easy to spread misinformation**
-



LinkedIn

Page

Content Suggestions

Career Pages **NEW**

Analytics ▾

Activity **884**

Admin tools ▾



DAV (Disabled American Veterans)

Nonprofit Organization Management · Cold Spring, KY · 36,978 followers

FULFILLING OUR PROMISES TO THE MEN AND WOMEN WHO SERVED

+ Follow

Visit website

Dashboard

Last 30 days

733 Visitors ▲ 6%

150 Custom button clicks ▲ 10%

136.1K All post impressions ▲ 16%

3.1K Followers ▲ 10%

Start a post



Updates

Filter by: Page updates ▾

Posted by Jeremy Sharp · 7/24/2019 · Sponsor now



DAV (Disabled American Veterans)
36,978 followers
27m

The US Senate gave final legislative approval Tuesday to a bill ensuring that a victims' compensation fund related to the Sept. 11 attacks never runs out of money. The 97-2 vote sends the bill to President Trump who is expected to sign ...see more

Communities

Hashtags

#veterans
10,508 followers

#keepthepromise
8 followers

#davhq
3 followers

See what people are saying about DAV (Disabled American Veterans)

Advantages

- Networking opportunities
 - News updates
 - LinkedIn answers section
 - Profile updates
-

Disadvantages

- First-time profile setup
 - Content overload
 - This can result in limited interactivity when compared to other social networking sites like Facebook or Twitter.
-



Instagram



davhq

Edit Profile



1,042 posts

35.3k followers

258 following

Disabled American Veterans

DAV is a more than 1 million-member nonprofit supporting veterans & their families.

#RootBeerFloatDay fans donate at <http://dav.la/119>

dav.org



Employment



Adaptive S...



Women Ve...



PTSD



On The Hill



Caregivers



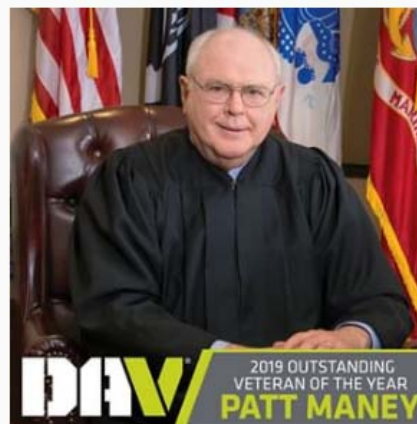
Victories

POSTS

IGTV

SAVED

TAGGED





Instagram Stories and Highlights

Advantages

- Rapidly growing potential audience
- Creative ways to share information
- Can allow users to have a lot of fun with it!



Disadvantages

- Without visually compelling content, it misses the mark
- No live links in posts
- Can be tricky posting to the platform vs. stories vs. photos vs. videos





Pinterest



DAV (Disabled American Veterans)

9k monthly viewers

Cold Spring, KY

dav.org

We are dedicated to a single purpose: empowering veterans to lead high-quality lives with respect and dignity.

- Overview
- Boards
- Pins**
- Videos
- Tries
- Activity
- Followers
- More ▾

1,237 Pins



Fundraiser by Anthony Lawrence Gabriel-Parham...



YouTube

YouTube

Search



- Home
- Trending
- Subscriptions
- Library
- History
- Watch later
- 2019 DAV Nation...
- Liked videos
- Show more



Disabled American Veterans
4,052 subscribers

CUSTOMIZE CHANNEL

YOUTUBE STUDIO (BETA)

- HOME
- VIDEOS
- PLAYLISTS
- COMMUNITY
- CHANNELS
- ABOUT

SUBSCRIPTIONS

- ABC News
- C-SPAN
- Fox News
- NBC News
- 1800Flowers.c...



2019 DAV National Convention - Orlando, Florida
Disabled American Veterans • 1.4K views • 3 months ago

The 2019 DAV National Convention is August 3-6 in Orlando, Florida. For more information visit:
<https://www.dav.org/events/2019-national-convention/> https://youtu.be/ShYcs__l864

2019 DAV National Convention

Q: How can you use YouTube to spread awareness about DAV?

A: Direct to our YouTube channel for live broadcasts, video sharing, audience interaction and promote subscriptions





<https://www.youtube.com/user/DisabledVeterans>

- Engaging with followers
 - Don't be a robot
 - Don't engage with just your followers
 - Tag, tag, tag
 - Find most used, relevant hashtags to attract more viewers
-

- Check any Chapter or Department accounts **DAILY**
- Set reminders if you need to. This is **VERY** important
- Respond within **24 hours**



- Finally, keep an eye out for the blue checkmark on profiles!



- Rules
- You're a representative of DAV
- Non-partisan
- Don't get argumentative!





Things to Remember



A black chalkboard with white chalk writing. The text reads 'ANY QUESTIONS' in large, capital letters, with a question mark '?' centered below it.

ANY
QUESTIONS
?





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