

활용가이드 요약은 10가지로 요약되어 있지만 이걸 단계별로 이해,수행해야하는 절차서 더군요. 12단계를 하나 씩 밟아가는 것도 좋습니다. 목차만 봐도 배울점이 있습니다.

[step 1: get social media savvy](#)
[step 2: learn our philosophy](#)
[step 3: listen](#)
[step 4: engage with national](#)
[step 5: learn from existing chapter social media](#)
[step 6: evaluate organizational goals](#)
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[step 8: choose your tools](#)
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step 8: choose your tools

- welcome to the meat of the 12 steps
 - you don't have to use all of these tools or tips
take baby steps and figure out what works for you
 - don't be afraid to try or to fail
in social media, you learn by failing informatively
 - this isn't a comprehensive examination of social media tools – it's just a few that we use if you are using different tools brilliantly, let us know!
 - 1. blog
 - 2. facebook - action item, Goal, strategy, Tech specs
 - 3. flickr - FAQ
 - 4. Youtube - Watch this
 - 5. twitter

step 9: let us know what you're up to

- take a breath! you've done a lot of hard work
tied social media goals to org goals
picked the right tools for you
- created a strategy
now, you're ready to tell us at national what you're up to!

step 10: implement your plan

- Now that you've done all this planning, you're ready for...
a little less conversation and a little more action
it's time to implement!
 - - create a short term and long term implementation plan
 - - tell your local supporters what you're up to
 - - link to your social media activities from your web site

step 11: measure your successes and challenges

- what's your ROI?
- give me an R!
 - what are your expected results?
- give me an I!
 - what's your investment?
- **define the metrics**
 - what do you want to become?
 - what will you count?
 - how will you impact your community?
 - document your activities as you progress through steps 1-10
so you'll have a baseline starting point to measure your impact and whether you're achieving your goals.
 - write
 - down
 - everything
 - qualitative & quantitative
- evaluation
- give yourself time in the beginning to listen, learn, and adapt

step 12: send your links and measurement data

you're doing it! you're really doing it!
social media
rock star!!

If you followed all of these steps, you're well on your way to helping us bring the American Red Cross into the 21st century by serving our mission online and off.
You're helping us all empower an online movement of Red Cross supporters.

12단계를 다 보셨으면 다시 처음으로 가서 소개를 보겠습니다. 느낌이 다르지 않나요.
introduction

this guide is not just for communicators and marketers
it's for anyone who:
spends time online and is a Red Crosser

this guide will explain:
our social **media philosophy**

our national social **media presence**
how to create your own social media presence

what will I find here?

social media **best practices**

12 steps to a successful social media presence

***Action Item** : a tool-by-tool tutorial easy steps you can take right now

인상깊은 몇가지

- slideshare에 등록되어 있지만 이자료는 Google Docs로 프리젠테이션 파일을 관계자들이 같이 보고 작업했습니다. 전세계에서 동시작업... 하지는 않았겠지만 멀리 떨어져 있던 사람들이 동시에 보고 작업할 수 있었겠지요. 파워포인트 초안작성해서 이메일로 주고 받으면 이정도 까지 안됩니다. 한명이 주도한게 아니라 여러명이 같이 만든 내용이라는거죠.
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- 여러가지를 설명하고 있지만 자신에게 맞는것을 찾으라고 합니다. Step 8을 보면 Media Tool에 대해 자세히 설명되어있습니다. 단, 선택은 각 단체의 상황에 맞게 선택 하는 것.
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