

# Content Creation

Created by Cindy Duong  
from Noun Project

Tell your story. In your own voice. Are you or your organization doing something new and interesting? Think of social technology as an opportunity to tell a compelling story about your organization or issue, in your own voice.

Do you have a new way of looking at things? This is an opportunity to use video, photo, essay or a quick sentence to share your view.



# Conversation

Created by Rick Pollock  
from Noun Project

One of the strongest aspects of social technology is the ability to converse with your clients, customers and residents. Social technology is not a one-way street. Users value a good story and an opportunity to share their own with you.

Gone are the days of promotion, welcome instead the days of conversation.



Created by Björn Andersson  
from Noun Project

We value the message more when we know the individual or entity asking for the action. Social technology can help build trust, but it can also help take it away.

The ubiquity of social technology leads to an audience of people who will help share your message (good or ill) with people they trust and who trust them.

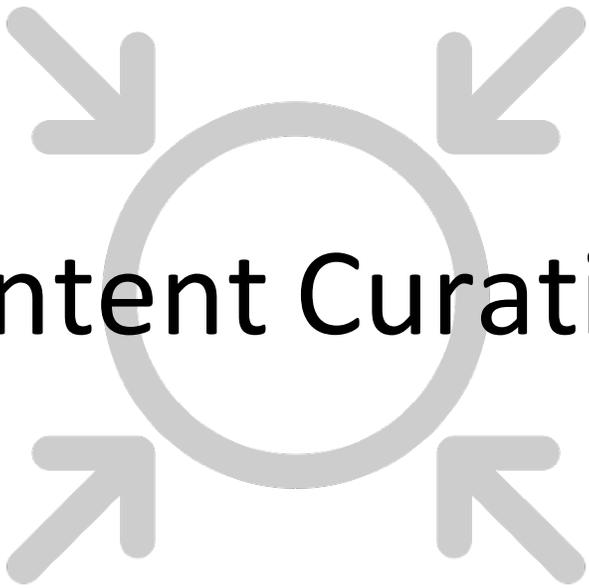


# Message Creation

Created by Víctor Fernández  
from Noun Project

Social Technology can be a megaphone. Crafting messages and stories which are compelling and easy to share is the key to propelling your concern forward.

Be honest, direct and human.

A graphic featuring a central grey circle with four grey arrows pointing towards it from the top-left, top-right, bottom-left, and bottom-right. The text 'Content Curation' is centered over the circle.

# Content Curation

Created by Lorenzo Alfano  
from Noun Project

Are other organizations sharing information, videos, photos and stories relevant to your cause?

Curation is sharing the best of the best, sometimes opening that compilation with a bit of your own creation.



Created by Adreine  
from the Noun Project

We are all busy and often overwhelmed with messages and pleas.  
As you use social technology, ask yourself - what is the purpose?  
Why are we asking for the attention of those who trust us? Why are  
we asking them to share with their own networks?

No amount of clever content will ever overcome lack of purpose.



# Building Presence

Created by Creative Stall  
from the Noun Project

No matter the platform or tool, presence has been and will always be about being available in the field of expertise. Are you or your organization promoting something specific? Are you an expert in your field?

Don't be afraid to show it and to share your knowledge, which is how you begin to build trust and depth as a trusted source of knowledge and information.



# Channels

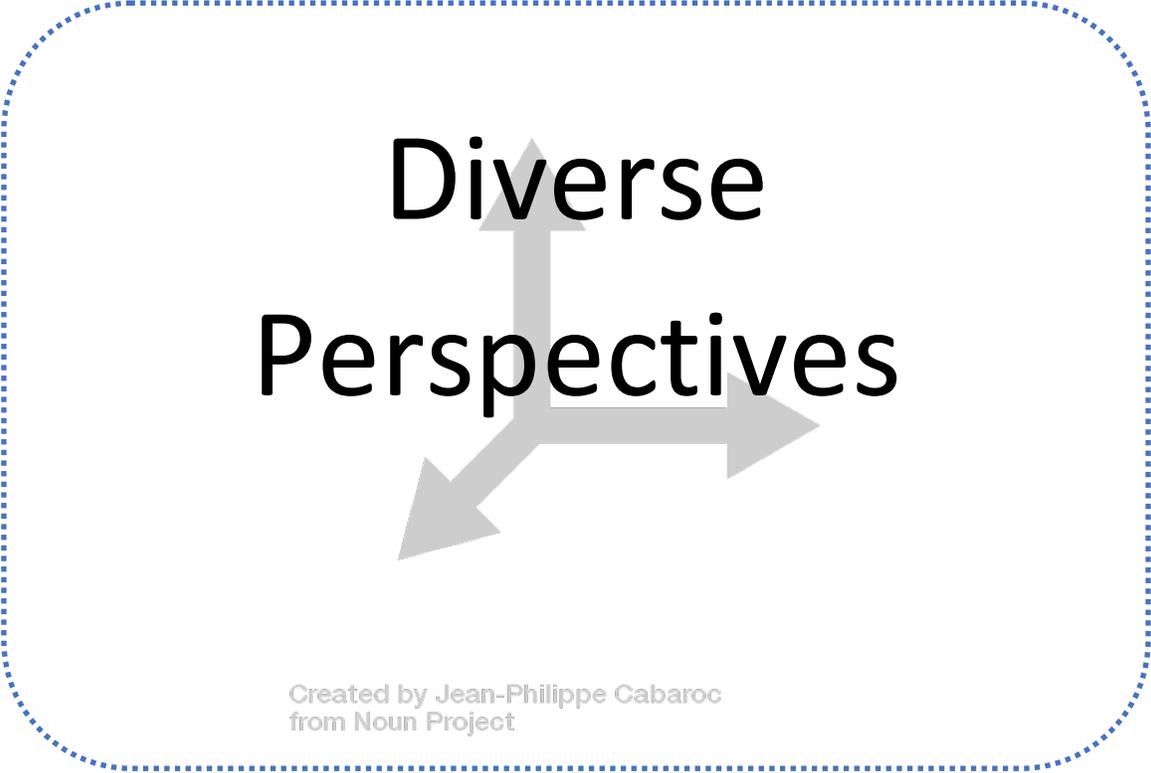
Created by Creative Stall  
from Noun Project

This is the tricky thing about social technologies - tools are different, require different styles of content and often reach different types of people at different times. But rest assured you can pivot your story to fit many types of channels.

Do you have a video? Take a still shot and use it as a photo for an update which leads directly to the video. No video? Not to worry, skip that channel and focus on creating a longer powerful story and compelling visual.

Use what best suits the story you want to tell.

# Diverse Perspectives



Created by Jean-Philippe Cabaroc  
from Noun Project

Your audience is diverse. Some of the people following you may not even like what you have to say. That's okay. Embrace that diversity.

Share the diversity of perspectives in your own organization.  
Demonstrate the depth and acceptance of your organization and cause.



# Inclusion

Created by gilbert bages  
from Noun Project

There is always more than one side to a story. It's vital to remember that on social technology platforms. If you forget, your audience will let you know that you are not the sole voice on the subject.

Consider including those that differ and broaden the conversation. Perhaps you curate information which you don't directly support and share why, point out what is valid and begin a conversation.