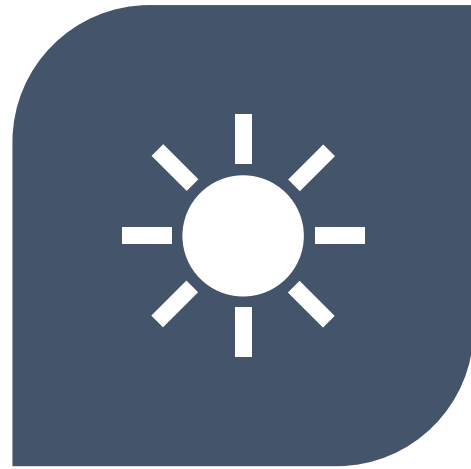


Using New Social Media Tools to Communicate Effectively

Alli Thresher

Digital Content Lead, PJ Library

i.e. Really Fun Ways to Keep in Touch



DURING THE SUMMER



YEAR-ROUND

Agenda



Social Media
Policy Overview



Tools &
Platforms



Summertime
Ideas



Year-Round
Engagement



Brainstorming
and Q&A



Social Media Policy Overview

- How many of you have a social media policy in place at your camp?
 - For campers
 - For staff

Sample Policies

- American Camp Association
 - Limit interactions with current campers
 - Develop voice/posting guidelines for anyone with access to your camp's social media accounts
 - And any individual that might post in a FB group as a representative of your camp
 - Include clauses about after-camp interactions

Tools & Platforms

Facebook

- Groups
- Live/Stories

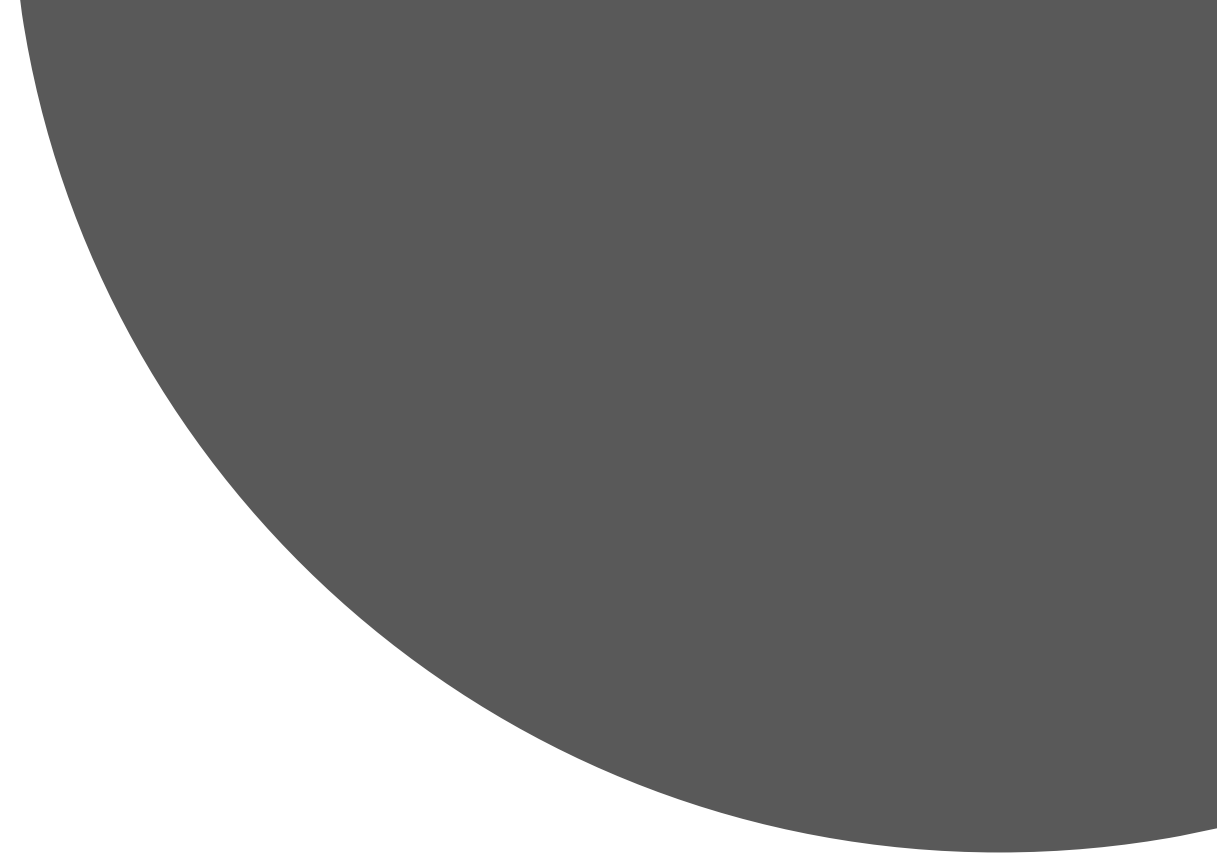
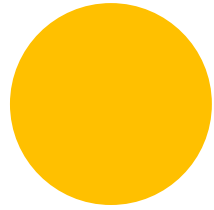
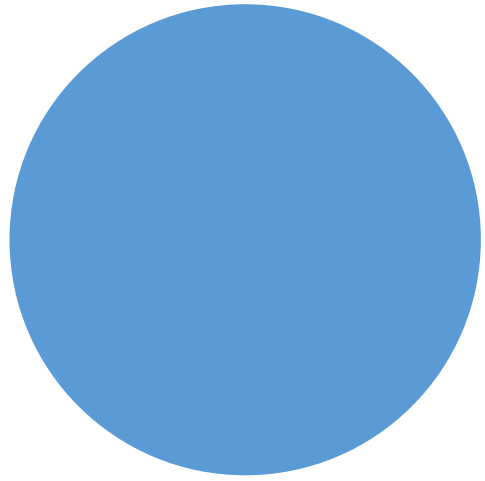
Instagram

- Stories

Messaging Services

- WhatsApp etc...

Livestreaming



Facebook Groups

How many of you have a dedicated group for parents of campers from a particular season?



Camp Thresher Families Summer 2018



Alli



Home



Camp Thresher Families Summer 2018

Closed Group



Interacting as yourself

About

Discussion

Members

Events

Search this group



Shortcuts

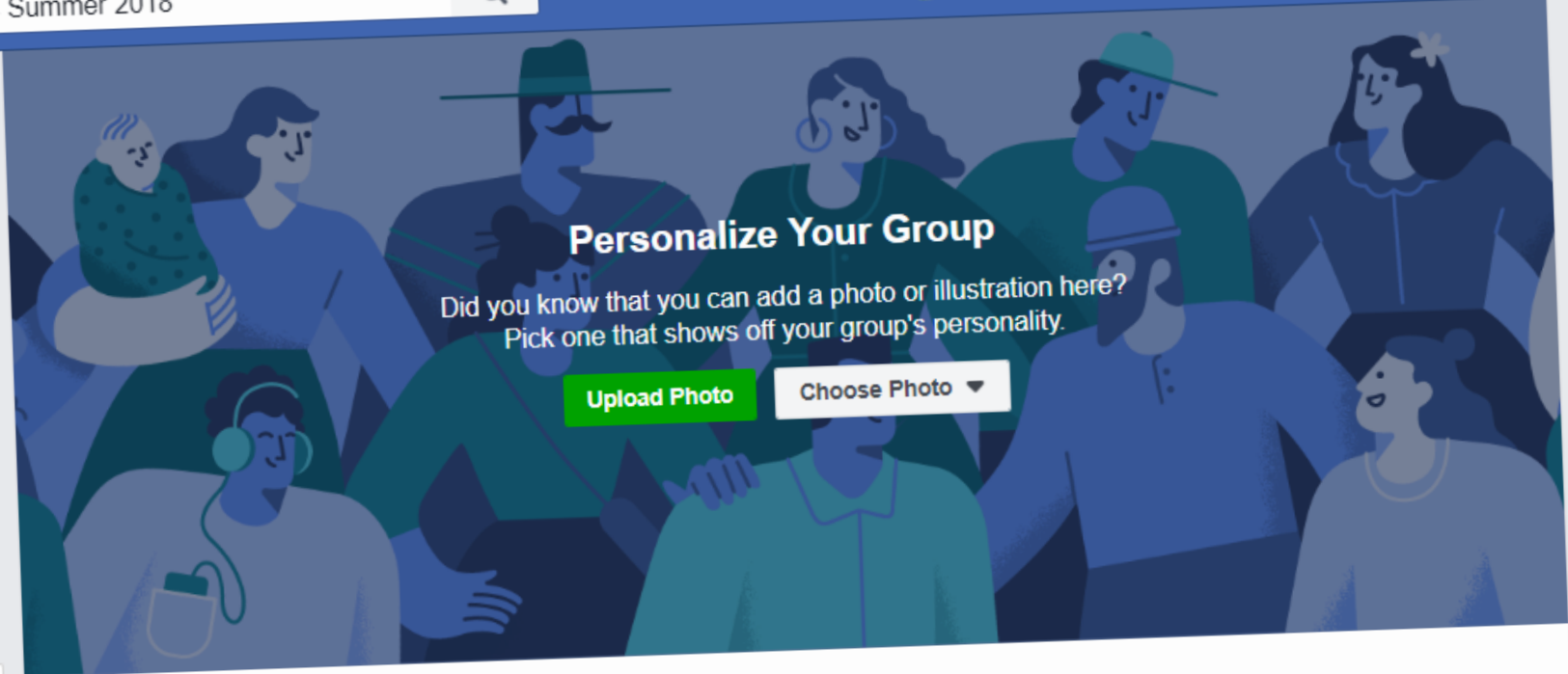


PJ Our Way Parents

6



TEST GROUP



Personalize Your Group

Did you know that you can add a photo or illustration here? Pick one that shows off your group's personality.

Upload Photo

Choose Photo

Joined

Notifications

Share

More



Write Post



Add Photo/Video



Live Video



More

GROUP BY



Jewish Kids Books



Write something

Attaching a Group to a Page

- To link a group that you admin to your Page:
- From your News Feed, click **Pages** in the left menu and select your Page.
- Click the **Groups** tab in the left column, if it's visible. If it's not visible, [manage your Page's tab and sections](#) and then go back to your Page and click the **Groups** tab.
- Click **Link Your Group**.
- Click **Link** next to the group you want to link your Page to.
- Click **Link Group** to confirm.

PJ Our Way Parents

Closed Group

Interacting as PJ Library

About

Discussion

Announcements

Members

Events

Videos

Photos

Group Insights

Moderate Group

Search this group

Shortcuts

PJ Our Way Parents

TEST GROUP

PJ Library 17

PJ Library Professio... 5

Harold Grinspoon Ch... 8



Joined

Notifications

Share

More

Write Post Add Photo/Video Live Video More

Write something...

Photo/Video

Poll

Watch Party

Announcements

See All (2)

Jamie Gray Light Admin · Yesterday at 10:12 AM

We have 4 great selections this month! And even better news...Dreidels on

GROUP BY



PJ Library

36,219 like this

Sign Up

ADD MEMBERS

Embed Invite

Invite people who like your Page, PJ Library, to join this group.

Invite

MEMBERS

315 Members



Ways to Use Your Facebook Groups



Go LIVE in the group

Videos cannot be downloaded or shared outside of the group if it's set to CLOSED or SECRET



Share daily photo albums



Share packing lists



Let parents connect to help kids stay in touch, plan visits, etc...

Studio Hop Summer Camp

Public Group

About

Discussion

Members

Events

Videos

Photos

Files

Search this group



Shortcuts

PJ Our Way Parents 6

TEST GROUP

PJ Library 9

PJ Library Professio... 8

Harold Grinspoon Ch... 9

Thinking Differently Abo... 7

PJ Live Practice Space 6

Test Test

See more

4

Like

Share



Mori Moriarti is 😊 feeling grateful.

August 12

After 30 hours I just arrived at home. Only I want to say... I miss everybody, teachers, dancers, parties, volleyball players, nature... Especially Xavi Xavi Gas Fernandez Alba Mengual Albert Rico Puiggròs Celia Vilar Vol Karacho Maria Nigsme

See you next year and if you come to Barcelona please tell me... It will be a pleasure to dance again. 🥰💃🕺🥰

34

6 Comments

Like

Share

View 4 more comments



Petite Elena And thanks for the T-shirt 😊

Take care 🥰

Like · 11w

Mori Moriarti replied · 1 Reply



Vol Karacho Un placer conoceros todos también! Seguid jugando al 🕺 y espero que nos veamos pronto! 🥰

Like · See Translation · 11w



Xavi Xavi shared his post.

August 13

Thanks Anne-Helene Bargain Cavasa & Bernard Cavasa to let me the opportunity to live the Studio Hop Summer Camp!!
I have spent 2 weeks enioving with the classes. parties. bands. DJs. meals.



Blues Dance in France

861 members

+ Join



Blues Dance Rennes

216 members

+ Join



BALBOA TWO TWENTY TWO

215 members

+ Join

English (US) · Español ·
Português (Brasil) · Français (France) ·
Deutsch



Privacy · Terms · Advertising · Ad Choices ·
Cookies · More ·
Facebook © 2018



Instagram

How many of you have a dedicated, public Instagram account for camp?

Do any of you also use a private Instagram account just for parents of campers?

Do you make use of Instagram stories?

Going LIVE

Can go LIVE on Facebook or Instagram

- <https://live.fb.com/tips/>

Easiest to do from a phone or mobile device with a strong connection

Can also use a MEVO camera/app

Facebook LIVE

- Parents can subscribe to LIVE notifications (and it's good to remind them to do so)





Instagram LIVE: How To

Step by Step:



Tap the camera icon in the top left of the screen or swipe right from anywhere in your feed.

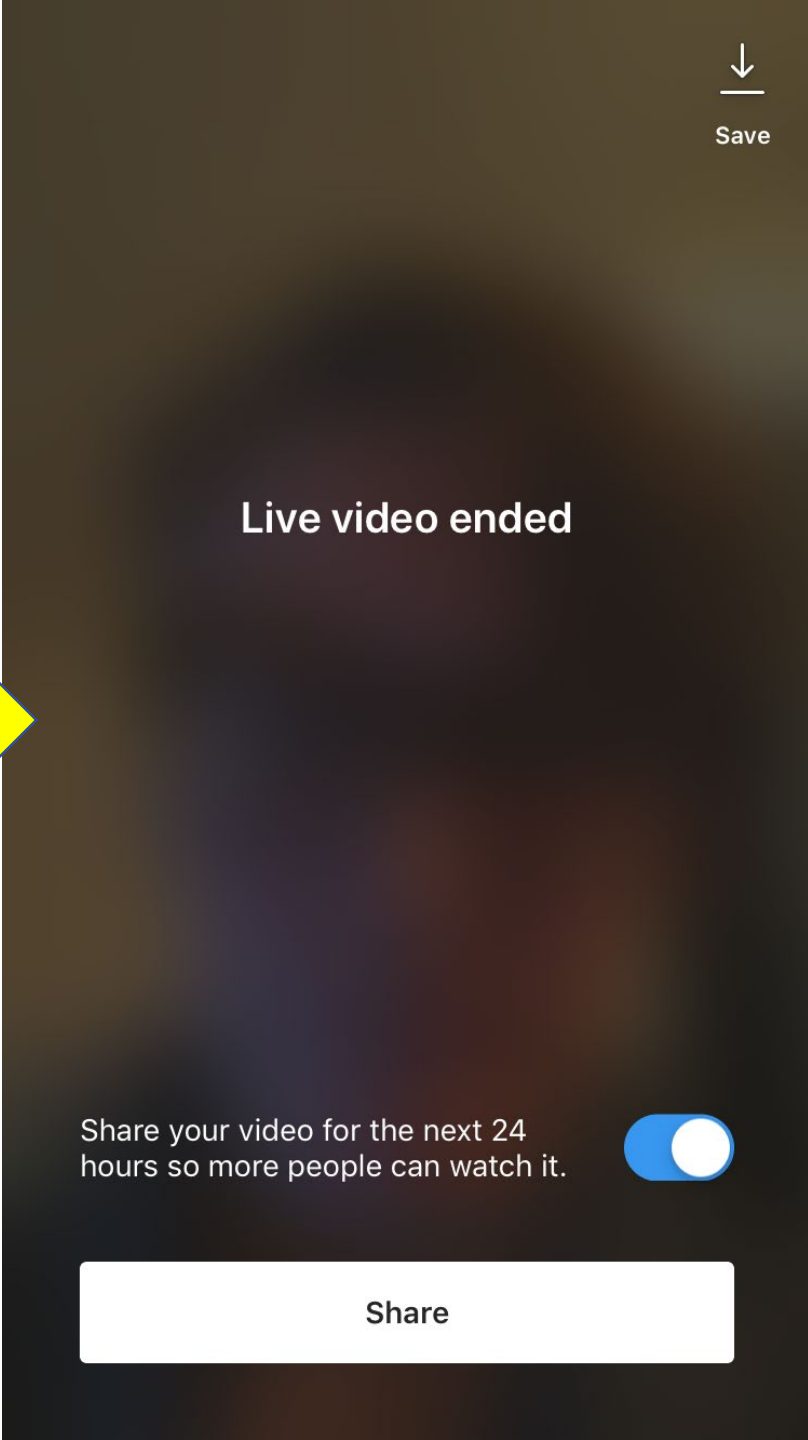
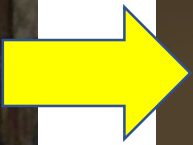


Tap **Live** at the bottom of the screen, then tap **Start Live Video**.



When you're done, tap **End** in the top right then tap to confirm. From there, you can tap **Save** in the top right to save it to your camera roll, or [share it to your story](#).





You can save your video to your camera roll and reupload to your website, Facebook page, or group.



Other Apps

- TikTok (includes Musical.ly)
- Ditty
- Snapchat
- Timelapse (on your phone)
- Boomerang

Although your campers may be using these apps with permission from their parents, please note that the minimum age in the Terms of Use for most of these is at least 13 – so older than the age of campers.



Livestreaming

Vimeo.com

Livestream.com

Periscope

Twitch

YouTube



Texting Apps

- Regular texts
- Video/photo texts

Texting Apps

- Great for quick alerts and news updates during the season
- Excellent for quick registration/registration reminders



Summertime Ideas



Livestreaming special events (or clips of them)



Camper-gram takeovers with a camp-approved device



“Behind the scenes” looks at activities



Photo/Video streams for parents



Photo Texting Services

Year-Round Engagement

- Instagram takeovers
- Live tutorials
- Sharing traditions
- Text Reminders for Registration/Get-Togethers
- Facebook Group “Get-Togethers” & Watch Parties
- “Endless Summer” ideas
 - Where in the world is #Camp?
 - Fantasy football



A wooden dock made of parallel planks extends from the foreground into a calm lake. In the background, a dense forest of evergreen trees lines the shore under a blue sky with scattered white clouds. The word "Brainstorming" is centered in white text over the middle of the image.

Brainstorming



Q&A

- alli@hgf.org