



Building a Social Media Presence

Level 4 Project



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Item 8400 Rev. 11/2023

Building a Social Media Presence

About Building a Social Media Presence

Social media is a collection of websites and applications that enables users to create and share content. These sites and applications are tools that help users build and maintain a network of contacts, promote themselves and their organizations, and share information.

In this project, you will determine how best to use the different types of online communication. You will create and maintain an online profile to promote yourself or an organization. You will recognize the importance of internet privacy and safeguard your personal information. You will present an appropriate personal image that aids in the accomplishment of your promotional goals and engage in positive interactions with others online.

Resources

The following is a list of resources available in your digital project on Base Camp. Some of these resources, such as evaluations, are also available on the Resources section on Base Camp.

Project Checklist

Evaluation Resources

Project Completion Form

Introduction and Assignment

Introduction

There are numerous benefits to using social media in your personal life. Social media can lead you to make connections with people anywhere in the world who share similar interests and goals.

Your Assignment

Purpose: The purpose of this project is to apply your understanding of social media to enhance an established or new social media presence.

Overview: Use this project and your own research to build a new social media presence or enhance an existing presence. You may focus on a personal goal (such as connecting with old friends or promoting a blog) or on a professional goal (such as promoting a business or organization). Use the tools you identify as best for you and your purpose. After you achieve your goal, deliver a 5- to 7-minute speech to your club about your results, experience, and the benefits of social media. Submit the Project Completion Form to your Vice President Education to receive credit for completing the project.

With the Vice President Public Relations' approval, you may choose to create a social media presence for your Toastmasters club.

Your speech can be persuasive, humorous, informational, or crafted in any style that appeals to you and supports your speech content.

Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.



Video: Sign in to Base Camp to watch a video that supports this project.



Interactive Activity: Sign in to Base Camp to complete an interactive activity.



Resource: Sign in to Base Camp to view this resource online.



Weblink: Return to your digital project when you see this icon to link to a website or Base Camp location.

For all assignment details and requirements, review the Project Checklist.

Learning in Building a Social Media Presence

Assess and Reflect



To assess and track your knowledge, complete the activity below by listing what you already know and what you wonder about the topic today. Add up to five items to each list. After you complete your project, you will have an opportunity to review your answers and add what you have learned.

Know

For example: I know how to build an appropriate personal online image.

Wonder

For example: I wonder how to effectively promote an event, person, or other subject via social media.

Competencies

The following is a list of competencies that you will learn and practice in this project.

- Determine how best to use social media.
- Create and maintain an online profile to promote yourself or an organization.
- Recognize the importance of internet privacy.
- Understand how to safeguard your personal information.
- Participate in positive interactions with others online.
- Present an appropriate personal image that aids in the accomplishment of your promotional goals.

Benefits of Social Media

There are numerous benefits to using social media in your **personal life**. Social media can lead you to:

- Gain support in your local community or among a broader network.
- Renew old relationships and maintain current ones.
- Provide access to diverse viewpoints and sources of information.

There are numerous benefits to using social media in your **professional life**. In a professional setting, social media can:

- Assist with networking.
- Help you gain new clients and/or business contacts.
- Assist with job hunting.
- Provide an inexpensive method of delivering content.
- Increase your visibility among others in your field.
- Increase your access to diverse viewpoints and sources of inspiration.

Types of Social Media and Their Advantages

Collaborative Projects

Collaborative projects include websites where groups work together to accomplish large projects.

Blogs and Microblogs

Blogs and microblogs include sites where individuals share expertise about specific subjects. These are best for sharing opinions, reviews, new ideas, and experiences.

Content Communities

Content communities include websites where users generate content for use and critique by others. This type is best for those interested in participating in a community of like-minded individuals.

Social Networking Sites

Social networking sites are the most widely known type of social media. These are sites where users maintain searchable profiles for personal or professional promotion. These websites are best for networking and making connections.

Using Social Media

Your image on social media is created by building your brand, developing your message, and increasing your followers.

Build Your Brand

A brand can be defined as the emotional connection a person has with your name or organization's name. A brand can include both facts and emotional connotations. For example, the Toastmasters International brand embodies an organization that empowers people to be their best by enhancing communication and leadership skills.

Identify Your Image

The first step in building your brand is to identify the image you want to promote. At its most fundamental, branding is a clear definition of you or your organization. Create a statement of the type of organization you are promoting. For example, a Toastmaster who is building a career as a keynote speaker might define their organization as a professional speaking service.

Once you have defined your organization, identify the audience you serve. In the example of the professional speaker, their primary audience might be organizations with large sales forces.

Define Your Ideals

The next area that requires thought and development is defining your organization's ideals. Describe what your organization represents in the community and the types of services or products your audience can expect.

If you are working to promote an organization that doesn't already have a brand and involves many people, bring a small representative group together to discuss and brainstorm your brand.

Once you have a clear and concise definition of your brand, determine which type of social media best fits your goals.

Develop Your Message

Your message is a quick statement about who you are and what you provide to others. Your 30- to 90-second summary, or what is sometimes called an elevator pitch, needs to express the core of your message in approximately three sentences. Create a message that works in print, online, and when stated in conversation, or quite literally in an elevator when you only have a few seconds to share your message.

Perfect Your Elevator Pitch

An example of a Toastmasters elevator pitch could be:

"Toastmasters International is recognized as the leading organization dedicated to helping millions of people build their competence in communication and leadership through a worldwide network of clubs so they can gain the confidence to lead others."

In this short speech, the listener hears a quick summary of the benefits of Toastmasters as well as the size and purpose of the organization.

Increase Followers

The larger your number of followers, or those who are a part of your online network, the greater your ability to advance your message. There are a number of ways to increase your followers.

Follow Like-Minded People

Follow others on social media who share your views and actively participate in the online community. Take time to comment on posts written by others. In your comments, share your thoughts and link to your own social media sites.

Post Consistently

Post new content on a regular basis by setting a schedule. Some people or organizations post every day. Others post once a week. Determine the amount of content you plan to post regularly and let your audience know how often they can expect an update.

Provide Relevant Content

Focus on your audience's needs and wants when you produce content. Let your readership know exactly what they gain from following you.

Share Your Expertise

Post what you know best. Choose topics in which you are most knowledgeable and include evidence to support your content.

Generate Positive Conversations

Be positive and engaging in your interactions. Compose interesting posts and ask questions of your followers. Engage with your audience by taking the time to respond to comments and questions. If you receive negative responses to any of your posts or comments, choose to either ignore them or respond respectfully.

Participate in the greater internet culture that surrounds your content or brand. Comment on social media sites hosting similar content.

Offer Unique or Exclusive Content

A unique point of view on your subject matter is most likely to encourage followers to return to your posts and share them with others. Your expertise, humor, writing style, and background all contribute to your ability to create different and engaging content.

Exclusive content is material created and shared by you that cannot be replicated anywhere else and is made available only to those people who follow you. Authors often use this exclusive content to increase their following.

Online Conduct

Keep your interactions positive. When engaging online, use the same rules of etiquette as you would if you were speaking in person.

Use comments to engage with and learn about your followers personally. Thank your readers for their comments. Ask questions when your followers post content that is interesting or unfamiliar.

Take the time to respond to constructive feedback. You can respond to readers' comments, rebut on-topic arguments, or simply thank followers for reading your content.

Maintain a degree of sensitivity when discussing your personal life. Avoid using full names, phone numbers, addresses, or specific location details unless you are promoting an event or business. Always keep safety in mind when posting to any website.

Respect the privacy of others by obtaining their consent before posting identifying information including images.

Unfortunately, some people hide behind anonymity online, using comments to unfairly attack others. Internet trolls post negative, inflammatory, unnecessary, often caustic, and sometimes personal attacks with the intent of manipulating emotions and disrupting the conversation.

Often, your best course of action is to ignore comments posted by trolls. If you choose to reply to a negative or inflammatory post, be sure to remain professional and on topic. Remember you can always block an offensive follower. Report individuals whose behavior you find inappropriate or abusive or who break the rules of any platform you are using.

Keep in mind that any interaction with the public or media affects a person's or organization's brand. Acting appropriately is essential. Innocuous content has the potential to come across in a negative way if it can be misconstrued. This is especially true in the case of sarcasm.

Consider your remarks carefully before posting. Your content may remain available even if it is deleted. Once material is posted, it is archived and searchable.

Review and Apply

Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- How will you use social media?
- What personal factors will you use to create an online profile that promotes you or an organization?
- Are you familiar enough with the importance of internet privacy? Do you need to do more research?
- How will you safeguard your personal information?
- List your strategies for engaging in positive interactions with others online.
- What are your promotional goals and how will you reach them online?

Complete Your Assignment



Project Checklist

Now that you have read through the project, plan and prepare your speech or report. First, review your assignment.

This project includes:

- Establishing or enhancing a social media presence
- A 5- to 7-minute speech

The following list includes tasks for this project. Please remember, your project is unique to you. You can use the checklist here or complete the digital version in your project on Base Camp.

Select a goal you want to accomplish that is supported by a strong social media presence.

Generate the social media posts required to meet your goal.

Schedule your speech with the Vice President Education.

Write your speech.

Consider creating a visual aid, such as a handout, to share some of your posts during your speech.

Rehearse your speech.

When all components of your assignment are finished, complete your self-reflection by adding what you have learned to the last column of the Know-Wonder-Learned activity.

Evaluation Criteria



Review the criteria for the evaluation in this project. Your evaluator will use the following scale:

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

Audience Awareness

- 5 – Engages audience completely and anticipates audience needs
- 4 – Is fully aware of audience engagement/needs and responds effectively
- 3 – Demonstrates awareness of audience engagement and needs
- 2 – Audience engagement or awareness of audience requires further practice
- 1 – Makes little or no attempt to engage audience or meet audience needs

Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

Topic

- 5 – Delivers a exemplary speech about the impact of initiating or increasing a social media presence
- 4 – Delivers a compelling speech about the impact of initiating or increasing a social media presence
- 3 – Shares some aspect of initiating or increasing a social media presence
- 2 – Mentions the impact of initiating or increasing a social media presence but does not fully address
- 1 – Speaks on a topic other than the impact of initiating or increasing a social media presence

Complete Your Project



Once you have delivered your speech and received your evaluation, take a minute to review what you recorded under “Know” and “Wonder” in the Assess and Reflect section at the start of this project. Then add what you have learned while working through this project. Add up to five items.

Learned

For example: I learned how to build engagement for my topic using social media.

Before You Move On

Review Your Learning

Review all the material in this project.

Deliver Your Webinar or Online Meeting

Plan, practice, and deliver your webinar or online meeting.

Receive Your Evaluation

Receive your evaluation and complete any other tasks required by your club.

Assess and Reflect

When all components of your assignment are finished, complete your self-reflection by adding what you have learned to the last column of the Know-Wonder-Learned activity.

Congratulations!

If you have completed every task, CONGRATULATIONS! You have completed your Building a Social Media Presence project and you are ready to move on to your next project.



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