

The background of the slide is a dark gray topographic map with white contour lines. In the bottom-left corner, there is a faint, light gray compass rose showing cardinal and intercardinal directions (N, NE, E, SE, S, SW, W, NW) and a dollar sign (\$) near the bottom-left point.

Social Media

Using Facebook, Twitter and Google Plus
For Your County Sites

Why?

- ▶ Keep a record of updates to your website
 - Backlog for new users
- ▶ Keep your users informed
 - Gives notifications when you have something new



Facebook

- ▶ You will need to create a page for your county website
 - Be sure you make a page and not a new login or business
- ▶ When you make an update or addition, you can post the link to the page in Facebook.
 - If it is a long page with loads of information, you may want to post the update without the link or be sure to mention it is on that specific page.
 - I have my subjects on a separate page each, but some others may not have it set up like that.
- ▶ You can also use Facebook to ask for help.
 - Bibles
 - Photographs
 - Transcriptions
 - Baby books
 - Etc.

Facebook (cont'd.)

- ▶ Another benefit of Facebook is that you can post multimedia like photos and videos.
 - You might consider asking for oral histories from your followers.



Twitter

- ▶ Another place to post updates, but in a much smaller format.
 - Might be a good place to post a specific type of updates like obituaries.
- ▶ You are very limited in what you can add.
- ▶ If you want to add a link, I would recommend you use [tinyurl](#) since you have so few characters.
- ▶ You should consider creating short hashtags to your updates.
 - This allows people to see specific updates.
 - #karnesobit
 - #karnescemetery
 - #karnesphotos
 - #karneshelp

Karnes County Twitter Page



Karnes Texas

@KarnesCounty

Free genealogy in Karnes County, TX.
By Volunteers, For Volunteers.

📍 Karnes County, TX

🌐 karnestx.com

🕒 Joined October 2010

✉ Tweet to Karnes Texas

TWEETS
104

FOLLOWERS
15



+ Follow

Tweets Tweets & replies

 **Karnes Texas** @KarnesCounty · 8 Sep 2011
State Highway 80 improvement project starts soon - tinyurl.com/3usv5fr

🔄 ⚙️ ⭐ ⋮

 **Karnes Texas** @KarnesCounty · 8 Sep 2011
EVENTS: 'Momma Schulz' benefit - tinyurl.com/3hlgago

🔄 ⚙️ ⭐ ⋮

 **Karnes Texas** @KarnesCounty · 8 Sep 2011
Dr. Thomas Tope, Jr. (1924 - 2011) - tinyurl.com/3v4zt2k

🔄 ⚙️ ⭐ ⋮

 **Karnes Texas** @KarnesCounty · 7 Sep 2011
W.M. "Bill" Stout (1921 - 2011) - tinyurl.com/43akzf5

🔄 ⚙️ ⭐ ⋮

 **Karnes Texas** @KarnesCounty · 7 Sep 2011
Alton Gross (1928 - 2011) - tinyurl.com/3udjy72

🔄 ⚙️ ⭐ ⋮

 **Karnes Texas** @KarnesCounty · 7 Sep 2011
Larry Edward Hunter (1948 - 2011) - tinyurl.com/3rnkqh

Who to follow · Refresh · View all



Charles Tan @charlesatan



+ Follow



Peter V. Brett @PVBrett



+ Follow



Daryl Gregory @darylwriter...



+ Follow

Popular accounts · Find friends

Trends · Change

#PlayGameofThrones
Promoted by Telltale Games

#OnceHadABossWho
#JodiArias

#MondayMotivation
#universitychallenge

#BabyaMovie
Game of Thrones
South Park
Madonna
House of Wolves

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Google Plus

- ▶ This is very similar to Facebook and can be used the same way.
- ▶ Not everyone uses Google Plus, so I don't know if it would be high on the list of social media to consider, but I wanted to mention it just in case.
 - Usually used by geeks and not by regular folks.

When to Use Social media...

- ▶ I don't think social media should be used for all counties.
- ▶ Smaller counties seem like better candidates
 - Fewer updates
- ▶ Counties with strong local societies would also be good.
 - They might be very interested in new updates and can also add their own.
- ▶ Be careful not to post all the time as people will unfollow due to too much traffic.
 - You may decide not to post every obituary.
 - You may post only events and a monthly list of updates.
 - This is extremely important if you have a large county.
 - This could end up taking up a great deal of time.
- ▶ Lastly, be careful to monitor your social media pages
 - Consider settings which do not allow unmoderated posts.