

The background is a dark blue-grey color with a faint, light-colored map of a region, possibly a county or state, overlaid. In the lower-left corner, there is a compass rose with a needle pointing towards the top-left. The map shows various irregular shapes representing land parcels or boundaries.

## 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](http://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](http://tinyurl.com/3usv5fr)

👤 🔄 ⭐ ⋮

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

👤 🔄 ⭐ ⋮

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

👤 🔄 ⭐ ⋮

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

👤 🔄 ⭐ ⋮

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

👤 🔄 ⭐ ⋮

 **Karnes Texas** @KarnesCounty · 7 Sep 2011  
Larry Edward Hunter (1948 - 2011) - [tinyurl.com/3rnkqk](http://tinyurl.com/3rnkqk)

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

#IOnceHadABossWho

#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.