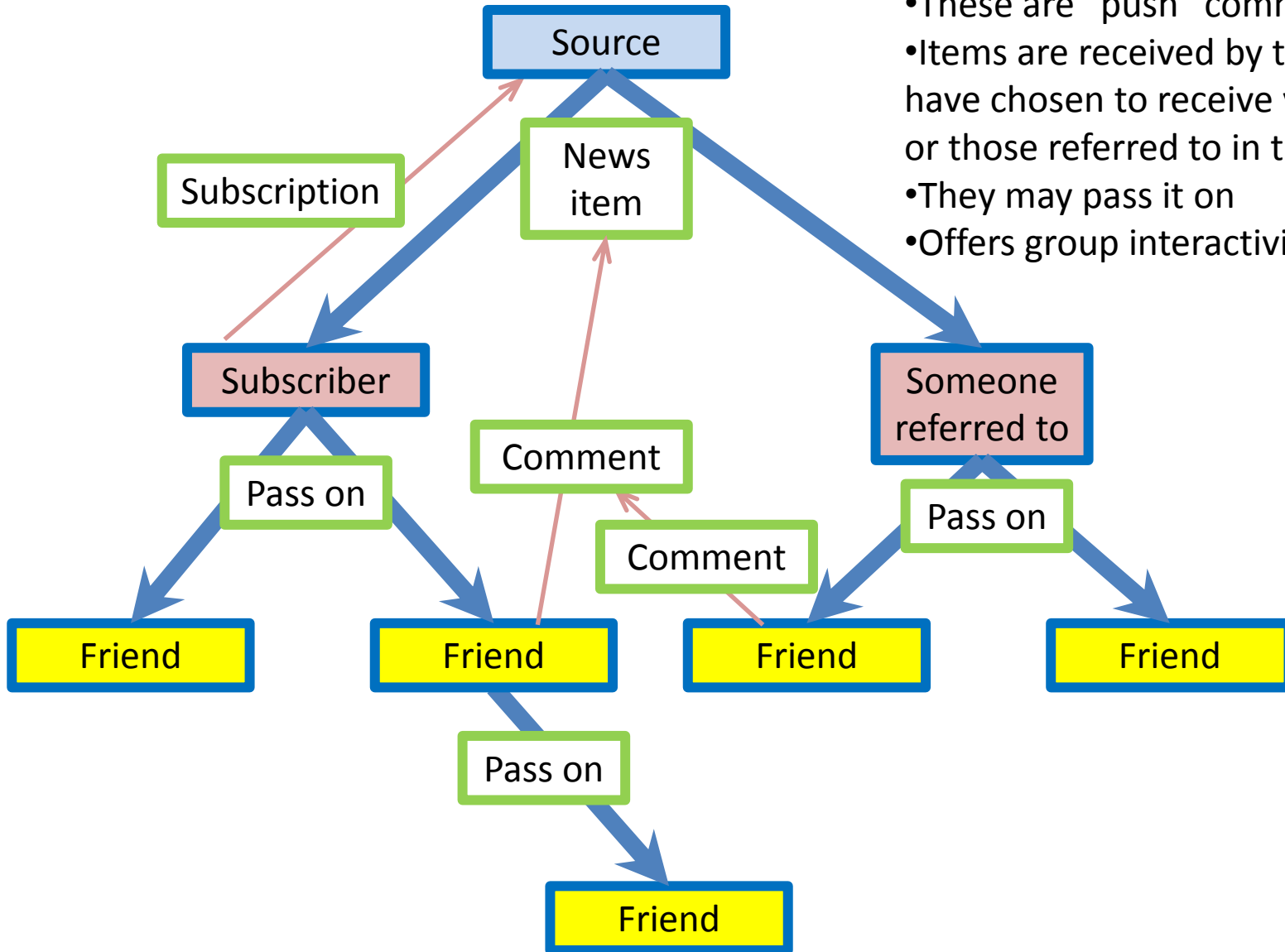


An Introduction to Social Media

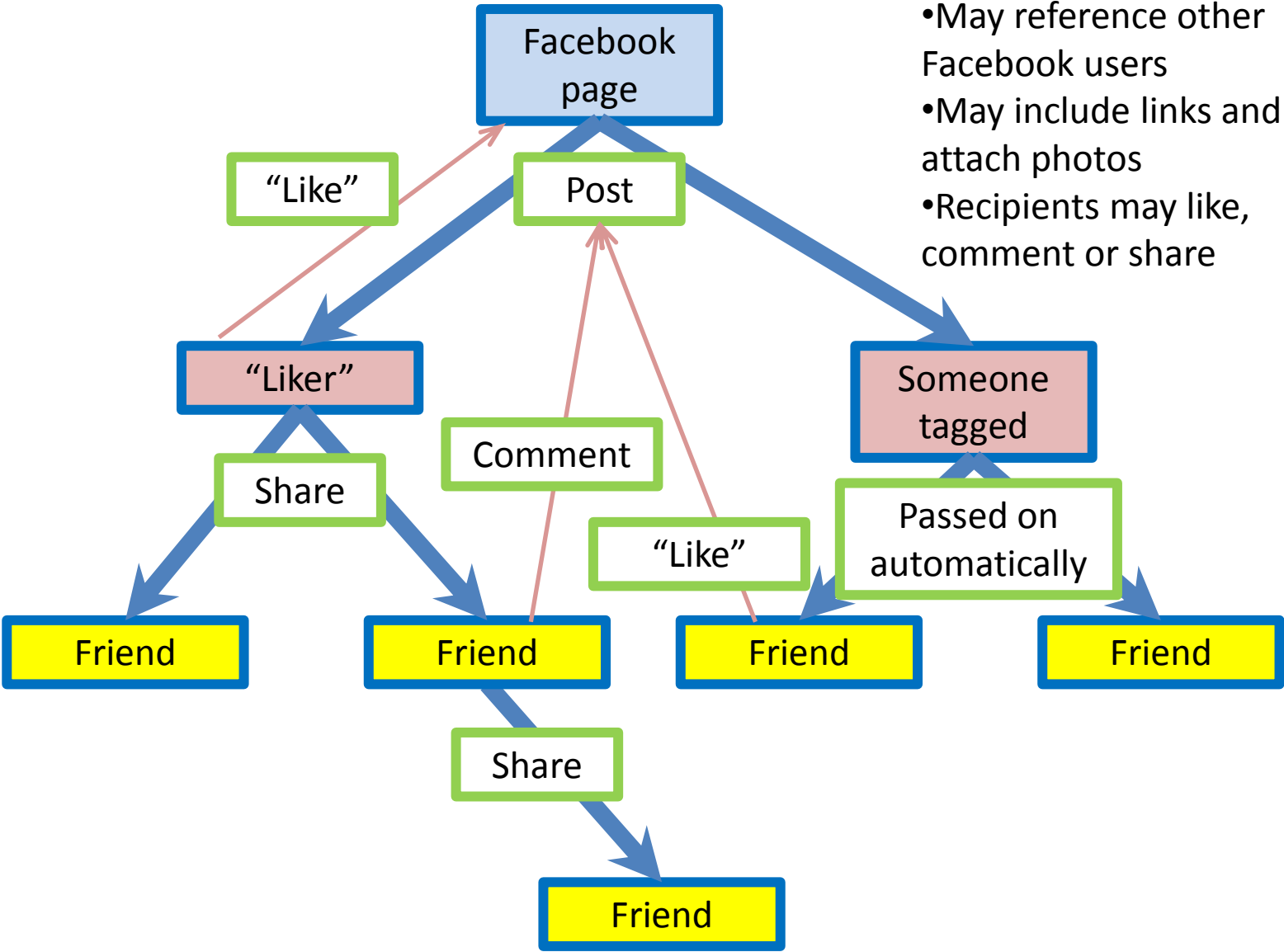
Mark Dykes

Social media

- These are “push” communication
- Items are received by those who have chosen to receive your news or those referred to in them
- They may pass it on
- Offers group interactivity



- Facebook Post**
- May reference other Facebook users
 - May include links and attach photos
 - Recipients may like, comment or share



Facebook Post showing content, comments and relevant statistics (viewable by page manager)

 **Wycombe Homeless Connection**
February 18

We've been busy! Each weekday morning in January, over eight people on average sought help from our advice and support centre, a total of 68 individuals over the month. WHC took the lead role in resettling seven homeless people in January, and we also prevented the eviction of one other person.



Like · Comment · Share 👍 33 💬 5 📄 17 Shares

👍 33 people like this.

 **Wojtek Szenfeld** High Wycombe definitely needs you!
February 18 at 8:28pm · Like

 **Sarah Higginson Moss** Amazing! Well done 😊
February 18 at 9:10pm · Like · 🔄 1

 **Deana Aumpu** Absolutely fantastic work!! Great to see the advice centre up and running.
February 18 at 9:45pm · Like

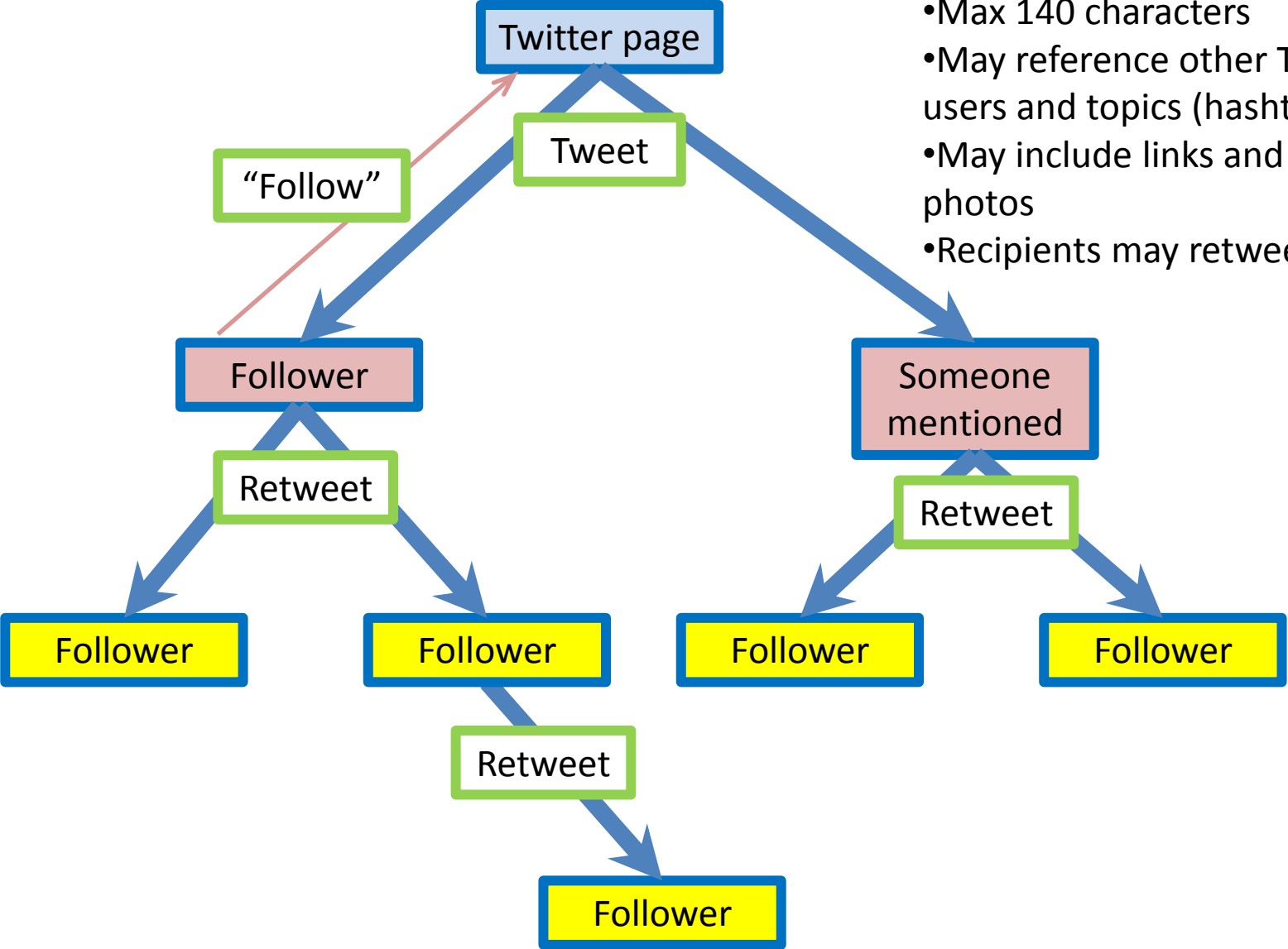
...

 Write a comment... 

1,840 people reached **Boost Post** ▾

Tweet

- Max 140 characters
- May reference other Twitter users and topics (hashtags)
- May include links and attach photos
- Recipients may retweet



Tweets

The first with a link to the BFP

The second a retweet of a tweet from All Saints HW referring to WHC – showing hashtag



Wycombe Homeless @WycombeHomeless · Jul 4

MT <'every decent politician wants to lift people out of poverty'> July 4, 2014:
Steve Baker MP (From Bucks Free Press)
bucksfreepress.co.uk/news/11321069...

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



Retweeted by Wycombe Homeless



All Saints Wycombe @AllSaintsHW · Jul 4

#dailyprayer for those who look after our buildings; & for @wycombehomesless connection & its year-round work supporting homeless folk in HW

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More

Comparison of electronic communication media

	email	Website	Facebook	Twitter
Whom reached	Specified addressees	Those who seek out your site	Those who elect to like you	Those who elect to follow you
How reached	When they check their inbox	When they remember to look	Frequently, in their unified newsfeed	Frequently, in their unified feed
Group interactivity	Limited	None	Good	Good
Visual interest	Limited	Good	Good	Limited
Content	Any form of individual message	Any amount and form of information	Succession of short pieces	Very short messages
Ideal frequency	Good question!	Essentially static	A few times per week	A few times per day

Facebook church page with access to basic profile info, photos, reviews, events and stream of posts (“Timeline”).

Anyone may see this page; Facebook users may post on it.

Welcome
a transforming presence at the heart of our community

St. Andrew's High Wycombe

St Andrew's Church, High Wycombe
4.7 ★★★★★ (13 ratings)
200 likes · 7 talking about this · 331 were here

Like Follow Message

Religious Organization
a transforming presence at the heart of our community

4.7

ate for

200

About – Suggest an Edit Photos Reviews Events Likes

Highlights

St Andrew's Church, High Wycombe
June 26

Drivers needed on Sunday mornings and Wednesday lunchtime to help people who could not otherwise get to church. If you could help once a month please contact the church office

Like · Comment

St Andrew's Church, High Wycombe
June 25

Got an hour or two free on Saturday? Why not join the Church working party day and help us look after our great building. Saturday 28 June from 9am. Jobs for everyone so come for an hour or all day!

Like · Comment

Peter Adlington likes this.

Reviews See All

Josh Jones
★★★★★
about 2 months ago

Lara Hohenecker
★★★★★
about 6 months ago

Jonny Hedges
★★★★★
about 7 months ago

Jill Watson
★★★★★
about 7 months ago

Recent Posts by Others See All

Rebecca Brooks
No post to share re the noise?!
May 16 at 9:14am

Meriel Cr
thanx for a great passover meal-had such a good evening
1 · April 17 at 4:33pm

Twitter “Me” page showing own Tweets and Retweets plus statistics



Wycombe Homeless
@WycombeHomeless

WHC helps the homeless people of High Wycombe not just to get off the street, but to rebuild their lives. Registered charity no.1156211.

High Wycombe
wyhoc.org.uk

TWEETS 493 PHOTOS/VIDEOS 13 FOLLOWING 306 FOLLOWERS 364 FAVORITES 10 [More v](#) [Edit profile](#)

Tweets Tweets and replies

Retweeted by Wycombe Homeless

Midsummer Ball @WHCBall · 34m
Planning a wedding/party? Bid for violin serenade by virtuoso Nia Sherrington—superb 1/2 hour classical performance.
wyhoc.org.uk/news/view/the_...


Who to follow · Refresh · View all

- Movie Vine** ★ @movievine [Follow](#)
- Tribeca Film** @TribecaFilm [Follow](#)
- Jonathan Lomax** @LomaxPT

Twitter “Notifications” page showing Retweets


Notifications

All / People you follow




Richard Dickson @richdick · Jun 17
[@bucksfc](#) the winner of the favourite small charity for Monday 16 Jun is [@WycombeHomeless](#) [@SCWeek2014](#)

Expand Reply Retweeted Favored More




Midsummer Ball @WHCball · Jun 16
22 fabulous Silent Auction prizes you can bid for wyhoc.org.uk/news/view/the_... in aid of [@WycombeHomeless](#) Thank you to [@WHCball](#) #givetocare

Expand Reply Retweeted Favorite More




Midsummer Ball @WHCball · Jun 12
Manchester City [@MCFc](#) signed Football shirt! Will be a classic collectable. At our [@WHCball](#) auction 18th July in aid of [@WycombeHomeless](#)

Expand Reply Retweeted Favorite More



Wycombe Homeless @WycombeHomeless · Jun 12
Huge thanks to [@BookerAviation](#) for giving a flying lesson for our #charityauction. Midsummer Gatsby Ball 18th Jul in aid of [@WycombeHomeless](#)

Expand Reply Delete Favorite More



SMHY @SMHY · Jun 11
Fabulous open-air production of 'As You Like It' at Hall Barn, Beaconsfield with chiltern-shakespeare.co.uk in aid of [@WycombeHomeless](#)

Expand Reply Retweeted Favorite More

Facebook Page showing basic profile info, photos, events and stream of posts (“Timeline”)

Rebuilding Lives

Wycombe Homeless Connection Community

The Queen's Award for Voluntary Service
The MBE for volunteer groups

Timeline About Photos Likes Events

PEOPLE >

377 likes

ABOUT >

WHC tackles homelessness in High Wycombe. We aim not just to get people housed, but to help them rebuild their lives. WHC is registered charity 1156211.

<http://www.wyhoc.org.uk/>

PHOTOS >

UK Border

Thank you!!

Children Shakespeare Company

MCA GLAND HOUSING
ing young people build a

UPCOMING EVENTS >

The Hazlemere Fete
Monday, August 25, 2014 at 12:00pm in UTC+01

Wycombe Homeless Connection shared a link.
June 30 · Edited

Once again, visitors to this year's Penn Street Beer Fest will have the chance to support Wycombe Homeless Connection at The Squirrel Pub. The Beer Fest will take place between 11th and 13th July, at the Hit or Miss and The Squirrel, with a... See More

Penn Street Beer Fest
www.pennstreetbeerfest.co.uk
Beer Fest

Every one 100 British ales, ciders and perry with live music, food and family fun at the Hit or Miss and The Squirrel pubs
Friday 11th, Saturday 12th, Sunday 13th July

Like · Comment · Share

Wojtek Szenfeld likes this.

Wycombe Homeless Connection shared a link.
June 26

1 IN 10 PEOPLE HAVE EXPERIENCED HOMELESSNESS – according to research. Check this remarkable article for a big-picture view of the problem:
<http://www.theguardian.com/society/2014/jun/25/homelessness-crisis-england-perfect-storm>