Using New Social Media Tools to Communicate Effectively

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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
• 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?
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
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.
Ways to Use Your Facebook Groups

- Go LIVE in the group
- Share daily photo albums
- Share packing lists
- Let parents connect to help kids stay in touch, plan visits, etc...

Videos cannot be downloaded or shared outside of the group if it’s set to CLOSED or SECRET.
Go LIVE in the group

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Share daily photo albums
Share packing lists
Let parents connect to help kids stay in touch, plan visits, etc…
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:

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

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

3. 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
Brainstorming
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