

# Fit Kids of SWOK

Social Media Guide for Members



14 June 2012

## Introduction

First off, thank you for your participation in the Fit Kids of Southwest Oklahoma community coalition. As member organizations, your continued support makes the existence of this coalition possible and without you, Fit Kids simply wouldn't exist.

As you're probably aware, the two main goals of Fit Kids of SWOK are to increase physical activity among youth and promote healthy eating habits. One way we seek promote our goals is through the utilization of social media channels to highlight the activities of our member organizations and disseminate relevant information regarding healthy living, eating and fitness tips.

Additionally, social media outreach thrives on the assistance of those involved to promote and spread the message. This guide seeks to give member organizations some guidance on how they can support Fit Kids social media pages. Our hierarchy of focus for our social media pages is as follows: Facebook, YouTube, Twitter and Tumblr. This guide will begin with some definitions, follow with current figures regarding our social media pages and end with instructions on what you (or the social media technicians in your own organizations) can do help promote Fit Kids.

## Definitions

The social media world comes with its own set of unique definitions. While many of you may already be familiar with these terms, others may not. These definitions are by the author, supplemented with information from Wikipedia, Merriam-Webster and the websites themselves.

**Facebook-** a social networking service created in 2004 and operated by Facebook, Inc. The site currently contains over 900 million active users and serves as a hub for communication, event promotion and information dissemination for individuals, businesses and organizations.

**Facebook Page-** a Facebook page is a Facebook site for a business or organization as opposed to that of an individual. The page cannot be friends, but instead gets "likes" from other pages or Facebook users. Facebook's built-in software gives those individuals who run the pages data on social reach and viral trends.

**Facebook Profile-** a Facebook profile is a Facebook site for an individual. Most Facebook users are those with profiles. Profiles allow you to adjust privacy settings, maintain a friend list or a wall.

**Follow-** follow can refer to Twitter or Tumblr. It basically refers to a subscription, through your own account on those websites, to the information being updated by a page.

**Like-** like can refer to either Facebook or YouTube. On Facebook, you can like posts or pages. The amount of likes for a page extends it's reach on the website. The amount of likes on a post can be a measure of popularity and demonstrates the reach your post can get. A like on YouTube refers to the "thumbs up" button beneath every video. Registered users can like a video, which results in more favorable returns on search.

**Retweet-** on Twitter, an account can "retweet" a message that basically copies the original tweet on their own twitter feed.

**Tumblr-** a micro-blogging website that allows users to post a myriad of content

**Tweet-** a 140 character post on the website Twitter.

**Twitter-** a micro-blogging and social networking website

**YouTube-** a video sharing website that allows users to upload content, like or favorite videos and run a page.

## Current Social Media Numbers (7 June 2012):

### **Facebook:**

Likes: 57

Talking About This: 5

Friends of Fans: 20,638

### **YouTube:**

Subscribers: 1

Videos: 2

### **Twitter:**

Followers: 20

Tweets: 87

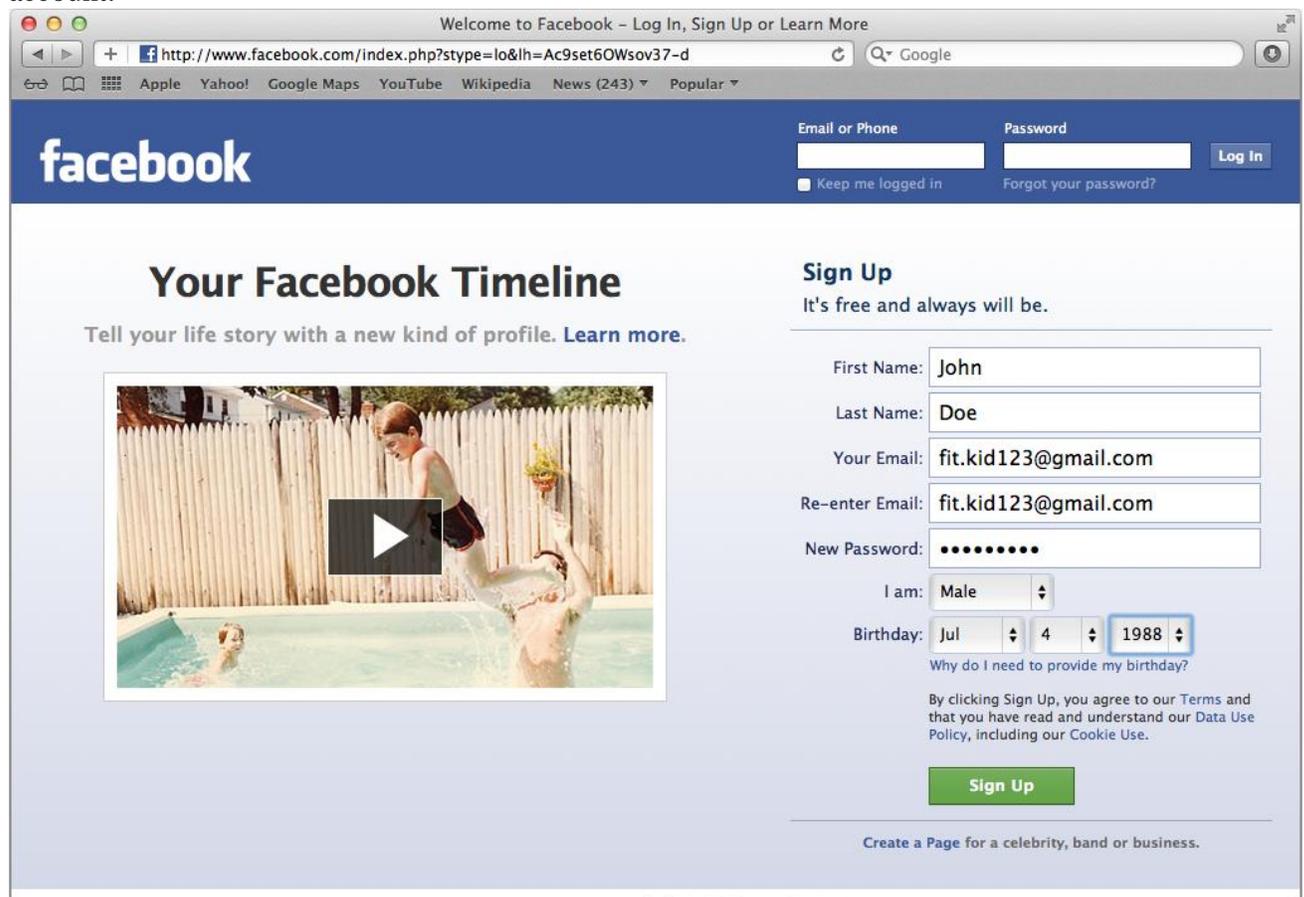
### **Tumblr:**

Followers: 0

## How Member Organizations Can Help:

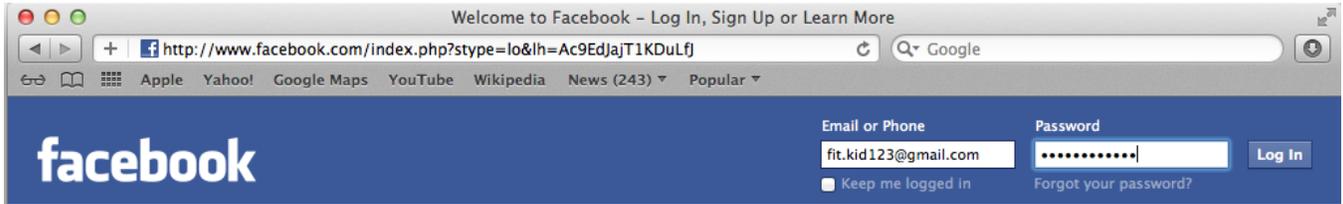
### **Facebook:**

1. Create an account on Facebook.com or log-in to your existing organization or personal account.



The screenshot shows the Facebook homepage in a web browser. The browser's address bar displays the URL: `http://www.facebook.com/index.php?stype=lo&lh=Ac9set6OWsov37-d`. The page features the Facebook logo on the left and a login section on the right with fields for "Email or Phone" and "Password", and a "Log In" button. Below the login section is a "Sign Up" section with the text "It's free and always will be." and a form with the following fields: "First Name" (John), "Last Name" (Doe), "Your Email" (fit.kid123@gmail.com), "Re-enter Email" (fit.kid123@gmail.com), "New Password" (represented by dots), "I am" (Male), and "Birthday" (Jul, 4, 1988). A "Sign Up" button is located at the bottom of the form. To the left of the sign-up section is a "Your Facebook Timeline" section with a video player showing a child jumping into a pool. At the bottom of the page, there is a link that says "Create a Page for a celebrity, band or business."

OR



2. Search for “Fit Kids of Southwest Oklahoma” in the search bar to access the Fit Kids organizational Page. Once you see it in the search results, click the link to be taken directly to the Fit Kids of Southwest Oklahoma page or complete the search and pick the page out of the results.



3. Once on the page, please click the “Like” button. This will allow posts from the Fit Kids of Southwest Oklahoma on your news feed, increase our like count, reach, and allow our page to show up more prominently in searches. Once you’ve liked the page, the button should change from the “Like” display to “Liked”

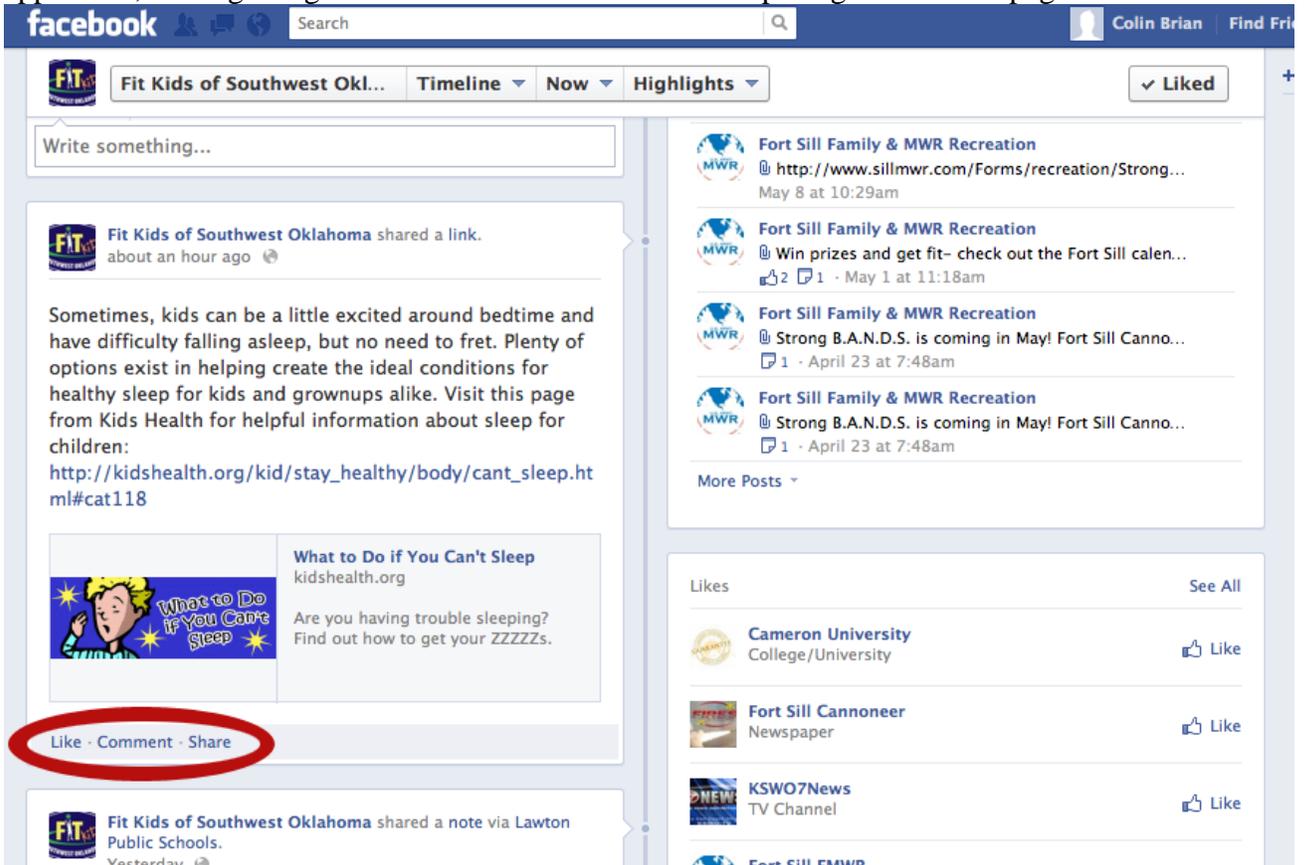
Before:



After:



4. Now that's you've liked the Fit Kids of Southwest Oklahoma page, there are several ways you can promote the page in order to increase our viral reach and increase awareness of the organization. You (or anyone in your organization) can "like," "comment," or "share" any of our daily posts. Liking or commenting will show recognition of the post and encourage those not in the organization to also engage in feedback. Sharing will directly increase the reach and exposure of the post. If a particular post contains information you think those who follow your organization would appreciate, sharing can give them that information while exposing them to our page.



5. Another way to promote Fit Kids would be through a post on your own page encouraging others outside the organization to “Like” us. This promotion can be most effectively done by making a status update about the organization linking back to our page. Begin typing “@Fit Kids of Southwest Oklahoma” and the drop-down menu should show the appropriate page to link to.



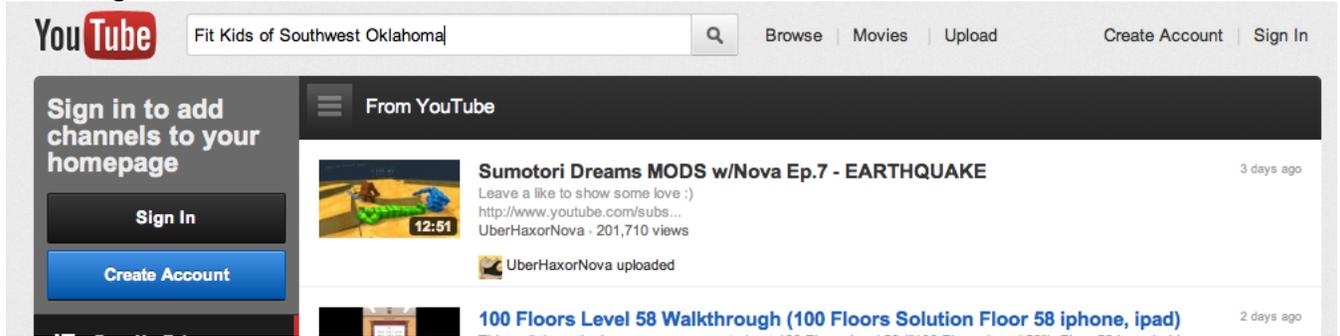
Once you've clicked the page, you can finish the post, being sure to demonstrate the value of the page and why those who follow you should follow the Fit Kids of Southwest Oklahoma page.



## Youtube:

1. Your options for promoting Fit Kids on YouTube become slightly more limited than the explicit promotion Facebook allows you or your organization to do. I'll show you how to find out YouTube channel (as it isn't currently linked to our homepage) and how to subscribe.

2. First, go to YouTube.com and search "Fit Kids of Southwest Oklahoma."



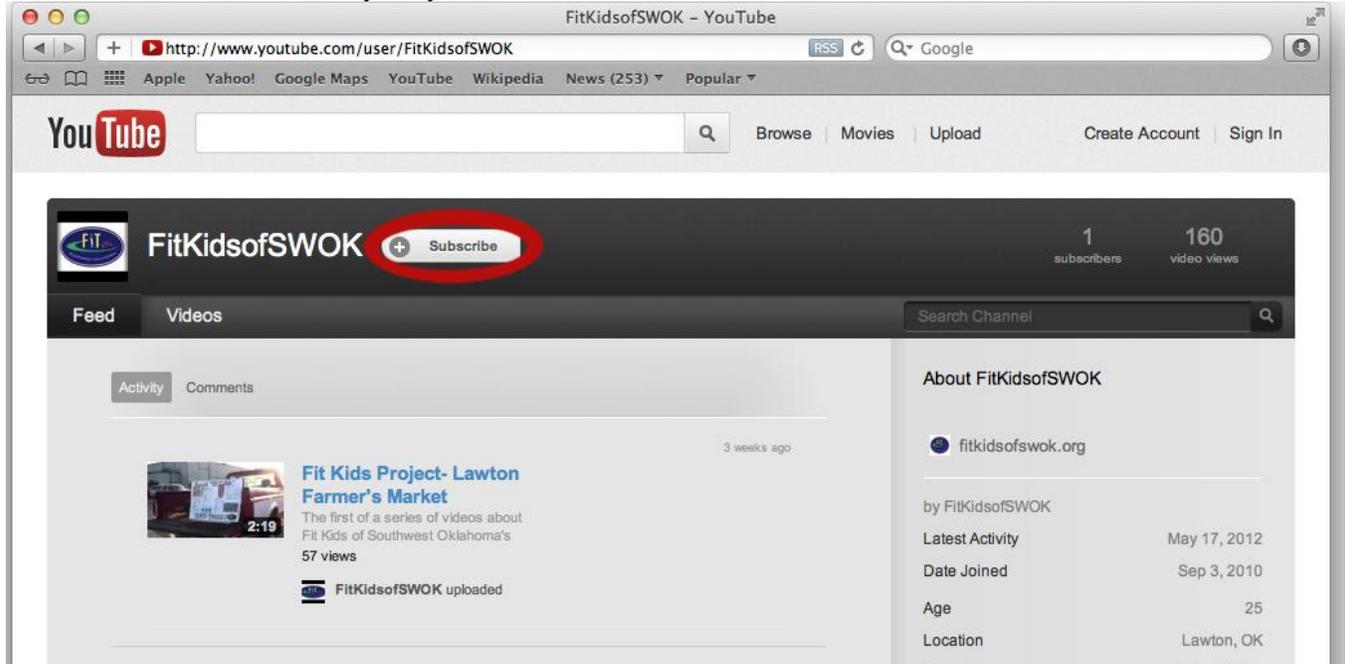
The screenshot shows the YouTube homepage with a search bar containing "Fit Kids of Southwest Oklahoma". The search results are displayed under the heading "From YouTube". The first result is a video titled "Sumotori Dreams MODS w/Nova Ep.7 - EARTHQUAKE" by UberHaxorNova, uploaded 3 days ago. The second result is "100 Floors Level 58 Walkthrough (100 Floors Solution Floor 58 iphone, ipad)" uploaded 2 days ago. On the left side, there are buttons for "Sign In" and "Create Account".

3. From the top search results, you can see our current two videos posted as numbers two and three. Click the link below the video to access our channel.



The screenshot shows the search results for "Fit Kids of Southwest Oklahoma" with "About 18 results". The results are sorted by "Relevance". The first result is an advertisement for "Carb Zero Bread -Organic" by JulianBakery. The second result is a video titled "Dr. Ben Cooper - Fit Kids of Southwest Oklahoma" by FitKidsofSWOK, recorded on October 8, 2010, with 88 views. The channel name "FitKidsofSWOK" is circled in red. The third result is "Fit Kids Project- Lawton Farmer's Market" by FitKidsofSWOK, with 57 views. On the right side, there is an advertisement for "Lionsgate BeFit™ in 90" and a notification box stating: "Some search results have been omitted that contain duplicates. If you like, you can repeat the search with the omitted results included."

4. Once on our channel, if you have a YouTube account, please subscribe so you'll have access to our videos instantly on your feed.



5. If you watch one of our videos, please “Like” the video by giving it a thumbs-up or you can use the share button to instantly share the video on your Facebook page.

The “like button:



Share menu with Facebook share button:



The image shows a YouTube video player interface. At the top is a video thumbnail with a purple oval logo containing the text "FIT KIDS" in orange and "SOUTHWEST OKLAHOMA" in white. Below the video player is a control bar with a play button, volume icon, and a progress bar showing "0:01 / 2:19". To the right of the progress bar are icons for Creative Commons (CC), settings, and a full-screen button. Below the video player is a social interaction bar with "Like", "Dislike", "Share", and "Report" buttons. To the right of these buttons is a view count of "57 views" and a list icon. Below this is a share menu with a text input field containing the URL "http://youtu.be/lkRf-YxTohs", an "Options" dropdown, "Embed" and "Email" buttons, and social media icons for Facebook, Twitter, and Google+. Below the social media icons is a "More" dropdown and a red "Hangout" button. At the bottom of the page, there is a description: "Published on May 17, 2012 by FitKidsofSWOK. The first of a series of videos about Fit Kids of Southwest Oklahoma's projects in Southwest Oklahoma." To the right of the description is a like/dislike bar showing "3 likes, 0 dislikes". At the very bottom, there is a truncated line of text: "This week we're focusing of the Fit Kids Farmers Market, brought to you by" followed by a "Show more" link.

Facebook share-screen:

**f Share this Link**

Share: On your own Wall Public

Wow! Fit Kids is really cool!

**Fit Kids Project- Lawton Farmer's Market**  
<http://www.youtube.com/watch?v=lkRf-YxTohs>

The first of a series of videos about Fit Kids of Southwest Oklahoma's projects in Southwest Oklahoma. This week we're focusing of the Fit Kids Farmer's Mark...

1 of 1 Choose a Thumbnail

No Thumbnail

**Share Link** **Cancel**

## Twitter and Tumblr:

Since our social media focus currently seeks to expand our Facebook and YouTube ventures, specific information about Twitter and Tumblr won't be included in this guide. Twitter and Tumblr both use a "follower" system in order to get content. If you or your organization has an account on either of these networks, please follow us for updates (although less frequently than Facebook or YouTube updates.)

## Conclusion

I hope this guide has provided you with some insight on how you can utilize social media outlets to further the Fit Kids of Southwest Oklahoma goals. If you need further information or guidance, don't hesitate to contact Colin DuRant, social media technician for the Fit Kids pages.

Colin can be reached at [colin.durant@cameron.edu](mailto:colin.durant@cameron.edu)