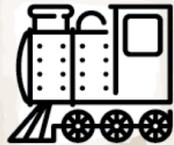


PAST-TIMES



Social Media for Oral History – What Platforms are Best?

Module 4, Unit 3: Introduction to Social Media for Oral History

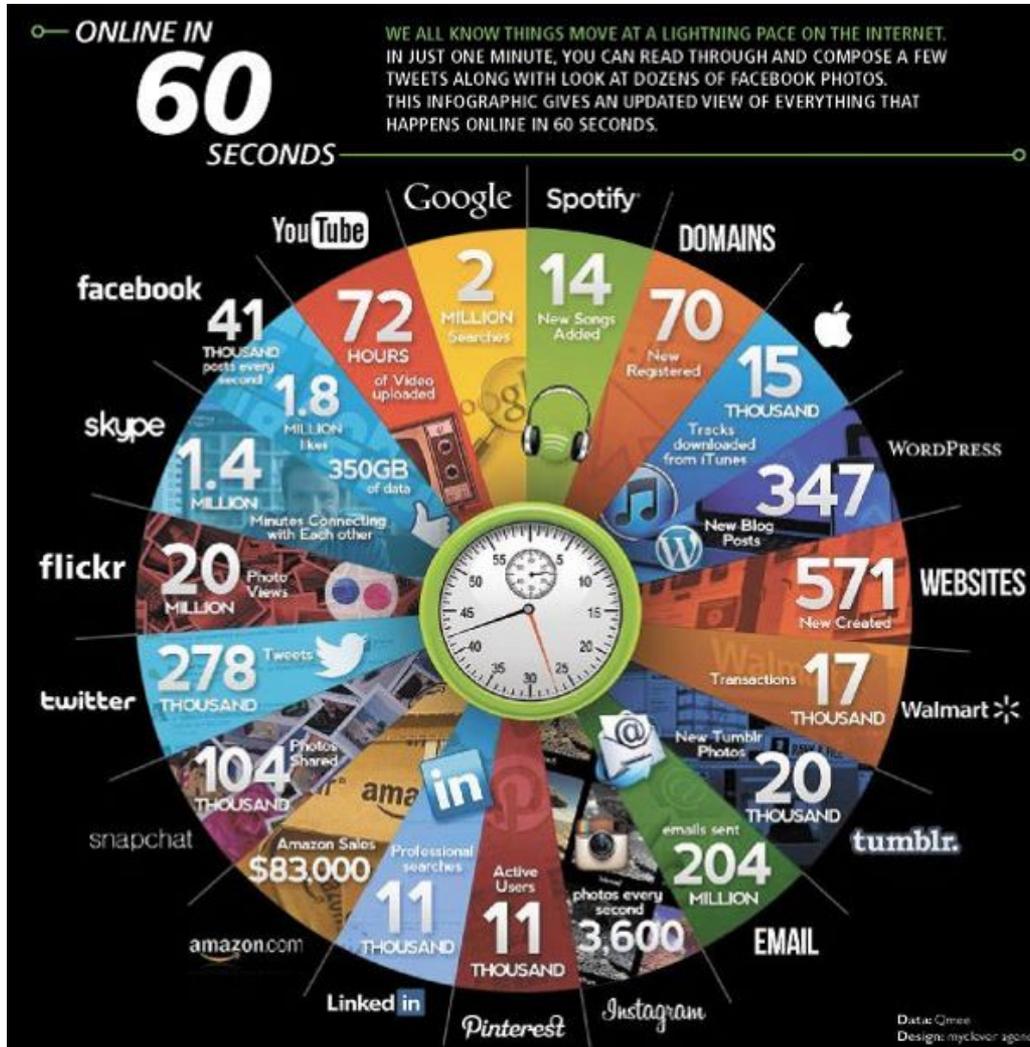
Social Media for Oral History – What Platforms are Best?



Why use Social Media for Oral History?

- To share your stories
- To communicate the goals and objectives of your oral history project
- To build relationships with others in your community
- To encourage others to share their stories
- To engage with members of your community
- To allow two way communication with other community members

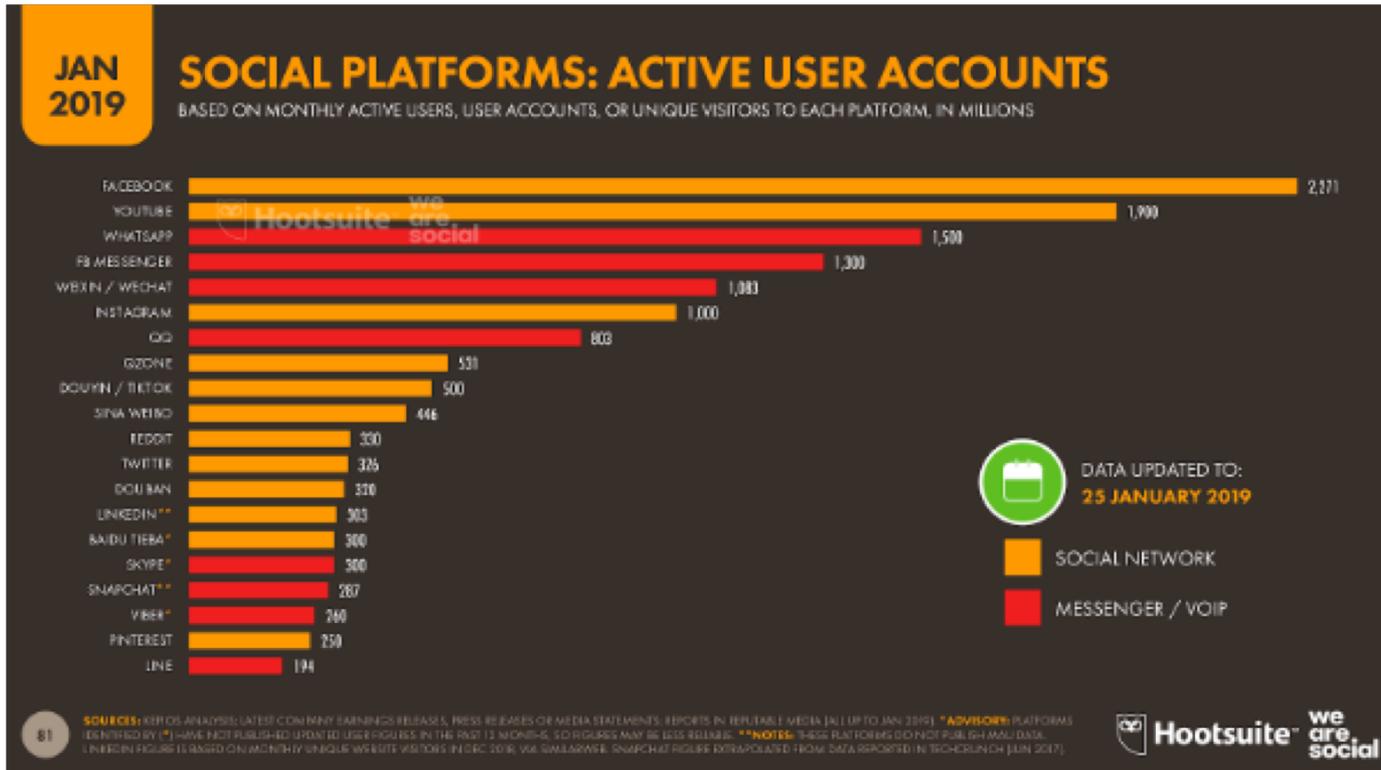
What Happens Online in 60 Seconds?



The Global Use of Social Media



The Most Popular Social Media Platforms



Choosing Which Platform is Best?

SOCIAL MEDIA EXPLAINED



"LIKE" IF YOU THINK MY DOG IS CUTE



PLAYING #FETCH WITH SCRUFFY. #BESTDOGEVER



WATCH THESE DOGGONE FUNNY VIDEOS



GUARD DOG FOR HIRE!



HERE IS A VINTAGE PHOTO OF MY PUP. #MODELDOG



HERE IS HOW TO MAKE YOUR OWN DOG TREATS



BEST FIRE HYDRANT IN TOWN. HIGHLY RECOMMENDED



EPIC GOOGLE HANGOUT WITH MY DAWGS!



LISTENING TO THE SONG "WHO LET THE DOGS OUT?"



CHECKED INTO THE DOG GROOMER AND GOT MY FUR DID



Choosing Which Platform is Best?

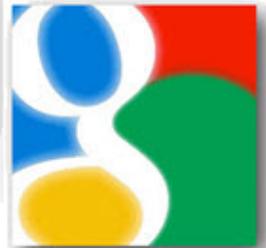
- For the purpose of sharing your Oral History project through Social Media, we recommend you use the following platforms:
 - For video files:
 - YouTube
 - Facebook
 - For audio files:
 - Sound Cloud and then Facebook

Choosing Which Platform is Best?

- Uploading audio files to social media sites can be tricky, because you cannot upload an audio track directly to Facebook or YouTube – only video files can be uploaded directly in this way.
- To get around this, you can either:
 1. Create an account on Sound Cloud and upload your audio tracks there. These audio files can then be shared as links through Facebook.
 2. Use stock images – available through www.unsplash.com or www.pixabay.com and input the images into Story Remix or iMovie. You can then create a short video and add your oral history audio file to the video track. The video can then be directly uploaded to YouTube or Facebook.

Over to You!

- ▣ What's Your Experience of Social Media?
- ▣ Do You Use Social Media for Your Community?
- ▣ What You Want to Take From Today's Session?



Using Facebook to Share your Oral History



To Create a Facebook Page for your Project:

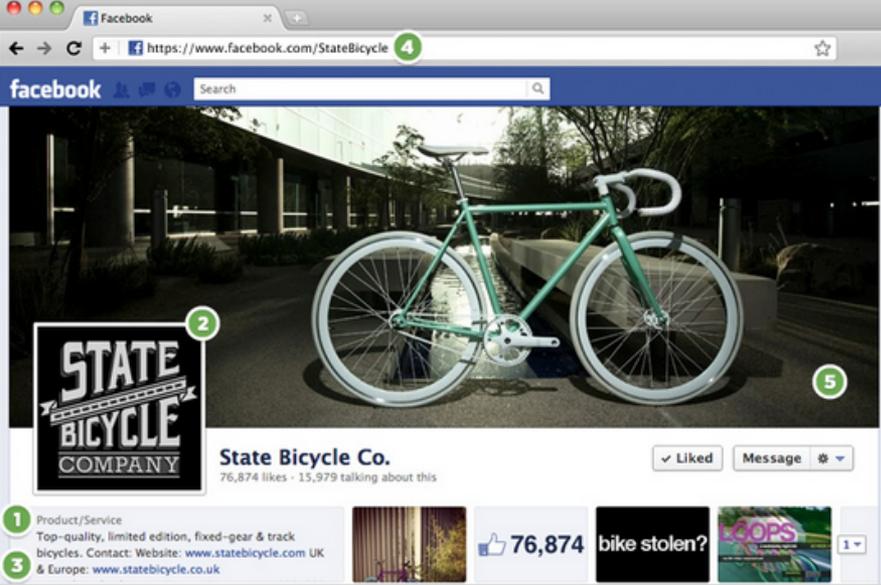
1. Go to: <https://www.facebook.com/pages/create>
2. Click to choose a Page category
3. Select a more specific category from the dropdown menu and fill out the required information
 - Community pages are appropriate for oral history projects
4. Click 'Get Started' and follow the on-screen instructions

Using Facebook to Share your Oral History

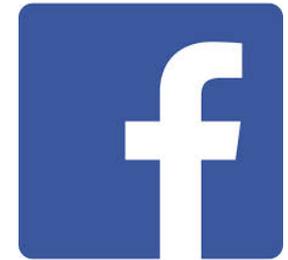
Create a Facebook Page

It's free to set up a Page and it only takes a few minutes to get started.

- 1 Choose a category and a Page name that represents your business.
- 2 Pick a logo or another image that people associate with your business to use as a profile picture.
- 3 Write a sentence about your business so people understand what you do.
- 4 Set a memorable web address for your Page that you can use on marketing material to promote your presence on Facebook.
- 5 Choose a cover photo that represents your brand and showcases your product or service. It's the first thing people will see when they visit your Page.

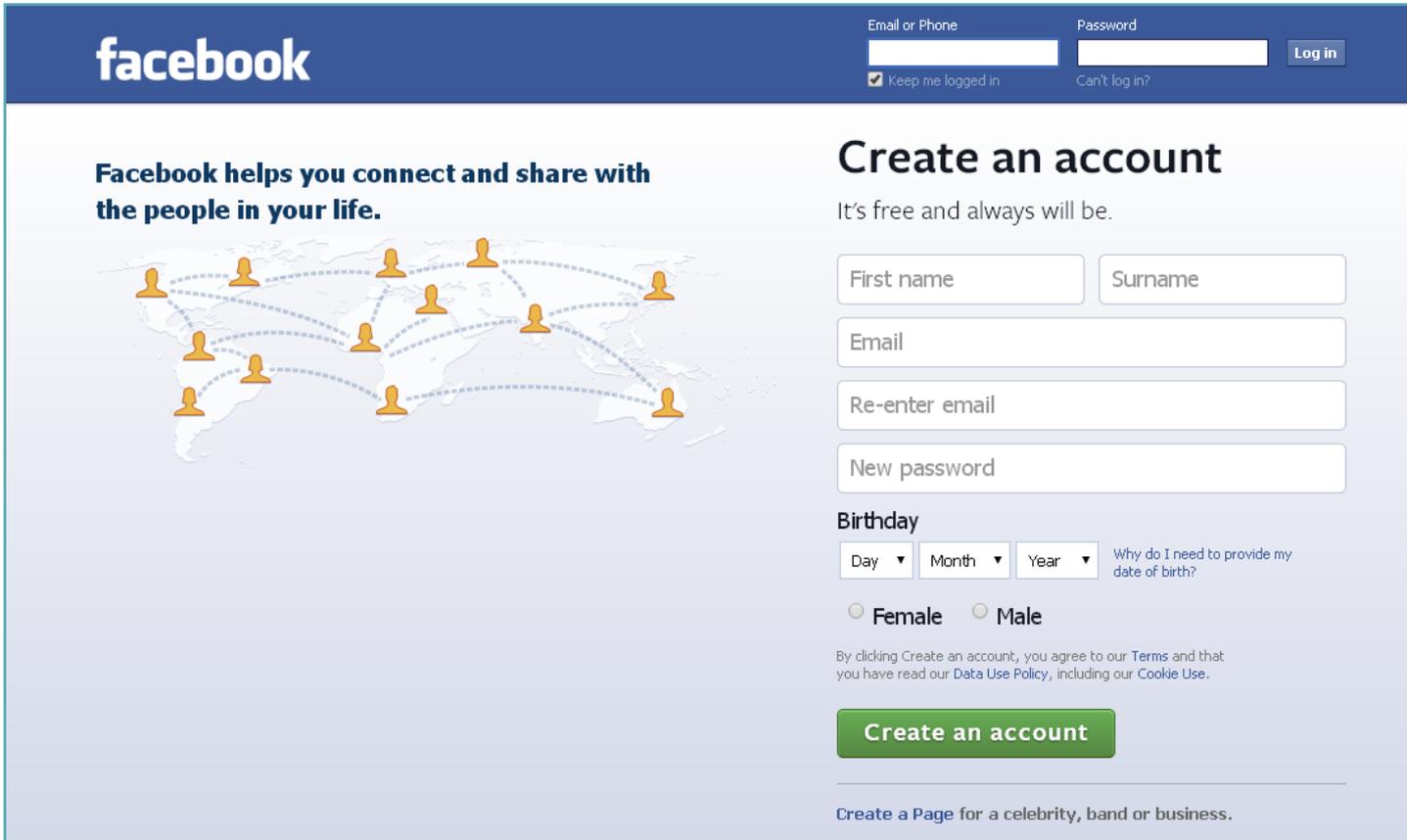


The screenshot shows a Facebook browser window with the URL <https://www.facebook.com/StateBicycle>. The page header includes the Facebook logo and a search bar. The main content area features a cover photo of a green bicycle and a profile picture of the State Bicycle Company logo. Below the cover photo, the page name "State Bicycle Co." is displayed, along with the text "76,874 likes · 15,979 talking about this". There are buttons for "Liked" and "Message". The bio section includes the following text: "1 Product/Service", "2 Top-quality, limited edition, fixed-gear & track bicycles. Contact: Website: www.statebicycle.com UK", and "3 & Europe: www.statebicycle.co.uk". There are also some posts visible at the bottom of the page, including one with the text "bike stolen?" and another with the text "POPS".



Using Facebook to Share your Oral History

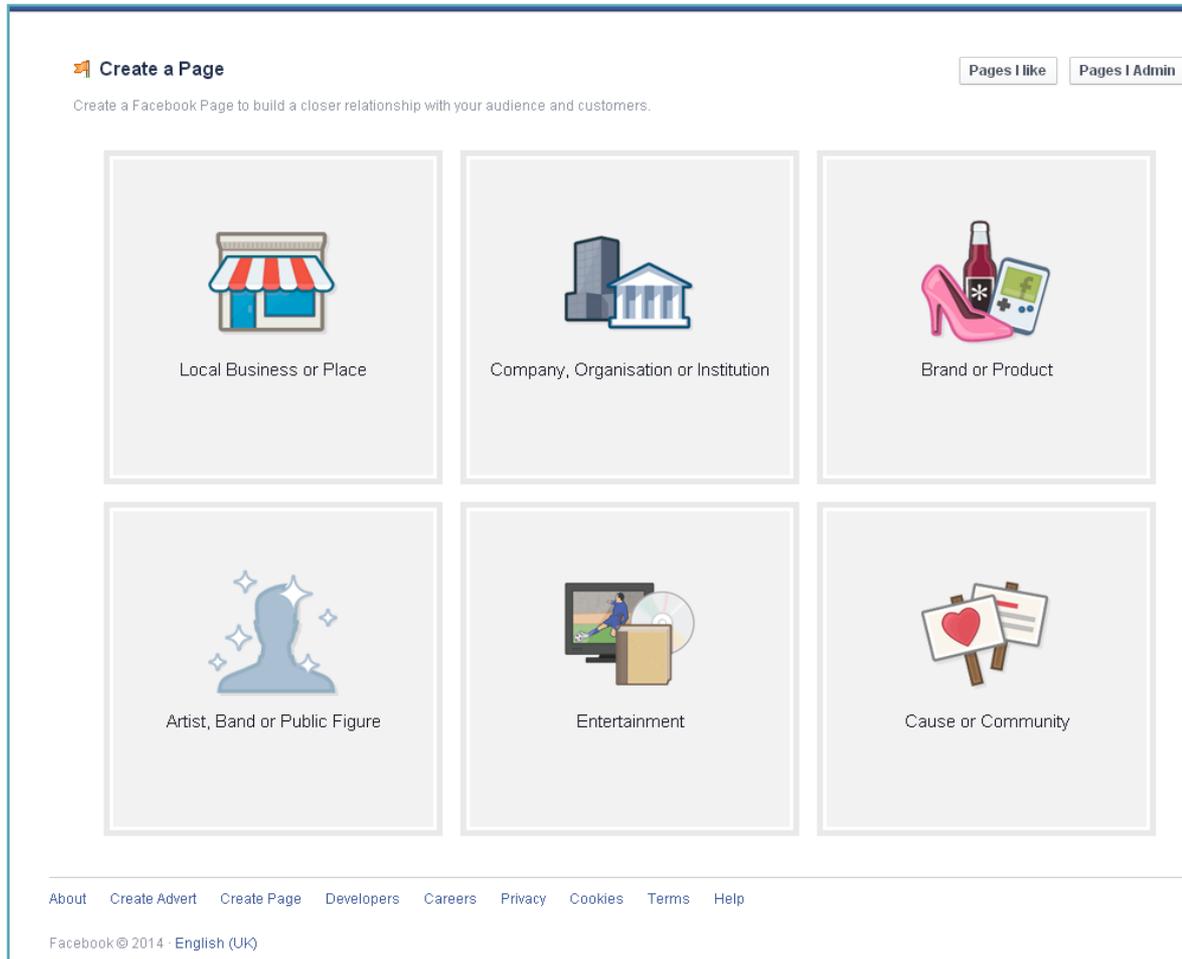
Log in to Facebook:



The screenshot shows the Facebook login and account creation interface. At the top left is the Facebook logo. To the right are input fields for 'Email or Phone' and 'Password', with a 'Log in' button. Below these are checkboxes for 'Keep me logged in' and a link for 'Can't log in?'. The main content area is split into two columns. The left column features the text 'Facebook helps you connect and share with the people in your life.' above a world map with orange person icons and dashed lines representing connections. The right column is titled 'Create an account' and includes the text 'It's free and always will be.' followed by several input fields: 'First name' and 'Surname' (side-by-side), 'Email', 'Re-enter email', and 'New password'. Below these is the 'Birthday' section with dropdown menus for 'Day', 'Month', and 'Year', and radio buttons for 'Female' and 'Male'. A small link 'Why do I need to provide my date of birth?' is next to the year dropdown. At the bottom of the form is a green 'Create an account' button and a link 'Create a Page for a celebrity, band or business.'

Using Facebook to Share your Oral History

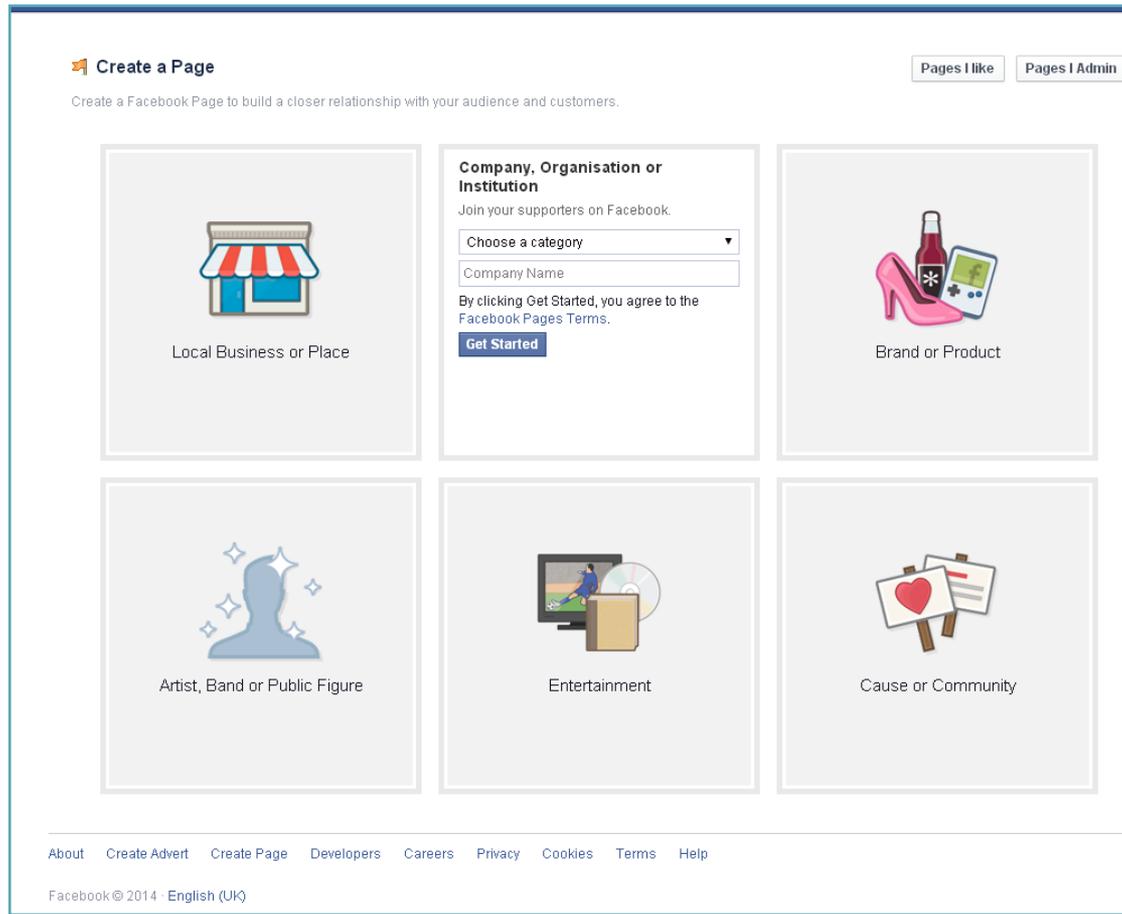
Create a Page



The screenshot shows the Facebook 'Create a Page' interface. At the top, there is a header with the text 'Create a Page' and two buttons: 'Pages I like' and 'Pages I Admin'. Below the header, a sub-header reads 'Create a Facebook Page to build a closer relationship with your audience and customers.' The main content area is a grid of six categories, each with an icon and a label: 'Local Business or Place' (store icon), 'Company, Organisation or Institution' (building icon), 'Brand or Product' (shoe, bottle, and phone icon), 'Artist, Band or Public Figure' (silhouette with stars icon), 'Entertainment' (TV screen and CD icon), and 'Cause or Community' (heart and sign icon). At the bottom of the page, there is a navigation bar with links: 'About', 'Create Advert', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'. Below the navigation bar, it says 'Facebook © 2014 · English (UK)'.

Using Facebook to Share your Oral History

Create a Community Page



The screenshot shows the Facebook 'Create a Page' interface. At the top, it says 'Create a Page' with a small flag icon. To the right are buttons for 'Pages I like' and 'Pages I Admin'. Below this is the instruction: 'Create a Facebook Page to build a closer relationship with your audience and customers.'

The main area is divided into six categories, each with an icon and a label:

- Local Business or Place:** Icon of a storefront with a red and white striped awning.
- Company, Organisation or Institution:** Icon of a storefront with a red and white striped awning. This category is selected and contains a form with a 'Choose a category' dropdown menu, a 'Company Name' text input field, a 'By clicking Get Started, you agree to the Facebook Pages Terms.' disclaimer, and a blue 'Get Started' button.
- Brand or Product:** Icon of a pink high-heeled shoe, a red bottle, and a smartphone.
- Artist, Band or Public Figure:** Icon of a blue silhouette of a person's head with white sparkles around it.
- Entertainment:** Icon of a television set, a CD/DVD, and a book.
- Cause or Community:** Icon of two white signs on wooden sticks, one with a red heart and one with a red checkmark.

At the bottom of the page, there is a navigation bar with links: 'About', 'Create Advert', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'. Below the navigation bar, it says 'Facebook © 2014 · English (UK)'.

Using Facebook to Share your Oral History

Community Page Set-Up

Set up ABC Community

1 About > 2 Profile Picture > 3 Add to Favourites > 4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

*Tell people what your Page is about... 155

Website (e.g.: your website, Twitter or Yelp links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/> Enter an address for your Page...

Is ABC Community a real organisation, school or government? Yes No
This will help people find this organisation, school or government more easily on Facebook.

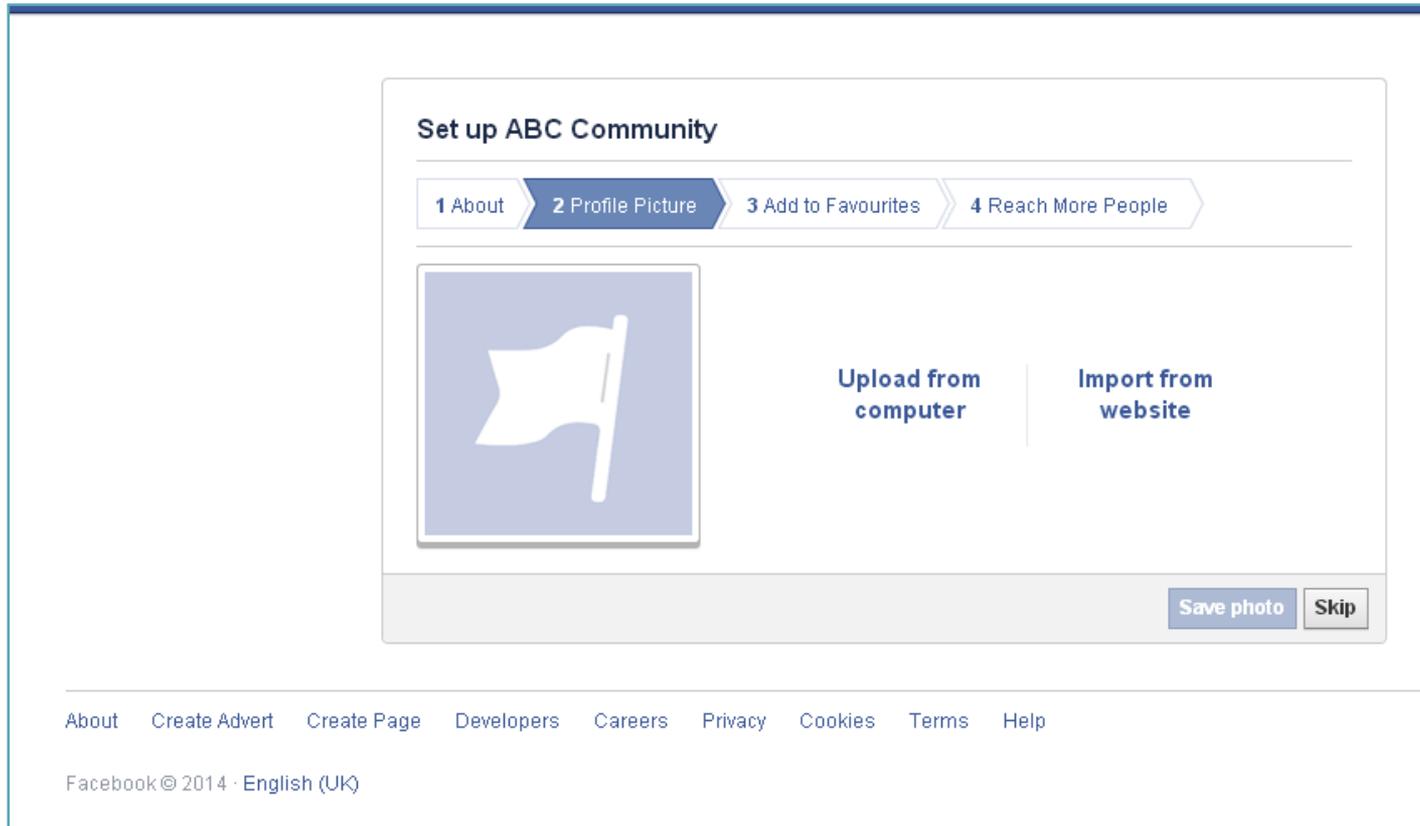
[Save Info](#) [Skip](#)

[About](#) [Create Advert](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Terms](#) [Help](#)

Facebook © 2014 · English (UK)

Using Facebook to Share your Oral History

Upload a Profile Picture



Using Facebook to Share your Oral History

Add your Page to your Favourites Tab

The screenshot shows the 'Set up ABC Community' interface on Facebook. At the top, a progress bar indicates four steps: 1 About, 2 Profile Picture, 3 Add to Favourites (highlighted), and 4 Reach More People. Below the progress bar, the 'FAVOURITES' section lists 'News Feed', 'Messages', and 'Events'. A search bar contains 'ABC Community' with a left-pointing arrow. A green 'Add to Favourites' button is positioned below the search bar. A 'Skip' button is located at the bottom right of the main content area. The footer contains links for 'About', 'Create Advert', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help', along with the text 'Facebook © 2014 · English (UK)'.

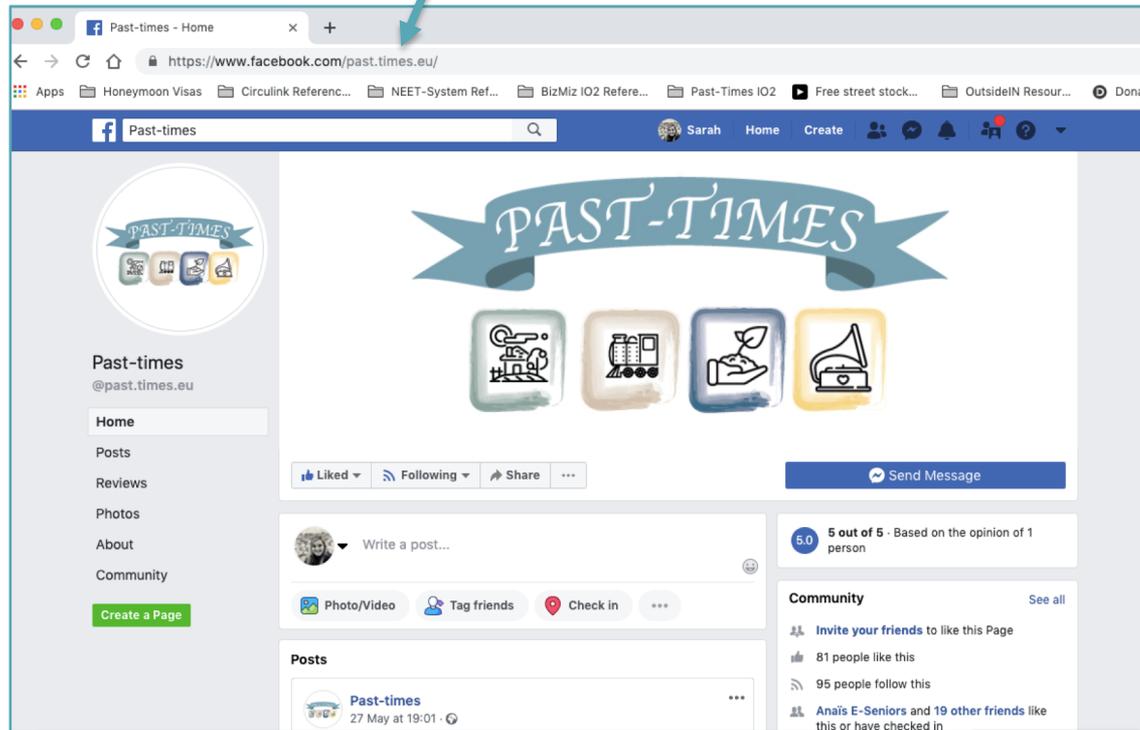
Using Facebook to Share your Oral History

- ▣ Don't forget you can customise your Facebook URL so that your community members and others interested in oral history can find you!
- ▣ To create a customized URL:
 1. Click About
 2. Click Page Info
 3. Customise your URL in Facebook Web Address
 4. Now you will be able to direct people to your page by saying 'find my oral history project on Facebook at facebook.com/your project name'
- ▣ For more help, visit: <https://www.facebook.com/username>



Using Facebook to Share your Oral History

- Select a good **URL link** -You can only change this once so BE AWARE!!



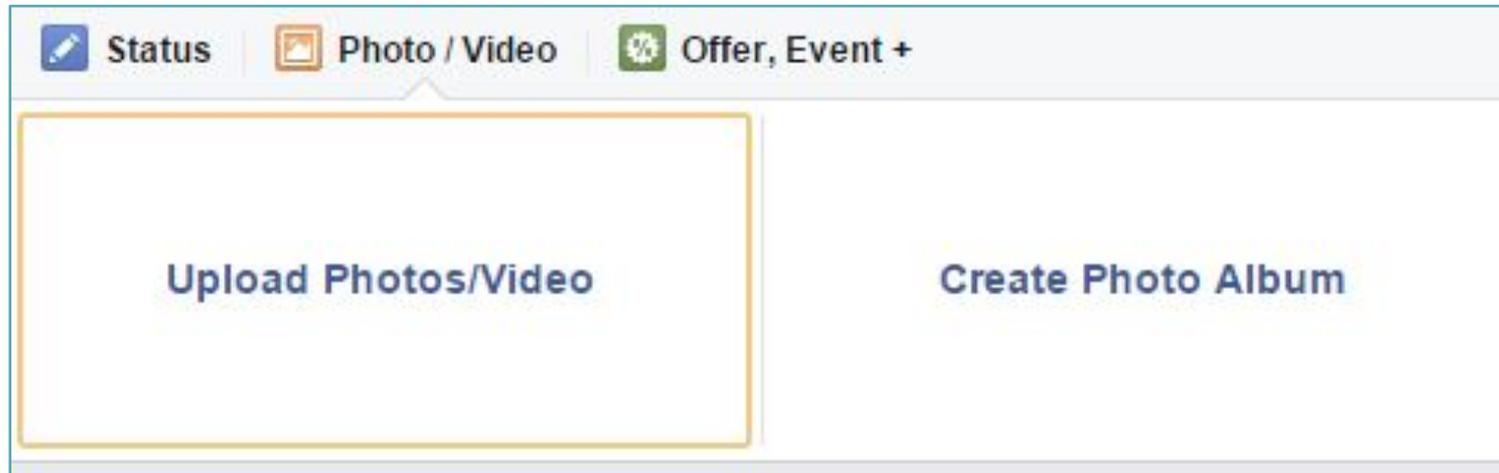
Using Facebook to Share your Oral History

Populate your Community Page – and Share your Stories

The screenshot shows the Facebook interface for a community page named 'ABC Community'. At the top, it indicates the user is logged in as 'ABC Community' and provides a link to 'Change to Tara Smith'. The page header includes navigation tabs for 'Page', 'Activity', and 'Settings', along with 'Build Audience' and 'Help' options. The main header area features a cover photo of a white flag on a pole, the page name 'ABC Community', and the description 'Community Organisation'. Below this are buttons for 'Like', 'Follow', 'Message', and a menu icon. A 'Timeline' tab is selected, showing a post with a white flag icon and the text 'What have you been up to?'. On the left sidebar, there are sections for 'PEOPLE' (with an 'Invite' button for each of four members: Mil Dred Sheen, Sean Smith, Timmy Duggan, and Lorraine Carroll) and 'ABOUT' (with a 'Promote' button for the page's website). The right sidebar shows statistics for 'THIS WEEK' (0 Page Likes, 0 UNREAD Notifications, 0 Messages) and an advertisement for 'ABC Community'.

Using Facebook to Share your Oral History

- To share your Oral History videos on Facebook:
 - Add videos to your timeline as video content.
 - This will receive a higher level of engagement with your followers because video content uploaded directly to Facebook is boosted more than video content shared through YouTube!



The Advantage of Using Facebook for Oral History

You can Create Private Groups to share your Stories



Groups

Share with the important groups in your life.

Create Group

Create a private space

Have things you only want to share with a small group of people? Just create a group, add friends, and start sharing. Once you have your group, you can post updates, poll the group, chat with everyone at once, and more.

Share different things with different people

Groups let you share things with the people who will care about them most. By creating a group for each of the important parts of your life — family, teammates, coworkers — you decide who sees what you share.



Control who sees your group

Secret: Only members can find the group and see posts.

Closed: Anyone can find the group and see who's in it. Only members can see posts.

Open (public): Anyone can see the group, its members and their posts.

Groups for Schools

Join groups for your dorm, classes and other stuff going on around campus.

[Learn More](#)



To learn more about groups, visit the [Help Center](#).

Using YouTube to Share your Oral History



Why Use YouTube?

- Over 2,000,000 views on YouTube everyday!
- Can help draw international attention to your oral history project.
- Low Cost - online video production is extremely easy.
- Brief - 20-30 second video clips are most popular.
- Embeddable & shareable to other platforms.

Using YouTube to Share your Oral History

Setting up on YouTube:



- Google Account – you can use a Gmail account to set up your Channel.
- Customise Your Channel - Customise your channel with colours, images, links, relevant information, and more. Here you can write a short blurb about your oral history project and what you hope it achieves.
- Links - Add links to your other social platforms – Facebook and SoundCloud – to give your audience 360 degree access to your oral history project.

Using YouTube to Share your Oral History

Tips for using YouTube successfully:



- Put Thought into Your Titles
 - People search YouTube the same way they do on Google—with keywords and phrases.
 - Few people are going to find or click on a video called “My Story.”
 - Instead, incorporate the content of your videos into your titles, such as:
 - “Ever wondered what it was like to live through the Cold War?”

Using YouTube to Share your Oral History

Tips for using YouTube successfully:



■ Choose the Right Category and Tags

- When you upload videos to YouTube, you choose a category for the video and enter tags, or keywords.
- There are 15 categories to choose from, and you can add dozens of relevant tags.
- It's a good idea to use the tags that YouTube suggests, since they're based on what people commonly search for.
- You can also manually add extra tags and variations on your tags—for example, if your oral history talks about cats, you can use “kitty”, “kitten” and “cat” as tags.

Using YouTube to Share your Oral History



Tips for using YouTube successfully:

- Write a Great Description
 - Your video descriptions should be short, informative, and multi-purpose.
 - Describe your video in a sentence or two (using your top keywords), and include a link to your Facebook page or blog for people who want to know more about your oral history project.

Using YouTube to Share your Oral History

Tips for using YouTube successfully:



- Don't Confine Your Videos to YouTube
 - Just because you create a YouTube channel, doesn't mean people will go looking for it.
 - As part of an effective YouTube strategy, make sure you spread the word.
 - Write a blog post about it
 - Tweet the link
 - Post it on Facebook

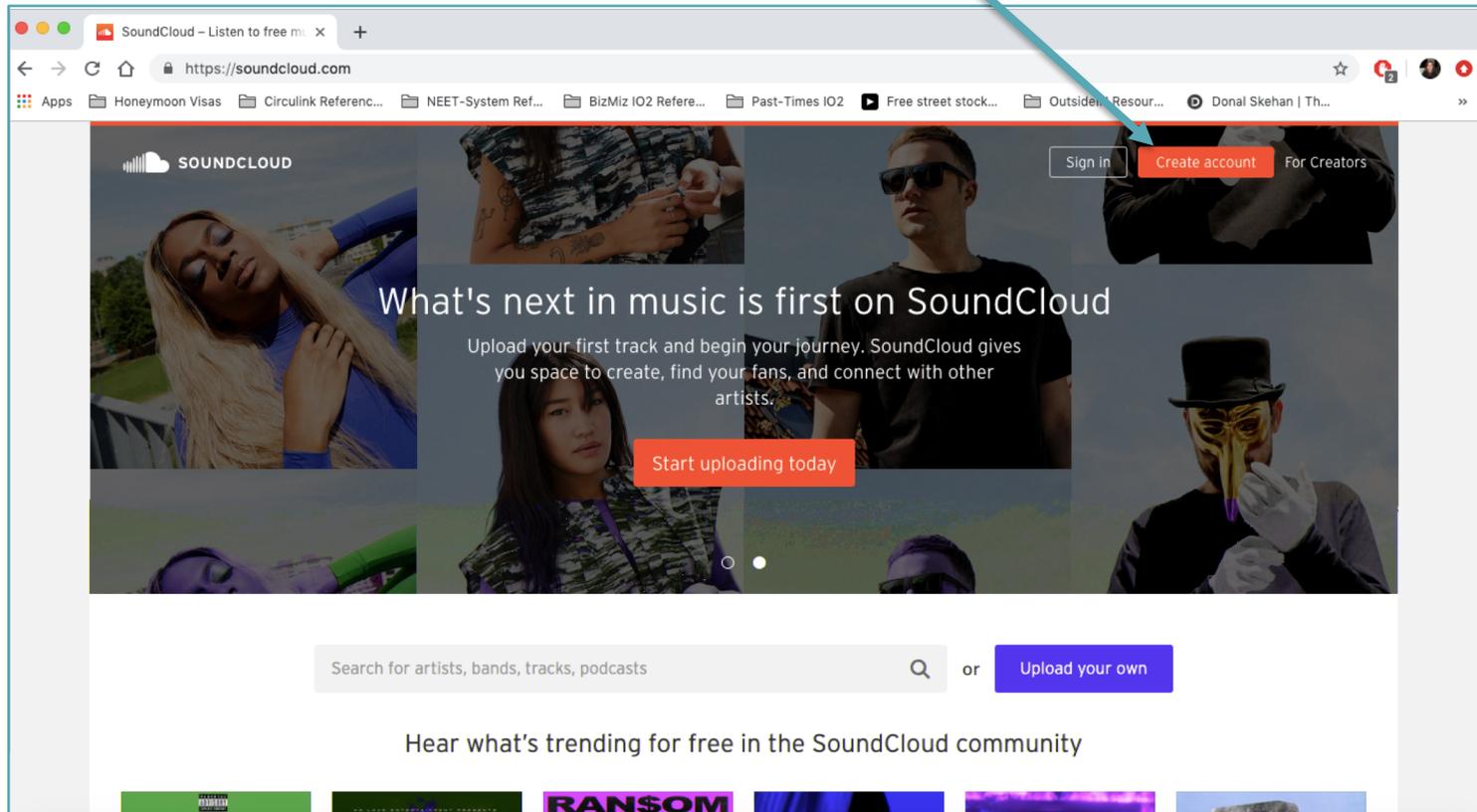
Sharing Audio Files through Sound Cloud

- As already mentioned, Facebook and YouTube don't allow users to upload audio tracks directly to the platform.
- To share audio interviews through social media, you first need to upload your audio files to SoundCloud, and then share a link to your other social media accounts.
- SoundCloud began in 2008, and is now the world's largest platform for sharing music and audio files.



Sharing Audio Files through Sound Cloud

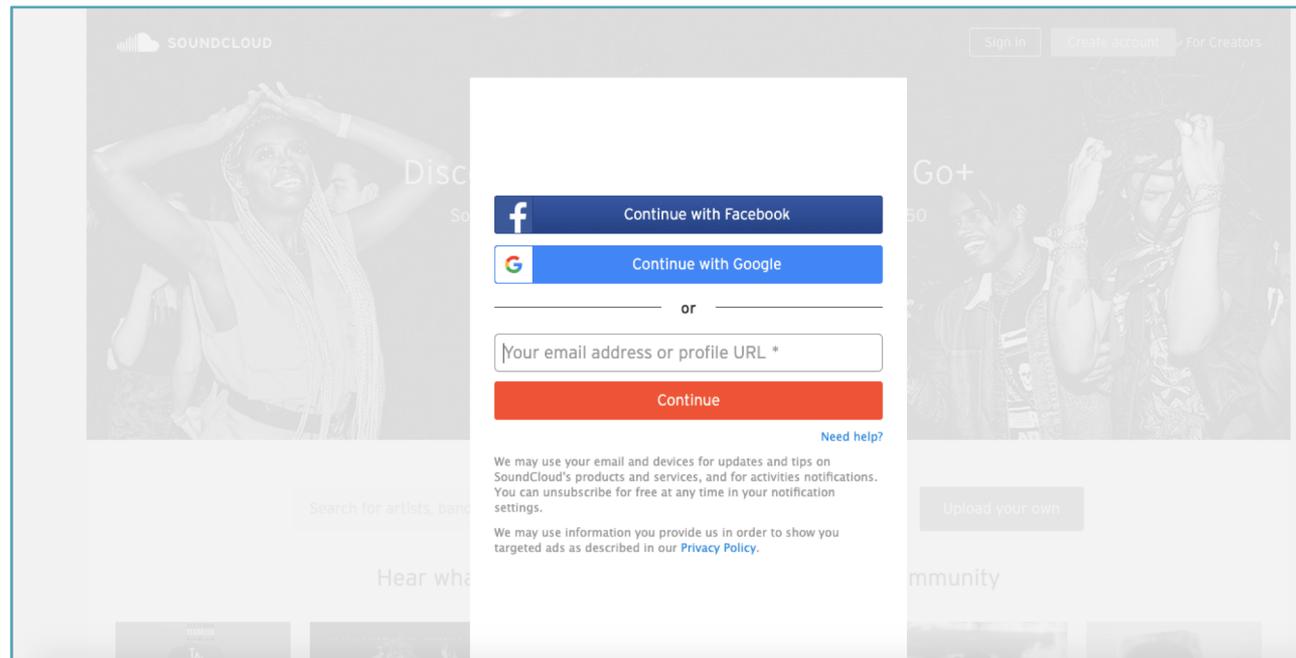
To get started – [Create an Account!](#)



Sharing Audio Files through Sound Cloud

To get started – Create an Account!

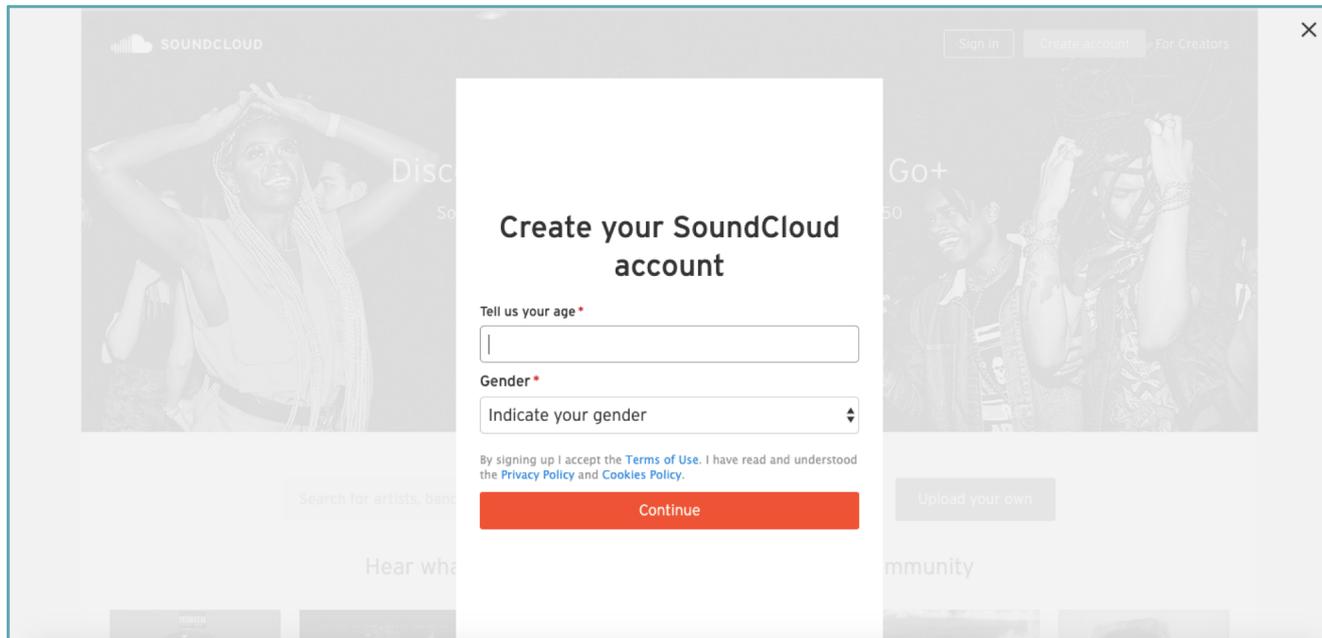
- You can sign-up to SoundCloud using your Facebook or Google Accounts:



Sharing Audio Files through Sound Cloud

To get started – Create an Account!

- Once you have logged into your Google or Facebook accounts, you just enter your age and gender:

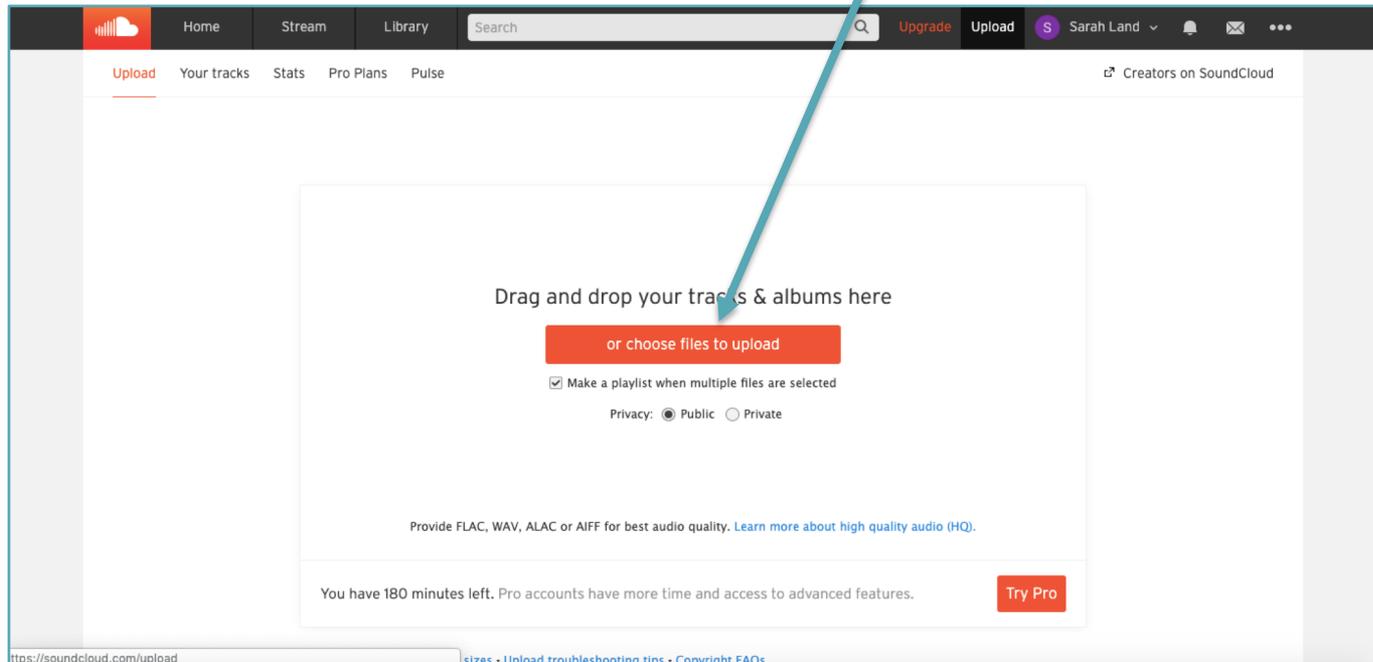


The screenshot shows the SoundCloud account creation interface. At the top, there are links for "Sign in", "Create account", and "For Creators". The main heading is "Create your SoundCloud account". Below this, there is a form with two fields: "Tell us your age*" with an input box, and "Gender*" with a dropdown menu labeled "Indicate your gender". Below the form, there is a red "Continue" button. At the bottom of the form, there is a small text block: "By signing up I accept the [Terms of Use](#). I have read and understood the [Privacy Policy](#) and [Cookies Policy](#)."

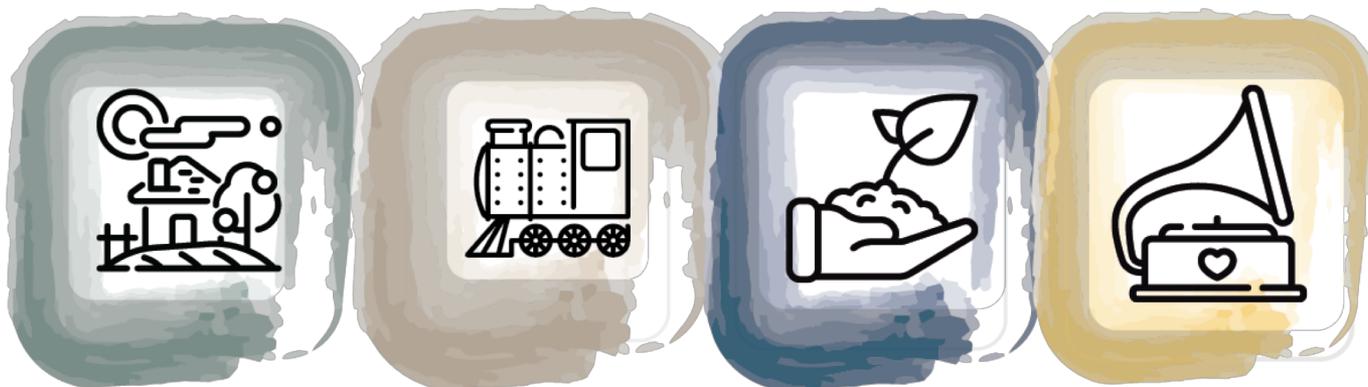
Sharing Audio Files through Sound Cloud

To get started – Create an Account!

- And then you are ready to share your audio files from your PC to the world!



PAST-TIMES



S V E B ■
F S E A ■



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