

# ECHO 2010 Conference



- » Presentation by Richard Dassow
- » Wednesday evening. 7:30-8:30 p.m.

- Social media and the accomplishment of our goals!
- How to use social media to connect with “like minded” people around the world to help us promote our work, organization and mission!

# Why are we here?

- Not just for this presentation but for the Conference?
- **Job**
- **Career**
- **Calling from the Lord**
  - “For we are God’s workmanship, created in Christ Jesus to do good works, which God prepared in advance for us to do.” Ephesians: 2:10

# Making the most of every opportunity!

- “Be careful, then, how you live-not as unwise but as wise, making the most of every opportunity, because the days are evil.” Eph: 5:15
- Jesus speaking: “Let your life become a praise song to Me by proclaiming My glorious Presence in the world.”

- Dick's goal in his "refired" (yes REFIRE, not retired) years in his global ministry is to help faith-based organizations connect with the latest agricultural technology and know how to facilitate community development.
- He also started his own blog to further promote CLW and agri related missions.
- He has used LINKEDIN, his BLOG and Twitter to "drive" viewers to the Chapin Living Waters website.

# Chapin Living Waters

[www.chapinlivingwaters.org](http://www.chapinlivingwaters.org)

- ***Help For All People.*** Chapin Living Waters was founded as a means to express Christian love to needy people in third world nations through small-scale drip irrigation technology. While much of our effort is directed toward missionaries working among these suffering peoples, Chapin Living Waters stands ready to assist any group, regardless of race, color, or creed.
- **With 1.1 billion people going to bed hungry tonight, we are dedicated to working in partnership with as many organizations as possible.**

# Chapin Living Waters

- Bill Chapin had some afternoon workshops at the ECHO farm explaining the “Bucket Kit” technology.
  - Chapin Drip Irrigation Bucket Kits



# Our mission tonight is that we

- Learn together how to deepen our relationships and friendships we began here in the last few days and to use social media: LinkedIn, Twitter, Blogs and Facebook to find additional like minded people around the world to help us accomplish our mission in life and to be an encouragement to each other.

If you remember one thing from our session tonight, remember this:

- I will be available to further help you with LinkedIn and other Social media tools after you leave here and go home.
- Will email you an updated powerpoint from this session.
- More on this later.



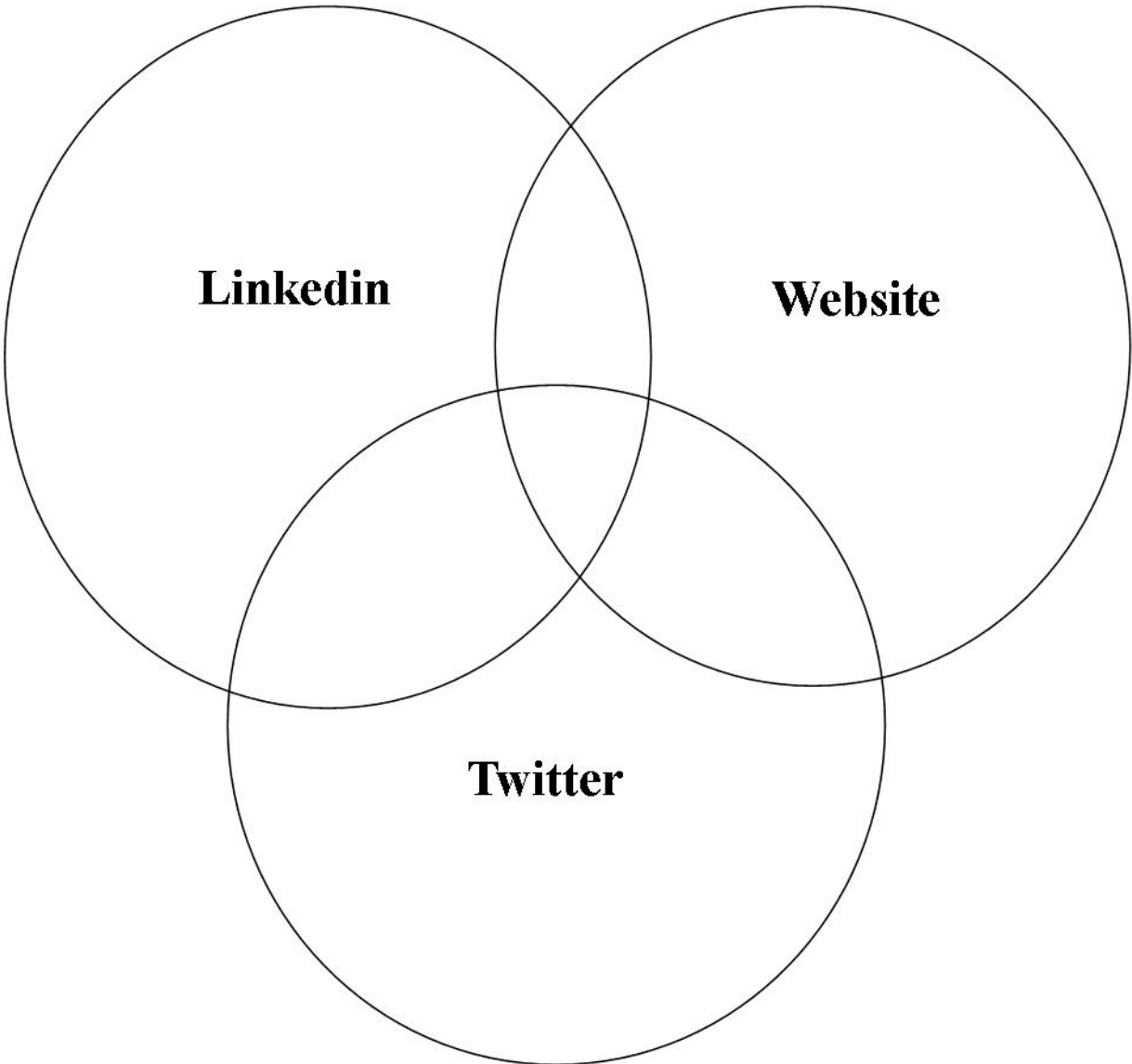
# The end result

- Will be that we will learn new ways to find beneficial contacts or “connections” around the world to help us in our mission.

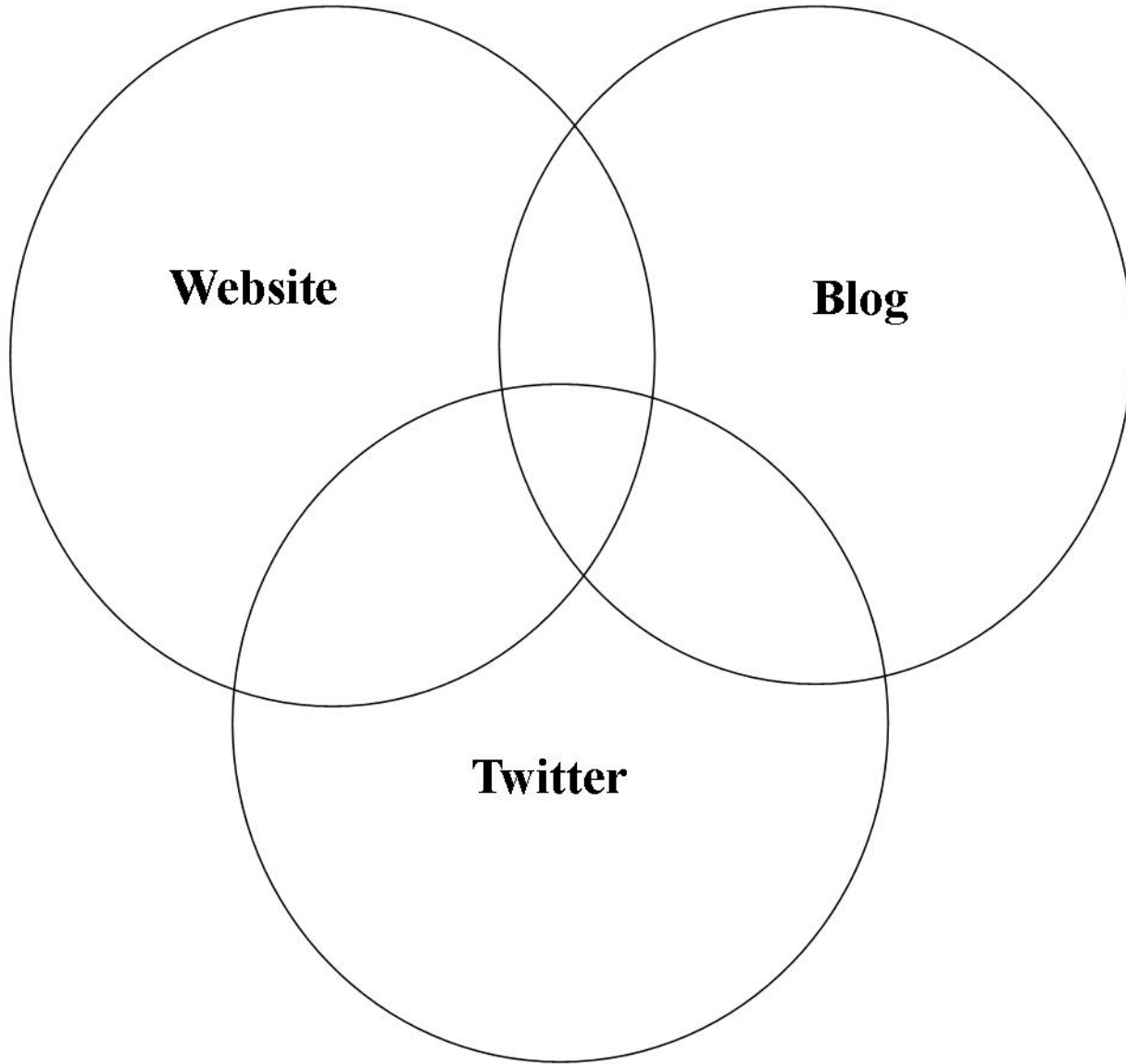
# 3 Tools

- LinkedIn
- Twitter
- Website
  
- Or LinkedIn, Twitter & your Blog.
  
- How to maximize or optimize our time using the 3 tools to further create a “Great Organization” of which you represent here tonight!
- When and where the 3 circles intersect strategically on the next slide...is when a GREAT organization is created.
- From the book Good to Great in the non profit sector.

# Social Media Strategy



# Strategy



# Where are we from?

1<sup>st</sup> time at ECHO Conference?

The majority of attendees were first time attenders.

Countries?

Over 20 countries represented!

# Strategy?

- How can we communicate our “message” to the world?
- 1. Do we have a passion to communicate it to the world?
  - **WHY?**
- 2. Do we have a goal, plan and a strategy?



# Starting Point?

- How do we leverage ourselves and our time?
- Before we can arrive at our goal we need to see where we are starting?
- A roadmap so to speak.
- We take a helicopter ride for a brief overview where we are.
- Then set down and focus on specific points.

# Goal Tonight

- To present to you the “tools” and a strategy to let the world know what we are doing and get others to help us!
- How do we leverage ourselves and our time?



# Talking points

- Discussion tonight will be on the use of social media to network and promote your organization and work with like-minded people.
- Will draw on examples from
  1. What Chapin Living Waters (CLW) has done and is doing with their website
  2. My own work in promoting the work of CLW on my BLOG, LinkedIn and on twitter.
  3. “Live” Internet examples, showing what organizations at this conference are also doing in this area.

# Social Media Tools

- **Linkedin**

**Websites**

**Twitter**

**Blog**

**Facebook**

**Webinars**

**Other**

# How to connect with people all over the world?

- **Facebook: over 500 million members**
- **MySpace: over 80 million**
- **Linkedin: over 80 million**
- **Twitter: over 175 million**

# Facebook

- **35 M update their status each day**
- **3 Billion photos uploaded each month**
  - **More than 5 B pieces of content...blog posts, news, weblinks, photos, shared each week.**
- **4 M events created each month**
- **Over 1.5 m business's have Fan Pages**
- **More than 20 M become “fans” of fan pages every day.**

# Tools

- How many using LinkedIn?
- How many using Twitter?
- How many using Facebook?
- How many have a website?
- How many have a Blog?

# Tool Usage

- How many using any 2 of the 5 mentioned?  
social media?
- How many using any 3 ?
- How many using any 4 ?
- How many using all 5 ?
  - LinkedIn
  - Twitter
  - Facebook
  - Websites
  - Blogs
- So how do we integrate some or all of these tools in a strategic way?

# Social Media Sites I am using.

- **Website** <http://www.chapinlivingwaters.org/>
- **Blog:**  
<http://northshorefinishingwellgroup.blogspot.com/>
- **Twitter** <http://twitter.com/RichardDassow>
- **Linkedin:** <http://www.linkedin.com/in/dickdassow>

# ECHO Sites

- **Website:** <http://www.echonet.org/>
- **Facebook:** <http://www.facebook.com/ECHOFightsHunger#!/ECHOFightsHunger?v=wall>



**<http://thedants.wordpress.com/>**

- **Lydia Dant**
- Front Office Manager at Educational Concerns for Hunger Organization
- Location
- [Fort Myers, Florida Area](#)
- Industry
- [Hospital & Health Care](#)
- Current
- **Front Office Manager at Educational Concerns for Hunger Organization**
- **Public Health Director at Hope for Haiti Foundation**

# Let's get personal!

- Do we all have a personal mission statement?
- In writing?
- Can you state it in 30 seconds?
- Why not put it on your ministry card?
- Along with your website, bog, linkedin profile & facebook address?
- Make it easy for others to connect with you!
-

# Personal Networking

- Personal networking time last night...
- How many people did you connect with?
- How long did you converse with them?
- Business or Ministry cards?

# Location, Location, Location... in real estate

- In Social Media
- Relationships, Relationships, Relationships
- Communication, Communication, Communication

# LINKEDIN: What is it?

- **Click on the link and watch the short video.**
- **<http://press.linkedin.com/about>**
- **Video**

# LinkedIn

- “LinkedIn is the world’s largest professional network, with over 75 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.”

All right. Now that we have the corporate line, I would summarize it like this:

With a membership of over 80 million business professionals, LinkedIn is the best available online tool you and your business or ministry can use for Researching, Networking, and Marketing.

# How many using LinkedIn now?

- Less than 100 connections?
- More than 100?
- More than 200?
- More than 300?
- More than 500?

# What's in it for you?

- A trusted network or a group of like-minded people who have come together in a common place to share thoughts, ideas, and information about themselves.
- Is it possible? YES
- Time commitment?
- As little or much as YOU decide, but you do need a GOAL and a STRATEGY!



# Linkedin Profile

- **Click on the blue link and look at my profile.**
- **<http://www.linkedin.com/in/dickdassow>**
- **2 main sections of linkedin.**
- **Your Profile, with the information you want people to see about you. As little or much as YOU decide.**
- **Your Homepage, where you can monitor what your “connections” have and are doing on a daily basis IF you wish to do this.**

# Linkedin Profile

- <http://www.linkedin.com/in/dickdassow>
- Stan Doerr
- Because we are “connected” we can see each others “connections”. Stan can see my 700+connections and can connect with them IF he wishes to.
- We also SHARE a Group:
  - Agriculture in Southern Africa

# Linkedin Profile

- If you are on LinkedIn you can connect with Stan Doerr and Rick Slager or you can google them and see some of their profiles!
- Stan Doerr
  - Shared Connections or Connections you share with Stan.
  - Group members
    - Agriculture in Southern Africa
- Rick Slager

# “Profile” Page

- Look at my profile.
- You can see the following:
- Resume
- Summary of my life
- Experience
- Interests or “KEY WORDS”
- My 50 Groups I belong to: (Christian, Agriculture and Non Profit)
- Reading List of books I have read with comments.
- Slide Presentation
- PDF Files

# Home Page

- “Share an Insight”
- Search: Groups, People & Jobs
- My Network: Updates to “Profiles”
- Summary of network activity
- Who viewed my profile
- Contacts
- Groups (Up to 50)

# Groups

- Benefits!!!
  - Good groups to join!
- Social Media for Non Profits
- Agriculture
- Christian Professionals Worldwide
- Agriculture In Southern Africa
- Africa NGO Network
- Int'l Agriculture
- Global Networking

# TWITTER

- **Twitter is the best way to discover what's new in your world.**
- **<http://twitter.com/about>**
- **140 characters in the What's happening Box.**
- **Sharing ideas and comments about what people care about and what they have expertise in.**

# How many have laptops here tonight?

- Connected to internet?
- On Twitter?
  - Example
  - Richard Dassow
  
  - Name so I can follow



# Webinars

- How many have participated in an online WEBINAR?

# Webinar

- Web conferencing is used to conduct live meetings, training, or presentations via the Internet. In a web conference, each participant sits at his or her own computer and is connected to other participants via the internet. ...
- A Webinar is a transmission of an audio and visual media file scheduled at a particular time or on demand over the Internet. The content comes from a single source to multiple viewers simultaneously. An online seminar that might contain audio and video.

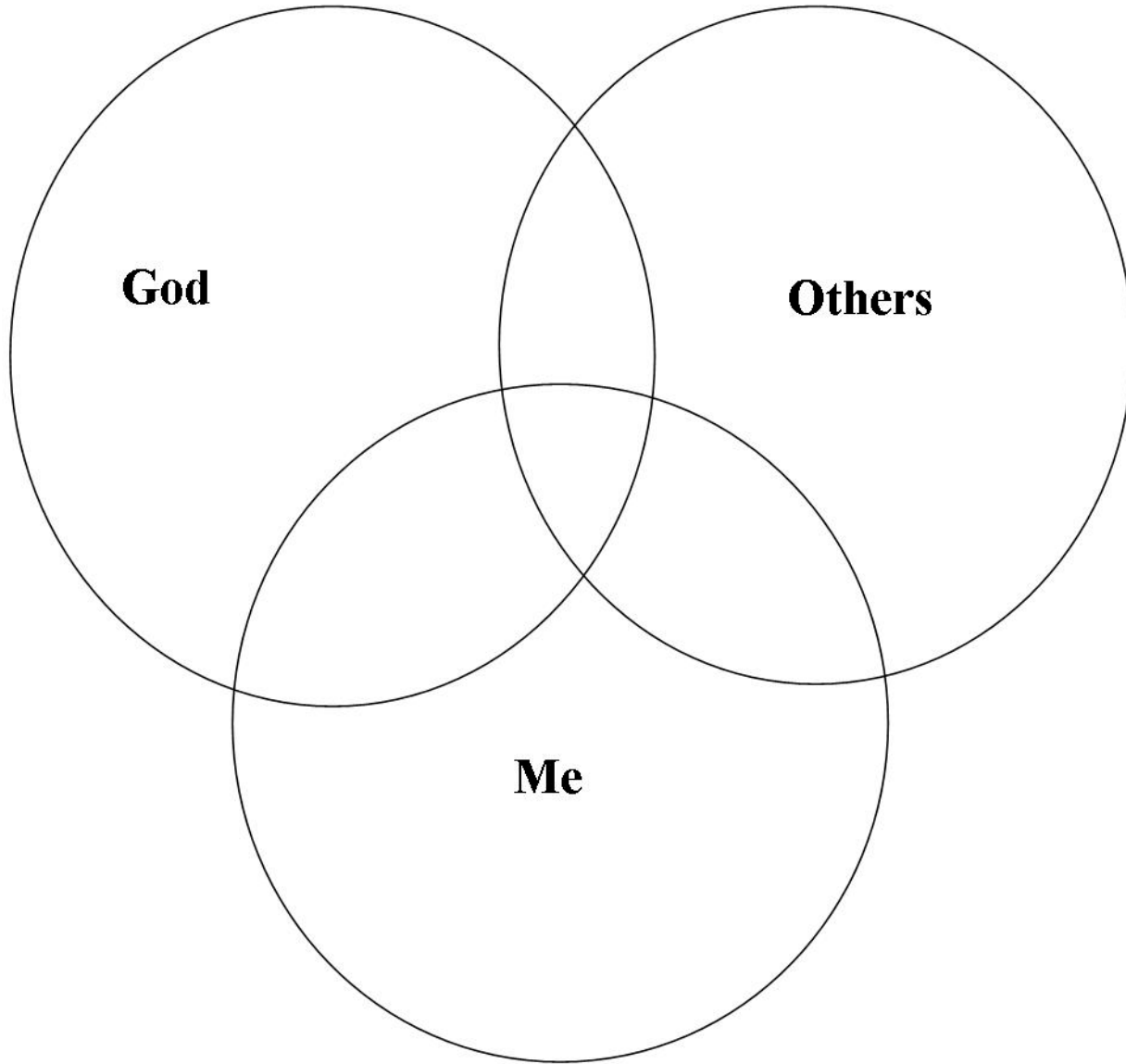
# Website

- Most of the attendees at my presentation had a website: Organization they were a part of or their own.
- If you do NOT have a website, here are some choices:
- Pay a Professional to do it. Very expensive!
- or
- Do it yourself
  
- OR best method!
  
- Find someone (volunteer, friend, church friend, teenager) to set up the basic site in a manner that YOU can update and maintain yourself. Get creative! Cost a few Hundred \$\$\$. Frontpage that I have used but probably easier ways now to do it.

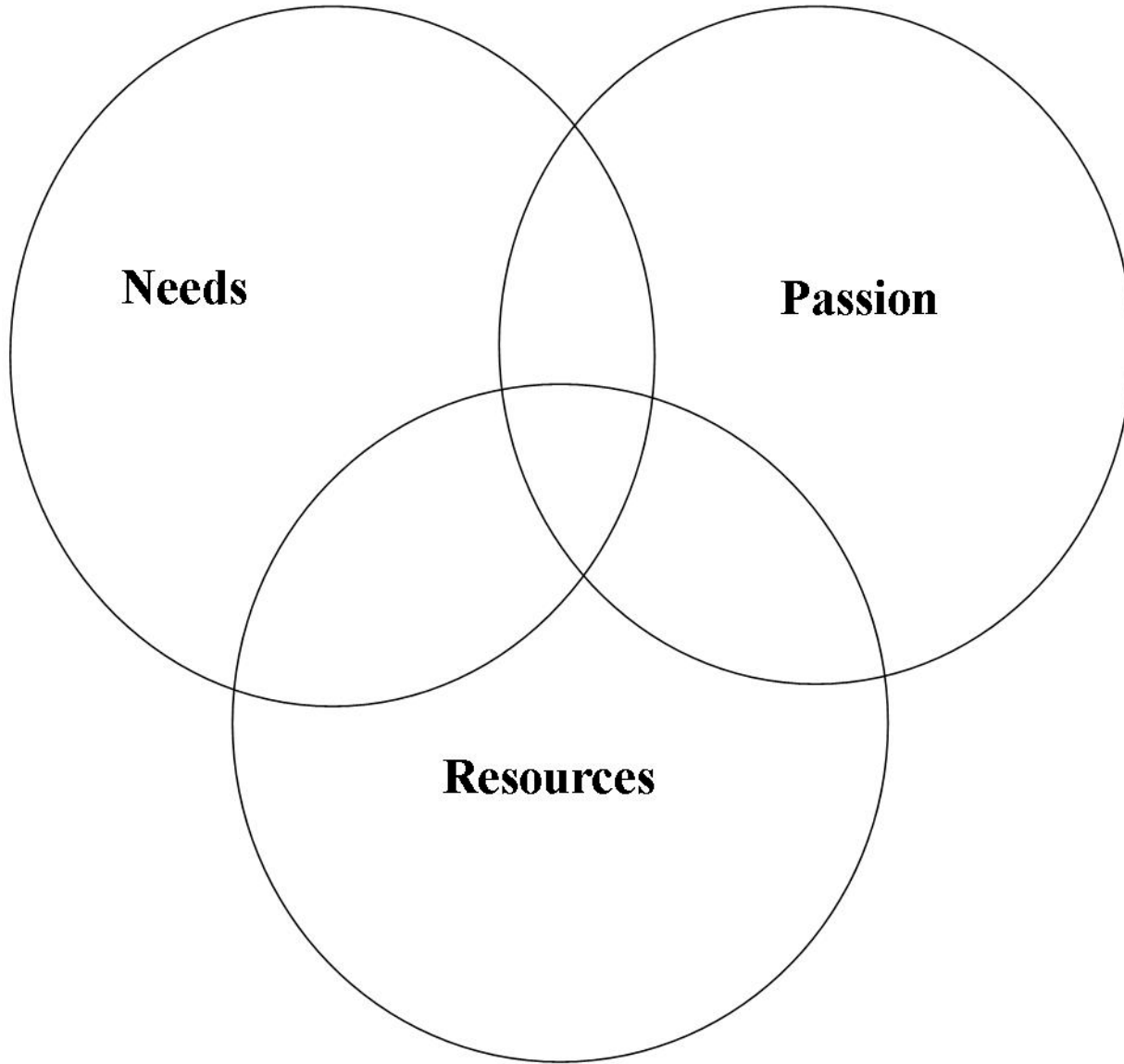
# Let's take a break!

- Richard's Circles.
- Following slides have some examples of the CIRCLE Concept from Good to Great book. The circle descriptions are MINE, not from the book.
- The key in each circle diagram is to look at where the 3 circles intersect, that small area. That is what makes a Good organization GREAT!

# Me, God and Others



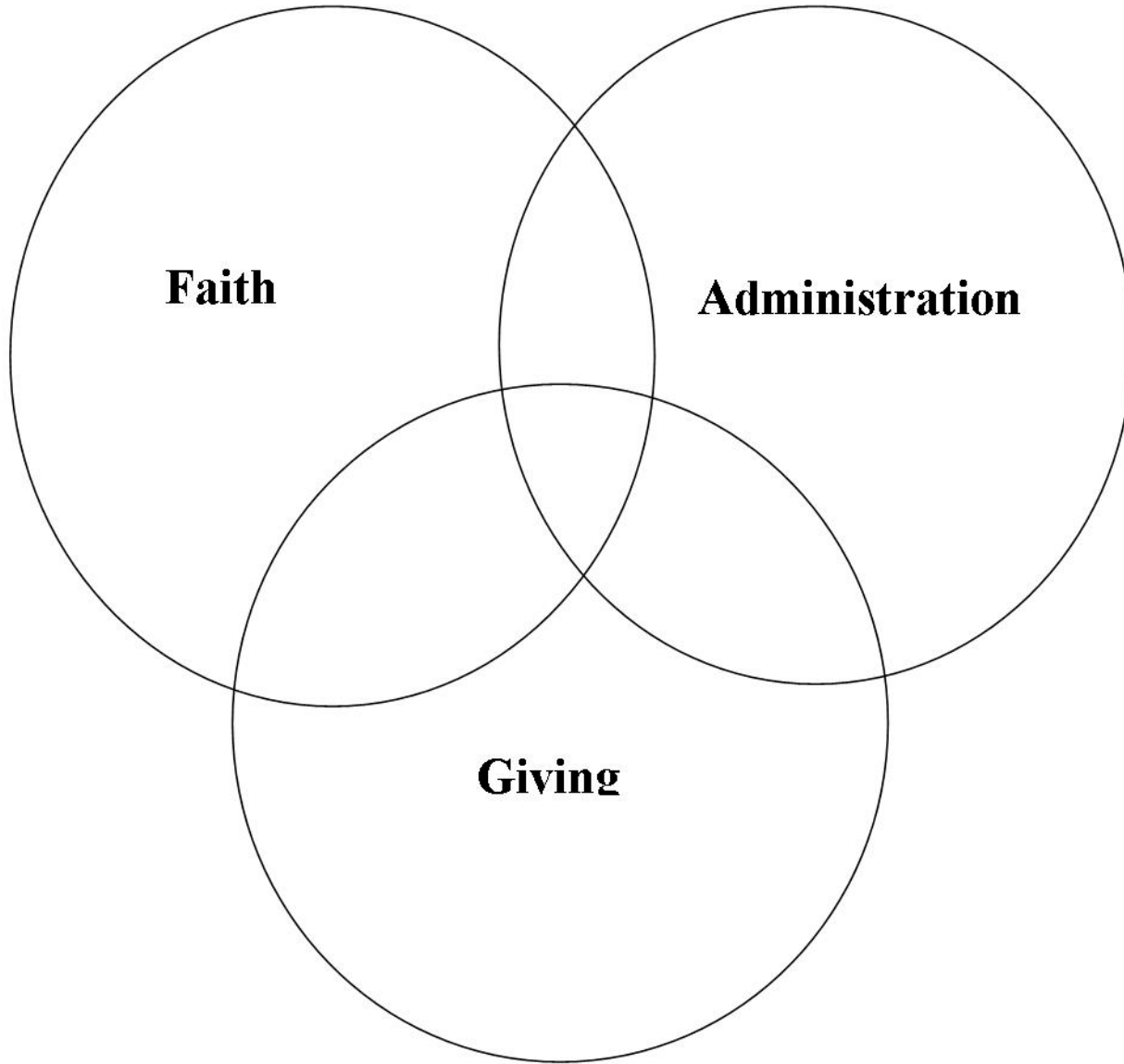
# Good to Great Organization



# Spiritual Gifts

- The next slide is about Spiritual Gifts.
- Many assessments that you can take, but put your 3 spiritual gifts in the circle.
- How can you use the combination where they intersect most effectively?
- The next slide is just an example.

# Spiritual Gifts





# Your Strengths

- **Something I found very helpful!**
- **Look at strengtsfinder website:**
- **<http://strengths.gallup.com/110440/About-StrengthsFinder-2.aspx>**
- **Do you have the opportunity to do what you do best *every day*?**
- **Chances are, you don't. All too often, our natural talents go untapped. From the cradle to the cubicle, we devote more time to fixing our shortcomings than to developing our strengths.**
- **To help people uncover their talents, Gallup introduced the first version of its online assessment, StrengthsFinder, in the 2001 management book *Now, Discover Your Strengths*. The book spent more than five years on the bestseller lists and ignited a global conversation, while StrengthsFinder helped millions to discover their top five talents.**
- **In *StrengthsFinder 2.0* Gallup unveiled the *new and improved* version of its popular assessment, language of 34 themes, and much more. While you can read this book in one sitting, you'll use it as a reference for decades.**
- **I would be glad to email you the results of MY assessment.**
- **It also gives one a plan to work on their strengths and apply them to their ministry.**

# Steps to Social Media Success.

## Get started!

- 1. Email me. [RNdassow@att.net](mailto:RNdassow@att.net)
- 2. Set up a basic LinkedIn profile. Takes about 30 minutes.
  - I will help you!
  - Connect with me as a “friend” with my email address.
  - Will email you some quick simple things you can do to optimize your profile.
- 3. Set up a Twitter Account. Takes 10 minutes
  - Just set up it. Do nothing with it. I can email you some helpful things to do.
- 4. Check this link: <http://waynebreitbarth.wordpress.com/>
  - Everything I know about LinkedIn, I learned from Wayne, Elder in our church.
    - Good info on his blog for NON PROFITS!
- 5. Webinar participation. Let me know & I will set up several dates and times for online, live training for LINKEDIN, TWITTER AND Educational session where we can interact with each other and tell each other about our ministries. Possibilities? Unlimited!
- 5. Hope that by this time you feel inspired to start thinking about a goal, plan and strategy for using social media to multiply your ministry. Remember, I can help you!
- Have a Blessed Christmas and Happy New Year!
- Richard Dassow

# Questions

- Richard Dassow
- [RNdassow@att.net](mailto:RNdassow@att.net)

