Using Social Media & Social Networking Throughout the Stages of Your *Semester of Service™*

	Investigation	Preparation and Planning	Action	Reflection	Demonstration/ Celebration
Blogs	Search for blogs posted by others or establish a Google Alert to receive blog or article links about your issue. Set up an RSS feed to receive them in your e-mail or on your desktop.	Help build interest in your program by posting regular blogs about what you're working on.	Have someone serve as the official blogger for your event. Assign an official photographer to get lots of pictures to post with your blog.	Write a blog as one form of reflection. Use the pictures from your project and create a Tumblr; a blog platform that allows you to post short texts and display photos easily.	Write a blog summarizing your project and highlighting your results. Do a "best of" compilation of your blog posts from throughout your project.
Facebook	"Friend" or "like" leaders or organizations in your community. Browse and join causes related to the issue you want to learn more about to receive more information.	Create a private Facebook group for your planning team to facilitate communication. Create a Facebook event for your project to recruit volunteers and participants.	Post a status update to let your friends know what you are doing; share facts about the community issue you're addressing and why it is important to you.	Upload pictures to a Facebook photo album and write a description for each one, describing what you did and what you learned.	Post project pictures on Facebook, and share information about the impact of your project. Inform supporters of ways they can stay involved.
YouTube	Visit YouTube.com/edu to view videos posted on a wide variety of topics. Visit the Nonprofits & Activism page to learn about organizations and their issues youtube.com/categories?c=29	Keep a "vlog" – a video blog of your progress. Just like written blogs, these can help you generate interest in your program and serve as a record of your activities.	Record video of your projects or events to edit and post after the event. Interview partners and recipients of service to learn their perspective of your project.	Create a video as a form of reflection.	Include a call to action for others in your video, or create "how-to" videos so others can replicate your project. Show your videos at public events or meetings.
Flickr	Take pictures to help identify what issue(s) your project will address and to provide a "before" album.	Take pictures of your project site to use for planning. Make notes on the pictures about how things will need to be set up for your project.	Take lots of pictures, especially action shots. (Learn more about taking good photos in the media section.)	Compile a set of photos in an online album, or print pictures and make a collage of your project. Tag photos using GYSD.	Share your pictures, with a focus on showing before and after pictures that highlight the results of your project.
Twitter	"Follow" community leaders or organizations to learn more about the issues they care about. Search for your community or issue. Look for issue-related Twitter hashtags, - #water, #hunger.	Create a hashtag for your group or project. If you need help or support for your project, Tweet about it and ask for people to respond if they can help you.	Tweet from your project. Take pictures and share via Twitpic. Make sure to use your group or project hashtag.	Look at all the Tweets about your project and analyze what your followers learned because of your posts.	Share your blogs, videos, and photos through Twitter. Write an impact statement: for example, "I changed my community by…" and post it on Twitter.