

Impact Your Community through Social Media

NCDA Annual Conference

Friday, June 24, 2016

Milwaukee, WI

Melissa Horr Pond



Strategy Map

- What do you want to achieve?
- Who are you trying to reach?
- How can you integrate with your current marketing plan?
- What needs to change organizationally to achieve these?
- What steps do you need to take to achieve these?

Building Capacity

Personal Branding

- Do NOT use your government email address for personal accounts.
- Boilerplate: “Postings on this site are my own and do not reflect or represent the opinions of the agency for which I work.”
- Review agency social media policy; seek required communication reviews, permission to disclose public info, and permission to tag.
- Participate in live events: Twitter Chats; Facebook Live; Tweet and share using hashtags; Find and use relevant hashtags.
- Join / start a group; Be a thought leader.
- Be aware of privacy settings.
- Be positive, add value.



Facebook

facebook

Email or Phone Password [Log In](#)

Keep me logged in [Having trouble?](#)

Sign Up

It's free and always will be.






First name Last name

Email or mobile number

Re-enter email or mobile number

New password

Search Facebook

Melissa Home     






Create a Page

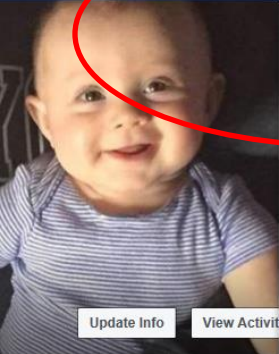
Create a Facebook Page to build a closer relationship with your audience and customers. Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.

Thanks for stopping by!
We hope to see you again soon.

Sign Up

Create a Page for a **celebrity, band or**

Melissa Home 20+     





Update Info [View Activity](#)

Photos [More](#)

Video [Life Event](#)

remind?

Your Pages:

-  Opportunity Quincy 3
-  National Community D... 2

Create Page

Manage Pages

Create Group

New Groups 3

Create Ads

Manage Ads

Activity Log 1

News Feed Preferences


Settings

Log Out


Help

Support Inbox


Report a Problem




Local Business or Place




Company, Organization or Institution




Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

Twitter



Join Twitter today.

Phone or Email

Password

Tailor Twitter based on my recent website visits. [Learn more.](#)

Sign up

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.


[Advanced options](#)

Managing multiple Twitter accounts

If you have more than one Twitter account, it's simple to add them to your Twitter for iOS or Android app.


How do I add additional accounts on my Twitter app?

To add additional accounts on Twitter for iOS:

1. From the **Me** tab, tap the **people icon** 
2. Tap **More options**.
3. From here you can **Create new account** or **Add an existing account**.
4. Once you've added your additional account, you can toggle between accounts by tapping the **people icon**.

Note: Check out [this article](#) for help on signing up for a new account through your iOS app. If you have forgotten your password, read [this article](#) for troubleshooting help.

To add additional accounts on Twitter for Android:

1. Tap the **overflow icon** 
2. Tap **Accounts**.
3. From here you can **Create new account** or **Add existing account**.
4. Once you've added your additional account, you can toggle between accounts by tapping the **overflow icon**, then tapping **Accounts**.



Accounts

 **Melissa Pond** 
@QuincyMelissaH

 **NCDOnline**
@NCDOnline 

 **Opportunity Quincy** 
@OppQuincy

[More options](#)

LinkedIn



Make the most of your professional life

First name

Last name

Email

Password (6 or more characters)

By clicking Join now, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).


Join now

or



Continue with Facebook

Already on LinkedIn? [Sign in](#)




Melissa (Horr) Pond 1st
Senior Planner
Greater Boston Area | Government Administration

Current City of Quincy, Department of Planning and Community Development
Previous Greater Boston Chinese Community Services, City of Quincy, Department of Planning & Community Development
Education Northeastern University


[Send a message](#) 500+ connections

<https://www.linkedin.com/in/quincymelissah> [Contact Info](#)


Background

 **Summary**

Articulate and charismatic Community Development professional exhibiting strength in innovative thinking. Progressive experience managing a variety of social service programs, grants, events and partnerships; as well as supervising and talent development.

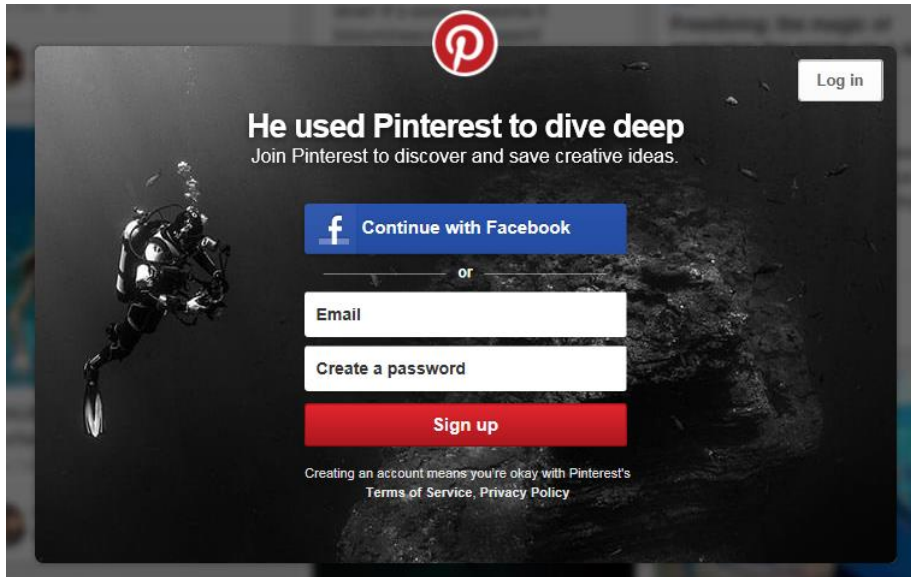
 **Experience**

Senior Planner
City of Quincy, Department of Planning and Community Development
June 2010 – Present (6 years 1 month) | Quincy, Massachusetts

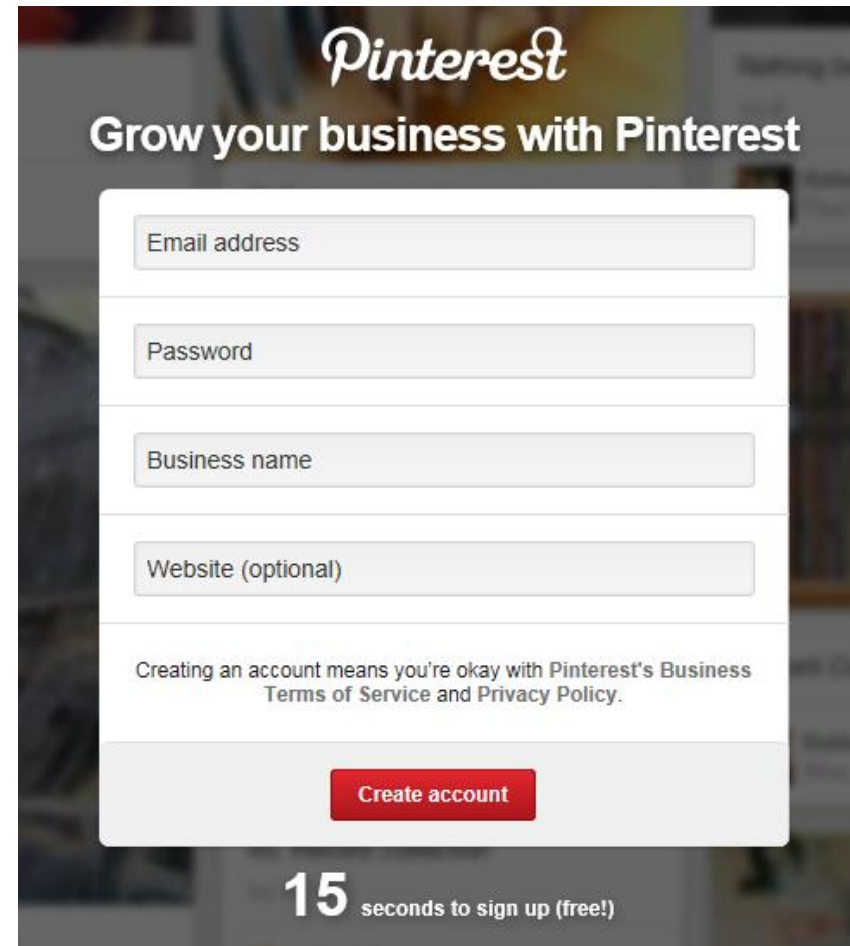


Pinterest

- Personal Sign-up
- Business Sign-up



The screenshot shows the Pinterest personal sign-up page. At the top right is the Pinterest logo and a "Log in" button. The main heading is "He used Pinterest to dive deep" with the subtext "Join Pinterest to discover and save creative ideas." On the left, there is an image of a diver. The sign-up form includes a "Continue with Facebook" button, an "or" separator, an "Email" input field, a "Create a password" input field, and a red "Sign up" button. At the bottom, it states "Creating an account means you're okay with Pinterest's Terms of Service, Privacy Policy".



The screenshot shows the Pinterest business sign-up page. At the top is the Pinterest logo and the heading "Grow your business with Pinterest". The form includes input fields for "Email address", "Password", "Business name", and "Website (optional)". Below the form, it states "Creating an account means you're okay with Pinterest's Business Terms of Service and Privacy Policy." At the bottom is a red "Create account" button. At the very bottom, it says "15 seconds to sign up (free!)"

Pinterest



Edit profile

Opportunity Quincy

Quincy, MA

Resources for engaging social impact leaders in identifying how to strengthen the sector for youth, families & seniors.

13
Boards

418
Pins

463
Likes

263
Followers

988
Following

Green Careers

17

ST

BFS

Climate Change

Edit

Contacting Congress

4

SA

Government

Edit

+
Create a board

Resource Guide for Senior S...

60

County of Norfolk
chusetts

The Atrium
at Faxon Woods
Mark Senior Living Co
or the Memory Impair

Edit

5k Run/Walk Prep Guide

City of Presidents 5 K Run/Walk

24

SUNDAY, SEPTEMBER 14, 2014

Edit

Low Cost & Nutritious Mea...

54

SHOP SMART!

Edit

South Shore Volunteering

40

ND OF
JE HI
PRESERVE - PAI

EDIT

Financial Literacy

32

innov
EDUC

NATIONAL
CONSUMER
FINANCIAL
EDUCATION

e 101

Edit

South Shore Agency Conn...

29

COMMUNITY

#QuincySocialMedia

47

Panel Discussion: Impact Your Community With Social Media
Date: Wed., 12/11/13 at 2:00 pm
Place: Thomas Crane Public Library, 40 Washington St., Quincy
quincysocialmedia.eventbrite.com

Edit

Data Management

35

City of Quincy
E-Learning & Community Development
December 9th, 2011

Edit

Olympian Inspired Fitness

48

Edit

Social Media Metrics

24

Edit

Social Media Tactics

38


Edit

YouTube



One account. All of Google.

Sign in to continue to YouTube



[Next](#)
[Need help?](#)

[Create account](#)

One Google Account for everything Google



YouTube



Upload



5 subscribers

1,210 views

Video Manager



Quincy PCD

Subscribe 5

City of Quincy, MA Department of Planning & Community Development

Uploads Public



Quincy Coastal Adaptation Public Forum
94 views • 1 year ago



Holly Hill Farm, PCD Field Trip Jan 2015
6 views • 1 year ago



Farm to School Expo
24 views • 1 year ago



Flipagram - Opportunity Quincy Fall 2014 Service Fair
11 views • 1 year ago



Flipagram - Quincy Center District Inside Bell Tower 11/4/14
17 views • 1 year ago



Hancock Cemetery Presentation
48 views • 1 year ago

Created playlists Public



Quincy Bike Routes

Summit to Sea Bike Route - Quincy, MA 6:01
Hancock Spine Bike Route - Quincy, MA 7:06
[View full playlist \(2 videos\)](#)

YouTube

Search



Upload



* Did you know you can set defaults for future uploads?

Configure defaults X



Select files to upload

Or drag and drop video files

Public ▼

IMPORT VIDEOS



Import your videos from
Google Photos

Import

LIVE STREAMING



Set up your channel and
stream live to your fans

Get started

CREATE VIDEOS



Photo slideshow

Create



Video editor

Edit

HELP AND SUGGESTIONS

By submitting your videos to YouTube, you acknowledge that you agree to YouTube's [Terms of Service](#) and [Community Guidelines](#).
Please be sure not to violate others' copyright or privacy rights. [Learn more](#)

[Upload instructions](#) | [Troubleshooting](#) | [Mobile uploads](#)

Profile & Cover Photos

The screenshot shows a web browser window displaying the Facebook Help Center. The address bar shows the URL <https://www.facebook.com/help/492441920771107/>. The page title is "Help Center" and it includes a search bar with the text "Hi Melissa, how can we help?". The navigation menu shows "Desktop Help" > "Pages" > "Managing a Page" > "Basic Information". The main content area is titled "What are the dimensions of my Page's profile picture and cover photo?". It provides detailed instructions for both types of photos, including pixel dimensions for desktop and mobile, and file format requirements. A diagram on the left shows a square labeled "PROFILE PICTURE".

Basic Page Information

- Username
- Profile Picture & Cover Photo**
- Tabs & Apps
- Back

What are the dimensions of my Page's profile picture and cover photo?

Your Page's profile picture:

- Displays at 160x160 pixels on your Page on computers, 140x140 pixels on smartphones and 50x50 pixels on most feature phones
- Must be at least 180x180 pixels
- Will be cropped to fit a square
- Is located 16 pixels from the left and 176 pixels from the top of your cover photo on computers
- Is located 24 pixels from the left, 24 pixels from the bottom and 196 pixels from the top of your cover photo on smartphones

Your Page's cover photo:

- Displays at 828 pixels wide by 315 pixels tall on your Page on computers and 640 pixels wide by 360 pixels tall on smartphones
- Doesn't display on feature phones
- Must be at least 399 pixels wide and 150 pixels tall
- Loads fastest as an sRGB JPG file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes

For profile pictures and cover photos with your logo or text, you may get a better result by using a PNG file.

How helpful did you find this answer? Permalink · Share · Related articles

😊 😐 😞 😠 😡

Cover Photo Size Helper

The image shows a screenshot of a Facebook page for Coca-Cola. The page header includes the search bar and navigation options. The main content area features a post from Coca-Cola, dated May 30, 2015. The post text reads: "It looks like we need to update our graphics. Do we have any graphic designers out there that want to Create a new graphic using the dimensions at this link? You can get creative with the style of it also. Post yours in the comments and the one with the most likes will be the first". The post includes a red graphic with several photos and a Coca-Cola bottle. The graphic text says: "MY WORLD. THE UNITED NATIONS GLOBAL SURVEY FOR A BETTER WORLD. CHANGE THE WORLD ONE VOTE AT A TIME www.cokeurl.com/MYWorld2015". The post has 31 likes, 2 shares, and 5 comments. A comment from Arthur Charles Van Wyk says: "I think the size of the cover image on fanpages are smaller now. I designed mine in 850X315 and the adges get cut off". An orange oval highlights the post, and an orange arrow points from the post to a large 'Photo' icon in the bottom right corner.

https://www.facebook.com/CoverPhotoSize/photos/pb.169878449816034.-2207520000.1464203780..613640515439823/?type=3f

Convert Select REAC CoC APR Guidebook e-snaps IDIS Pin It + bitmark Suggested Sites

Search Facebook

Invite friends to like this Page

It looks like we need to update our graphics. Do we have any graphic designers out there that want to Create a new graphic using the dimensions at this link? You can get creative with the style of it also. Post yours in the comments and the one with the most likes will be the first

ABOUT

Instead of trying to keep up with changes in Facebook Cover & Timeline photos, the internet the most

PHOTOS

thinkhandy

CONTENT

VISITOR POSTS

Cover Photo Size Helper

Is anyone out there using Instant Articles yet?

Cover Photo Size Helper

May 30, 2015

Would like to buy the world a Share a Coke #madmen

Like Comment Share

31

Top Comments

2 shares 5 comments

Arthur Charles Van Wyk I think the size of the cover image on fanpages are smaller now. I designed mine in 850X315 and the adges get cut off

Like Reply 5 January 1 at 4:...

4 replies

Nicole Fu... need to update...

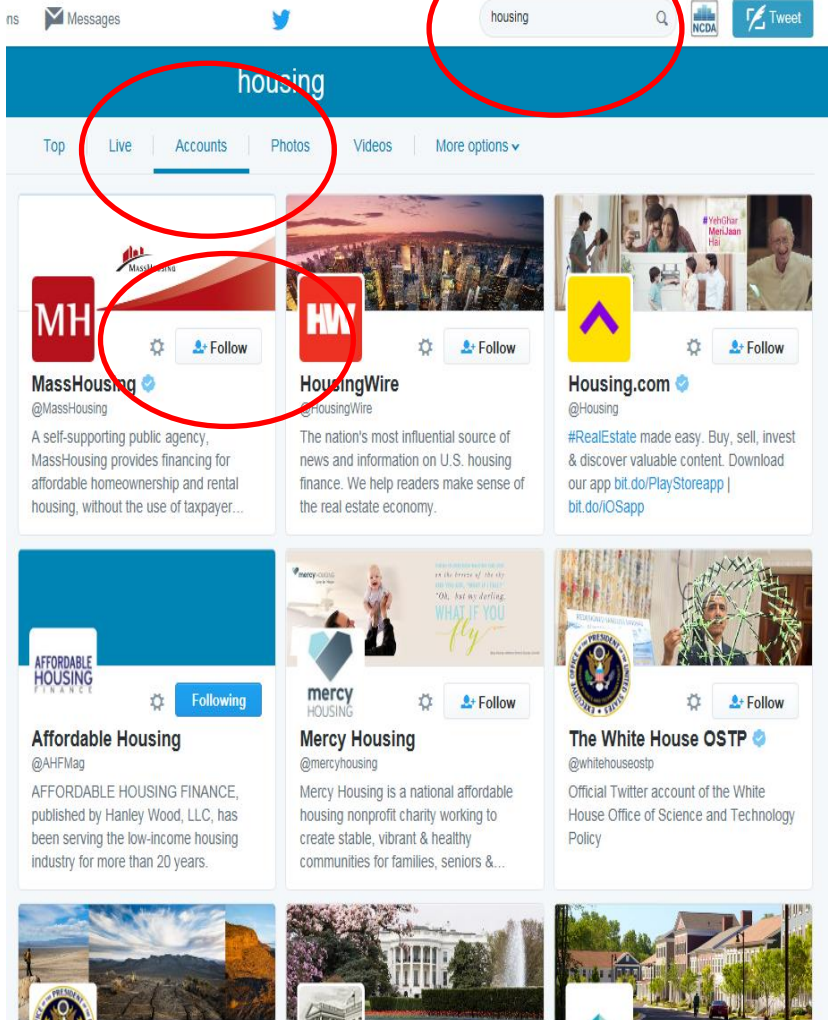
11:03

Write a comment

Photo

Gaining Reach

1) Follow Other Users

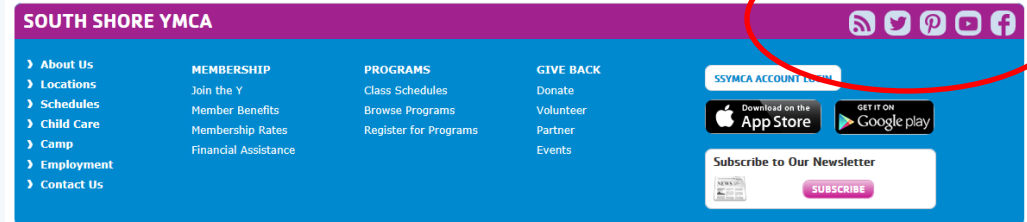


2) Integrate with email; website; newsletter

Melissa (Horr) Pond
Senior Planner
Dept of Planning and Community Development
City of Quincy
34 Coddington Street, 3rd floor
Quincy, MA 02169
617-376-1053

Opportunity Quincy: Engages region wide social impact leaders in identifying opportunities to strengthen the region.
<http://fb.com/oppquincy>; <http://twitter.com/oppquincy>; <https://www.pinterest.com/oppquincy/>

Quincy CDBG Public Services: Sponsoring municipally-selected agencies providing for the immediate needs of the community.
Dept of Housing & Urban Development (HUD).
<http://bit.ly/CDBGQuincy>



NCDA is on Facebook and Twitter
Thanks to the efforts of Melissa Horr Pond (Quincy, MA) NCDA is now on Facebook and Twitter.

<https://www.facebook.com/NCDAonline/>

Twitter: @NCDAonline

We are seeking content to add to the Facebook page, such as photos (with captions) and videos. Please feel free to e-mail those items to Melissa at mhorr@quincyma.gov. Please review NCDA's Social Media Policy (attached) before posting items.

Posting Content

Content Curation

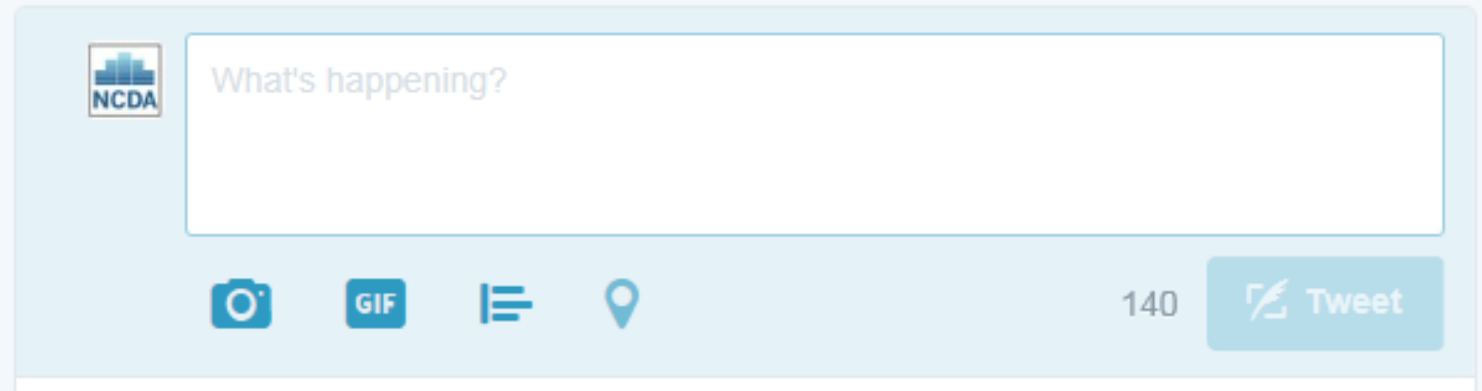
Information Overload



Central Theme



Tweeting

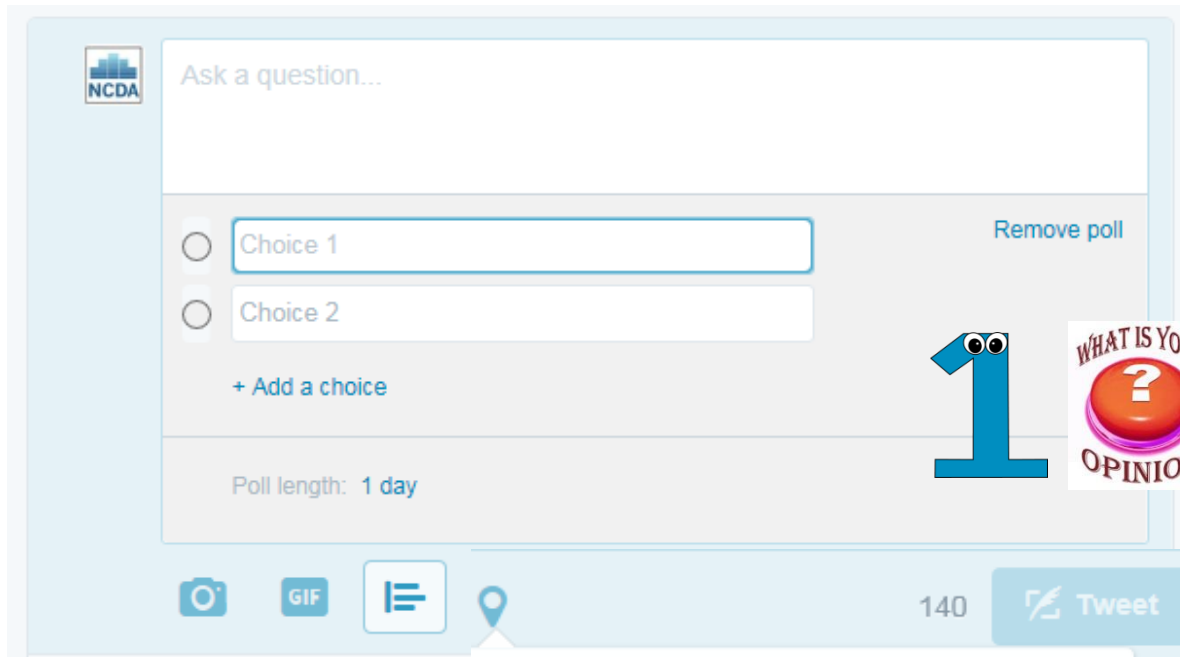


Type a tweet into the box at the top of your timeline. A tweet can be up to 140 characters, including @Mentions to other users, hashtags, external links, or regular text.

@Mentions - This is used to give public acknowledgement or promote someone on Twitter to your fan base.

#hashtags - a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic

Tweeting



A screenshot of the Twitter poll creation interface. At the top left is the NCUA logo. Below it is a text input field with the placeholder "Ask a question...". Underneath are two radio button options: "Choice 1" and "Choice 2". A "+ Add a choice" link is below the second choice. To the right of the choices is a "Remove poll" link. Below the choices, it says "Poll length: 1 day". At the bottom of the form are icons for adding a photo, GIF, and a menu. On the right side of the form, there is a character "1" and a red button with a question mark and the text "WHAT IS YOUR OPINION". At the bottom right of the form, there is a "140" character count and a "Tweet" button.

Add a location to your Tweets

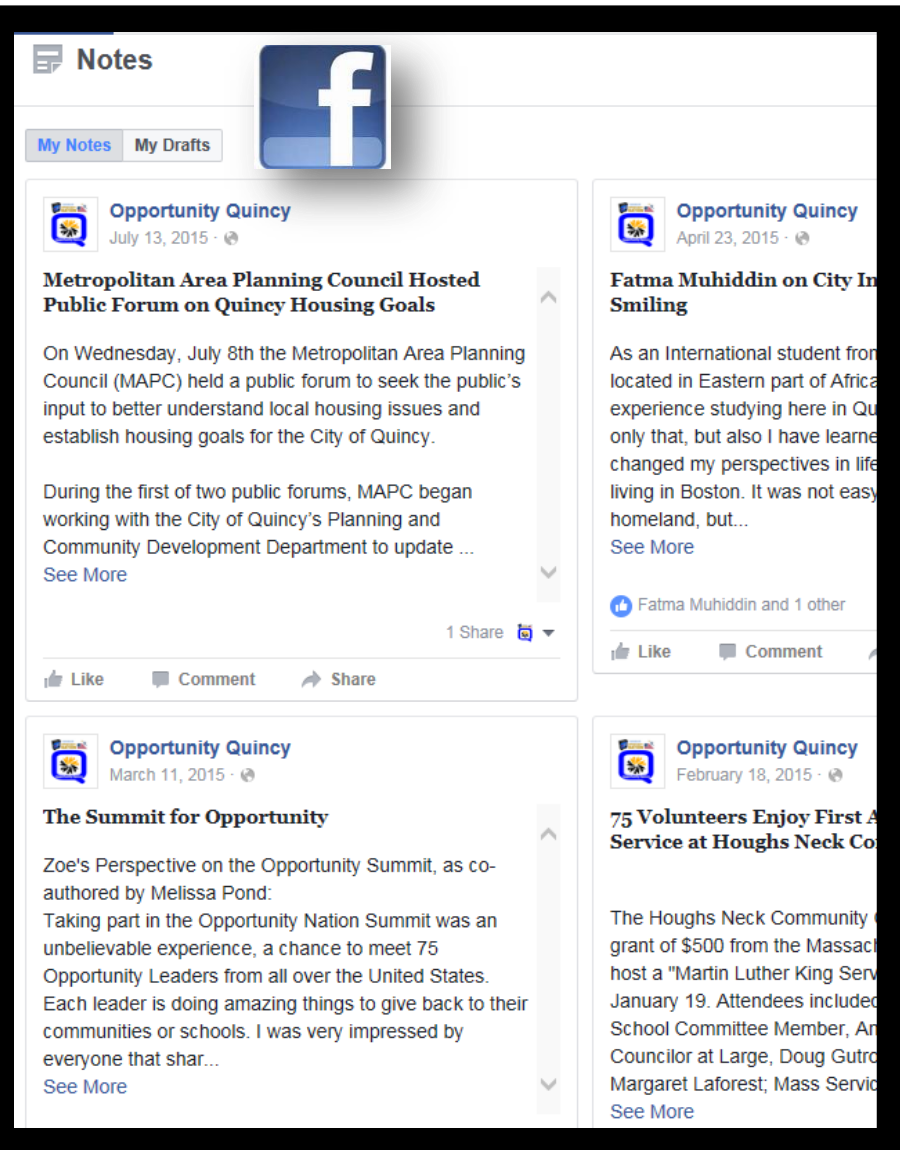
When you tweet with a location, Twitter stores that location. You can switch location on/off before each Tweet and always have the option to delete your location history. [Learn more](#)

Turn location on

Not now



Bloggging



Notes

My Notes My Drafts

Opportunity Quincy
July 13, 2015 · 🌐

Metropolitan Area Planning Council Hosted Public Forum on Quincy Housing Goals

On Wednesday, July 8th the Metropolitan Area Planning Council (MAPC) held a public forum to seek the public's input to better understand local housing issues and establish housing goals for the City of Quincy.

During the first of two public forums, MAPC began working with the City of Quincy's Planning and Community Development Department to update ...
[See More](#)

1 Share

Like Comment Share

Opportunity Quincy
March 11, 2015 · 🌐

The Summit for Opportunity

Zoe's Perspective on the Opportunity Summit, as co-authored by Melissa Pond:
Taking part in the Opportunity Nation Summit was an unbelievable experience, a chance to meet 75 Opportunity Leaders from all over the United States. Each leader is doing amazing things to give back to their communities or schools. I was very impressed by everyone that shar...
[See More](#)

Opportunity Quincy
April 23, 2015 · 🌐

Fatma Muhiddin on City In Smiling

As an International student from located in Eastern part of Africa experience studying here in Qu only that, but also I have learn changed my perspectives in life living in Boston. It was not easy homeland, but...
[See More](#)

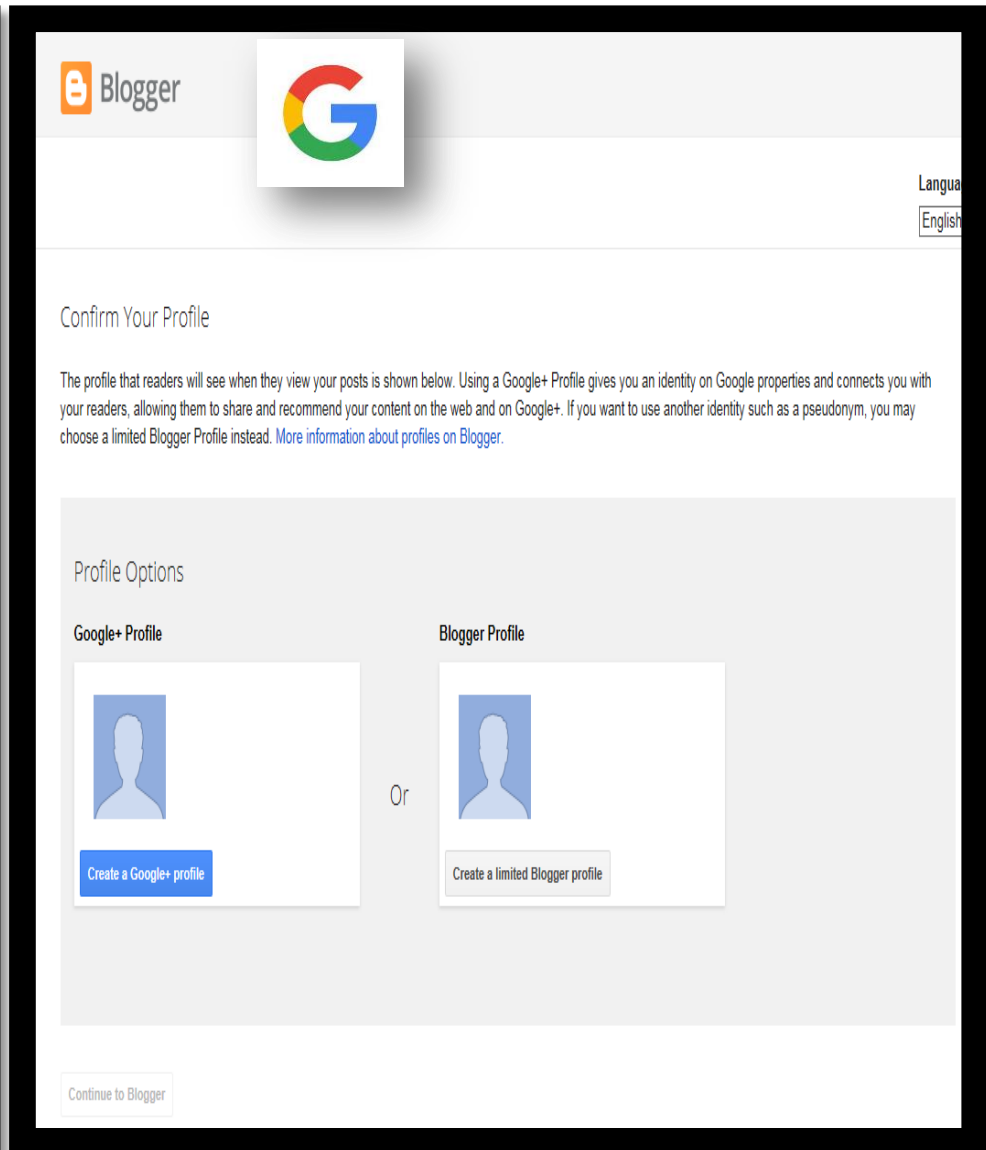
Fatma Muhiddin and 1 other

Like Comment

Opportunity Quincy
February 18, 2015 · 🌐

75 Volunteers Enjoy First A Service at Houghs Neck Co

The Houghs Neck Community grant of \$500 from the Massac host a "Martin Luther King Serv January 19. Attendees included School Committee Member, An Councilor at Large, Doug Gutro Margaret Laforest; Mass Servic
[See More](#)





Blogger

Language: English

Confirm Your Profile

The profile that readers will see when they view your posts is shown below. Using a Google+ Profile gives you an identity on Google properties and connects you with your readers, allowing them to share and recommend your content on the web and on Google+. If you want to use another identity such as a pseudonym, you may choose a limited Blogger Profile instead. [More information about profiles on Blogger.](#)

Profile Options

Google+ Profile	Or	Blogger Profile
		
Create a Google+ profile		Create a limited Blogger profile

[Continue to Blogger](#)



Piktochart
make information beautiful

Infographics

quincymelissah File

DRAG IMAGE(S) HERE OR INTO THE CANVAS TO UPLOAD

SELECT IMAGE(S) FROM COMPUTER

UPLOADED IMAGES

0.31 MB space used out of 40 MB

GRAPHICS

UPLOADS

BACKGROUND

TEXT

TOOLS

IMPORT

UNITED STATES

CANCEL UPDATE MAP

Data Visualization

Map Color Border Color

Show Border Line

Show Selected States HIDE SHOW

Search For States

Color	States	Population
20	Arkansas	2007
17	Iowa	170
18	Kansas	180
19	Missouri	190
20	Nebraska	200
21	Oklahoma	210
22		
23		
24		
25		250
26		260
27	Rhode Island	279
28	Vermont	280
29	Alabama	290

Hex value: #46948C

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National Community Development Association

Overview

NCDA is a nonprofit organization comprised of professionals representing more than 550 local governments across the country that administer HUD programs.



01 HISTORY

In 1968, Congress passed legislation authorizing the Model Cities Program, a program which provided a myriad of services (housing, health, transportation, education, employment, employment training, recreation, to name a few) to urban centers across the country and which grew out of President Johnson's "War on Poverty." That same year the Model Cities Directors' Association was formed to represent those cities receiving funding.

The Model Cities Program was replaced with the Community Development Block Grant (CDBG) Program in 1974. With the change in programs came a change in name for the association to the National Model Cities and Community Directors' Association.

In 1979, the name of the organization was changed a final time to the National Community Development Association (NCDA).

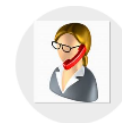
02 STAFF

Vicki Watson is the Executive Director and has overall management responsibility for the operation of the organization, to include fiscal, staffing, and operational. Vicki is also responsible for the Association's policy and legislative work. She also serves as the lead for the CDBG Coalition. Vicki has been with the Association since 1998, having served as Assistant Director and Legislative Director.

She holds a Masters degree in Public



03 MEMBERSHIP BENEFITS



Responsive Staff



National Network of Practitioners



Legislative & Regulatory Impact



Email Alerts & Monthly Newsletter



Training & Conferences



National Community Development Week Campaign

04 ANNUAL MEMBERSHIP DUES SCHEDULE



Affiliate	\$2500.00*
Alumni	\$175.00*
Non-Entitlement/ Subscriber	\$375.00*
Student	\$50.00*

*as of May 1, 2015
(subject to change)



Entitlement Members:

Population

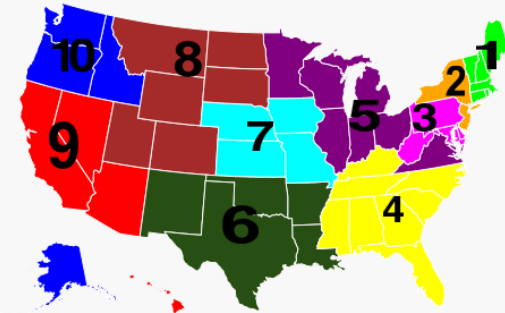
Less than 50k	\$550.00*
50 - 100k	\$940.00*
101 - 250k	\$1545.00*
251 - 500k	\$2000.00*
More than 500k	\$3430.00*

*as of May 1, 2015
(subject to change)

For more info & to sign up: <http://ncdaonline.org/memberdues.asp>

05

NCDAs Regions



NCDAs Regional Chapters foster and promote the programs of NCDAs in their respective regions through:


- *The exchange of information and ideas; including regulatory, and policy development concerning housing, community and economic development;
- *Regular meetings and year-round activities; For example, NCDAs Region 1 traditionally holds two conferences per year. A Fall Conference, which is typically held over a three day period, and a Spring Conference which has typically been a one day event;
- *Cooperation and collaboration with other associations, agencies and groups having similar or related purposes;
- *Serving as an advocate for policies unique to the region; and
- *Promoting professional development within the region.

Vicki Watson
Executive Director
National Community Development Association
202.587.2772
vwatson@ncdaonline.org
<http://www.ncdaonline.org>


Live Streaming


Verizon LTE 2:49 PM


Cancel National Community Deve... Continue


 National Community Development Association
Public

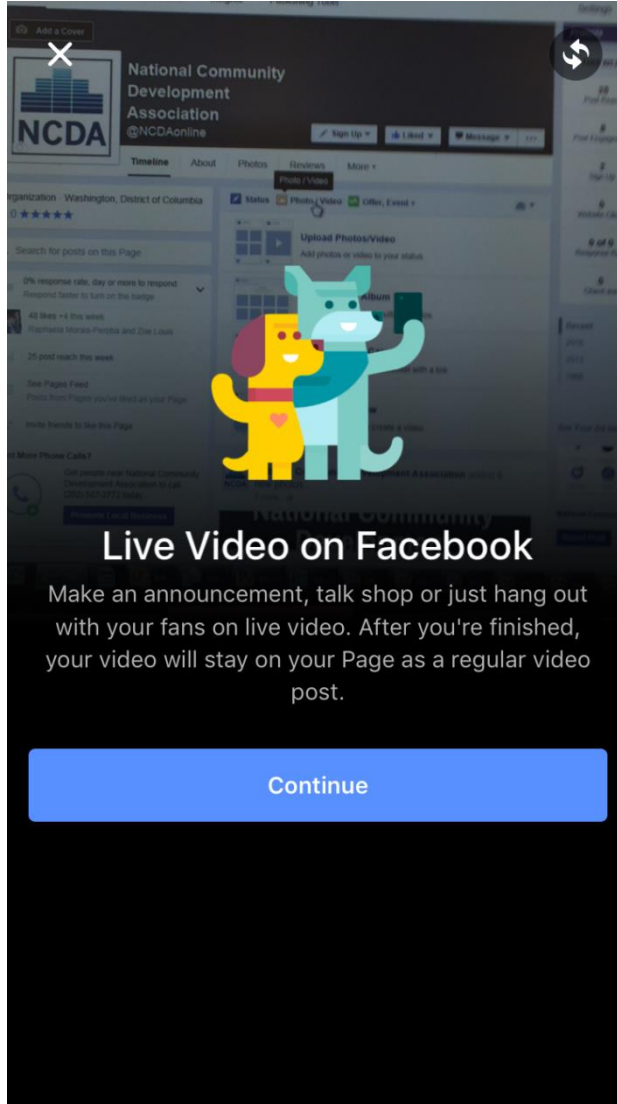
Write something...

 Photo/Video

 Live Video

 Check in

 Feeling/Activity




National Community Development Association @NCD Aonline

Timeline About Photos Reviews More

Upload Photos/Video

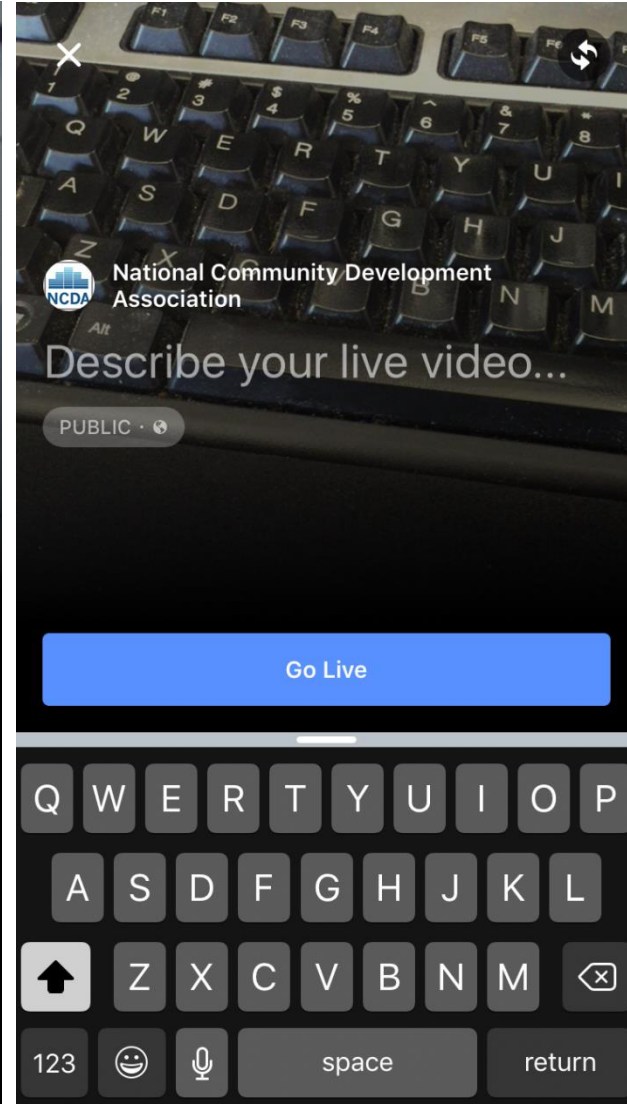
Add photos or video to your status



Live Video on Facebook

Make an announcement, talk shop or just hang out with your fans on live video. After you're finished, your video will stay on your Page as a regular video post.

Continue



National Community Development Association

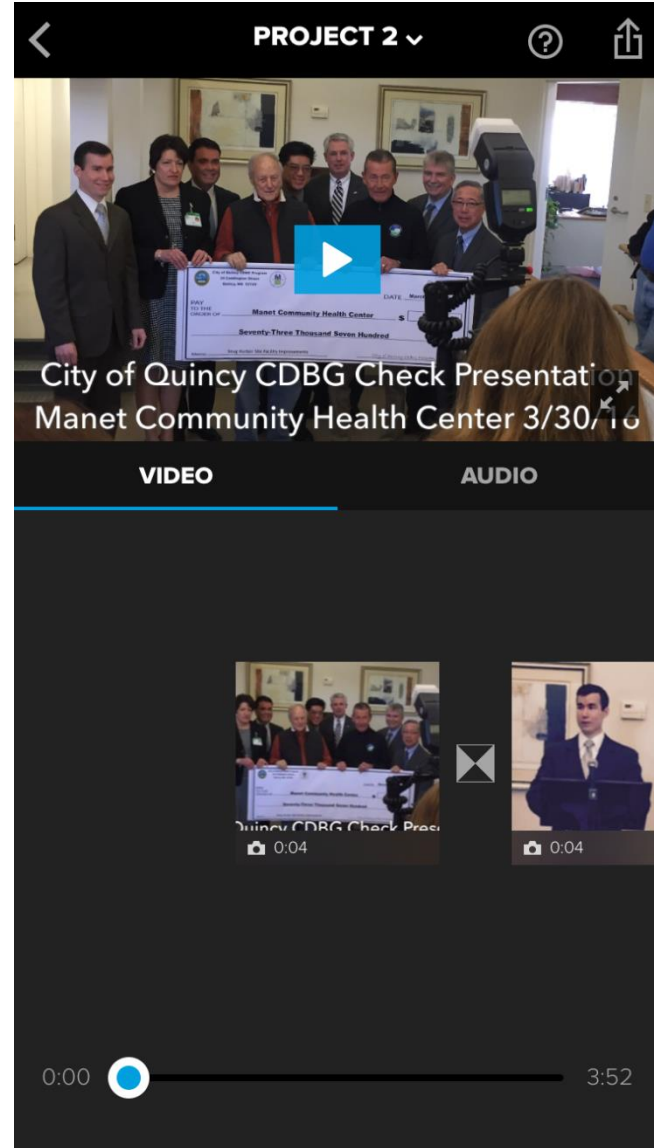
Describe your live video...

PUBLIC

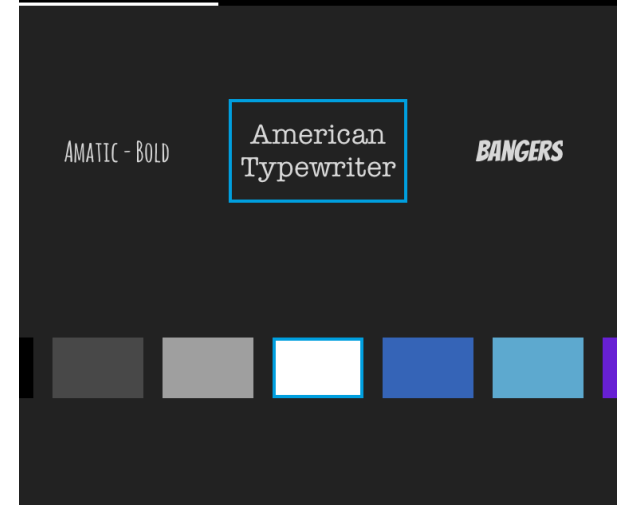
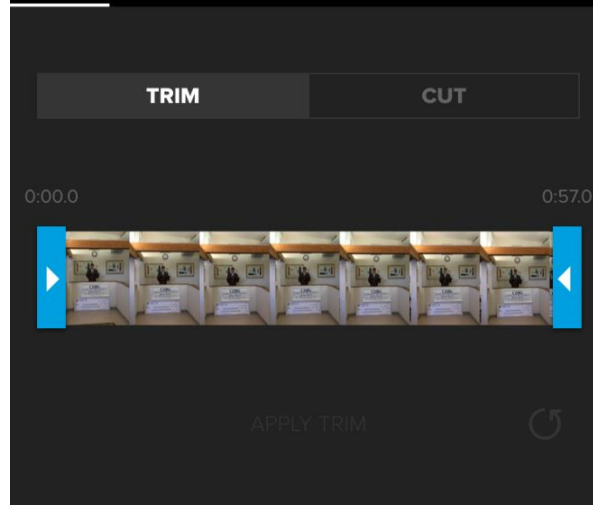
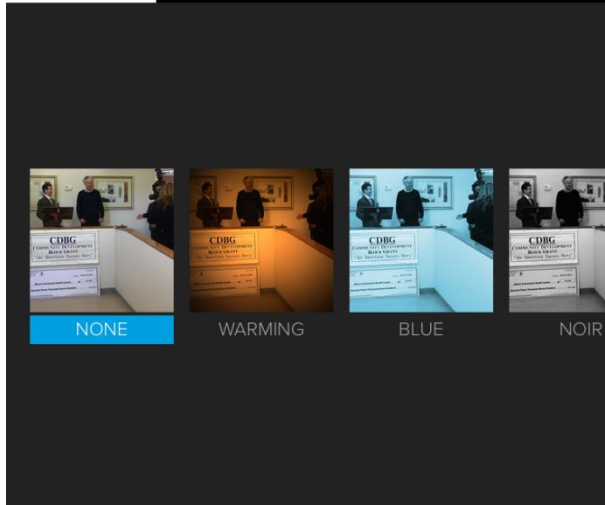
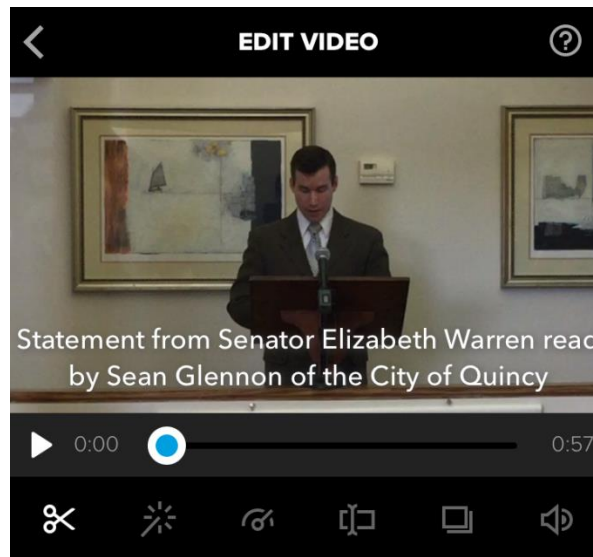
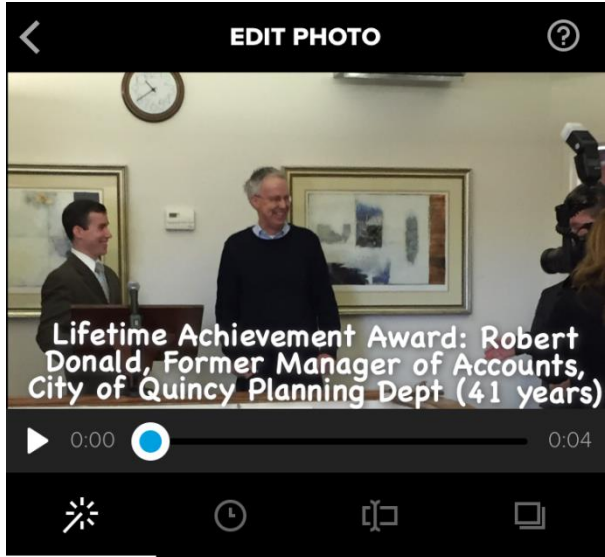
Go Live

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M
123 😊 🗣️ space return

Recorded Videos



Recorded Videos



Podcasts

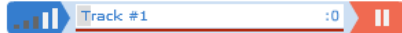


See the Difference!

[Home](#) [Program Schedule](#) [AM Quincy](#) [Join](#) [About](#) [Contact](#)

2014 Community Development Week - April 22, 2014

Sean Glennon of the Quincy Planning Department runs down the schedule of events for Community Development Week, held the week of April 22nd through April 25th.



More AM Quincy Podcasts

Tags: [CDBG](#) [Community Development](#)

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buzzsprout

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Melissa's Podcast

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A more analytical look at your podcast

Currently, you have no episodes this cycle. [Upload a new episode now.](#)

Below is an example of what this page will look like once you have a few episodes on the current cycle.



You have 2 hours of episode time remaining this cycle. Your full allowance renews in 29 days.

Need more time? [Upgrade your account](#)

[+ Upload a New Episode](#)



















or import past episodes

EXAMPLE

Current Cycle Episodes	Duration	Date	Artist
Setting up a podcast with Buzzsprout	23:45	Jan 18, 2009	Tom Rossi
Recording professional audio on a budget	18:12	Jan 11, 2009	Kevin Finn
Podcasting your church services	32:24	Jan 4, 2009	Tom Rossi
Setting up a podcast, soup to nuts	23:45	Dec 28, 2008	Joe Smith

Facebook Insights

■ Reach: Organic / Paid
 ▼
■ Post Clicks
 ■ Reactions, Comm

Published ▼	Post	Type	Targeting	Reach	Engagement
03/30/2016 5:08 pm	 The City of Quincy MA celebrate d #CDWeek 2016 today with a f			77 ■	0 0
04/01/2016 1:27 pm	 Register now: http://ncdaonline.org/events/Annual16_Regform.a			114 ■	14 7
04/08/2016 11:35 am	 Congressman Jim McGovern tells NCD A, "We need to get back t			206 ■	4 2
04/12/2016 12:19 pm	 City of Lawrence, MA Culture of Health			173 ■	5 4
05/24/2016 4:17 pm	 NCD A Awards			36 ■	8 0
06/01/2016 2:41 pm	 Photos from National Community Development Association's po			46 ■	2 2

Twitter Insights

Analytics Home Tweets Audiences Events More

NCAOnline NCA Sign up for Twitter Ads

Tweet activity

Last 28 Days Export data

Your Tweets earned 486 impressions

Select a date range

Start date: 05/11/2016 (May 2016) End date: 06/07/2016 (Jun 2016)



May 2016: 24-30, 1-7, 8-14, 15-21, 22-28, 29-31

Jun 2016: 29-31, 1-4, 5-11, 12-18, 19-25, 26-30, 1-2, 3-9

Last 7 Days Last 28 Days June 2016 May 2016 April 2016 March 2016 February 2016

Update Clear

Showing 28 days with daily frequency

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 NCDAonline @NCDAonline · 6m helpful #socialmedia tip from @LisaLFlowers #NextGenGov @GovLoop twitter.com/LisaLFlowers/s... View Tweet activity				25	1	4.0%
 NCDAonline @NCDAonline · Jun 3 Did you know NCDA will be meeting at the National Conference this month in Milwaukee? View Tweet activity				43	1	2.3%

You've reached the end of Tweets for the selected date range. Change date selection to view more.

ENGAGEMENT RATE: 0.3% (Jun 7: 8.5% engagement rate)

LINK CLICKS: 0 (Jun 7: 0 link clicks)

On average, you earned 0 link clicks per day

Practical Applications

#UseHashtags

#DeflateGate

Jeff Dunham
January 23 at 11:11am ·
"It's always #Deflategate #DeflateGate #Deflategate!" #BradyLegacy #Patriots

Like · Comment · Share · 23,362 · 393 · 6,143



Russell Wilson Fanpage
Yesterday at 9:43am ·
#deflategate hahh!
#Hawks #Seahawks #GoHawks #SB49

Like · Comment · Share · 2,313 · 51 · 1,995

Opportunity Quincy
Posted by Melissa Fortu 191 · January 22 · Edited ·
"We are playing with under inflated equipment" -Cliff Taffet, Acting Assistant Secretary, Office of Community Planning & Development, US Dept of HUD #deflategate

341 people reached

Like · Comment · Share

NCDAAonline
@NCDAAonline

TWEETS	FOLLOWING	FOLLOWERS
54	144	37

Trends · Change

- #EndAlzheimers
June Is Alzheimer's & Brain Awareness Month
Promoted by Alzheimer's Assoc.
- #GlobalRunningDay
14.1K Tweets
- #WednesdayWisdom
24K Tweets
- #Burundi
3,302 Tweets
- #NationalRunningDay
1,202 Tweets
- #Deflategate
1,086 Tweets
- #WishIKnewHowToQuit
2,453 Tweets
- #MyUnOlympicEventWouldBe
6,102 Tweets
- Watertown
- #ACSM16
- Wake
204K Tweets

Take-away: Utilize trending hashtags for more reach!

Utilize Network

SOCIAL MEDIA CONTESTS



Relay For Life of Quincy, MA

January 26 at 7:39pm · 🌐

Attention Quincy Friends!

Snowman Building Contest!!!!

Tag "Quincy Relay" (can be found on FB) in your best snowman photo. It can be any type of made snowman, paper, cotton balls, outdoor or just a drawing and we will post them all to our community album. Relay For Life or Hope inspired Snowmen will get bonus points! The more creative you are the better your chances will be at winning. The snowman with the most likes will WIN.

Contest starts TODAY, January 26 - Friday, January 30th. Voting will begin Saturday, January 31st - Tuesday, Feb 3rd. Winner will be announced Thursday, Feb 5th at February's Leadership Meeting!

PRIZE will be a basket of Relay Swag, \$10.00 Coffee Break Gift Card, \$25.00 Cagney's Gift Card, \$10.00 Ginger Betty Gift Card, \$15.00 Dave & Buster's Gift Card and 2 AMC Movie Passes!

Now Quincy, lets have a little fun!



Opportunity Quincy

Posted by Melissa Pond · 🌐 · January 28 · Edited · 🌐

We wanted to inspire others to join the Relay For Life of Quincy, MA social media snowman contest ... The #blizzard2015 brought plenty of snow but the rules said a snowman could be made of anything so we stayed inside and made ours with mason jars! Prizes involved! Check out their Facebook page for details and go build your snowman!! 😊



347 people reached

Boost Post

Like · Comment · Share · 📌 📌 📌

Take-away: Engage with other pages to drive engagement on yours!

Meet, Greet, & Share

Opportunity Quincy
Posted by Melissa P... January 30 - Edited

We were thrilled to visit Holly Hill Farm today to explore partnership opportunities! So beautiful in the snow! Huge thank you to Cindy, Janice and Jon for hosting us! (8 photos)



260 people reached

Boost Post

Holly Hill Farm shared Opportunity Quincy's post
19 hrs · 🌐

This past snowy Friday we hosted Susan, Liz and Melissa from the Quincy Department of Planning and Community Development to discuss possible partnerships with Quincy Public Schools for gardening at three of the Quincy Public Schools and field trips to Holly Hill Farm!



Opportunity Quincy added 8 new photos.

We were thrilled to visit Holly Hill Farm today to explore partnership opportunities! So beautiful in the snow! Huge thank you to Cindy, Janice and Jon for hosting us!

Like · Comment · Share · 🍷 3

Take-away: Engage with individuals and organizations both in person and on social media!

Post Faces

Event Journalism



Take-away: Include photos of Mayor, other dignitaries, and participants! (Get photo release for children under 18.)

Opportunity Quincy added 5 new photos — with Tom Koch and 4 others
26 mins · 🌟

Like · Comment · Share

Opportunity Quincy added 25 new photos — with Jim McCarthy and 5 others.
Posted by Melissa Pond (17) · February 5 · Edited · 🌟

So excited to share photos from the Martin Luther King event sponsored by the Houghs Neck Community Council, City of Quincy Department of Planning & Community Development and Massachusetts Service Alliance held on 1/19/15 at Houghs Neck Community Center. Feel free to tag yourself and share if you are in the photos! (Photos courtesy of Virginia Lewis)

234 people reached

Like · Comment · Share · 🌟

Boost Post

Meissa Home

Notifications [Mark as Read](#) [Settings](#)

- Rachel Matzdorff likes Opportunity Quincy's photo.
👍 4 mins
- Rachel Matzdorff likes Opportunity Quincy's photo.
👍 4 mins
- Rachel Matzdorff likes Opportunity Quincy's photo.
👍 5 mins
- Jeff Barker, William C. Harding and 7 other people like your cover photo.
👍 6 mins
- Gail Spring, Greg G. Mooter and 2 others like Opportunity Quincy.
👍 16 mins
- Cynthia Lewis (friends with Margaret McLean Laforest) commented on Opportunity Quincy's photo.
💬 19 mins
- Mariangela Tineo likes Opportunity Quincy's photo.
👍 19 mins
- Shannon Mellor Menslage, Sokunthea Em and Trang Spratt like your photo.
👍 5 mins
- Greg G. Mooter, Nicole Lee O'Hare and Judi McDonald-Pekkinen like Opportunity Quincy.
👍 7 mins
- Nicole Lee O'Hare likes your photo.
👍 10 mins
- Sharon Price likes your photo.
👍 13 mins

Promote Across Channels



Local News + Social Media
= More Reach

Opportunity Quincy
Posted by Melissa Pond [?] · January 14 · 🌐

Thank you to the Quincy Sun for publishing our press release about MLK Day! Register today at mlkdayquincy.eventbrite.com

HN Community Council To Host MLK Service Day

The Houghs Neck Community Council has been awarded a mini-grant from the Massachusetts Service Alliance to host a "Martin Luther King Service Day" on Monday, Jan. 19th from noon to 4 p.m. at the HN Community Center, 1193 Sea St.

Families and youth groups are invited to attend an open house set up with five service stations. Activities include a winter coat drive, letters to troops, valentines for seniors, handmade flash cards, and a take-home philanthropy bank.

Individuals or groups may register for this event at <http://mlkdayquincy.eventbrite.com>. Additional questions or comments may be directed to the Event Coordinator, Zoe Antonopoulos at zantonopoulos@gmail.com.

The Houghs Neck Service Day will follow the annual Martin Luther King Breakfast to take place at Germantown Neighborhood Center, a branch of the South Shore YMCA, at 366 Palmer St.

123 people reached

Boost Post

Opportunity Quincy shared a link.
Posted by Melissa Pond [?] · March 23 at 3:37pm · 🌐

Quincy plans National Community Development Week events

Beginning April 7, a series of events hosted by Quincy's planning department will celebrate the 40th of the U.S. Department of Housing and Urban

PATRIOTLEDGER.COM | BY MARY WHITFILL


326 people reached

Boost Post

Like · Comment · Share · ↻ 2

Take-away: Cross reference multiple media channels. Post links or photos of articles. Include EventBrite links in press release if applicable.

Vary Format

 **Opportunity Quincy**
March 11 at 9:50am · 🌐

The Summit for Opportunity

Zoe's Perspective on the Opportunity Summit, as co-authored by Melissa Pond:
Taking part in the Opportunity Nation Summit was an unbelievable experience, a chance to meet 75 Opportunity Leaders from all over the United States. Each leader is doing amazing things to give back to their communities or schools. I was very impressed by everyone that shared their "Opportunity Moment" at the summit. I was blown away by some of their experiences, and struggles that they went through to get to where they are today.

Some things that I took away from this summit are the importance of mentoring, apprenticeships and empowering youth. Coming from Quincy, Massachusetts, I met a lot of leaders from the Boston area and I hope that we will collaborate on projects together in the near future.

The highlight of this event for me was Hill Day, it was very exciting. Talking to our State Representatives' aids about bi-partisan bills that are important to us gave us a chance to work as a team. I got to meet the Honorable Senator Elizabeth Warren. She is an inspiration, and took the time to listen to everyone in the group. She was very sincere and seemed passionate about our projects and what we are doing for the Commonwealth of Massachusetts. We ran into the honorable Senator Edward Markey in the hall way while he was rushing to talk on the Senate floor but, he took the time to listen to us introduce ourselves and tell him why we were on the Hill and let us take a picture with him.

206 people reached

Like · Comment · Share · 👍 1 🗨 1

B L O G

 **Opportunity Quincy** added 3 new photos.
Posted by Melissa Pond [?] · February 25 · Edited · 🌐

Senator Warren shared with Melissa, Zoe, and Mass OppNation Leaders that she is very excited about Quincy's downtown redevelopment which was a perfect segway to share that Quincy is a national model for what Opportunity Nation is trying to achieve at the community level. She left the group with inspiring words that there is no room to envision an initiative anything but successful!



433 people reached

Like · Comment · Share · 👍 2 🗨 3 ➦ 1



Take-away: Share exciting stories in more than one format. Give readers more than the headline with a blog article. Share more than one photo per post.

Call to Action



 **Opportunity Quincy**
Posted by Melissa Pond [?] · March 26 at 4:57pm · Edited · 

Please call your Senators NOW to oppose the Hatch Amendment 938 to the Budget proposal which would prohibit the use of the Community Development Block Grant for Public Services! URGENT! A vote will be held sometime this evening! Thank you!

191 people reached Boost Post

Like · Comment · Share ·  1

Take-away: Use social media to call to action such as calling legislators.

Follow-Up

Resource Review

- **Facebook.com** – Share updates, links, photos, videos; Create discussions; Host online contests
- **Twitter.com** – Update quickly in 140 characters or less; Spread news; Ask for donations or volunteers; Let others know how they could help
- **LinkedIn.com** – Establish a LinkedIn Company Page; Post status updates; Share news; Find volunteers; Post job openings; Stay in touch with your followers
- **Pinterest.com** – Scrapbook virtually; Organize and share favorites from the web; Be inspired by others who share your interests
- **YouTube.com** – Activate your cause; Tell a story; Launch an effective campaign



Resource Review

- **Facebook Help Center** – FAQs
- **Facebook.com/CoverPhotoSize** – Templates for Cover Photos
- **Microsoft Powerpoint** – Software for creating images
- **Blogger.com** – Free Blogging Host
- **Piktochart.com** – Free Infographic Software
- **Splice.com** – Free Video Editing Software
- **Buzzsprout.com** – Free Podcast Hosting
- **Analytics.Twitter.com** – Twitter Insights



Additional Resources



◆ Beth's Blog: <http://www.bethkanter.org>



◆ Google for Nonprofits: <http://www.google.com/nonprofits/>



◆ Linked In for Nonprofits: <http://nonprofits.linkedin.com/>



◆ Socialbrite—Social Solutions for Nonprofits:
<http://www.socialbrite.org/>



◆ Social Media Examiner—Your Guide to the Social Media Jungle:
<http://www.socialmediaexaminer.com/>



◆ Social Media for Nonprofits: <http://socialmedia4nonprofits.org/>



◆ Social Media for Government:
<https://www.govloop.com/social-media/>

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[@NCDAonline](https://www.facebook.com/NCDAonline)




REVIEWS >

5.0 ★ 5.0 of 5 stars
1 review

 Early Johnson ∨
5★ Great group! ! They are doing a lot of good things in the community. Keep me in the loop. Regards "EJ"
April 1, 2016 · 🌐

 Like  Comment 

 Tell people what you think
★★★★★

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