Getting Our Story Out

By Amy Fedele, ASEC Web Content Manager

We want to hear from YOU

There are many ways you can help us to spread the word about ASEC:
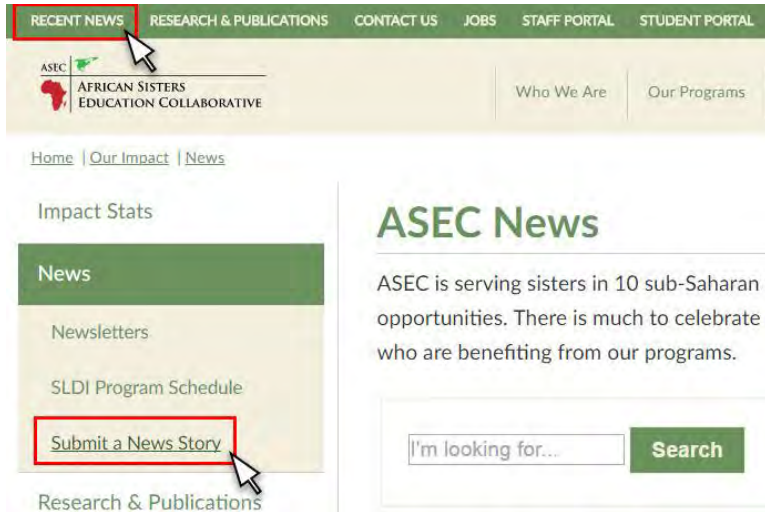
- Writing about your country
    - What's happening? News & Events
    - Alumnae projects & Success Stories
    - Mentoring
    - Your own experience / reflections
    - How your projects tie into the UN SDGs
- Taking photos and sharing them with us
- Using Social Media (Twitter/Facebook)

Submit your stories to us

We will use these on the **website, e-newsletter, and annual newsletter**

How to Submit

- **Direct Link:** asec-sldi.org/submitnews-internal
- **Website:** Click on Recent News, then "Submit a News Story"
- **Portal/Intranet:** Link also available in the Staff Portal

Submit 1 Story Per Month

- Find one sister to write a story each month about one of the following:
  - Recent news or events
  - Alumnae success stories
  - Stories promoting your ministries
  - Telling potential donors why ASEC matters
- Stories will be shared online & in our e-newsletter
- The best stories will make it into our annual printed newsletter
- Spread your good work and promote awareness for key issues in Africa

Photography Tips & Tricks

How to take a great photo

FOCUS THE CAMERA

Tap the screen where you want the camera to focus, then take your photo.

OR

Hold the shutter button **halfway down** until you see a box around your subject and hear a beep.

Then push the shutter all the way down to take the photo.

COMPOSITION

What you keep in the frame & what you leave out

Take time to consider

- Where you put things that are in the frame
  - what's in the foreground, middle ground and background of your photo?
  - Is your composition balanced?
  - Can subject be off center?
- What's in the background? Is it distracting?
- The angle / viewpoint
  - Can YOU move right, left, up or down to make a more interesting photo?
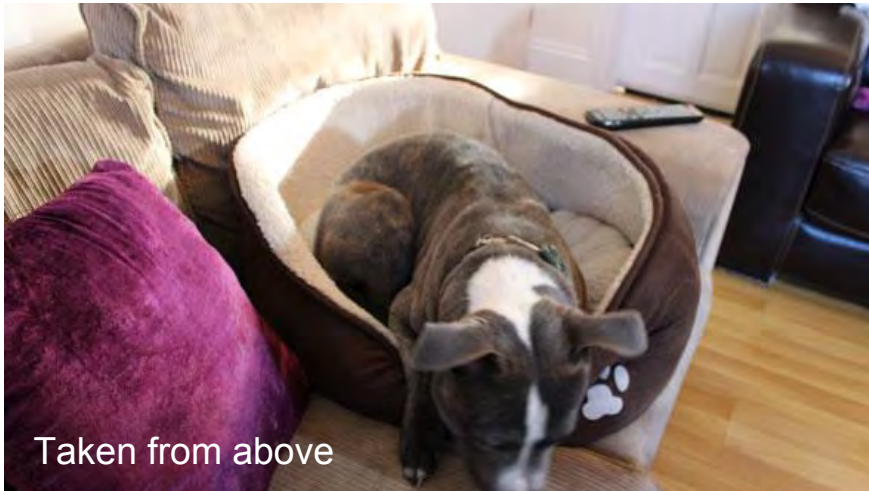
Rule of Thirds

Using two vertical lines and two horizontal lines, divide your photo into 9 squares

Place the **most important elements** or main subject of your photo where the lines intersect

Perspective

Shooting at the same level as your subject

Crouching down / getting at eye-level with your subject is often more appealing.

Taken from above

Taken at eye level

Action Photos

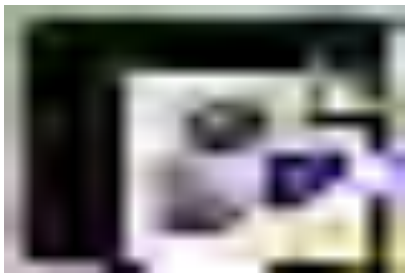walking, talking

helping one another

being active

performing a task

Not as effective

Pictures from behind, washing dishes, eating a normal lunch

Dark rooms

Try this instead

GET CLOSER to student and focus on what they are doing

Open/move near a window

Take photos outside if possible (without light, the photo will be blurry and dark).

Although tempting, don't use the flash unless you have to.

Social Media for Beginners

How to use Twitter and Facebook with ASEC

What is Social Media?

- A way for people to communicate and interact online

- You interact and engage with content in many ways

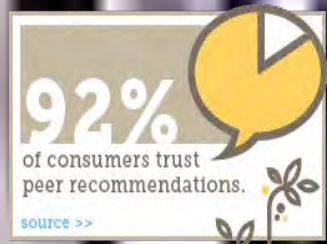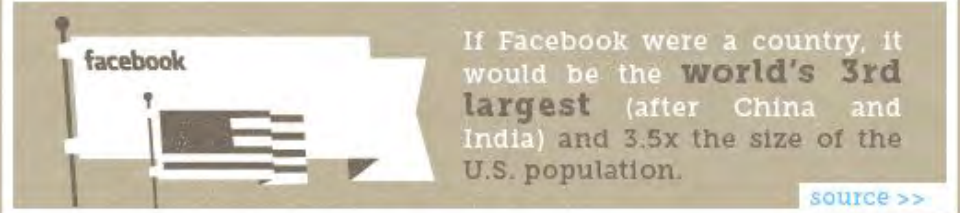Keep others updated about your ministries

Give your opinions and reviews

Share and comment on what others are saying

Network with people who have similar interests

Source: https://moz.com/beginners-guide-to-social-media

Why ASEC Needs YOU!

- You are advocates of ASEC, and it is through advocacy that our efforts will scale and grow.
- Sharing your experiences with ASEC with your own networks lets more people know about our mission.

facebook

If Facebook were a country, it would be the **world's 3rd largest** (after China and India) and 3.5x the size of the U.S. population.

source >>

92% of consumers trust peer recommendations.

source >>

Signing up for

- Go to twitter.com/signup
- Create a username (handle). This is your address or calling card, and how people will interact with you and include you in conversation.
- When someone wants to talk to you on twitter, they will use the @ symbol and your handle
  - *Ex: @asecsldihesa, hope you are having a great training workshop!*

Following and Followers

- Follow @ASECSLDIHESA by typing it into the search box and clicking the follow button.
- Follow your friends and people you know.
- Twitter will (eventually) suggest users for you to follow with similar interests and contacts as you.
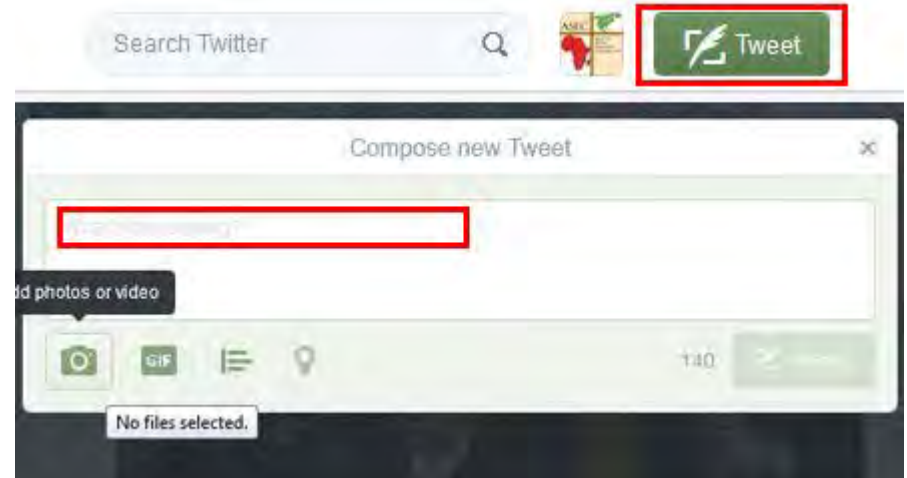
Twitter Terms

- **Tweet:** A 140-character message.

- **Retweet (RT):** Re-sharing or giving credit to someone else's tweet.

- **Feed:** The stream of tweets you see on your homepage. It's comprised of updates from users you follow.

- **Handle:** Your username. ASEC's handle is @ASECSLDIHESA

- **Mention (@):** A way to reference another user by his username in a tweet (e.g. @ASECSLDIHESA). Users are notified when @mentioned. It's a way to conduct discussions with other users in a public realm.

- **Direct Message (DM):** A private, 140-character message between two people. You may only DM a user who follows you.

- **Hashtag (#):** A way to denote a topic or participate in a larger linked discussion (e.g. #CatholicSisters, #SDGs). A hashtag allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.

Tweeting

- Click the Tweet button (top right)
- Type text in the "Compose a new Tweet" box
- You can only use 140 characters so write short & succinct sentences and get to your point quickly
- Mention/notify a user about your tweet using the @ symbol (@asecsldihesa)

#Hashtags

- Don't forget to add #hashtags so others can read your tweet.

- Your feed will show trending hashtags along the side of the page.

- Events or conference will often have their own hashtag.

- If you search #HiltonFoundConvene you will see all the tweets from the convening.

This tweet from the Hilton Foundation has 5 hashtags: #Catholic, #HiltonFoundConvene, #Nairobi, #CatholicSisters, and #SDGs

Add #thanksASEC to your tweet to send a thank you note to ASEC :)

Liking

Clicking the heart icon will let the person know you like what they are tweeting.

Liking tweets is ok, but it's the least amount of interaction you can do on Twitter.

Replying and Retweeting are more desired ways to communicate.

Replying

When you see an interesting tweet from ASEC or another user in your feed:

- Click the reply icon to **add your comment** to the tweet.
- This will @mention the user that wrote the tweet, so they can reply back to you!

Retweeting (RT)

- Retweet (RT): **sharing** a tweet that someone else wrote so that all your followers can read it.
- Do this by clicking the retweet icon
- Add your comment to the RT before posting to your followers.
- **Retweet ASEC's tweets** to help us to get the word out about our mission!
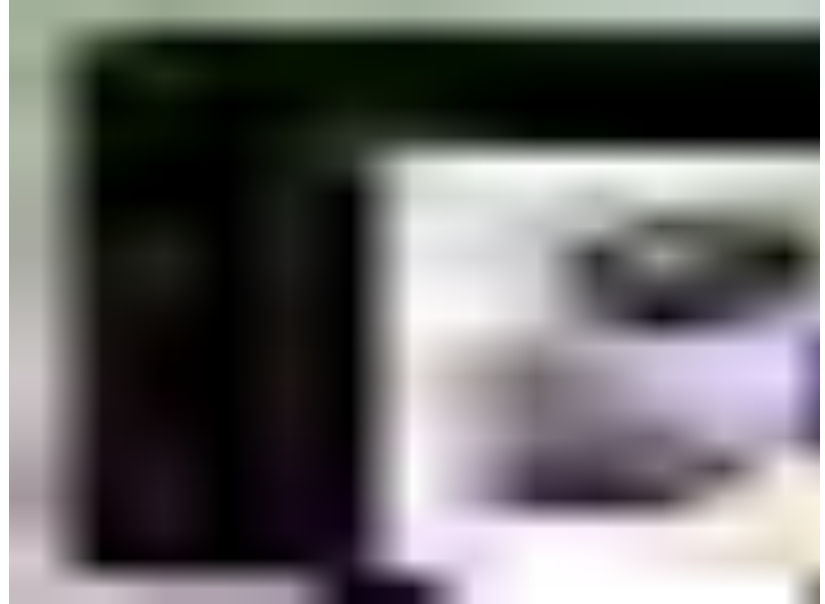
Signing up for facebook

- Go to facebook.com
- Fill out the form and click sign up
- Check your email to confirm your new account
- Type in facebook.com/ASEC.SLDI, or just search for "ASEC" using the Facebook search bar
- Click the "Like" button on ASEC's page. This is like becoming friends with us.

Like ASEC's PAGE

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Interacting with ASEC's posts

Once you "like" ASEC's page, you will start seeing our posts in your timeline.
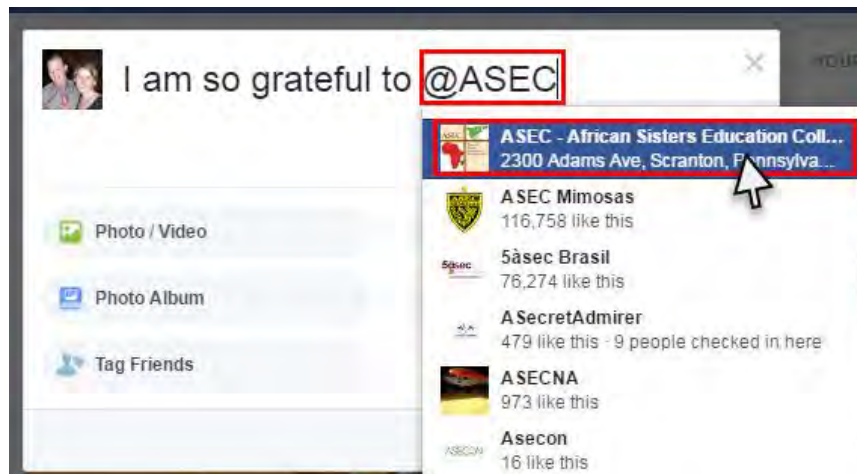
Spread the word about ASEC using:

- **LIKE (Good)**
  - Hover over "like" to use other reactions Like, Love, Ha Ha, Wow, Sad, Angry
- **COMMENT (Better)**
- **SHARE (Best)**

Mention ASEC in your posts

Using the "@" symbol

- Type the "@" symbol followed by ASEC, then click on our profile
- This connects us to your post so
  - we will get a notification about your post
  - others can click on our name to learn more about ASEC

Questions? Comments?