



## Using Social Media to Promote your Squadron

Written by District 2 PR Officer Paul Okura



**What is social media?** - It is simply another means of communication.

According to Wikipedia, Social Media uses Internet and web-based technologies to transform broadcast media monologues (one to many) such as print advertisement into social media dialogues (many to many). It supports the democratization of knowledge and information, transforming people from content consumers into content producers

It creates a buzz about you, about your company, about your organization or about your cause.

Types of social media:

**Blogs** — Yes, your blog is a type of social media. The most popular free blogging platforms are WordPress.com, TypePad, and Blogger. I highly recommend a self-hosted site with WordPress.org installed.

**Social Networking Sites** — Focus on building relationships among people with similar interests and activities. Examples: Facebook, MySpace, Friendster.

**Social News** — Users submit and vote on news stories. Examples: Digg, PopURLs.

**Social Measuring** — Measure the quality of submitted content. Examples: Technorati, BlogPulse.

**Microblogging** — Differs from traditional blogging because the content is delivered in short bursts of information. Example: Twitter.

**Social Bookmarking** — Allows users to share, organize, search bookmarks of web resources. Examples: Del.ici.ous, Diigo (formerly Furl.)

**Social Q&A** — Users can submit or answer questions. Examples: Answers.com, Yahoo! Answers.

**Video Sharing** — Users can upload and comment on videos. Examples: YouTube, Vimeo.

**Photo Sharing** — Users can upload and comment on photos. Some photo-sharing sites offer a user license agreement that allows bloggers and website owners to use images. Example: Flickr.

**Social Search** — Some search engines have evolved beyond providing search results into social media communities where users create profiles and interact through email groups. Examples: Google, Yahoo!

**Professional Networks** — This type of social media site is a virtual Rolodex, enabling business professionals to recommend one another, share information about industry-related events, post resumes, and other features. Examples: LinkedIn, Plaxo.

**Niche Communities** — Niche networking has grown beyond the message boards of old into full-fledged communities. There is no “leader of the pack” in this category, but there is a list of social media niche sites maintained by Traffikd.

**Social Email** — Google Buzz has transformed Gmail into a stream of consciousness for email contacts. Always the educator, Darren Rowse of ProBlogger has been conducting a great series with his Buzz followers as we all learn this thing together. If you’re new to Google Buzz or interested in giving it a go, I suggest you follow Darren.

**Comment Communities** — Even blog comments have hopped aboard the social media bandwagon through sites such as Disqus.

**Regional Social Media Sites** — This type of social media site is growing in popularity as the world wide web seeks to become more personal. Contributing to news sites, such as Examiner.com, is a great way to position yourself as an authority within both your community and your niche and make a few extra dollars at the same time. Example: [Little Rock Blogging for Business Examiner](#).

**Podcasting Communities** — Podcasting communities are social networks that help connect podcasters, advertisers, and listeners. Example: [Blubrry.com](#).

**Blog Networks** – Similar to niche communities, blog networks are usually a large collection of blogs. Sometimes they cover a broad arena of topics; others are small and more tightly focused. Although anyone can read the blog posts (sometimes registration is required), many blog networks provide exclusive content and require approval for bloggers to join, which gives those who are accepted a certain level of prestige. Examples: [Gawker](#), [b5Media](#), [9Rules](#).

**Blogging Communities** — Broader than niche communities and not exclusive like blog networks, blogging communities encourage bloggers to share and interact with one another as well as create regular blog posts. Examples: [BlogHer](#), [LiveJournal](#).

**Presentation-sharing Sites** — Sharing presentations online is becoming a very popular way to set yourself apart from the crowd in your field. There is also a lot of good content available on presentation sites that bloggers can link to and share with their readers. Example: [SlideShare](#).

**Content-driven Communities** — Also known as “Wikis.” This type of social media is popping up everywhere. The largest and most well-known, of course, is [Wikipedia](#).

**Product-based Communities** — Many sites that started as a means of buying and selling products online have incorporated the community aspect into their sites. The biggest sites in this type of social media are [EBay](#) and [Amazon.com](#).

**Review & Recommendation Sites** — You can review almost anything in an online community-based setting now. Twitter asks “What are you doing?”, but [Shelfari](#) (and other book review communities) asks “What are you reading?” Travel recommendation communities are extremely popular. Examples: [TripAdvisor](#), [Lonely Planet](#), [Where I’ve Been](#).

**Social Media Sites that Defy Definition** — There are several social media sites that march to the beat of their own drum. [Squidoo](#) comes to mind.

## Why use social media?

To attract new members, to retain current members, to advertise activities and events, to schedule classes, to raise brand awareness, for inexpensive marketing, to create a buzz about your organization, to share photos and videos, to share knowledge and to exchange opinions, etc.

## Dos and don’ts for social media

Keep it current, make it interesting, keep it simple, and don’t get too technical.

## Examples of Website, MeetUp, LinkedIn, YouTube, and Facebook:

### WEBSITE



District 2  
Squadrons  
Berkshire  
Champlain  
Cross County\*\*  
Darien  
Greensich  
Housatonic River\*\*  
Lake Candlewood  
Lake George  
Mid-Hudson  
Mohawk-Hudson  
Norwalk  
Peekskill  
Penfield  
Rowayton\*\*  
Saugatuck River  
Stamford  
Storm King  
Tappan Zee\*  
Westchester

\* Note: Charter Surrendered 12/31/07  
\*\* Note: Charters Surrendered 09/17/11

## Welcome to District 2

"A unit of United States Power Squadrons®"  
"Sail and Power Boating"

*"Boating is fun... we'll show you how"*

➔ **16 March 2013 Winter Council Registration Form Available**

[December 2012 Issue of the District 2 News On-Line \(1.2 MB\)](#)

Our National 2nd Place Winning Youth Poster  
By  
Cassandra



District & Squadron Information

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- [Boat Shows](#)
- [Contact WebAdmin](#)

 **Access SailAngle.com**

To access the USPS Groups on SailAngle.com you must **LOGIN** as a USPS member.

 **Like D2 on Facebook**

### MEET UP GROUP

<http://www.meetup.com/Westchester-Sail-and-Power-Squadron>

Contact

**Our Sponsors**

  
CMIT Solutions of Southern Westchester  
Complimentary IT assessment for your business.

  
United States Power Squadrons  
1st yr membership for \$97 per individual & \$133 for the entire family.

**Membership perks**

15% off Full Priced Items  
from Eastern Mountain Sports-Scarsdale

20% off guided kayak tours

## Welcome boaters!

JOIN AND SUGGEST A NEW MEETUP

Upcoming 16   Suggested 2   Past   Calendar

### Safe Boating Course (8 week course starting Jan. 22, 2013)

New Rochelle Marina  
22 Pelham Road, New Rochelle, NY (map)

Tue Feb 19  
7:00 PM

RSVP **4** days left

1 attending  
0 comments  
Price: \$20.00 per person

SAFE BOATING COURSE Hosted by the Westchester Sail and Power Squadron The United States Power Squadrons Safe Boating course is designed to familiarize you with most of... [LEARN MORE](#)

Hosted by: **Frank Palmieri** (Co-Organizer)

This Meetup repeats every week on Tuesday until March 12, 2013

Safe Boating Course (8 week course starting Jan. 22, 2013)	1 attending	Tue Feb 26, 7:00 PM
Safe Boating Course (8 week course starting Jan. 22, 2013)	1 attending	Tue Mar 5, 7:00 PM
Safe Boating Course (8 week course starting Jan. 22, 2013)	1 attending	Tue Mar 12, 7:00 PM

### What's new





MORE

NEW RSVP  
howard sklar RSVPed  
**Yes for Tides & Current Seminar**  
February 6

NEW PHOTOS

# LINKEDIN

[http://www.linkedin.com/groups?gid=3536401&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=3536401&trk=hb_side_g)

The screenshot shows the LinkedIn interface for the 'Westchester Sail and Power Squadron' group. At the top, the LinkedIn logo and navigation menu are visible. The group name is prominently displayed, along with a navigation bar for 'Discussions', 'Members', 'Promotions', 'Jobs', 'Search', 'Manage', and 'More...'. Below this, there is a 'Start' section with options for 'Discussion' and 'Poll', and a text input field for starting a discussion. To the right, there are advertisements for 'For IT Operations Execs' and 'MS in Internet Marketing'. Below the 'Start' section, there is a 'Most Popular Discussions' section featuring a post by Paul Okura from October 6, 2010, about a MeetUp page. The post includes a profile picture of Paul Okura and a link to the MeetUp page.

# YOUTUBE VIDEO ON PRACTICAL ON THE WATER TRAINING

<http://www.youtube.com/watch?v=9YJXZlvmTqw>

The screenshot shows a YouTube video player. The video title is 'Practical on the water training' by Paul Okura, with 381 views. The video content shows a white motorboat with a black outboard motor and a red, white, and blue flag on the back. The boat is on a body of water, and the text 'On Water Training' is visible on the side of the boat. The video player interface includes a search bar at the top, a play button, a progress bar showing 0:06 / 1:08, and buttons for 'Analytics' and 'Video Manager'.

# FACEBOOK

<http://www.facebook.com/pages/United-States-Power-Squadron-District-2/433215486708582>

facebook Search for people, places and things Kazuo Okura Find Friends

You are posting, commenting, and liking as Kazuo Okura — Change to United States Power Squadron District 2

**United States Power Squadrons**

**United States Power Squadron District 2** ✓ Liked Message

49 likes · 2 were here

Non-Profit Organization  
District 2 is one of 33 districts of the United States Power Squadrons, the world's largest private, non-profit, boating organization. District 2 has 16 different Squadrons with approximately 1,500 members who share boating knowledge and

About Photos Likes Map



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