

Leading Change with Social Media

Anastasia Evdokimova
EF Education First

May 25, 2012



About EF

Our Mission:

“To break down barriers of language,
culture and geography”

Founded in 1965 in Sweden, EF Education is the world's largest private education company specialized in language training, educational tours and cultural exchange





About EF

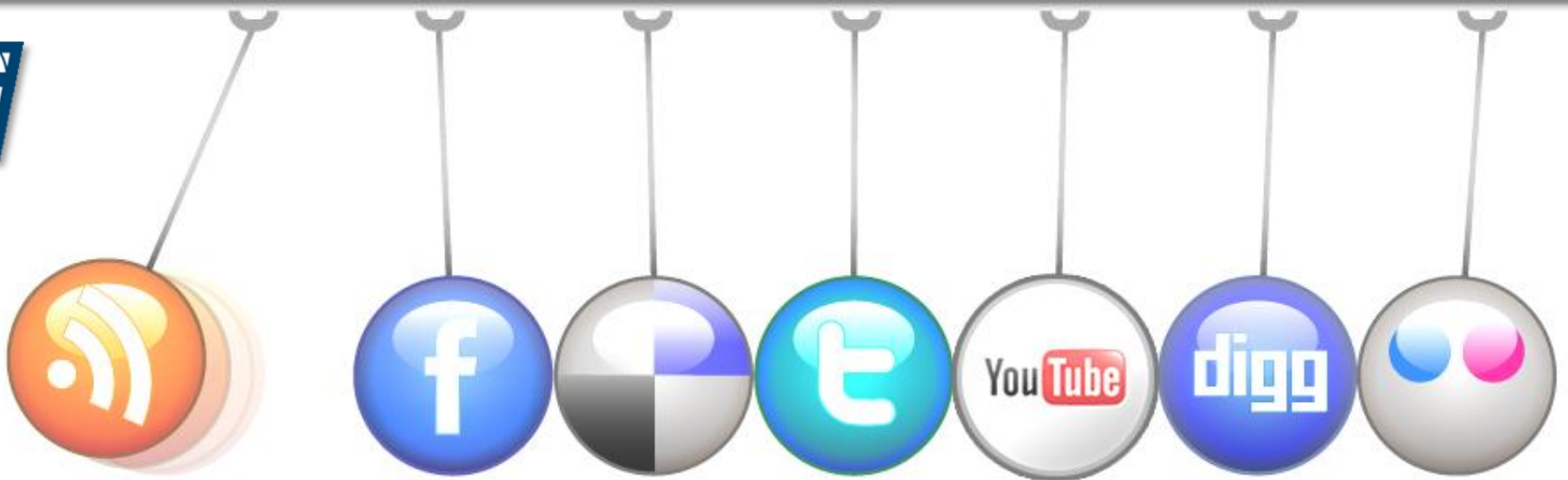
- 34,000 employees world wide
- Over 400 schools and offices in over 60 countries
- Over 15 million students have traveled with EF
- In the fast growing market for international education
- Entrepreneurial, multicultural staff
- Nothing is impossible!





Agenda

1. The Social Media Revolution
2. Social Media and Brand Communication
3. Leveraging Your Idea
4. Can Social Media Lead Change?



1. The Social Media Revolution

Social Media

You Tube

foursquare

facebook

cywOrid

开心网

twitter

Google Video

digg

GoZone

Dailymotion

tuenti

wideo

mixi

renren

g+

Hyves.nl

SU

無名小站
WR57CH

hi5

GROUPON

Y! VIDEO

NETLOG

Linked in

tudou 土豆网
每个人都是生活的导演

metacafe

MyVideo

youku 优酷
.com

orkut

Ku6.com
酷六网 · 乐享视频

flickr

facebook

KOHTAKTE

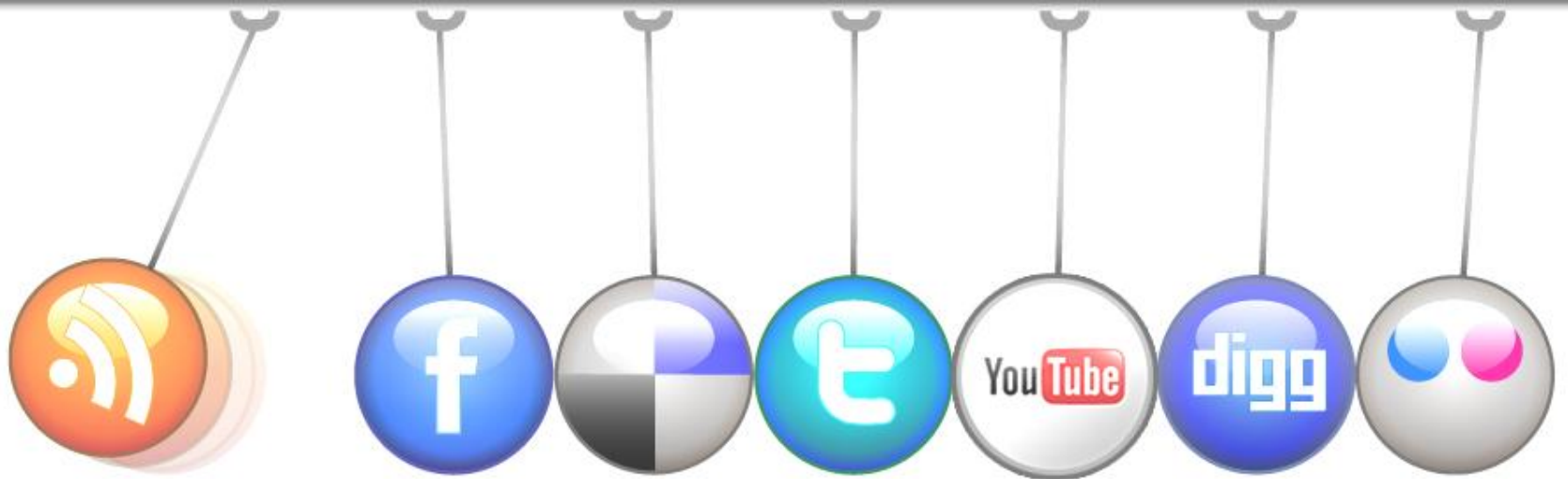


51.com

Social Media

- A fundamental shift in communication
- Towards a more "democratic" approach
- Leading to multiple communication
- Ever more global





2. Social Media & Brand Communication



Brand Communication

- It is not a choice **whether** to do Social Media
but **how** to do Social Media

Brand Communication

Facebook (2) | EF - MIAMI BEACH Summer 2008 - Windows Internet Explorer provided by EF Education

http://www.facebook.com/group.php?gid=6142758507&ref=search#1/group.php?gid=6142758507&v=wall&ref=search

File Edit View Favorites Tools Help

Favorites Free Hotmail Web Slice Gallery

Facebook (2) | EF - MIAM... http://globalnet.ef.com/ Page Safety Tools

facebook Search Home Profile Account

EF - MIAMI BEACH Summer 2008 Join

Wall Info Photos Discussions

Information

Category: Geography - States

Description: For us who's going to Miami Beach with EF (education first) during the summer of 2008!

WE ROCK

Privacy Type: Open: All content is public.

Admins

■ Saad Mah

Members

6 of 386 members See All

Francisco Magi Claudia Fanelli Weedman Southbeach

Mannaei Al Mannaei in there now 2010
June 30 at 6:54pm · Flag

MooHa Al- I Will be there in 1-feb
January 7 at 12:10am · Flag

MooHa Al- all the time...:) miami the best....
January 7 at 12:09am · Flag

Bo te Braak when are the most people there? what is the best time to go?!

December 18, 2009 at 2:29pm · Flag

MooHa Al- miss this place and miss friends....!
November 21, 2009 at 11:11pm · Flag

Florian Pasquet bonjour,
Je souhaite partir avec EF pour Miami Beach. Pouvez-vous me donner vos impressions de votre séjour là bas, ce qui est bien et moins bien. Avez-vous apprécié votre séjour là bas?
...
See More
July 15, 2009 at 7:38pm · Flag

Joanna Asdj Nowak HEY ALL!!! Is someone going to Miami one more time this summer?
April 22, 2009 at 4:18pm · Flag

Sonya Richardson hey guys glad to find you all
January 6, 2009 at 9:45am · Flag

Create an Ad

Trendy oder rockig? ×

Trendy
Ob rockig, klassisch oder trendy! Wir zeigen dir tolle Modetrends. Und das Beste: Heine schenkt dir 15 CHF!

Like

Louis Vuitton ×

Beaucoup de modèles de la dernière fashion. 70% hors sac Louis Vuitton et bien d'autres nouvelles marques! Hot Deals!

Like

Meet AIESEC alumni in ZH ×

AIESEC

Chat (6)

(1 item remaining)

start 5 Microsoft Office 2007 Mozilla Firefox 4 Internet Explorer Workshop Diver... 3M CM Meeting... Document1 - Mc... EN 3:40 PM



Brand Communication

Facebook (2) | EF International Language Centers - Study Abroad - Windows Internet Explorer provided by EF Education

http://www.facebook.com/EF

File Edit View Favorites Tools Help

Favorites Free Hotmail Web Slice Gallery

Facebook (2) | EF Intern... http://globalnet.ef.com/ Page Safety Tools

facebook Search Home Profile Account

EF International Language Centers - Study Abroad

Wall Info Destinations EF Schools EF Countries Free Brochure >>

Write something...

Attach: Share

Filters

Bastien Birlian ef in NYC 2010-2011 SESSION (m coming =)
19 hours ago · Comment · Like · Flag

Federica Nikita likes this.

EF International Language Centers - Study Abroad Hello Bastien. Did you see that EF New York has their own Facebook page? Check it out to get a taste of EF New York student life and to find out who else will be there: <http://www.facebook.com/EFNewYork>. Greetings from Neele @ EF Facebook Team
6 hours ago · Like · Flag

Write a comment...

Ed Relaxx Rodrigz I need learn english :D who helps me??? :\$
19 hours ago · Comment · Like · Flag

EF International Language Centers - Study Abroad Hi Ed. There are many, many great locations such as New York, Sydney, London or Cape Town where you can study English with EF. To get an overview of our programmes, have a look here: <http://www.ef.com/facebook> brochure. You can also contact EF in your country by phone (<http://www.facebook.com/EF?v=info>) or write on their Facebook wall (http://www.facebook.com/EF?v=app_4949752878) - they will be happy to answer all your questions. Let us know what destination you pick! Greetings from Neele @ EF Facebook Team
6 hours ago · Like · Flag

Write a comment...

Anna Schmitz <http://www.facebook.com/group.php?gid=139776279391828&v=photos#/group.php?gid=139776279391828&v=w...>

Create an Ad

Connect With More Friends

Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads

Add to My Page's Favorites
Suggest to Friends
Subscribe via SMS

Welcome to the Facebook Page of EF International Language Centers - a division of EF Education First.

EF is the world leader in international education, offering language education for all ages in more than 50 countries worldwide.

<http://fb.ef.com/>

Chat (6)

start Microsoft Office Mozilla Firefox Internet Explorer Workshop Diversi... SM CH Meeting 2... Document1 - Mic... EN 3:36 PM



From one-way



to multiple conversations





Stop thinking like a
marketeer or advertiser!



Brand Communication



Start thinking like a
socializer or publisher!



Brand Communication

Convince people to buy



Brand Communication

Convince people to **sell**

From Advertising...



We are
a great language
school!



to C2C Recommendation

They are a
great language
school!



What does it take?



EF International Language Centers
Language Courses Abroad
For adults and students aged 16 & above

Free flight
Travel to Europe & back home included in the fee

The faster way to learn a language

2011-2012

USA	Mexico	Singapore	Spain
Canada	South Africa	France	Sweden
England	Italy	Germany	Costa Rica
Ireland	Denmark	China	

www.ef.com



EF International Language Centers
Academic Year Abroad
For adults and students aged 18 & above

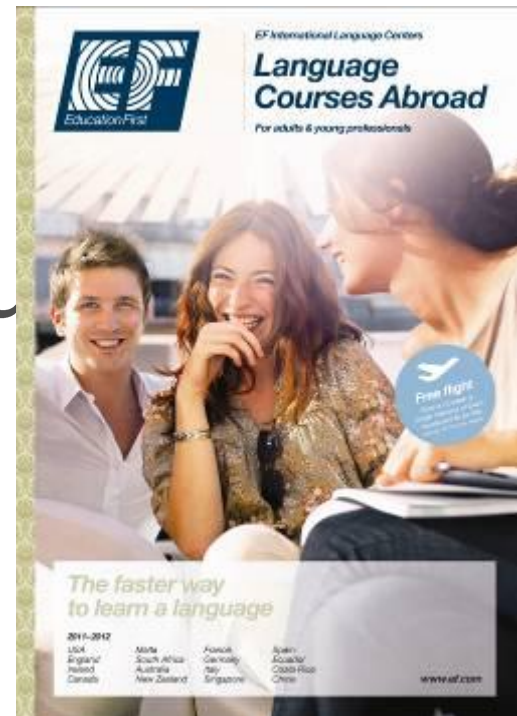
Free flight
Travel to Europe & back home included in the fee

Combined language and academic studies

2010-2011

USA	Mexico	Singapore	Spain
Canada	South Africa	France	Sweden
England	Italy	Germany	Costa Rica
Ireland	Denmark	China	

www.ef.com



EF International Language Centers
Language Courses Abroad
For adults & young professionals

Free flight
Travel to Europe & back home included in the fee

The faster way to learn a language

2011-2012

USA	Mexico	France	Spain
England	South Africa	Germany	Sweden
Canada	Italy	China	Costa Rica
	Denmark	China	

www.ef.com

People talk about great products



Ivana Pitlovic Hey, dear EF-people! I just wanted to say "Thank You" for your effort and great work with us. Well, I'll write in my own name. I've had AMAZING time in Redondo Beach (in school and in my free time). In EFLA you have amazing and dedicated teachers, and cheerful and kind staff who made our/my stay there as a dream come true.
Just keep up with a good work and you'll attract more and more people to your beautiful place!
I'd like to stay in contact with you.
And Scott, get me Tyler's e-mail address! Need it! ;o)

20 hours ago via Facebook for iPhone · [Comment](#) · [Like](#)

6 people like this.



Iris Meines ♥

14 hours ago · [Like](#) · [Delete](#) · [Flag](#)



Ivana Pitlovic OMG, I can't believe I forgot to mention and to thank THE BEST tour guide EVER - Richard!
He brought me to the house of my favorite actor, so Richard - RULES!
(Yes, Scott, I'm that "Gerard-Butler-stocking-girl"! Hahahaha!)

And, Scott, I wasn't kidding about wanting Tyler's e-mail address!
Can you get it for me? Seriously.

12 hours ago · [Like](#) · [2 people](#) · [Delete](#) · [Flag](#)

Write a comment...



Anwar Algahuri I am really sad because I have just 4 more weeks here
In the amazing city :(and
a beautiful friends of other countries in one place in Cape Town .. so I
hope from everyone forgive me for any mistake !!

I want say for EF school for all staff thank u from my heart for everything
u did it with us

I wanna gave advise for any...one wants come to EF Cape Town don't
hesitate .. u r in the true way just DO IT and COME :)

July 31 at 4:04am · [Comment](#) · [Like](#) · [Flag](#)

4 people like this.



Angela Pereira Hi Anwar. It has been a pleasure to have you at our
school ... always smiling and happy. We will miss you too! Angela, School
Director, EF Cape Town

August 2 at 2:31pm · [Like](#) · [1 person](#) · [Delete](#) · [Flag](#)



Anwar Algahuri Thanx Angela for everything really I am glad to met like
u and all staff at amazing school .. I wish for u all the best.

We miss u so much .. We r waiting for u :)

Wednesday at 7:58pm · [Like](#) · [1 person](#) · [Delete](#) · [Flag](#)

Write a comment...

So Start Talking

People ask peers

People ask us



Priscilla Marie anyone has been in the residence of Boston???? I want to know the condition of the bedrooms...
December 3 at 9:06pm · Like · Comment

Cane Pituelli Ortega My sister did! She went two years ago. She told me the bedrooms where great, warm, big enough for two or three people! Hope this info helps you about an hour ago · Like · Flag

Write a comment...

Elisabeth Facinelli What is the best school in england ?
December 3 at 3:15pm via iPhone · Like · Comment

Mauri Gomez brightonnnnnn !
December 3 at 4:10pm · Like · Flag

Khaled Gushti believe me boumemouth the best ever
December 3 at 10:15pm · Like · Flag

Eva Ja-Hatt Brighton !!!
December 6 at 3:37pm · Like · Flag

Write a comment...

Tommy Blackley roughly how much is the multi language year thing??
December 3 at 1:47pm · Like · Comment

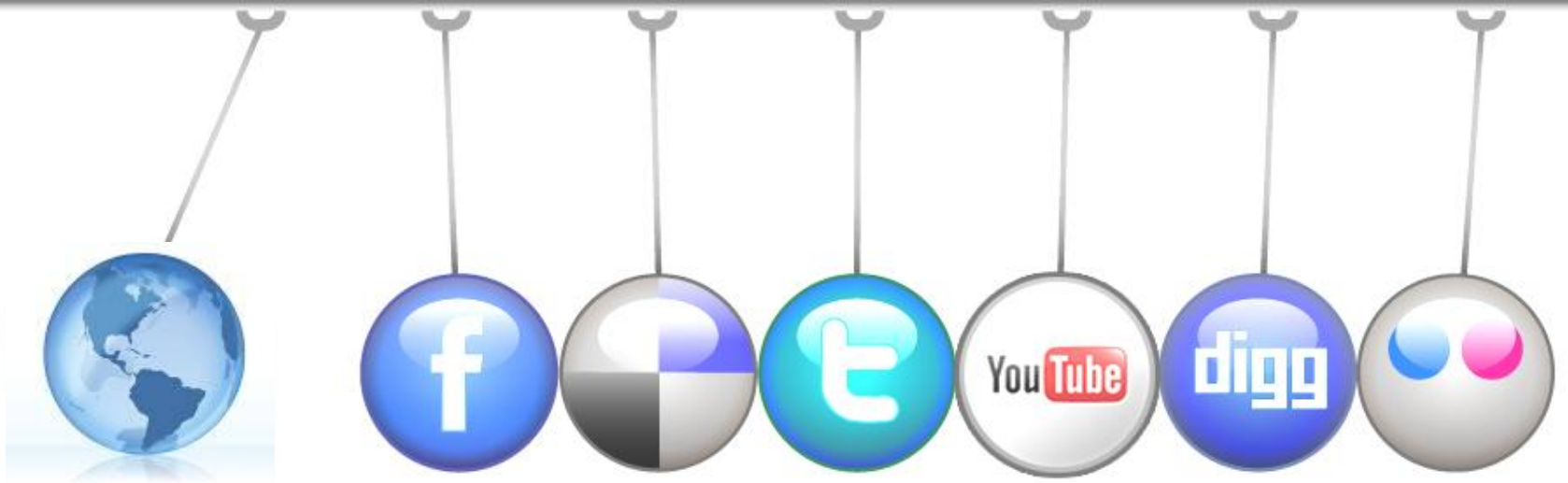
EF International Language Centers - Study Abroad Hi Tommy. I think its best to give our EF Team in your country a call - they can tell you all about the costs involved. You can find their phone number at the top right of this page <http://fb.ef.com/fbbrochure>. You can also send me an email at TellEF@ef.com and tell me where you are from so i can put you in touch with someone. Have you seen our Multi Language Year video yet? (http://www.youtube.com/watch?v=_gASX0xr0vs) Greetings from Neele @ EF Facebook Team
December 3 at 5:08pm · Like

Write a comment...



Today EF has

- Fully dedicated Social Media team
- Over 100 FB pages
- Over 300,000 likers
- Own Youtube Channel www.youtube.com/ef
- Twitter www.twitter.com/ef



3. How to Leverage Your Idea



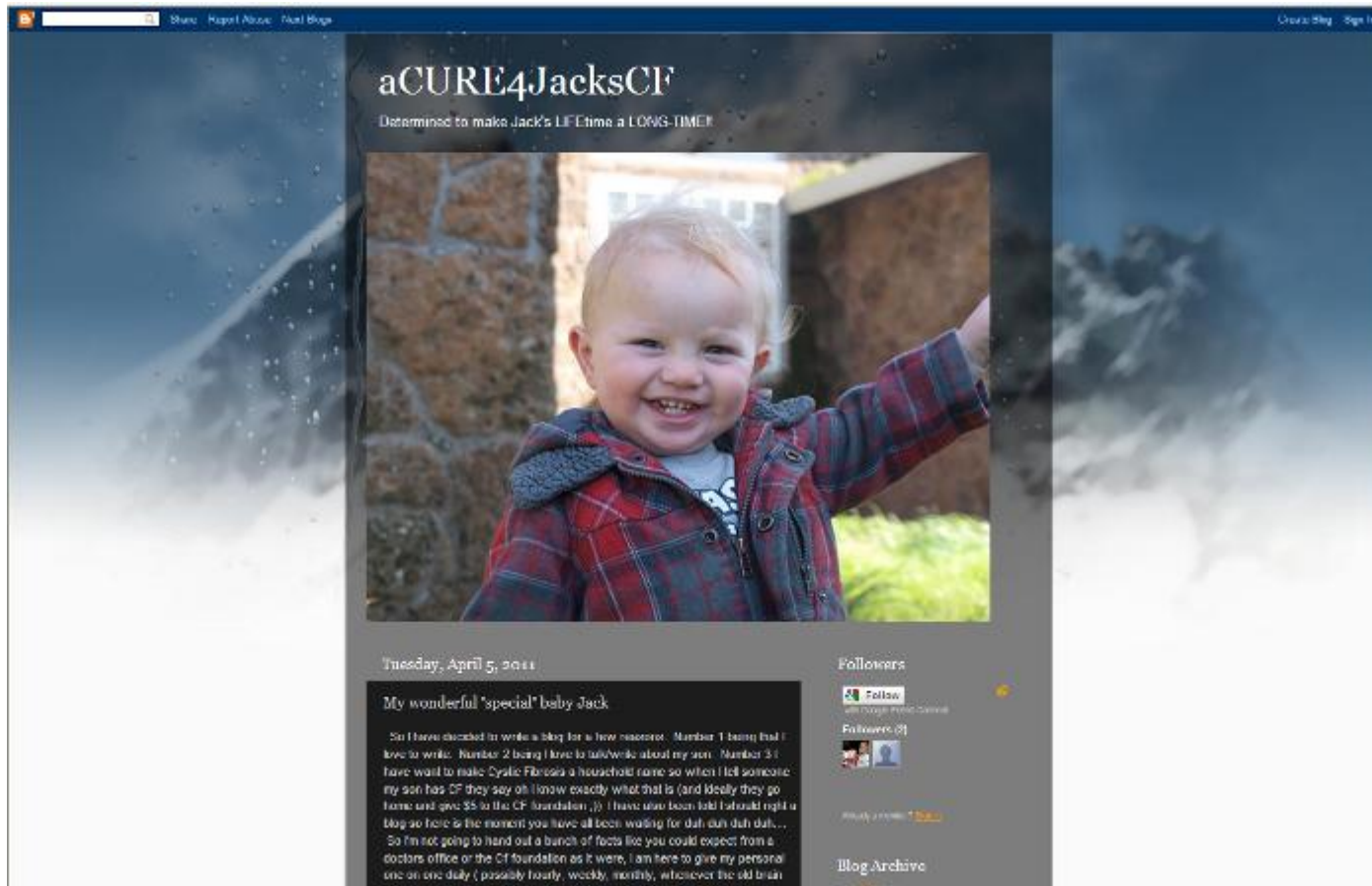
YOUR IDEA



Source: socialmediaexaminer.com

YOUR IDEA

1. Tell a story in a blog & make sure it is sharable




The screenshot shows a blog post on a platform with a dark blue header. The header includes a search bar, links for 'Share', 'Report Abuse', and 'Post Blog', and user options for 'Create Blog' and 'Sign In'. The blog title is 'aCURE4JacksCF' with the tagline 'Determined to make Jack's LIFEtime a LONG-TIME!'. The main image is a photo of a young child, Jack, smiling and wearing a red and black plaid jacket. Below the photo, the date 'Tuesday, April 5, 2011' is displayed. The post title is 'My wonderful "special" baby Jack'. The text of the post begins with 'So I have decided to write a blog for a few reasons. Number 1 being that I love to write. Number 2 being I love to talk/write about my son. Number 3 I have want to make Cystic Fibrosis a household name so when I tell someone my son has CF they say oh I know exactly what that is (and ideally they go home and give \$5 to the CF foundation :)) I have now been told I should right a blog so here is the moment you have all been waiting for duh duh duh duh... So I'm not going to hand out a bunch of facts like you could expect from a doctors office or the CF foundation as it were, I am here to give my personal one on one daily (possibly hourly, weekly, monthly, whenever the old brain has something to share :))'. On the right side of the post, there is a 'Followers' section with a 'Follow' button and a list of followers. Below that is a 'Blog Archive' section.

Share Report Abuse Post Blog Create Blog Sign In

aCURE4JacksCF

Determined to make Jack's LIFEtime a LONG-TIME!



Tuesday, April 5, 2011

My wonderful "special" baby Jack

So I have decided to write a blog for a few reasons. Number 1 being that I love to write. Number 2 being I love to talk/write about my son. Number 3 I have want to make Cystic Fibrosis a household name so when I tell someone my son has CF they say oh I know exactly what that is (and ideally they go home and give \$5 to the CF foundation :)) I have now been told I should right a blog so here is the moment you have all been waiting for duh duh duh duh... So I'm not going to hand out a bunch of facts like you could expect from a doctors office or the CF foundation as it were, I am here to give my personal one on one daily (possibly hourly, weekly, monthly, whenever the old brain has something to share :))

Followers

Follow with Google+ or Facebook

Followers (3)

Blog Archive

YOUR IDEA

2. Make a video to tell your idea



2. Make a video to engage your audience



The image shows a YouTube video player interface. At the top, the YouTube logo is on the left, and a search bar with the text 'Select All' and a 'Search' button is on the right. Below the search bar, the video title 'Breathe.' is displayed, followed by the channel name 'Repower America' and a 'Subscribe' button. The video thumbnail features the text 'For our RIGHT to BREATHE' in large, bold, black letters. Below the title, there are three small images: a man and a woman holding signs that say 'OURS', a man holding a sign that says 'AIR', and a woman holding a sign that says 'MINE'. The video player controls show a progress bar at 0:43 / 1:33, a volume icon, a '360p' resolution indicator, and icons for play, pause, and full screen. Below the player, there are buttons for 'Like', 'Add to', 'Share', 'Embed', and a flag icon. The video has 54,472 views. At the bottom, it says 'Uploaded by repoweramerica on Sep 16, 2010' and provides the URL 'http://repoweramerica.org/cleanair'. A description at the bottom reads 'Thousands of Repower America members around the country took a stand for' followed by a 'Show more' link. On the right side, it shows '219 likes, 11 dislikes' and 'As seen on: cpaf.repoweramerica.org'.

You Tube

Select All

Search

Browse

Breathe.

Repower America 57 videos

Subscribe

For our RIGHT to
BREATHE

OURS OURS

AIR

MINE

0:43 / 1:33

360p

Like Add to Share Embed

54,472

Uploaded by repoweramerica on Sep 16, 2010

<http://repoweramerica.org/cleanair>

Thousands of Repower America members around the country took a stand for

Show more

219 likes, 11 dislikes

As seen on: cpaf.repoweramerica.org

3. Create a Facebook page



The screenshot shows the Facebook profile of Repower America, a non-profit organization. The page layout includes a left sidebar with navigation links (Wall, Info, Stories, Join Us), a profile picture, a cover photo, and a bio. The main content area displays a post from Repower America about the American Medical Association's warning on climate change health risks. Below the post are engagement metrics (likes, comments) and a comment section. The right sidebar features a 'Like' button and a list of related pages or posts.

facebook Search

Repower America
Non-Profit Organization

repoweramerica.org

Wall

Info

Stories

Join Us

About:
Have you checked out the Repower Blog? Get updated on the latest in climate...
More

60,627
people like this

Likes See All

Repower at Home

The Climate Project

Alliance for Climate Protection

I demand to know how much of BP's oil is in the Gulf

Al Gore

Repower America
Non-Profit Organization

On the Repower Blog: It's time we doubled our efforts to make a transition to clean, renewable energy, so we can stop the impacts of climate change from making us sick.

American Medical Association Warns of Health Risks of Climate Change
repoweramerica.org

There's a clear message we're hearing from America's doctors: Climate change is hazardous to your health. This week, the American Medical Association released an important article on the health consequences of climate change — now and in the future.

11 hours ago · Like · Comment · Share

93 people like this.

View all 7 comments

Antonio Reyes Let's see some viable results. So much for talking, we need to see more biofuel and Nat gas vehicles. We need to see more LED lights like in Asia where the energy savings are enormous about 90% using LEDs. We are way behind Energy policy. Fire the Energy Secretary ASAP.
6 hours ago · Like · 1 person

John A Gulsby California is leading the way. Watch us.
4 hours ago · Like

Write a comment...

Repower America
Non-Profit Organization

New on the Repower Blog: Renewable energy is a boundless source, and its potential is only beginning to be tapped.

Rising Renewables
www.repoweramerica.org

Many Americans assume that (without coal and oil) our houses will be dark and our cars won't run. But we don't have to rely on fossil fuels anymore. In 2009, there was a whole new world...

3. Get likes and comments



Amnesty International USA

Remembering Dr. Martin Luther King Jr, a great human rights champion, on the 43rd anniversary of his assassination. On April 4, 1968, Dr. King stood with sanitation workers in Memphis to demand human rights, basic respect and collective bargaining to gain a better life. We honor his vision of workers' rights as human rights today.



Shine A Light On Worker's Rights

ow.ly

On April 4th people across the country will come together in support of worker's rights and against the current assault on worker's rights playing...



Monday at 7:00pm via HootSuite • Share



637 people like this.



View all 27 comments



St. Francis Spirituality Center We continue to learn a lot from Dr. King.

19 hours ago • 1 person



Love is Love Martin Luther King stood up for what was right and now its our turn. Today might be better but there is still discrimination in the world. we can't stop the fight now!

9 hours ago

3. Post videos and pictures to have people tag themselves



Photos of AIESEC in AIESEC International | Unleash Moments 2010-2011
By AIESEC 18 of 940

Share
Download

In this photo: Franklin Morales, Tristan Williams, Alessandro Morini, David Solís, Ruthie Garelik, Ferenc Gombó, Emil Ivanov, Prashant Sengupta

UNLEASH Global Coordinators
March 31 • Like • Comment

10 people like this.

Gucci, RayBan & Armani?
daniel.ch



CHF 58 statt CHF 150 für Sonnenbrillen von Top-Marken bei MÜLLER OPTIK. Jetzt auf DeinDeal.ch zugreifen und die Sonnenbrille essen!

3. Create buttons



The screenshot shows a Facebook page for the organization "Gegen Atomkraft". The page features a large banner with the text "Dein Bekenntnis gegen Atomkraft" and "Ja, ich will auch den Anti-Atom-Button für mein Profilbild." Below the banner, there is a section titled "Wähle einen Button für dein Profilbild. Oder zeige mit „Gefällt mir“, welche Botschaft dir am besten gefällt." This section displays a grid of nine buttons for selection. The buttons include:

- A yellow button with a red sun and the text "ATOMKRAFT? NEIN DANKE" (Antinuclear? No thanks!).
- A yellow button with a black radiation symbol and the text "ALTERNATIVE ENERGIE JA BITTE!" (Alternative energy, please!).
- A yellow button with a red sun and the text "ATOMKRAFT? NEIN DANKE" (Antinuclear? No thanks!).
- A yellow button with a black radiation symbol and the text "ATOMKRAFT? NEIN DANKE" (Antinuclear? No thanks!).
- A red button with a white skull and the text "NUCLEAR POWER? NO THANKS!" (Nuclear power? No thanks!).
- A yellow button with a black radiation symbol and the text "ATOMKRAFT? NEIN DANKE" (Antinuclear? No thanks!).

The page also shows a sidebar with navigation links (Wall, Info, Photos, Discussions, Notes, etc.) and a section for "Friends' Photo Albums".

3. Use Facebook ads to promote your page

Helvetas - Schweizer...



Wasser bedeutet Leben!
Spende per SMS 10
Franken und unterstütze
unsere Wasserprojekte.
Sende eine SMS mit
WASSER 10 an 488.
Danke!

 Like • Nadja Lang likes this.

[illegible]

5. Use LinkedIn

LinkedIn Account Type: Basic ▼ Anita Hauser Add Connections

Home Profile Contacts Groups Jobs Inbox **8** Companies More People ▼ renewable energy 🔍 Advanced

Find People Advanced People Search Reference Search Saved Searches

Search

renewable energy

☐ Keep filter selections

Search Show more...

Refine By

Location

☒ All Locations

☐ United States (45880)

☐ United Kingdom (10700)

☐ San Francisco Bay Area (4767)

☐ Greater New York City Area (3916)

☐ India (3890)

Show more...

Enter location name

Relationship

☒ All LinkedIn Members

☐ 1st Connections (0)

☐ 2nd Connections (474)

☐ Group Members (696)

☐ 3rd + Everyone Else (92872)

Industry

☒ All Industries

☐ Renewables & Environment (23456)

☐ Oil & Energy (6450)

☐ Environmental Services (5077)


☐ Management Consulting (3414)

☐ Mechanical or Industrial Engineering (3168)

Show more...

Enter industry name


Sort by: Relevance View: Basic 34,026 results Save



Emanuela Buldini 2nd


Renewable Energy Business Developer at Enel Green Power
Rome Area, Italy | Electrical/Electronic Manufacturing

In Common: 1 shared connection



HADROUG N. 3rd

PhD. Engineering degree. PMI. MBA.
France | Renewables & Environment



Jan Alberdingk Thijm 2nd


Executive Director, Russell Reynolds Associates, Executive search consultants
Amsterdam Area, Netherlands | Staffing and Recruiting

In Common: 1 shared connection

Alessandro Zago 2nd

Business Development and Investments in Cleantech Companies
San Francisco Bay Area | Venture Capital & Private Equity


In Common: 1 shared connection



Leonardo Mazza 2nd

Head of Special Renewable Energy Projects at Edison
Energie Speciali S.p.A - Gruppo Edison S.p.A.
Milan Area, Italy | Renewables & Environment


In Common: 1 shared connection



Jeffrey Taylor 2nd

Managing Partner; U.S. Government Relations Intl., LLC
linkedin.lobbyist@gmail.com
Washington D.C. Metro Area | Government Relations

In Common: 1 shared connection 1 shared group




Benjamin Kott 2nd

Clean Energy Advocacy Manager at Google

Find the right people in half the time.


Yes, Give me Premium Search Now!

Upgrade

 Premium Search

Ads by LinkedIn Members


[Successful Women Network](#)



Apply to the Cambridge Who's Who network for Successful Women.

From: Tom Glicks

[Headhunters are searching](#)



You're sought after by headhunters - Join now!

From: Experteer GmbH

6. Use Twitter Advanced search

Advanced Twitter Search

Use this form to automatically construct your query. (Alternatively, you can type [search operators](#) directly into the search box.)

Find tweets based on...

Words

All of these words

This exact phrase

Any of these words

None of these words

This hashtag

Written in (persistent)

People

From this person

To this person

Referencing this person

Places

Near this place

Within this distance miles ☐ kilometers

Dates

Since this date

Until this date

Attitudes

With positive attitude :) ☐

With negative attitude :(☐

Asking a question ? ☐

Other

Containing links ☐

Include retweets ☐

Results per page (persistent)

6. Use Twitter Advanced search

twitter [Advanced Search](#)

Results for **cystic fibrosis near:Chicago within:15mi** 0.18 seconds

[Feed for this query](#)

Show tweets near:



Within: miles

Show tweets written in:

Any Language

Trending topics:

- [#ilovewhen](#)
- [Patricia Miccio](#)
- [#whycantyoujust](#)
- [#stayonyourfeet](#)
- [Anna Hazare](#)
- [Makled](#)
- [Judas](#)
- [Gbagbo](#)
- [Gagavision](#)
- [Thanking God](#)

Nifty queries:

- [cool filter:links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near:SF](#)

Results for cystic fibrosis near:Chicago within:15mi

linkedinevents: New Event: Casino Chicago: Fundraiser for **Cystic Fibrosis**. You're invited - join us for the largest Charity Poker... <http://bit.ly/gA2Dy5> (expand)
41.928500, -87.686800
about 18 hours ago via *Linkedin Events* from *Chicago, IL* · [Reply](#) · [View Tweet](#)

truemadchic: Having a blast playing Bingo with @bgervais @maryschicago to support **Cystic Fibrosis**. The most fun I've had on a Monday night!
Chicago
1 day ago via *HootSuite* · [Reply](#) · [View Tweet](#)

ChiCFF_YPLC: More **#MMDM** facts - About 2,500 babies are born with **#cystic fibrosis** in the U.S. each year.
Chicago, IL
1 day ago via *SocialOomph* · [Reply](#) · [View Tweet](#)

ChiCFF_YPLC: Interesting fact for your **#MMDM** - More than 1,000 different mutations in the CFTR gene have been identified in **#cystic fibrosis** patients.
Chicago, IL
1 day ago via *SocialOomph* · [Reply](#) · [View Tweet](#)

ChiCFF_YPLC: Meeting with Mr. @StateStSports tomorrow to talk about him joining our cause! Can't wait to pick his brain! **#charity #cystic fibrosis**
Chicago, IL
2 days ago via *SocialOomph* · [Reply](#) · [View Tweet](#)

ChiCFF_YPLC: Gear up for **#MMDM** w/ facts - Gene responsible for **#cystic fibrosis** was discovered in 1989, bc of that, major progress has been made since.
Chicago, IL
2 days ago via *SocialOomph* · [Reply](#) · [View Tweet](#)

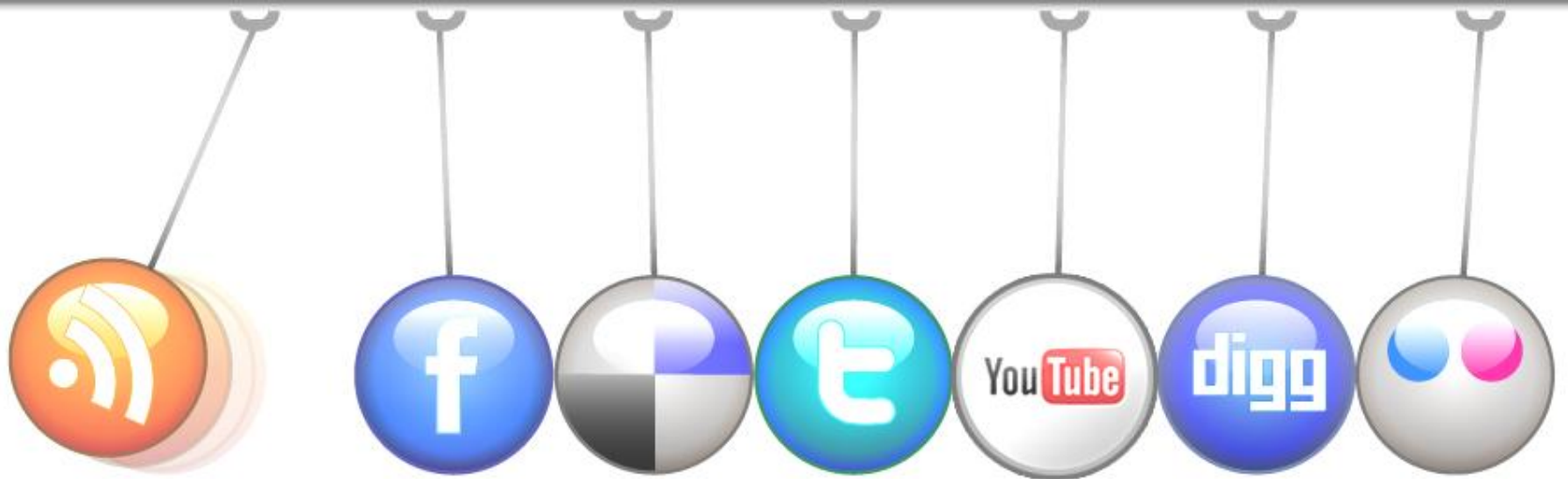
Page 1

7. Upload Slides on Slideshare



The screenshot shows a Slideshare presentation page. At the top, there's a navigation bar with links for HOME, GO PRO, CHANNELS, ZIPCAST, and an UPLOAD button. A search bar is on the right. Below the navigation bar is a banner for Farmers with the text "Talk with a Farmers agent about protecting your small business" and a "Get covered" button. The main content area displays a presentation titled "THIRST" by user "THIRST" (3 years ago). The presentation thumbnail shows a glass of water with the word "THIRST" written on it. To the left of the presentation, there's a sidebar with social media links for Facebook (207 friends), Twitter (476 tweets), and a "Share" button. Below the presentation, there's a "Like this presentation?" section with a "Like" button and a count of 594 people who like it. At the bottom, there's a "318 comments" section with a "Post a comment" button. On the right side of the page, there's a "Related" section with a list of presentations: "ideas on how to create powerful presentations" (36673 views), "Bag Of Tricks - Presentation Design" (25423 views), "The Presentation Secrets of Steve Jobs" (245404 views), and "Four Steps For Better PowerPoint Presentations". Below the "Related" section is an advertisement for "The UPS Store" with the text "WE LOGISTICS" and "The UPS Store® Print Madness™".

[illegible]



4. Leading Change with Social Media

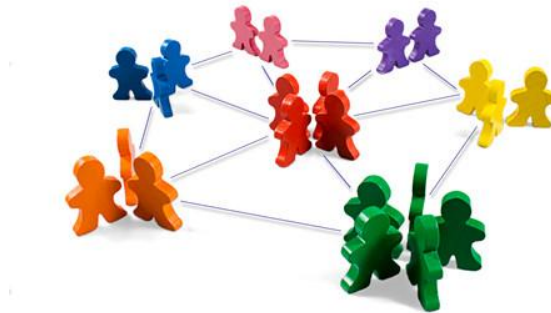
Was it all due to social media





The Role of Social Media

- A quicker method to share and gather information



- You can find people who think alike across distances



The Role of Social Media

- But you still need
 - Ideas
 - Human voices
 - The look out of window





Embrace Social Media





Thank You

www.facebook.com/efrussia

www.facebook.com/efenglishtown

www.ef.com/LinkedInGroup

twitter.com/efrussia

