

Niles Rooker  
Emily Minarik  
Mitchell Davis  
Haile Di Tieri

## **Social Media**

### **Summary**

For our group, we have made a subreddit for NICE so that way their information can be more accessible to the public. And we can use images that we use for Instagram, upload them to imgur and then link to reddit. We're making a subreddit for NICE. We're also making mock-Instagram posts to show how the Instagram of NICE would work. A main image, a Humans of New York (HONY) style story or snippet of their lives. Also, the instagram could have announcements of different programs NICE is doing.

We also want to link together the social media accounts by doing them through one email account. Therefore, when you post on Instagram, it will allow you to simultaneously post that same thing on Twitter and on Facebook. And, if we screenshot something on the reddit, we can caption it, post it to the Instagram, and then simultaneously post it to Facebook and Twitter.

## Instagram

### Idea:

We want to make 3 examples or mock-ups of how the NICE Instagram would look.

- 1) Make HONY style stories of refugees. A snapshot of them with their families. Or just a snapshot of their hand or feet or something if they want to maintain their anonymity. You could do images of people who just arrived, people who have been here for a while, people who are apart from NICE, and check-ins with people who have separated from NICE or are about to. See how they're doing. And anything they want to tell us. No prying.
  - a) There can also be pictures in there about normal days in the office with NICE. Videos with the staff and the like. Let people in and get to know the people behind the organisation.
  - b) Specific staff highlights can be done as well. A little about how the people came to work at NICE.
- 2) Make instagram posts of things that are happening around NICE. The flyers that they post for events. Advertise for the event. And in the captions underneath, explain different ways to learn more or get involved.
  - a) With instagram you can't do your own branding beyond your profile picture and the photos you post.
- 3) Video clips (which we cannot mock-up) of people at past events, showing what a future event is going to look like. Something like, "This is what happened at last years 'Blah blah blah', join us on friday for some more of the same fun."
- 4) Have the ability to link everything back to the other social media account

## Instructions

How to start an Instagram account (must be done from a cellphone):

1. Download the free application from the app store on any smartphone that pictures will be taken from. From an iPhone, go to the 'App Store' and from an Android phone, go to the 'Play Store'.
  2. After downloading, open up the application and click "Sign Up"
  3. To sign up
    - a. Enter in an email connected to NICE and create a username and password OR
    - b. Select "Log in with Facebook" to connect with NICE's Facebook immediately.
- \*Make sure to use an email that is connected between all of these accounts. It will make management much simpler. Ideally, an email address for the purpose of social media specifically would be created.\***
4. Remember to include a profile photo!
  5. Follow other Instagram accounts (completely optional) or select "Skip"
  6. Give username/password with anyone who could possibly take pictures or post for NICE from their cellphones!

How to post photos on Instagram:

1. Take photo on a cellphone's camera
2. Open up the Instagram application
3. Touch the small camera at the bottom of the screen. (It should be at the center in a blue box)
4. Select photo that is intended to be posted from your device's storage.
5. Click "Next" or a checkmark
6. Choose filter and change the look of the photo if you would like (optional)
7. Click "Next" or a checkmark again
8. A new page will come up and will give you the option to write a caption and link to other accounts
9. Write a caption describing the importance of the photo
10. You may choose to add hashtags to the caption, such as #OneWorldOneDream or #NashvilleInternationalCenterforEmpowerment. A hashtag works as a hyperlink and clicking on them will bring you to other photos with the same hashtag. (The purpose of this is for when events happen and people take their own photos of the event and post them. They can then use this designated hashtag when they upload the photos. For example, the first hashtag above will allow anyone to search for the hashtag on their own device and see all of the photos that were taken during the One World One Dream event)
11. Tag people (optional)
12. Add location. This documents where these photos were taken, as well as the address of the location. It is an easy way for followers to see where "NICE" is on a map, or where the events took place.
13. Select the icons for "Facebook" or "Twitter" if you want the posts to be shared on NICE's other social media accounts. (See below how to connect accounts)

14. Share the photo by clicking on the checkmark in the top right corner of the screen. This will share on Instagram while simultaneously sharing on the other linked websites.

#### How To Connect Instagram to NICE's Other Social Media Accounts:

(All steps are to happen after the NICE Instagram account is created. The process is also easier on the Instagram phone application.)

1. While logged into NICE's Instagram account, go to their profile by selecting the small person icon on the bottom right of the screen
2. Go to settings
  - a. Click the "settings" wheel in the top right corner of NICE's account profile (iPhone)
  - b. Click the three vertical dots in a column in the top right corner of NICE's account profile (Android)
3. Scroll down to settings list and click "Linked Accounts"
4. Select "Facebook" or "Twitter" and when prompted enter in the email and password of NICE's other social media accounts
5. Once successfully connected, all pictures and captions posted on NICE's Instagram will appear on the Facebook page and Twitter feed

#### Examples of things that can be posted on NICE's Instagram:

- Airport arrivals
- Grant acceptances
- Donation thank yous
- Volunteer opportunities
- Brief refugee profiles
- Event announcements
- Congratulatory posts
- Photos from past events

Mock Instagram Posts:

1)



2)



nicensashville

3h



♥ 41 likes

**nicensashville** Some Belmont University students showed up to BNA for moral support upon the arrival of Mr. Amrick, a Nepalian refugee. We are so happy to welcome him into America!

## Reddit

### Idea:

Reddit is a social media site more catered to getting information than connecting with specific individuals and while you make an account, the website flows more around these things called 'subreddits'. These will have a specific topic, and be run by a few accounts rather than just be on person's or organization's profile. These threads or subreddits are open to anyone on reddit, whether or not they have an account and it allows you to post things or look up things that share similar causes with your own if wanted.

We made a subreddit for NICE which looks like the pictures below and we've already posted some stuff in it, concerning different events happening at NICE.

Below, we will walk through how to post things on Reddit, and also how to get images onto Reddit. The images will be posted elsewhere, onto another site called Imgur, for easier accessibility from Reddit.

## Instructions:

### Reddit (to make a Reddit account)

- 1) Go to [www.reddit.com](http://www.reddit.com)
- 2) Go to the top right hand corner of the page where it says “Log in or sign up”
- 3) Click “sign up”
- 4) Fill out your information in the box that pops up (email is optional)

### Imgur (to upload a picture from your computer to Imgur and from Imgur to Reddit)

- 1) Make sure you have created Imgur account
  - a) Go to [www.imgur.com](http://www.imgur.com)
  - b) Go to the top right hand corner of the page where it says “Sign Up”
  - c) Click “Sign Up”
  - d) Fill out your information in the box that pops up (email is required)
- 2) On Imgur account homepage either click computer or web dependent on where image is located
  - a) If the picture is from the computer
    - i) Browse your files and select the image from among your computer
  - b) If the picture is being taken from the web
    - i) Copy the link of the image itself
    - ii) Paste the link of the image where the box prompts you to
- 3) After the image is uploaded, click on it in order to select it
- 4) Then it will give you links to embed the image in order for it to be used on other sites in different formats
- 5) Copy the “Direct Link” text or URL
- 6) Go back over to the subreddit you are posting to on Reddit.com
- 7) Click “Submit a New Link”
- 8) Give it a Title and whatever description necessary
- 9) Paste the imgur URL you copied in step 5 into the “URL” box
- 10) Click submit
- 11) This will allow you to post onto the NICENashville subreddit

The link for the NICE subreddit is:

<https://www.reddit.com/r/NiceNashville/>

There you will find several posts about NICE. One of them being the One World One Dream event. Another being a welcome post (shown below).



This is what the posting page currently looks like:

The screenshot shows the Reddit submission interface for the subreddit r/NiceNashville. The browser tabs include "AOE Class Presentation", "nashville international", "NICE - Google Docs", "NiceNashville: submit", and "PW Journal - Google Do...". The address bar shows the URL "https://www.reddit.com/r/NiceNashville/submit?selftext=true". The page header features the subreddit logo and the name "NICE NASHVILLE: SUBMIT". Below the header, there are tabs for "link" and "text", with "text" selected. A yellow box contains instructions: "You are submitting a text-based post. Speak your mind. A title is required, but expanding further in the text field is not. Beginning your title with 'vote up if' is violation of intergalactic law." There are input fields for "title" and "text (optional)". Below these is a "choose a subreddit" section with "NiceNashville" selected. A list of "your subscribed subreddits" includes Art, AskReddit, askscience, aww, books, creepy, dataisbeautiful, DIY, Documentaries, EarthPorn, explainlikeimfive, Fitness, food, and funny. On the right side, there is a search bar, the subreddit name "NiceNashville", and a list of moderation tools including "subreddit settings", "edit stylesheet", "moderator mail", "moderators", "edit approved submitters", "traffic stats", "moderation queue", "reports", "spam", and "edited".

And this is the first post!

The screenshot shows the first post on the r/NiceNashville subreddit. The browser tabs include "AOE Class Presentation", "nashville international", "NICE - Google Docs", "Welcome to the official!", "Belmont University Office", and "Presentation (16:9) - N...". The address bar shows the URL "https://www.reddit.com/r/NiceNashville/comments/3piwps/welcome\_to\_the\_official\_nashville\_international/". The page header features the subreddit logo and the name "NICE NASHVILLE". Below the header, there are tabs for "comments" and "related", with "comments" selected. The post is titled "Welcome to the official Nashville International Center for Empowerment (N.I.C.E.) SubReddit!" and was submitted 10 minutes ago by user "pajamantskablum". The post content includes a "Hello!" and a paragraph explaining the purpose of the subreddit: "We at N.I.C.E. decided to create this Sub to invite and encourage Reddit users to become involved in the aid of Immigrants and refugees coming as they come to the United States seeking freedom from various sources of persecution. This sub is meant to serve as a source for N.I.C.E. related news, volunteer opportunities, and events that we will be hosting. If you are interested in learning more about our organization or are interested in getting involved, here are some helpful links to get you started: Official Website Homepage: <http://www.empowernashville.org/> Facebook: <https://www.facebook.com/EmpowerNashville?ref=ts> Twitter: <https://twitter.com/NICEashville> Thanks for checking out N.I.C.E., and we look forward to having you be a part of this sub!". Below the post content, there are buttons for "comment", "share", "save", "hide", "give gold", "spam", "remove", "approve", and "report nsfw". On the right side, there is a search bar, the subreddit name "NiceNashville", and a list of moderation tools including "subreddit settings", "edit stylesheet", "moderator mail", "moderators", "edit approved submitters", "traffic stats", "moderation queue", "reports", "spam", and "edited".