



**The Virtual vs. The Actual: Social Media's Impact**

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Wednesday, December 3, 2014

## Social Media Resources

### Facebook Groups:

- UU Social Media Lab on Facebook - <https://www.facebook.com/groups/uusocialmedialab/>  
Good discussions and helpful resources on file. Closed group – request to join.
- "I Love Unitarian Universalism" Facebook Page Admin Group - <https://www.facebook.com/groups/725850520770383/>

### Twitter:

- Church Social Media - #ChSocM
- UU Plant page: @uuplanet
- UUA outreach project: @UUsgetsocial

### Websites:

- UUA Social Media: Great links from the website <http://www.uua.org/communications/index.shtml>
- Leading Congregations: <http://leadingcongregations.com/>  
Terrific resources, handouts, and consultants
- Great blog on posting strategy: <http://blog.bufferapp.com/best-time-to-tweet-post-to-facebook-send-emails-publish-blogposts>
- Creative posts: <http://www.socialmediaexaminer.com/26-ideas-social-media-updates/>
- Hootsuite: Great site for analyzing various social media sites at once and scheduling posts: <https://hootsuite.com/>

### Images:

- UU Media Works - <https://www.facebook.com/UUMedia>
- UU stock photo on Flickr - <https://www.flickr.com/groups/uustockphoto>
- BigStock - <http://www.bigstockphoto.com/>
- PixaBay - <http://pixabay.com/>

### Search Engine Optimization & other sites

- Check out online classes at <http://www.lynda.com/search?q=seo>
- Pay attention to your online presence and reviews at <http://www.yelp.com/>
- Google Adwords <https://www.google.com/adwords/>
- "Opt-in" Texting services: <http://groupme.com/> and <https://www.eztexting.com/>
- Other outreach opportunities: <http://www.meetup.com/>
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