

**Syllabus:**

Welcome to the How to Monitor, Expand, & Leverage the Social Web syllabus! Because the internet and social web are constantly evolving, this presentation will be created just before it is presented, so a step-by-step syllabus is impossible. However, I will try to list out some core concepts and websites that I'll be covering so that you can take a look once this session is over! The syllabus is in three parts: Monitoring, Expanding, Leveraging.

**Monitoring The Social Web -**

Knowing when interesting conversations are happening is one of the most important aspects of using the Social Web. After all, that's when you'll be able to jump in and join the discussions! Two of my favorite social monitoring tools are:

- ➔ Mention - [www.mention.com](http://www.mention.com) (\$29/month – Free Plan Available)  
Mention allows you to monitor most public posts containing the keywords that you choose.
- ➔ Tweetdeck - [www.tweetdeck.com](http://www.tweetdeck.com) (Free)  
Tweetdeck allows you to monitor various twitter feeds at the same time, and sign in with multiple twitter accounts to make engaging easier.

**Expand -**

Growing your social media presence will help you communicate with more people more easily. The more people you add to your social network, the more information will become available to you as they share their findings and interesting news. A few ways to find like-minded individuals on social networks:

- ➔ Twitter - [www.twitter.com](http://www.twitter.com)  
Twitter is a “firehose” of information. You can follow hashtags, which looks like this: #. The “good ‘ol fashioned number sign” (or octothorpe) is a way for folks to “categorize” discussions. For example, if there is a genealogy event, like RootsTech, you can search for #RootsTech or #RootsTech2016 to see all of the conversations using that hashtag happening around the event.
- ➔ Hashtags -> Ex: #GenTalk  
Hashtags can also be used on Instagram and now in Facebook as well. If you see a hashtag (like #GenTalk) it will be “clickable”, meaning you can click on it to get more information and see more posts which are using that tag. Using those “hashtag searches” you’ll be able to find interesting conversations happening on the web, and join in, helping you find more like-minded folks!

**Leverage -**

Once you’ve found like-minded individuals online, you can leverage your social network and ask for help! The best part about expanding your social network is that you’ll have more people in your network that can help you. Looking for a specific family from a small town? Someone in your network might have information or someone they could refer you to! Here are some ways the social web can be leveraged:

- ➔ Calls for Help:  
Lots of hashtags exist and you can make some up! All you need to do is put a “#” in front a short “subject”. For example: #VermontGenealogy or #GenealogyToday. Then ask your question, or share your content. For example: “Looking for help finding “Vaterlaus” family in Dubuque, Iowa. #GenealogyHelp.” That way anyone who follows you, or the hashtag #GenealogyHelp will be able to see that cry for help, and give you any info that they may have.
- ➔ Study Buddies:  
You may not be surprised that a lot of people here are interested in genealogy. But you *might* be surprised that a lot of people in your city or town might be interested in it as well. Not everyone knows about the genealogist meetups in your area. And expanding your social network, both online and offline, can help you reach out to them. The more people you know near you that are excited about genealogy, the more people you have that can join you at the local library or temple to help keep you company in some of those long night study and research sessions!

Hopefully the above and accompanying presentation will help you monitor, expand, and leverage the social web!