

A purple silhouette of a group of people, with the word 'Talk' highlighted in a white box. A small white microphone icon is positioned below the white box.

# **How To Talk To Strangers**

## **Telling Your Story:**

**Putting a face to your cause, one stranger at a time.**

# Your Audience

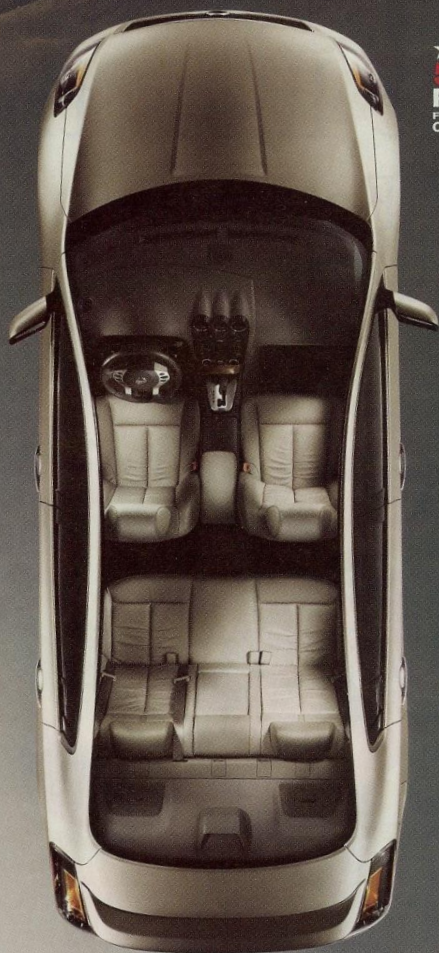


- **Do you know your audience?**
  - If not, **DO NOT PASS GO**, do not collect \$200.
- **Speak to their wants/needs and offer solutions BEFORE trying to educate or motivate**



★★★★★  
**5-STAR**  
**RATING**  
 FOR FRONT-IMPACT  
 CRASH SAFETY

Feng shui for the commute.



**Yup, it's that good.** It has a beautifully appointed, roomy interior. A Push Button Ignition and voice-activated navigation system.\* And its "winning V6 engine" is quieter at idle than Accord or Camry.† Presenting perfect balance between luxury, style and performance. The 2007 Nissan

To learn more, visit [NissanUSA.com](http://NissanUSA.com).

Next Generation  
 Nissan Altima



SHIFT\_2.0

\*Voted one of Ward's "10 Best Engines" for 2007. †AMCI report, November 16, 2006. 2007 Nissan Altima SE V6 vs. 2007 Honda Accord EXL V6 and 2007 Toyota Camry SE V6. Government are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.safercar.gov](http://www.safercar.gov)). A five-star rating is the highest government safety rating for front and passenger seating positions in frontal crash tests. Model tested was 2007 Nissan Altima with standard driver and passenger air bags. Nissan, the Nissan Brand Symbol, "SHIFT\_" tagline and Nissan are Nissan trademarks. Always wear your seat belt, and please don't drink and drive. ©2007 Nissan North America, Inc.

True performance.



The all-new Nissan Altima Coupe



SHIFT\_





# Your Audience

- **No budget for fancy research or focus groups?**
  - **Conduct your own through a Short Survey while offering a random prize drawing**
    - **[www.SurveyMonkey.com](http://www.SurveyMonkey.com)**
  - **Ask your friends/neighbors to look over your plans/materials**
  - **Work with partners or groups that work with your audience (Examples: Local Farm Bureaus; Small Group at Church; Mommy Groups)**
    - **Offer to bring donuts at the beginning of a meeting for 10 minutes of their time**

# Your Audience

- **Ask them**
  - What they think your org does?
  - What they want/need that your org could help them with?
  - What do they want to hear from you?
  - What they think of your current materials?
  - What they think of your current events?



# **Say What?**

- **Are You Speaking Your Audience's Language?**



# Your Toolbox





# **Your Toolbox**



- **Traditional Tools**
  - Brochures/Printed Materials
  - Displays/Exhibits
- **Social Media Tools**
  - Networking/Relationship Building Tools
  - Micro-Blogging/Information Sharing Tools
  - Blogging Tools
  - Media Sharing Tools





# **Printed Materials**

- **Good printed materials should:**
  - **Serve as a tool for your staff/volunteers**
  - **Start a conversation**
  - **Speak to your audiences wants/needs**
  - **Provide a solution for your audience**
  - **Call them to action and provide them with information to do so.**
  - **Serve as a gateway to online and offline connection**

# What Brochures/Flyers are NOT





# Printed Materials

- Engage Audience- Evoke Emotion
- Images (NOT Clipart)
  - <http://office.microsoft.com/en-us/images/>
  - <http://photogallery.nrcs.usda.gov/>
- Short text points
- Z- Line
- Call to Action
  - Website
  - SM Links
  - QR Code



**FINALLY A FASHION STATEMENT  
THE TWO OF YOU CAN AGREE ON**



**THEY'RE ONLY HIDS FOR SO LONG.  
LET THERE BE FUN WITH**



**FINALLY A FASHION STATEMENT  
THE TWO OF YOU CAN AGREE ON**



**TH**







Now you see it.



Now you don't.

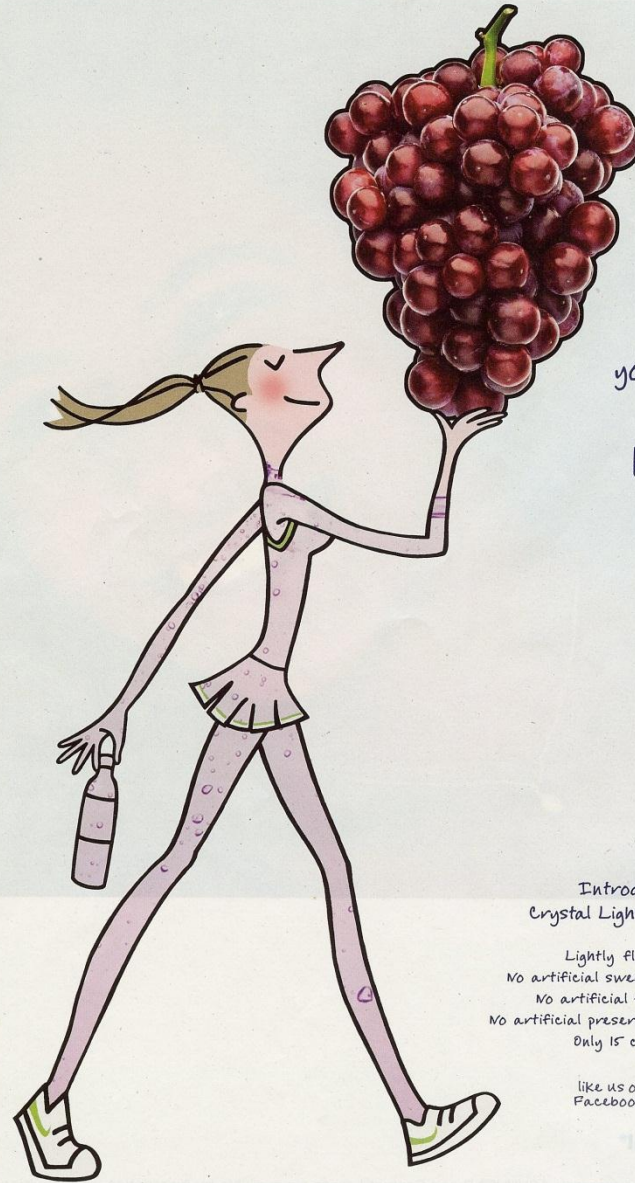
Oscar Mayer Deli Fresh Turkey comes in a clear pack, so the freshness you see is what you taste.

Did you hear about that  
workshop everyone is  
talking about?

That Outreach and  
Social Media Workshop?

**That's it!**  
I'm definitely attending  
the webinar on  
7/13 at Noon.  
Register Here: [xyz.com](http://xyz.com)





your body  
is mostly water  
Keep it  
**pure**

Introducing  
Crystal Light Pure

Lightly Flavored  
No artificial sweeteners  
No artificial flavors  
No artificial preservatives  
Only 15 calories

like us on  
Facebook



A close-up photograph of a woman with dark hair, wearing brown-rimmed glasses and a red scarf. She is looking slightly to the side with a thoughtful expression.

# Displays/Exhibits

- This isn't a science fair
- Engagement is the goal
  - Do your images speak to **your audience** or you?
  - Do you have activities that engage your audience?
  - HOW will you engage them after the event?

# A Word About QR (Quick Response) Codes



Free sites to generate codes:

<http://qrcode.kaywa.com/>

<http://www.qrstuff.com/>



60 sofa styles you'll look  
perfectly comfortable



boy.com/Design-Center/Ads/Print/PerfectlyComfortable/

Slice Gallery WildTangent ORB - ... Share on Tumblr Blog & Social Media... GOODness Gracious Pin It StumbleUpon CoffeeShop Free PS/...



#### Television Spots

Click on the link below to view our television spots.

[Watch All TV Spots](#)

This room features the furnishings below:

[Compare Products](#)



Kiefer

[Add to Favorites](#)

[Compare](#)



Kiefer

[Add to Favorites](#)

[Compare](#)



Charlotte

[Add to Favorites](#)

[Compare](#)



Lila

[Add to Favorites](#)

[Compare](#)

#### THE RECLINERS WERE ONLY THE BEGINNING.

The comfort and quality of La-Z-Boy comes in more than 60 great-looking sofa styles, and each one can be customized to give you exactly the look you want. Select from 900 fabrics and leathers. Then add your own special details, like contrasting welts, nail head trim and accent pillows. Even choose from a wide selection of loveseats, chairs, sectionals, ottomans and more. It'll make your room look as good as it'll make you feel. And it'll all arrive faster than you think.

LA-Z BOY  
*Live life Comfortably.*

la-z-boy.com

Scan this QR code to learn more about the furniture featured in this ad.



©2011 La-Z-Boy Incorporated





INDIANA ASSOCIATION OF  
soil and water conservation  
DISTRICTS

◆ About Us

◆ Contact Information

◆ News & Weekly Updates

◆ District Tools/Resources

◆ Publications

◆ Indiana Conservation Partnership

◆ Committees

[contact us](#)

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## Weekly Update

### *News and Weekly Updates*

*from the Indiana Association of Soil and Water Conservation Districts and Our Conservation Partners*

[View the Current Weekly Update>>](#)

[Past Weekly Updates>>](#)

[News Releases>>](#)

[Clean Water Indiana Legislative](#)

### We're smartphone friendly



Thanks to the [Steuben County SWCD](#), we are smartphone friendly. If you have an iPhone, Droid, or Blackberry, you can scan the QR (quick response) code to

# QR Code Ideas



- **Posters, Displays, Handouts**
- **Business Cards**
- **Scavenger Hunts/Interactive Learning Games**
- **T-Shirts**
- **Contests**
- **Join Mailing List**



# Questions?



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.The LinkedIn logo, with the word "Linked" in black and "in" in white inside a blue square, followed by a small trademark symbol.The YouTube logo, with the word "You" in black and "Tube" in white inside a red rounded rectangle.The Blogger logo, featuring an orange square with a white "b" and the word "Blogger" in white on a dark blue background.

# Reaching Audiences

## Old Options:

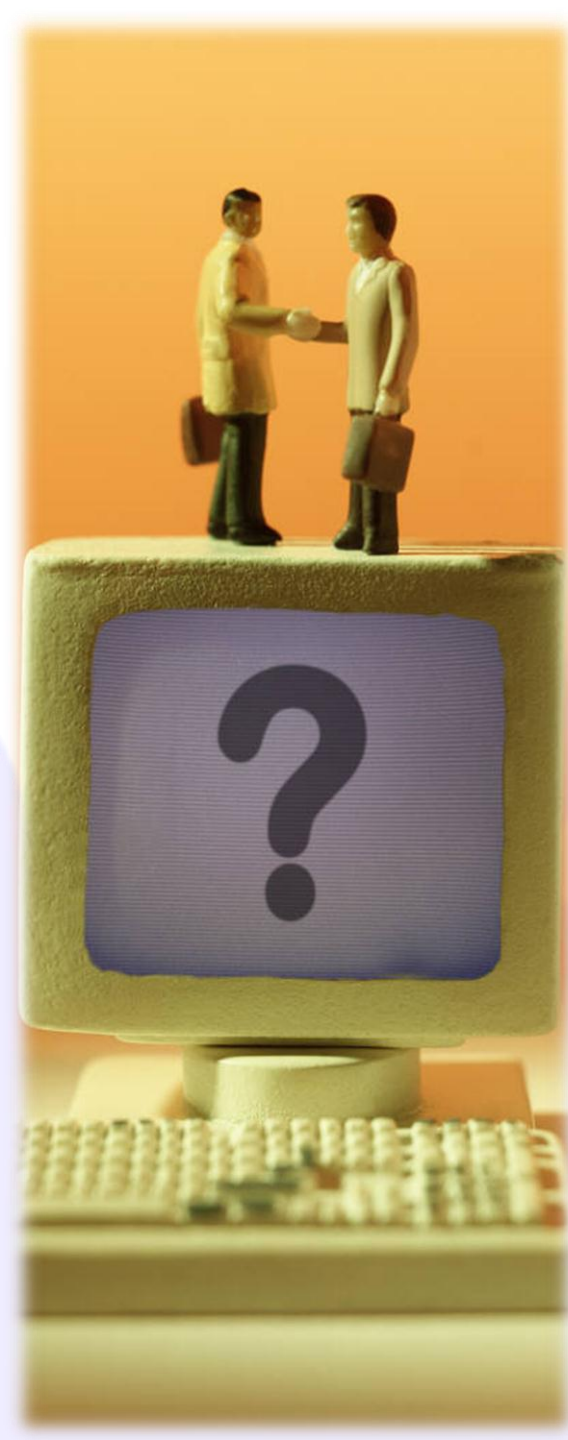
- Printed Materials
- Paid Advertising/Media
- Earned News Stories
- Speaking Engagements
- Events

## New Additional Options:

- Online Communities
  - Networking Sites
  - Blogs, Videos, Photos
- Online Voice
  - Comments
  - Ratings

# Common Questions

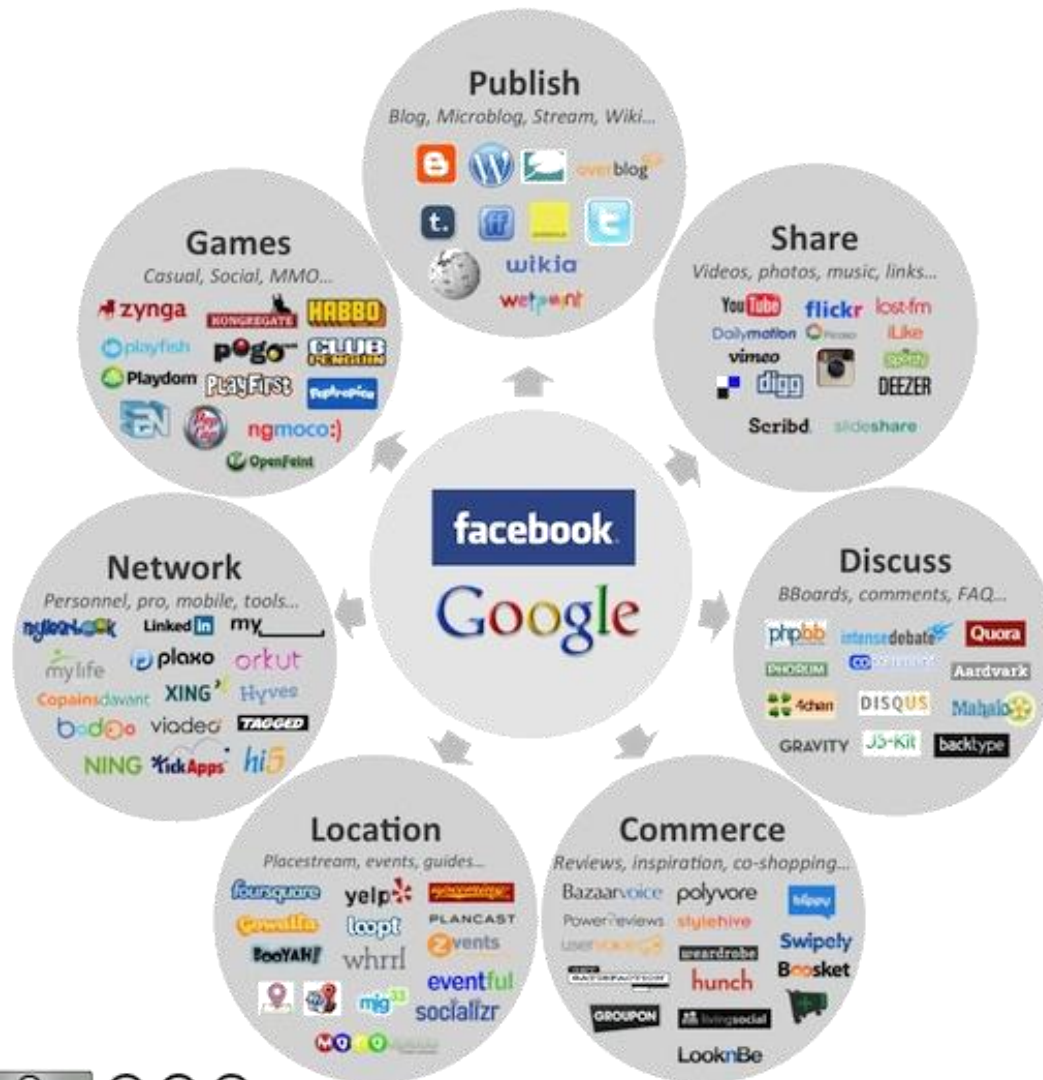
- How do I figure out all of these sites?
- With all of the noise, will I even be heard?
- Why does anyone care what I ate for lunch?
- What is it with Twitter...I just don't get it... and why are strangers following me???
- Where is my time best spent?
- Your questions?





# Social Media Communities

## Social Media Landscape 2011



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.The LinkedIn logo, with the word "Linked" in black and "in" in white inside a blue square, followed by a small trademark symbol.The YouTube logo, with the word "You" in black and "Tube" in white inside a red rounded rectangle.The Blogger logo, featuring an orange square with a white "b" icon and the word "Blogger" in white text on a blue background.

# Social Media Communities

## Social Communities

- Facebook
- LinkedIn
- Google +

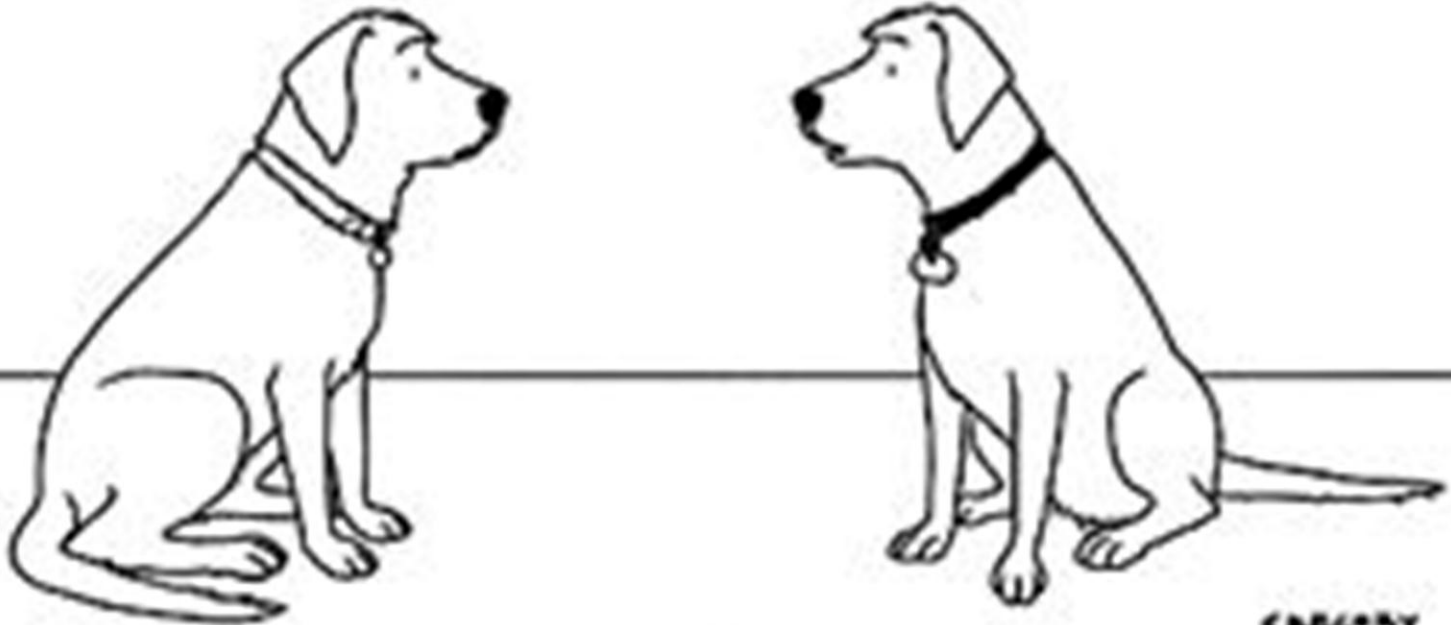
## Publishing Communities

- Blogging: Blogger, Wordpress, TypePad,
- Microblogging: Twitter, Tumblr

## Media Sharing Communities

- YouTube
- Flickr

# How Can You Join the Conversation?



*"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."*



# How Can You Join the Conversation?

Research

A graphic showing the silhouettes of seven people of various heights standing in a row. The word "RELATIONSHIPS" is written in a bold, sans-serif font across the middle of the silhouettes.

**RELATIONSHIPS**



Reaction




# **Building Bridges**

- **About the people and relationships rather than just the topic**
- **Sharing experiences**
- **Finding common values**
- **Being yourself/authentic**
- **How does your passion matter to your audience personally?**

# Putting a Face to Your Passion: Facebook

**facebook**   

Home Profile Account ▾



View Photos of Me (97)  
View Videos of Me (4)  
Edit My Profile

I am a craft-makin', flip-flop wearin', bible studyin', Tice talkin', Nikon snappin', Vera tootin', mama and blogger who is madly in love with my college sweetheart and our lil' Monkey.

**Information**




Relationship Status:  
**Married to**  
Mikey Goode


Children:  
**Addelynn Grace Goode, 3 years**



Siblings:


**Cris Benefiel Goode** I love to eavesdrop on Add playing... cracks me up! 7 hours ago [clear](#)




Wall Info Photos Video YouTube Box Notes +

Attach:      [Share](#)


 Options


**Cris Benefiel Goode** I love to eavesdrop on Add playing... cracks me up!  
7 hours ago  · [Comment](#) · [Like](#)


 April Stewart Stratton and Mikey Goode like this.


**Cris Benefiel Goode** via **I'm a Lazy Mom....: Ha!**  
 **I'm A Lazy Mom....: Is your life wasted?**  
[www.imalazymom.com](http://www.imalazymom.com)  
I'm A Lazy Mom.... | Creative Commons Attribution-Noncommercial License | Dandy Dandelion Designed by Simply Fabulous Blogger Templates  
8 hours ago  · [Comment](#) · [Like](#) · [Share](#)

RECENT ACTIVITY




 Cris likes Facebook (Technology Product / Service).




 Cris commented on Jill Reinhart's status.


 Cris likes I'm A Lazy Mom....: Is your life wasted? on imalazymom.com.

 Cris commented on Lisa Anderson Ward's photo.

Create an Ad

**Are you Pregnant?**   
  
BabyCenter fans can create a free pregnancy website to share your ultrasounds, journals & more with family & friends around the world.  
 [Like](#)

**Do you love shoes?**   
  
Have new shoes delivered to you every month! Personalized and picked by our stylists. Click here and check out JustFab.com  
 [Like](#)

**A Community Just**  **Chat (Offline)**



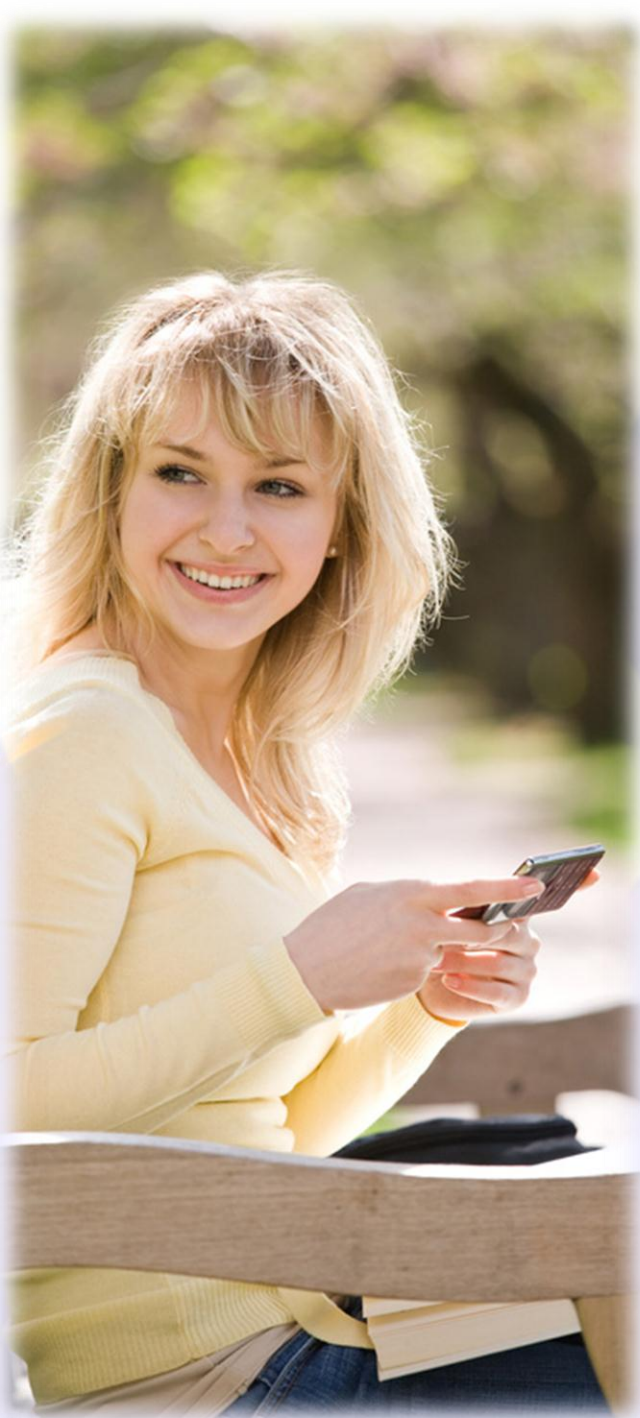
# **Putting a Face to Your Passion: Facebook**



- **Connect with friends, classmates, colleagues & family**
- **Share daily experiences through your status updates, links and images.**
- **Don't be all "cause" all the time.**
- **Connect through topics everyone understands and can engage**

# **Tips for Connecting- People You Know**

- **Avoid jargon/acronyms**
- **Connect through common interest: Sports, Recipes, TV, Recreational Activities, Kids**
- **Weave in your passion by sharing images, links, stories, thoughts that show why you personally connect to your passion.**



# Putting a Face to Your Passion: Facebook Fan Page

**facebook** 

Search 

Home Profile Account ▾



**St. Joseph County Soil & Water Conservation District**  
www.stjoseph.iaswcd.org

**Wall**

 Info

 Calendar

 Events

 Photos

 SlideShare

 LivingSocial

 Poll

More ▾

**About**

Our mission is to provide guidance and education to the youth and adults of...

More

**45**  
people like this

**St. Joseph County Soil & Water Conservation District**  
Government Organization · South Bend, Indiana

**Wall** St. Joseph County Soil &... · Most Recent ▾

Share:  **Post**  **Photo**  **Link**  **Video**

Write something...



**St. Joseph County Soil & Water Conservation District** via Momcy James  
free soil test kit from NatraTurf



**myfroject » Blog Archive » FREE pH soil test kit (US and Canada)...**  
www.myfroject.com

to get your FREE pH soil test kit (available to US and Canada residents) simply fill out the form, limit one request per household.

 June 30 at 6:40pm · Like · Comment · Share



**St. Joseph County Soil & Water Conservation District**

What use a rain barrel? According to harvesth2o.com, "Lawn & garden watering make up nearly 40% of total household water use during the summer. A rain barrel collects water & stores it for when you need to water plants or wash car. Rain barrels provide an ample supply of free "soft water" containing no chlorine, lime or calcium making it ideal for gardens, flower or the potted plants."

June 28 at 6:44am · Like · Comment



**St. Joseph County Soil & Water Conservation District** Give us a call to purchase 1 (or 2) rain barrels at : 574-291-7444 ext 3

June 28 at 6:44am · Like

Write a comment...

**You and St. Joseph County Soil & Water Conservation District**

 Kelsay Farm Tours, Facebook, Indiana Association of Soil and Wat...

**Sponsored Story**



Casey B. Mullins Coombs likes Seasons 52.



**Seasons 52**  
 Like

**Sponsored** Create an Ad

**"Racheal Ray Loses 32lbs"**  
blog.rachaelray.com



She lost a large amount of her belly fat in just 2 months by following this 1 old diet tip.

**Mud. Sweat. Beer.**  
warriordash.com



The world's most insane run and festival is hitting Indiana! Conquer 3 miles, crazy obstacles and celebrate with beer and muddy shorts!



# Putting a Face to Your Passion: Facebook Pages

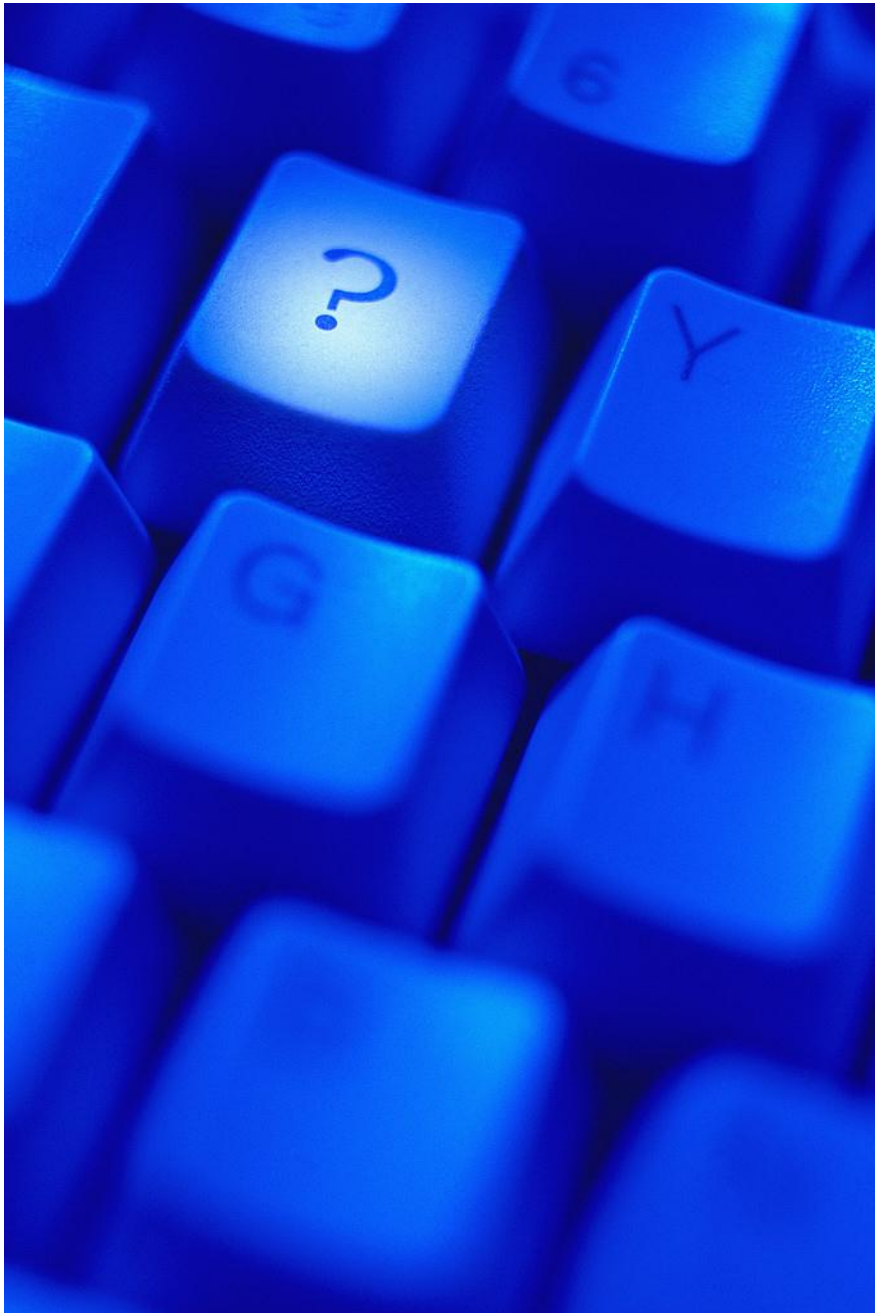


- Consider starting a fan page for your cause/org in addition to a personal page.
- Fanpages are GREAT places to build community that can lead to engagement offline as well.
- Claim your url at:  
[www.facebook.com/username](http://www.facebook.com/username)
- Add FB to your email signature, business cards, print materials and websites/blogs

# Connecting with Your Fans

- Offer fans unique information via fan page “Extra Content”
- Fun and engaging atmosphere
- Ask questions of your community
- Offer them opportunities to contribute
- Event photo follow-up engagement





**Questions?**





# **Putting a Face to Your Passion: Twitter**

- **Share & receive relevant “cause” information/news by tweet & RT:**
- **Similar to Facebook status updates.**
- **Follow/be followed by new audiences.**
- **Authenticate self for audiences.**
- **Seek shared interests through search feature, hashtags#**
- **Leverage blog links.**
- **Use popular applications for desktop and mobile options.**

# Twitter Translated

*RT @igobogo: This looks so delicious! Juicy Chicken Marinade - Guest post from @crisgoode! <http://www.igobogo.com/Portal/?p=12970>*

- 140 Characters or Less
- RT: = Retweet or Forwarding on to your followers
- @USERNAME = someone's twitter "handle" links to them and notifies them that they have been mentioned.

# Twitter Translated

#Grill *Time:Juicy* #Chicken #Marinade <http://ht.ly/5zW0Y>  
#recipe #nom

- <http://ht.ly/5zW0Y> = Hyperlink- often times shortened
- #TERM = Searchable Term
  - Great way to find other related information and make your information searchable
  - Sometimes a joke #YouGotToBeKidding
  - Often used for events or Twitter Chats
  - Confused about a #? Ask. People want to connect.
- Tweets are public.
  - “d USERNAME” = DM or Direct Message is a way to communication with one person at a time.





# Twitter Tools

- **Hootsuite/Tweetdeck**  
(<http://hootsuite.com> ;  
<http://www.tweetdeck.com> )
- **Allows you to:**
  - Organize those you follow into lists
  - Organize search terms into columns
  - Manage multiple accounts
  - Schedule tweets
  - Add photos
  - Shorten links
- **Hootsuite Tutorial:**  
<http://www.youtube.com/watch?v=t9vs0PfgXsc>

# **Twitter: Establishing Expertise**

- **Become a resource and active community member**
- **80/20 Rule- Promote engage others more than pushing your content**
- **Provide your audience with quality useful information**
- **3 Retweetable Tweets a Day ~ Stratten**
- **“Scoop” your press releases/announcements on Twitter first.**
- **DM media and others key influencers**



# Twitter: Building Community & Influence

- Find and network with others through #searches and tagging your info
- RT and comment on others in your field/interest
- Answer your followers questions and handle any complaints in helpful manner
- Participate in Twitter Chats: <http://bit.ly/chatlist>





# Questions?



# **Putting a Face to Your Passion: Blogging**



- **Share your story through your words, photos and videos.**
- **Not all “cause” all the time. Instead, all of you- hobbies, interests, life.**
- **Make new friends in other bloggers through blog hops and networks.**
- **Comments are currency.**
- **Build relationships before asking anything of your readers.**
- **Connect your blog to your other social media accounts to leverage readership.**

# Putting a Face to Your Passion: Blogging





# Putting a Face to Your Passion: Blogging



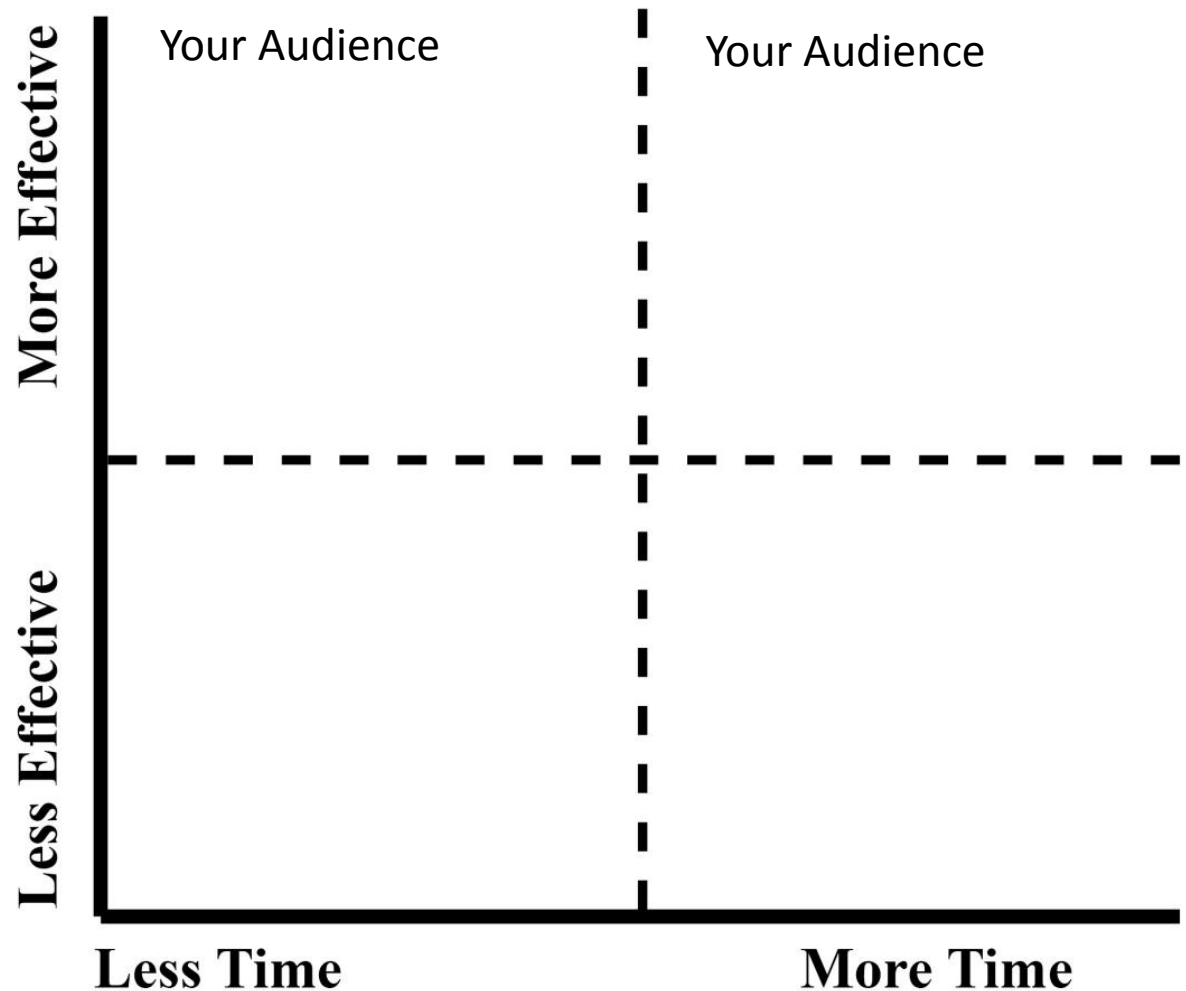
- **Must be relatable.**
- **What does your audience want to know/hear/find?**
- **Must be authentic- not talking points.**
- **Be yourself.**
- **You'll be surprised what people are interested in.**
- **Bottom line: Relationships.**

# Putting a Face to Your Passion: Photographs & Videos

- Post interesting, fun videos to YouTube
- Share your photographs on Flickr
- Consider your audience.
- Entertainment and art are key when sharing media
- Tutorials on hobbies to connect.
- Link media accounts to Facebook, share on Twitter and other accounts.



# What is Worth My Time?





The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.The LinkedIn logo, with the word "Linked" in black and "in" in white inside a blue square, followed by a small trademark symbol.The YouTube logo, with the word "You" in black and "Tube" in white inside a red rounded rectangle.The Blogger logo, featuring an orange square with a white "b" icon and the word "Blogger" in white text on a blue background.

# Where can you connect?

## Social Communities

- Facebook
- LinkedIn
- Google +

## Publishing Communities

- Blogging: Blogger, Wordpress, TypePad,
- Microblogging: Twitter, Tumblr

## Media Sharing Communities

- YouTube
- Flickr

**For free resources on how to get started, go to:**



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**[www.howtotalktostrangers.com](http://www.howtotalktostrangers.com)**

**[www.goodnessgracious.com](http://www.goodnessgracious.com)**