



Communication and delivering group activities online

NEWARK AND SHERWOOD CVS

Using the right online platform for your organisation or group is important for being able to communicate, stay in touch and reach more people. Engaging with your members online, will help you to reach as many people as possible.

Today we are going to look at how you can make the most of online platforms and channels, the best methods and channels for your group, and how you can use to communicate, network and deliver group activities.



This “how to” is a part of our digital training webinar series, where we aim to help empower groups to explore the digital landscape, and discover the best way to meet their needs.

In addition to this, we are hosting bitesize sessions, aimed at helping more people to become digitally enabled and develop their digital confidence. At the moment, many people are isolated and lack social interaction. It is important that people have the ability and confidence to use technology.

To enhance these sessions, we are also hosting monthly clinics, where groups take part in a one to one session. Where they can ask questions relevant to their group. Each month we will have two topics to choose from, and groups can join by contacting me to make an appointment.

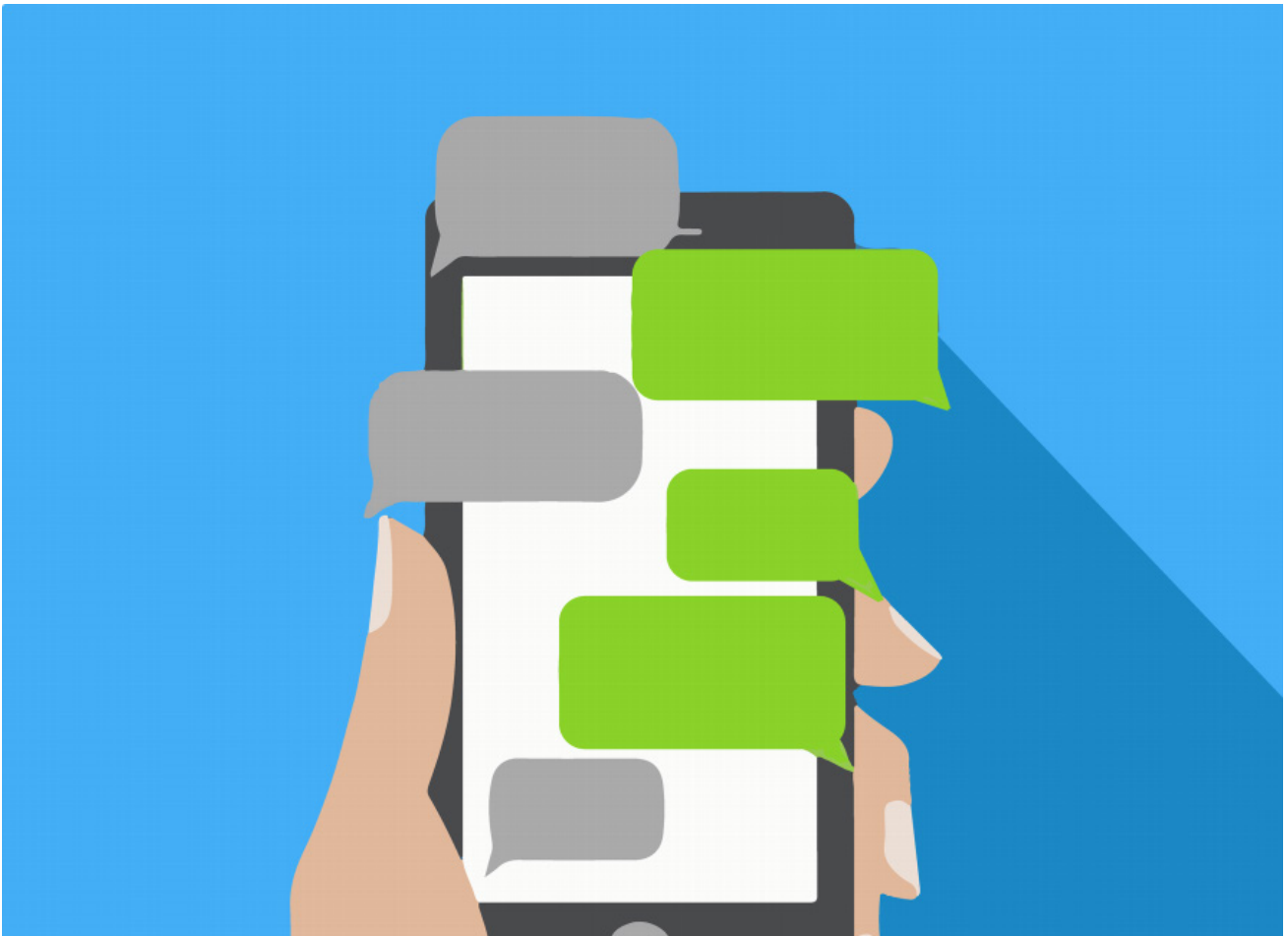


Today’s session will be a 45minute webinar, followed by a 15-minute Q&A session – where you will be able to ask questions related to the session.

Method's - There are many ways to communicate and network online, to be able to select what's best for you it's important to know what the options are.

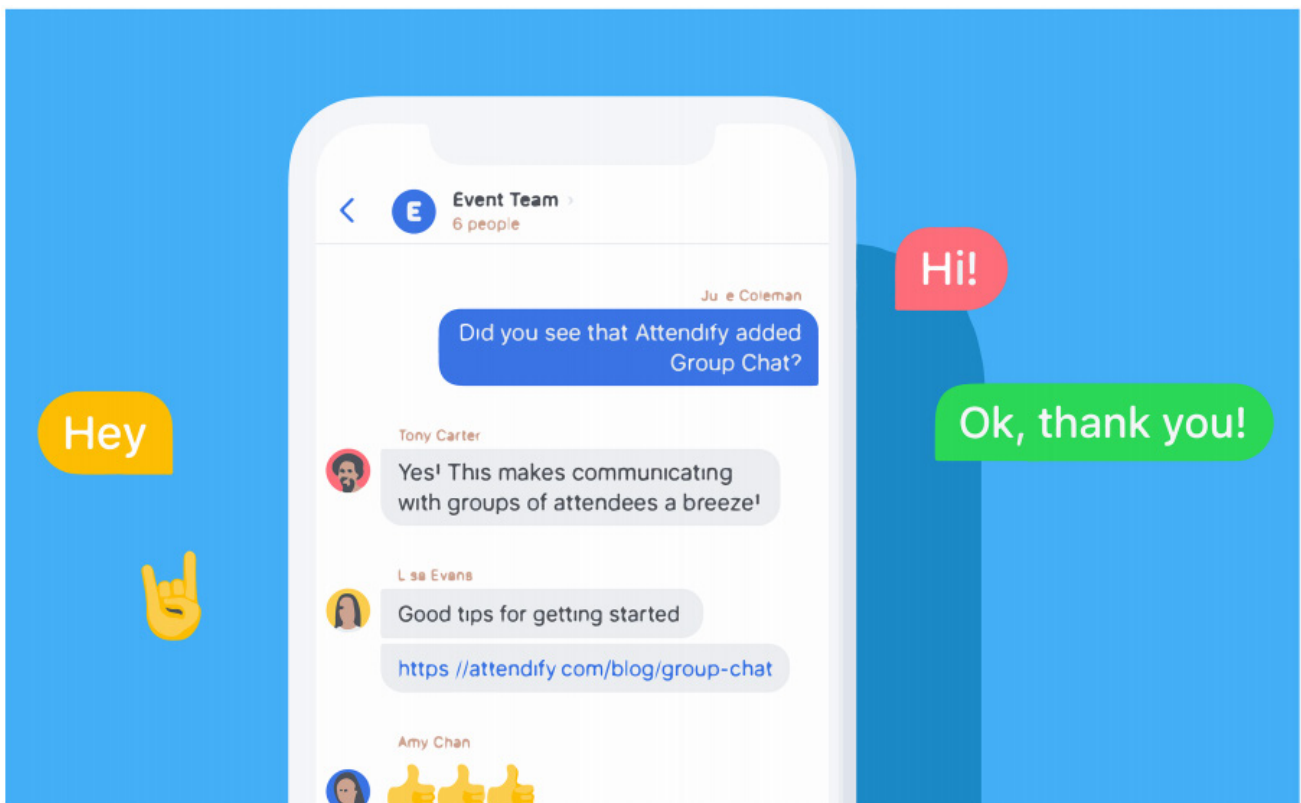
Online messaging, group chats, group email, video calling, phone calling, text, online conferencing are some of the options.

These methods can be used to **host meetings, deliver presentations and training, attend appointments, participate in social activities, network, host events, and catch up with other members.**

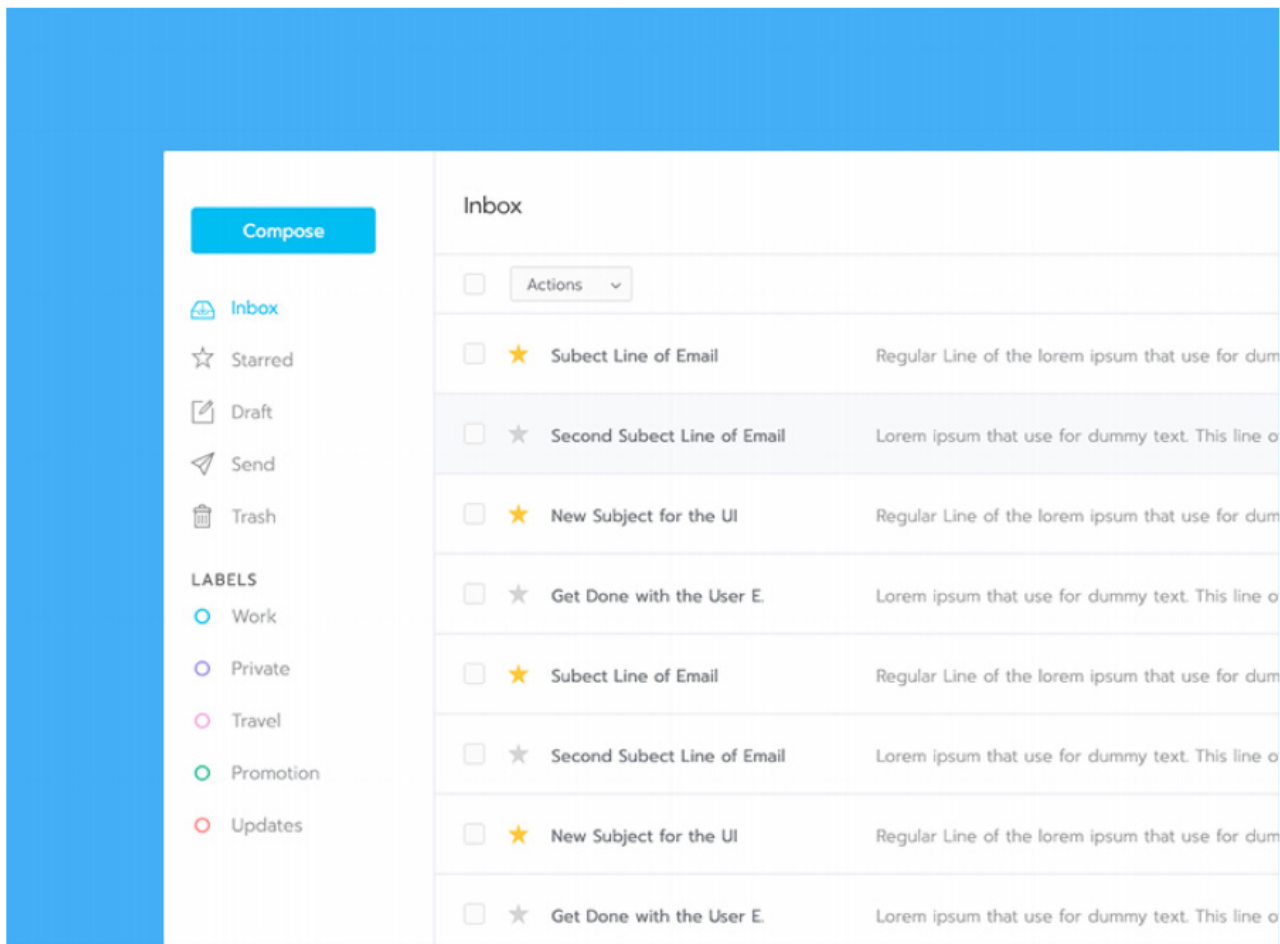


Online messaging services can serve a multitude of purposes, it is an application where you can send messages, images, audio and video, all via the internet. This means that calls and texts sent via this platform will not be charged to your phone bill, providing you are connected to WIFI.

The benefits of online messaging or text don't stop there. You can also create group chats, where multiple people can talk and send each other different media – for example pictures and videos.



Group chats are the easiest way to have a conversation with many participants online. They create a space to send information, ask questions and catch up.



To communicate with one another and to distribute information, **email** and more specifically group email are extremely useful. It allows you to send and receive messages to and from anyone with an email address, anywhere in the world.

As one of the most commonly used forms of messaging, in and out of the workplace, email is an easy and free service worth learning.

- Great for sending out more formal information
- Can attach documents and pictures
- Send to multiple email addresses in one go.

When sending a group email, it is ‘best practice’ (and to comply with GDPR) to not show everyone’s email address. To do this, you insert the email addresses into the ‘Bcc’ bar, instead of ‘to’ bar.

This is a great way of distributing news – for example a newsletter. An E-bulletin is a type of email sent out to a subscription list. Having a regular information email, allows people to keep up-to-date with your group, meetings and activities. It is important if you are sending marketing emails, such as newsletters out to people, that you have their permission.



Video Calls. Calling people on video is a great way to connect from afar and see the people we are talking to. It is easy when we are typing to forget to humanise the people we're talking to.

Video calling from your phone can be done through a multitude of apps. The most commonly used apps are FaceTime, What's App, Zoom, Teams, Skype, and Facebook Messenger.



A phone call is one of the fastest ways to get in contact with another person or mobile device. It allows you to talk and interact at a time that suits you. Phone calls are the most reliable form of communication, with more people likely to have access to a landline or a mobile.



Online conferencing. Web-based conferencing can be used for meetings, training events, lectures, or presentations. They take place via a web-based programme and other users can connect and access the activity that is taking place. Platforms such as Zoom and Teams have been designed for this type of application, and have become fundamental to many people and organisations.

These programs are suited to both business and social activities, as they allow people to come together and collaborate.

Platforms



WhatsApp is free to download messenger app for smartphones. WhatsApp uses the internet to send messages, images, audio or video. The service is very similar to text messaging services, however, because WhatsApp uses the internet to send messages, the cost of using WhatsApp is significantly less than texting. WhatsApp messages are also free to send internationally as they are not going through a phone provider.

- Free and easy to use
- Opens up conversation
- Strengthens connectivity
- Creates a sense of community
- Quick and easy way to share information.

WhatsApp calling is an alternative to a phone call or FaceTime video call. Voice calling allows you call your contacts for free using the internet. It is more inclusive, as it is compatible for both IOS and Android. There are limitations, as you can only call up to four people at once.

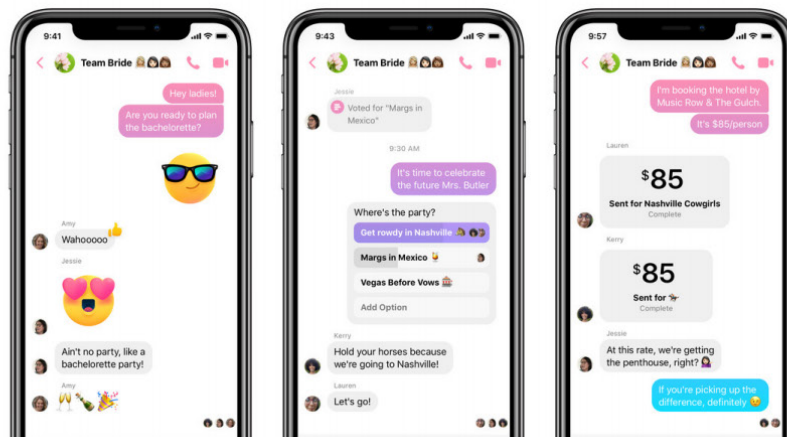
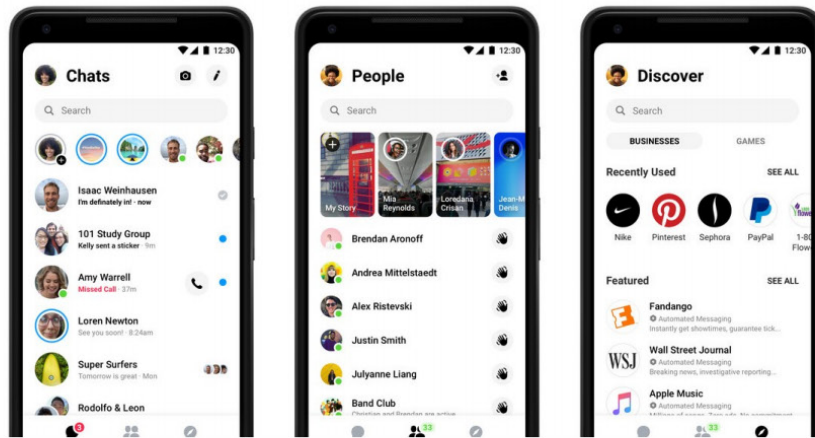
- Compatible on most smart phone devices
- Easy to use
- Free (connected to WIFI)
- Can take calls on the go.



Facebook messenger is part of Facebook and also a stand-alone app. As well as messaging, it lets you now have phone conversations and video calls - both one-to-one or in groups.

In very basic terms, it is an instant messaging application that allows you to exchange messages for free, with other Messenger users who have an active Facebook account.

- Verified persons – as linked to a Facebook profile
- Capability to create large group chats
- Polling feature to vote on decisions – great for groups!



SMS Texting or text messaging, is a way of sending short messages phone to phone. SMS stands for Short Messaging Service (SMS).

A large proportion of people own or have access to a mobile phone. Sending a text message is one of the faster ways to contact someone or gain a

response. iMessage is a WIFI messaging service that works in the exact same way as text, except it is free – provided you are connected to WIFI. When sending an iMessage, the text bubble will be blue rather than green.

- Direct contact with recipient
- Higher probability of a quick answer
- Majority of people have a mobile phone and text function.

iMessage



SMS/MMS



Zoom is a web-based video conferencing tool. It has a desktop application and a mobile app, that allows users to meet online, with or without video. Zoom has many features and is a great platform for hosting a group meeting or delivering group activities. You can record sessions, collaborate and

share screens. As you have all managed to join today, I will assume you are all experts!

Zoom offers a free basic plan, which offers unlimited meetings. You can try Zoom for as long as you like, as there is no trial period. With the free plan, meeting times are limited to 45 minutes and you can host a maximum of 100 people. If you are an organisation looking to further your use of Zoom, you can purchase Pro packages and add ons, such as webinars. Like we are using today! The Pro package provides unlimited time and more participants.

- Video call up to 100 participants
- Free to use (with minor limitations)
- Face to face – great for interaction.





Similar to Zoom, **Teams** is a messaging and video calling program that allows you to connect with other people in your organisation or group.

Available on both Android and iOS (audio only), Teams is simple and easy-to-use and has many features. It allows you to message, video call, share documents and much more.

It is a great platform for larger or formal organisation, as it creates a space to bring people together. It is also more secure than Zoom, so ideal for if you are delivering confidential services.

Anyone with a business or consumer email account, such as Outlook or Gmail can participate as a guest in Teams – with full access to team chats, meetings and files. You can also invite people to join video calls or meetings as a guest.

- Full interface, including chat, calendar, file transfer and calls
- Face to face contact
- Simple and easy to use and navigate
- Lots of features
- Safer than other platforms.



FaceTime is an easy way to video call people who have an iPhone, iPad or Mac. FaceTime is a video chat application developed by Apple. You can't make FaceTime calls from Android device, however there are other ways to make video calls to Apple devices. FaceTime allows you to call other Apple devices for free using WIFI connection, including international calls.

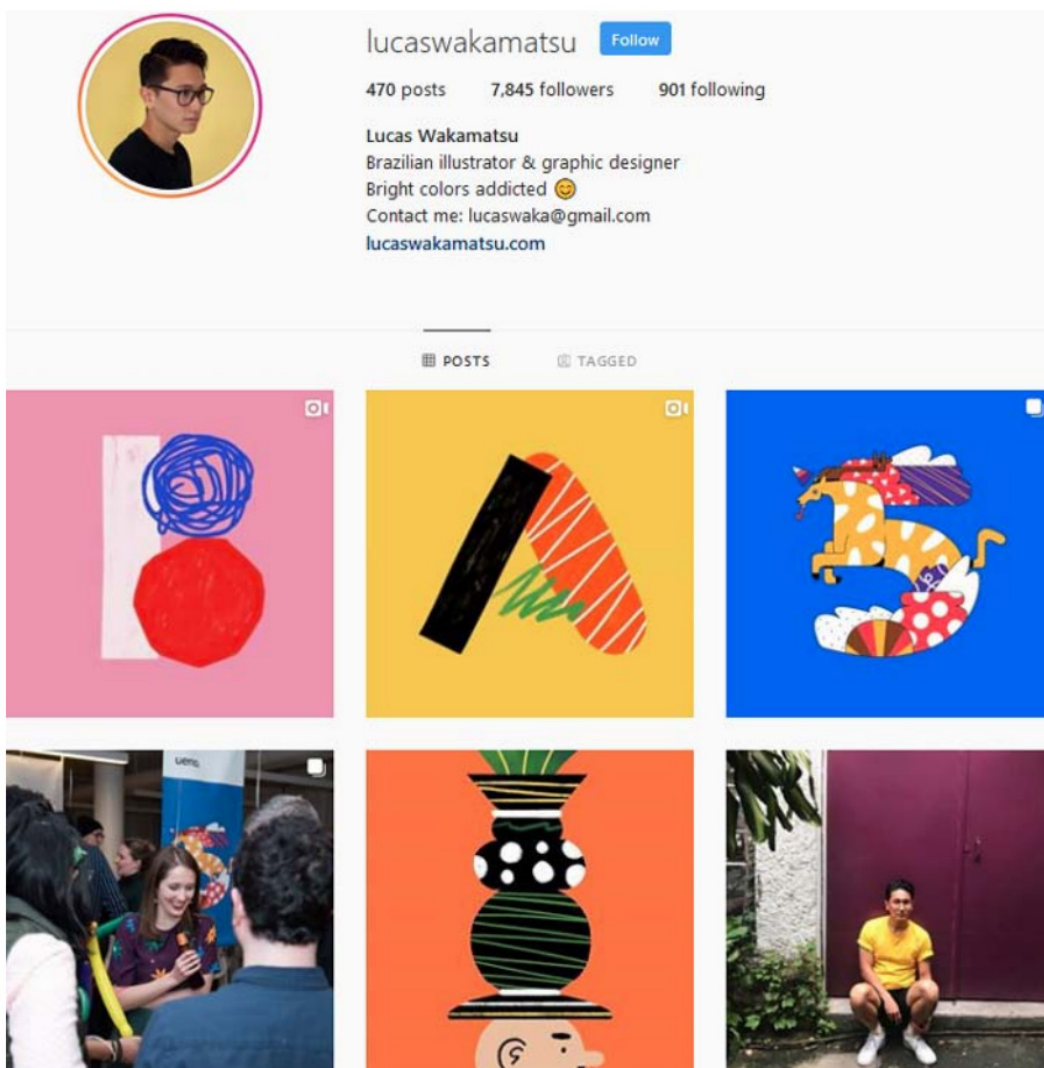
- Easy to use
- Can take calls on the go
- Preinstalled feature on iPhones.



Social media has become a popular and useful way of staying in touch with each other. It provides a snap shot into people's lives and is great for making social connections. It is also a useful way of sharing information and promoting your organisation, group or activities. Having a Facebook page for your

group will help to increase your visibility, promote your services and reach more people. Facebook is a great platform for creating an online community. Below are the types of social media and how they are categorised.

- Social media, Social networking (Facebook, LinkedIn)
- Microblogging (Twitter, Tumblr)
- Photo sharing (Instagram, Snapchat, Pinterest)
- Video sharing (YouTube, Facebook Live, Periscope, Vimeo).





As social media pages are public facing, one option to consider is setting up a closed **Facebook group**. It is a safer and more private way to share information with your members, group or organisation. You can also have real-time chat, allowing you to stay connected and build a community or support network. To join a closed group, you have to be approved by an administrator or invited by a member of the closed group. If you are thinking about setting up a group, it is a good idea to have some basic rules, by which members must abide. Also make sure members understand limitations to the group. For example, it should not be used in an emergency or out of hours – it is important to manage expectations.

- Controlled by an administrator
- Safe and private way of sharing
- All users are verified and approved
- Great way of building an online community.

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Write Post **Add Photo / Video** **Ask Question**

Write something...

Members (56) [See All](#)

What should people post in this group?
Add a Description

Who else should be in this group?
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Heather Rast
Mid-week happiness! Heather Whaling's class covering public and media relations is now available on the website. Head on over!
[Like](#) · [Comment](#) · [Unfollow Post](#) · January 31 at 4:29pm

Dennis
Is this the same Heather Whaling who was interviewed on NBC today to discuss social media and the Super Bowl?
February 2 at 5:16pm · [Like](#)

Heather Whaling
O, jeez, DJ Whaling! See you in a couple weeks. Ladies here we come!
February 2 at 5:50pm · [Like](#)

Write a comment...

Heather Whaling
Hi, all. Glitches happen, and today we're taking our turn. Tune in any time next week to listen to Heather Whaling's presentation on demand. You'll find the link on the class description page on our website and here on Facebook once ready.
Submit your questions to the Facebook group or via Twitter (hashtag #Marketology) to get your PR and media relations-smarts on!
[Like](#) · [Comment](#) · [Unfollow Post](#) · January 24 at 1:47pm near Cedar Rapids

Heather Whaling
Marketology's class covering PR and media relations is now ready for viewing. Head on over to the website!
January 31 at 4:27pm · [Like](#)

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Denise
Question from BRAND class: Does anyone have a sample of a "brand obituary" like Denise discussed? It seemed like an interesting exercise.
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[View all 8 comments](#)

Theresa
Thank you Denise for the example and link to your blog. That really exemplifies what you talked about.
January 28 at 3:41pm · [Unlike](#) · [1](#)

Heather Whaling
She's pretty awesome, isn't she? :-)

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MORE

You are currently offline. To chat with your friends, go online.

If you would like to learn more about how to use social media for your group, we are running a dedicated session later in the year.