VWEC Quarterly Meeting
on
Wednesday, April 5, 2023
at The VWEC Eduverse Welcome Plaza

http://maps.secondlife.com/secondlife/VWEC%20Eduverse/194/143/35

"Principles of Group Promotion - Turn Awareness Into Action"
Featuring: VWEC Communications & Network Teams

4) 9:20 am - Move to Groups - Zinnia & PI
              15 minutes for each group

              9:25 - First Round starts
              9:40 - Second Round starts
            10:55 - Third Round starts
            10:10 - Fourth Round starts

5) 10:25 - Meet at back at Deck

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GROUP LEADS:
PLEASE have ONE of your group put your chat into this document and we will try to work it out for our website.   Thank you!

Second Life Tools For Marketing Your Organization or Group

Namaara and Buffy

Group 1:

[09:26] Namaara MacMoragh: If we're all here let's begin.
[09:27] Buffy Beale: so the idea is, the groups stay and the talkers move to the groups
[09:27] Buffy Beale: so make yourself comfy :)
[09:27] Breila Jenvieve: Good idea!
[09:27] Zzri Avian (zri.portal): alrighty!
[09:27] Buffy Beale: take it away Nam :)
[09:27] Namaara MacMoragh: Welcome to our "Second Life Tools For Marketing Your Organization or Group" presentation.
[09:28] Namaara MacMoragh: Think of today as speed dating professionals. Buffy and I are your dates for the next 5 minutes ;-)
[09:28] Buffy Beale: lol
[09:28] Suemoon Magic: ㋡
[09:28] Namaara MacMoragh: Then we'll leave and other presenters will join you here.
[09:28] Namaara MacMoragh: You don't have to go anywhere :-)
[09:28] Namaara MacMoragh: Destination Guide

[09:28] Namaara MacMoragh: The Second Life Destination Guide is the most popular way for Second Lifers to discover not only what's happening in Second Life, but interesting places to explore.

[09:28] Namaara MacMoragh: According to Linden Lab, the "Second Life Destination Guide highlights some of the best inworld locations and Resident creations. Linden Lab keeps the Destination Guide fresh with regular updates.

[09:28] Namaara MacMoragh: You definitely want to get listed in the Destination Guide.

[09:28] Namaara MacMoragh: Here is a link all about the Destination Guide including how to get your organization, group, and/or sim listed;

https://community.secondlife.com/knowledgebase/english/about-the-second-life-destination-guide-r22/

[09:29] Namaara MacMoragh: Events Calendar

[09:29] Namaara MacMoragh: The SL Event Calendar is the next tool you can use to promote yourself. We all host events; dances, discussions, presentations, tours, and so much more. If you're not listing these activities in the calendar you're not tapping a broader audience other than your groups.

[09:29] Namaara MacMoragh: An event is defined as a special group activity that is led by a host on land owned either by the host or by a group the host belongs to.

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[09:29] Namaara MacMoragh: As an FYI we recommend some of the SL user groups hosted by the Lindens. You'll learn about the latest and greatest and you get to share your voice. You can even subscribe to their sl-public calendar making it easy to keep up with everything that's new and exciting.

[09:29] Namaara MacMoragh: SL Search

[09:29] Namaara MacMoragh: If you're using your avatar to represent your organization then keep the "show in search" box in your profile checked.

[09:30] Namaara MacMoragh: For a small fee you can list your parcel or sim in the SL Search.

[09:30] Namaara MacMoragh: Marketplace

[09:30] Namaara MacMoragh: I know this isn't the first thing you would think of as a way of doing outreach, but if you are creating tools, objects, clothing, etc for students to make their lives easier in SL

[09:30] Namaara MacMoragh: then look into offering it on the marketplace for free through an alt.

[09:30] Namaara MacMoragh: BEWARE! Don't jeopardize your educator or nonprofit status by setting up a store to earn money. That's not the goal here.

[09:30] Namaara MacMoragh: The goal is to provide value for your target audience and showcase your work so make sure you read the listing guidelines and make sure it's approved by your administration before you do anything.
[09:30] Namaara MacMoragh: If you have any doubts, reach out with questions.
[09:30] Namaara MacMoragh: You can find more information here https://marketplace.secondlife.com/listing_guidelines
[09:30] Namaara MacMoragh: and here https://community.secondlife.com/knowledgebase/english/selling-in-the-marketplace-r88/
[09:30] Namaara MacMoragh: Tagging
[09:30] Namaara MacMoragh: This isn't a Second Life tool, but it's important to remember when you post on your social media. If you have an event or activity you're sharing on social media include LL and SL in your tags.
[09:30] Namaara MacMoragh: #secondlife and #LindenLab
[09:30] Namaara MacMoragh: In closing, always keep in mind you do NOT want to be known as a spammer so be sure your outreach offers value to your target audience AND make use of the tools we've shared today.
[09:31] Namaara MacMoragh: Thank you :-)
[09:31] Namaara MacMoragh: whew
[09:31] Suemoon Magic: ☺
[09:31] Buffy Beale: great tips Nam! We have a bit of time for questions
[09:31] Max Chatnoir: I don't think I realized that you can put free stuff on the Marketplace.
[09:31] Suemoon Magic: I used to use the events listing for a small group but they started charging
[09:32] Buffy Beale: that's good you know now Max I can see your mind whirling :)
[09:32] Namaara MacMoragh: I have listed on the marketplace, BUT you really want to make sure you are abiding by all the rules.
[09:32] Max Chatnoir: Maybe we could use some kind of common label to identify it for educators? Like VWEC URL giver?
[09:32] Sitearm (sitearm.madonna): @Nam what is one rule you have noticed needs watching?
[09:33] Buffy Beale: and SueMoon, maybe that's something to be taken up with Madori, free listing for edu events...
[09:33] Namaara MacMoragh: Charging even 1$L kills it.
[09:33] Buffy Beale: great idea Max just check with Elli
[09:33] Sitearm (sitearm.madonna): @Nam what is one SL Marketplace rule you have noticed needs watching?
[09:33] Breila Jenvieve: Sounds like something to add to the edu wish lists they're developing

[09:33] Sitearm (sitearm.madonna): or have I misunderstood your warning

[09:34] Buffy Beale: yes we stand to lose our discount as edu and Nonprofits if we make money Site

[09:34] Buffy Beale: I'd say that's the biggest rule, no sales

[09:34] Namaara MacMoragh: Buffy made it clearer Sitearm.

[09:34] Sitearm (sitearm.madonna): ok just to be sure I am getting this it IS ok to put something on SL Marketplace for 0 Lindens and that is OK with SL Marketplace Rules

[09:34] Sitearm (sitearm.madonna): Your warning was not about SL Mktp;c

[09:34] Sitearm (sitearm.madonna): it was about NP org status

[09:35] Sitearm (sitearm.madonna): yes?

[09:35] Namaara MacMoragh: IF you have a discount as an educator or nonprofit do NOT charge money on the marketplace.

[09:35] Namaara MacMoragh: Read the guidelines before you do anything.

[09:35] Namaara MacMoragh: The links are above in the presentation.

[09:36] Namaara MacMoragh: Are there other questions?

[09:36] Suemoon Magic: Thanks Nam and Buffy

[09:36] Sitearm (sitearm.madonna) thanks Namaara for the warning and takes due note

[09:36] Namaara MacMoragh: :-)

[09:36] Namaara MacMoragh: Buffy, did I miss anything? :-)

[09:37] Buffy Beale: you're most welcome and remember, if you have questions later on we are always happy to help

[09:37] Buffy Beale: I think you summed it up nicely Nam

[09:37] Namaara MacMoragh: Thank you all for being such wonderful dates ;-)

[09:37] Buffy Beale: haha Nam, was it good for you?

[09:37] Suemoon Magic: ☺

[09:38] Namaara MacMoragh: hahaha Buffy :-)

[09:38] Buffy Beale: hugs you

[09:38] Namaara MacMoragh: FYI ... you'll stay here and Buffy & I will be leaving.

[09:38] Namaara MacMoragh: Hugs Buffy :-)

[09:38] Ardith Delvalle: Thanks for the info

[09:39] Zzri Avian (zri.portal): \o/

[09:39] Buffy Beale: You've been a great group and Namaara and I will be moving on to our next spot, but thanks for coming today and group hug for all

[09:39] Zzri Avian (zri.portal): winghugs!

[09:39] Buffy Beale: winghugs Zz :)

[09:39] Namaara MacMoragh: bye all

[09:39] Breila Jenvieve: Bye!

Group 2:

[09:40] Namaara MacMoragh: Hi all :-)

[09:41] Namaara MacMoragh: Welcome to our "Second Life Tools For Marketing Your Organization or Group" presentation.

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[09:44] Namaara MacMoragh: #secondlife and #LindenLab

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[09:44] Sheila Yoshikawa: I've realised Infolit iSchool's entry in the destination guide has never been updated - I need to do that!

[09:44] Namaara MacMoragh: Thank you :-)

[09:44] Namaara MacMoragh: In preparing this, Shiela, I noticed the same thing about Etopia. :-))

[09:45] Buffy Beale: that's great Sheila, not a bad idea for everyone to check

[09:45] Namaara MacMoragh: If you have any questions now is a great time to share them.

[09:45] Namaara MacMoragh: Are there tools perhaps that you use that we didn't share today?

[09:46] Buffy Beale: I liked your reminder about the SL hashtags Nam, I forget that

[09:46] John O'Connor (acuppa.tae): It used to be so simple when everyone used twitter and maybe Facebook ....

[09:46] Sheila Yoshikawa: Just to say - at one point Infolit iSchool was getting shown as a selected destination at login which was great in some ways, but we did get griefers and people just randomly wandering round looking for the bar and dancing

[09:46] Namaara MacMoragh: I totally agree with you John

[09:46] John O'Connor (acuppa.tae): ... now there are so many comms channels it is NOISY!!!

[09:46] Namaara MacMoragh: Good point Sheila

[09:46] Buffy Beale: it's hard for sure

[09:47] Buffy Beale: yes Sheila, that happens but not enough not to keep trying

[09:47] Buffy Beale: and I've noticed generally, at the Nonprofit Commons there's less griefing

[09:47] Namaara MacMoragh: Locking down the permissions on the region has helped us at Etopia with that. BUT it is a balancing act.

[09:48] Buffy Beale: so maybe being able to report them has helped

[09:48] Sheila Yoshikawa: I was going to say - Discord doesn't seem that lively for VW education? Though the "ALVR" educators channel seems more active

[09:48] Namaara MacMoragh: And it is important to keep our work out there as Buffy said ... keep working on the balance.

[09:48] Sheila Yoshikawa: ALTVR, sorry

[09:48] Namaara MacMoragh: Discord ... another potential tool for us. I don't use it as much as I could.

[09:49] John O'Connor (acuppa.tae): Discord can be tough to learn... and it is not very common in Europe, I think

[09:49] John O'Connor (acuppa.tae): more in US

[09:49] Namaara MacMoragh: Like John said, it certainly was easier when the social platforms were not so abundant.

[09:49] Buffy Beale: me either it could be a full time job just keeping up with social media for fun

[09:49] Namaara MacMoragh: too true Buffy

[09:49] John O'Connor (acuppa.tae): yes Buffy!

[09:49] Sheila Yoshikawa: actually it was altspaceVR (3rd time correct hopefully), though as that's closed perhaps they will set up a new channel

[09:49] Delia Lake: I can't keep up either. just too many of them now

[09:50] Sheila Yoshikawa: I mean ALSpaceVR the VR space has closed

[09:50] Buffy Beale: So which ones did you pick to keep up with then?

[09:50] Buffy Beale: facebook, twitter?

[09:50] Namaara MacMoragh: Which SL tools are you using, too?

[09:50] John O'Connor (acuppa.tae): I find FB has deteriorated to advertising... very little useful info

[09:50] Sheila Yoshikawa: Interesting @Shandra, I only dip into Discord, but I'm not a great Whatsapp user either

[09:51] Buffy Beale: same, John

[09:51] John O'Connor (acuppa.tae): Twitter, despite the recent hype, is still very good

[09:51] Shandra (killlashandra.lavendel): I did not like whatspp but a lot of international graduate students I work with use it.

[09:51] John O'Connor (acuppa.tae): WhatsApp is great for group chat

[09:51] Namaara MacMoragh: So many choices out there, yes. But since Buffy and I are about SL tools, which ones do you use for in world outreach?

[09:51] John O'Connor (acuppa.tae): and popular

[09:51] Sheila Yoshikawa: @John yes I was noticing the last few days how it has got worse - about 1 "suggested" and 1 ad per actual post from a friend

[09:51] John O'Connor (acuppa.tae): *popular

[09:52] John O'Connor (acuppa.tae): indeed, Sheila

[09:52] John O'Connor (acuppa.tae): I must try Mastodon and Signal

[09:52] Shandra (killlashandra.lavendel): I promote in discord and facebook mostly for in world events.

[09:52] John O'Connor (acuppa.tae): but not too many people on those platforms

[09:52] Delia Lake: They're on my list of to do's also John but I haven't gotten to them yet

[09:52] Namaara MacMoragh: I love the dialogue, but I have to ask about SL tools, which ones do you use for in world outreach?

[09:52] Sheila Yoshikawa: For VWER I use Facebook (creating an event), and Twitter 2nd, but I think for impact it

[09:53] Sheila Yoshikawa: for impact Facebook isn't so hot - it just is useful to have the event function

[09:53] Namaara MacMoragh: As a reminder, you'll remain here. Buffy and I will be leaving.

[09:53] Shandra (killlashandra.lavendel): In world tools? for what type of educational resources? I mean in world group notices are the most common way to tell people about events.

[09:53] John O'Connor (acuppa.tae): LinkedIN is still relatively 'clean' and a reliable platform

[09:53] Sheila Yoshikawa: I use notices and group chat, I always seem to forget about SL events......

[09:54] John O'Connor (acuppa.tae): yes, group notices

[09:54] John O'Connor (acuppa.tae): with notecards

[09:54] Shandra (killlashandra.lavendel): You can create personal groups of friends to send event info too or share objects with notices embedded....

[09:54] Namaara MacMoragh: SL Events is good for reaching a wider audience than members of the groups you are in.
[09:54] Buffy Beale: good tip Shandra, forgot about that
[09:54] Sheila Yoshikawa: also we have a calendar board at VWER HQ, so people who happen by can see what's coming up
[09:54] Sheila Yoshikawa: it is driven by Google calendar
[09:54] John O'Connor (acuppa.tae): i use groups for each semester/class
[09:54] Namaara MacMoragh: A calendar board is a great idea Sheila.
[09:55] Namaara MacMoragh: Good John.
[09:55] John O'Connor (acuppa.tae): the group roles are useful too
[09:55] Namaara MacMoragh: With that. Thank you all for sharing your ideas and thoughts.
[09:55] Buffy Beale: great ideas, thanks everyone and now Nam, it's time for us to zoom
[09:55] Sheila Yoshikawa: I bought it - actually I found out about it because the VWMOOC was using one.....
[09:55] Namaara MacMoragh: bye all :-)
[09:55] John O'Connor (acuppa.tae): bye!
[09:55] Buffy Beale: thanks everyone!
[09:55] Shandra (killlashandra.lavendel): Bye
[09:55] Sheila Yoshikawa: Thanks Nam and Buffy
[09:56] Alessa Tzal: Thank you
[09:56] Shandra (killlashandra.lavendel): Sheila, could you share the name of your calendar that you bought please?

Group 3:

[09:56] Varahi Lusch: hey Namaara :)
[09:56] Beth Ghostraven: Nam, I like your hair!
[09:56] Namaara MacMoragh: Hi Varahi :-) Hugs! Great to see you
[09:56] Namaara MacMoragh: Thanks Beth :-))
[09:56] Buffy Beale: hi everyone!
[09:56] Varahi Lusch: :D
[09:56] Juliette SurrealDreaming (juliettesurrealdreaming): hi :)
[09:56] Namaara MacMoragh: Everyone ready?
[09:56] Beth Ghostraven: yes
[09:56] Juliette SurrealDreaming (juliettesurrealdreaming): yes
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[09:59] Beth Ghostraven: link for the sl-public calendar please?
[10:00] Buffy Beale: looking Beth

[10:00] Namaara MacMoragh: It's a google calendar Beth. When you go to add a new calendar to subscribe to you can search for sl-calendar
[10:00] Namaara MacMoragh: As for the regular link ... thank you Buffy
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[10:00] Beth Ghostraven: (Nam I don't know how to do that)
[10:01] Namaara MacMoragh: (nods at Beth ... let's chat later)
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[10:01] Buffy Beale: > link for SL Calendar Info: https://community.secondlife.com/blogs/entry/6509-introducing-the-second-life-public-calendar/
[10:01] Namaara MacMoragh: Great! Thank you Buffy :-)
[10:01] Beth Ghostraven: thanks Buffy
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[10:02] Varahi Lusch: if you are not a nonprofit i guess you can sell too..

[10:02] Varahi Lusch: ?

[10:02] Juliette SurrealDreaming (juliettesurrealdreaming): What is the secret to actually getting put in the Destination Guide because my submissions always get passed over?

[10:02] Buffy Beale: no Varahi

[10:02] Beth Ghostraven: hey! you say "spam" like it's a bad thing!

[10:02] Beth Ghostraven: lol

[10:03] Namaara MacMoragh: No. Varahi please know that you cannot charge on the marketplace

[10:03] Namaara MacMoragh: lol Beth

[10:03] Varahi Lusch: i hadn't thought of using marketplace as general advertising to draw attention

[10:03] Namaara MacMoragh: We have a few minutes for questions.

[10:03] Buffy Beale: ha Beth and Juliette why don't you check with Madori on that

[10:03] Beth Ghostraven: Juliette, ask Strawberry Linden

[10:03] Buffy Beale: or Strawberry heh

[10:03] Beth Ghostraven: yes, or Madori :o)

[10:04] Juliette SurrealDreaming (juliettesurrealdreaming): lol

[10:04] Buffy Beale: I don't know how they pick but I thought they added as long as you had a place and a good write up

[10:04] Buffy Beale: I would start with Madori because she's the go-to for us here

[10:04] Juliette SurrealDreaming (juliettesurrealdreaming): I'm a pretty good writer loool but thanks Buffy

[10:04] Shiloh e. (shiloh.emmons): it is also number, Buffy

[10:04] Shiloh e. (shiloh.emmons): traffic is important

[10:05] Namaara MacMoragh: The destination guide probably has you listed Juliette ... in the picks that you see in world, well, that's a different formula.

[10:05] Buffy Beale: oh Juliette, I'm sure it's great :)

[10:05] Juliette SurrealDreaming (juliettesurrealdreaming): Thanks everyone :))

[10:05] Namaara MacMoragh: I agree with Buffy ... check with Madori on any LL procedural issues you might have.

[10:05] Namaara MacMoragh: She's terrific to work with.

[10:05] Juliette SurrealDreaming (juliettesurrealdreaming): :))

[10:06] Namaara MacMoragh: Are any of you using the event calendar in SL?

[10:06] Juliette SurrealDreaming (juliettesurrealdreaming): always

[10:06] Namaara MacMoragh: Very smart Juliette.

[10:06] Beth Ghostraven: Nam I do occasionally

[10:06] Namaara MacMoragh: It's one tool we often overlook.

[10:06] Beth Ghostraven: for events at my pub

[10:06] Varahi Lusch: i have used it when i had more members during lockdown flurry :-p

[10:06] Juliette SurrealDreaming (juliettesurrealdreaming): :)

[10:07] Namaara MacMoragh: Events, workshops you want people to attend, dances, presentations, discussion groups ... all great things to put on the event calendar.

[10:07] Varahi Lusch: its quite fun for random people!

[10:07] Namaara MacMoragh: agreed Varahi

[10:07] Namaara MacMoragh: The events calendar is often overlooked too.

[10:08] Namaara MacMoragh: I think I said that already lol

[10:08] Juliette SurrealDreaming (juliettesurrealdreaming): lol

[10:08] Namaara MacMoragh: We're coming to the end of our date together. Any other thoughts you'd like to share?

[10:08] Buffy Beale: to clarify on the destination guide, there's the one with everyone, and there's the tab on the screen which shows the Newcomer Friendly, Editor's Picks etc and I don't know how they pick who gets on the special tabs. Here's the full list link: https://secondlife.com/destinations?lang=en-US

[10:08] Beth Ghostraven: You do take the chance of attracting griefers with the SL events, but just be prepared. I haven't had any trouble with that

[10:08] Namaara MacMoragh: two different beasts for sure ... thank you Buffy

[10:09] Juliette SurrealDreaming (juliettesurrealdreaming): Yeah it seems you have to be a popular Inarra Pey blogged person to get in that editor's choice

[10:09] Juliette SurrealDreaming (juliettesurrealdreaming): it's all who you know right? networking? lol *winks*

[10:09] Varahi Lusch: yes i am surprised how little griefing there is

[10:09] Buffy Beale: yes Beth but I've noticed less and less griefings

[10:09] Varahi Lusch: it must be some very random and few individuals that do it

[10:09] Namaara MacMoragh: We have less at Etopia too.

[10:09] Buffy Beale: perhaps because you can report the avatar now, although many just make another alt

[10:10] Varahi Lusch: they do *nods*

[10:10] Namaara MacMoragh: Just a reminder ... you'll all stay here. Buffy and I will be leaving.

[10:10] Beth Ghostraven: Buffy, that's good to hear

[10:10] Buffy Beale: yes Juliette, I really don't know how they pick the specials but I do know they visit first

[10:10] Juliette SurrealDreaming (juliettesurrealdreaming): Thank you Namara and Buffy

[10:10] Buffy Beale: aww Nam breaking up with me already after 15 min

[10:10] Buffy Beale: :)

[10:10] Juliette SurrealDreaming (juliettesurrealdreaming): lol

[10:10] Buffy Beale: bye all, thanks!

[10:10] Namaara MacMoragh: Thanks for everything

[10:10] Beth Ghostraven: Hi Zinnia!

[10:10] Varahi Lusch: 干杯 Gān bēi! (Cheers!)
[10:10] Namaara MacMoragh: ttfn
[10:10] Juliette SurrealDreaming (juliettesurrealdreaming): .
[10:10] Zinnia Zauber: Hi there!
[10:10] Valibrarian Gregg: Enjoy the next session!!
[10:11] Senn Maximus: You could use any of the social media platforms, create a group just for VWEC members to keep up on. You can have several groups, even just some for the officers. Such as FB, or Discord.
[10:11] Marly (marly.milena): Easy way to know who is an expert at what at the Info Center?

Group 4:

[10:11] Namaara MacMoragh: Hi everyone :-)
[10:11] Senn Maximus: Hi Namaara
[10:11] Bruce (cooper.swizzle): hello
[10:11] Buffy Beale: hi everyone!
[10:11] Namaara MacMoragh: Great view right?
[10:11] Namaara MacMoragh: I love water views
[10:11] Namaara MacMoragh: :-)
[10:11] Senn Maximus: ocean side
[10:12] Buffy Beale: me too it's all about location
[10:12] Buffy Beale: even in SL
[10:12] Namaara MacMoragh: even in SL :-))
[10:12] Namaara MacMoragh: Let's get started :-)
[10:12] Namaara MacMoragh: Thank you :-)
[10:12] Namaara MacMoragh: Welcome to our "Second Life Tools For Marketing Your Organization or Group" presentation.
[10:13] Namaara MacMoragh: Welcome to our "Second Life Tools For Marketing Your Organization or Group" presentation.
[10:13] Namaara MacMoragh: Think of today as speed dating for professionals. Buffy and I are your dates for the next 5 minutes ;-)
[10:13] Namaara MacMoragh: Destination Guide
[10:13] Namaara MacMoragh: The Second Life Destination Guide is the most popular way for Second Lifers to discover not only what's happening in Second Life, but interesting places to explore.
[10:13] Senn Maximus: lol
[10:13] Buffy Beale: heh going on 15 min already Nam

[10:13] Namaara MacMoragh: According to Linden Lab, the "Second Life Destination Guide highlights some of the best inworld locations and Resident creations. Linden Lab keeps the Destination Guide fresh with regular updates.

[10:13] Namaara MacMoragh: Hugs Buffy! My best date ;-)

[10:13] Namaara MacMoragh: You definitely want to get listed in the Destination Guide.

[10:14] Buffy Beale: hugs Nam :)

[10:14] Marly (marly.milena): How?

[10:14] Namaara MacMoragh: As an aside, the destination guide and the in world icon are different.

[10:14] Namaara MacMoragh: Here is a link all about the Destination Guide including how to get your organization, group, and/or sim listed;

https://community.secondlife.com/knowledgebase/english/about-the-second-life-destination-guide-r22/

[10:14] Namaara MacMoragh: Events Calendar

[10:14] Marly (marly.milena): Heh heh, TY

[10:14] Namaara MacMoragh: Did that help Marly?

[10:14] Namaara MacMoragh: :-)

[10:14] Namaara MacMoragh: The SL Event Calendar is the next tool you can use to promote yourself. We all host events; dances, discussions, presentations, tours, and so much more. If you're not listing these activities in the calendar you're not tapping a broader audience other than your groups.

[10:14] Marly (marly.milena): Not looking at it now. Thanks for providing

[10:15] Namaara MacMoragh: An event is defined as a special group activity that is led by a host on land owned either by the host or by a group the host belongs to.

[10:15] Namaara MacMoragh: Here is a link that explains everything you need to know about the events calendar;

https://secondlife.com/my/community/events/tos.php?nextpage=/my/community/events/edit.php?lang=en-US

[10:15] Namaara MacMoragh: As an FYI we recommend some of the SL user groups hosted by the Lindens. You'll learn about the latest and greatest and you get to share your voice. You can even subscribe to their sl-public calendar making it easy to keep up with everything that's new and exciting.

[10:15] Buffy Beale: Link to Public Calendar:

https://community.secondlife.com/blogs/entry/6509-introducing-the-second-life-public-calendar/

[10:15] Namaara MacMoragh: SL Search

[10:16] Namaara MacMoragh: If you're using your avatar to represent your organization then keep the "show in search" box in your profile checked.

[10:16] Namaara MacMoragh: For a small fee you can list your parcel or sim in the SL Search.

[10:16] Namaara MacMoragh: Marketplace
[10:16] Namaara MacMoragh: I know this isn't the first thing you would think of as a way of doing outreach, but if you are creating tools, objects, clothing, etc for students to make their lives easier in SL
[10:16] Namaara MacMoragh: then look into offering it on the marketplace for free through an alt.
[10:16] Namaara MacMoragh: BEWARE! Don't jeopardize your educator or nonprofit status by setting up a store to earn money. That's not the goal here.
[10:16] Namaara MacMoragh: The goal is to provide value for your target audience and showcase your work so make sure you read the listing guidelines and make sure it's approved by your administration before you do anything.
[10:17] Namaara MacMoragh: I want to stress that you DO NOT want to jeopardize any educator or nonprofit discount you currently have by just listing stuff on the marketplace and making money (even a little)
[10:17] Namaara MacMoragh: If you have any doubts, reach out with questions.
[10:17] Namaara MacMoragh: You can find more information here https://marketplace.secondlife.com/listing_guidelines
[10:17] Namaara MacMoragh: and here https://community.secondlife.com/knowledgebase/english/selling-in-the-marketplace-r88/
[10:18] Namaara MacMoragh: Tagging
[10:18] Namaara MacMoragh: This isn't a Second Life tool, but it's important to remember when you post on your social media. If you have an event or activity you're sharing on social media include LL and SL in your tags.
[10:18] Namaara MacMoragh: #secondlife and #LindenLab
[10:18] Namaara MacMoragh: In closing, always keep in mind you do NOT want to be known as a spammer so be sure your outreach offers value to your target audience AND make use of the tools we've shared today.
[10:18] Namaara MacMoragh: What Second Life tools do you use?
[10:19] Namaara MacMoragh: Are you using any of the tools we mentioned today?
[10:19] Dodge Threebeards: i do not
[10:19] Bruce (cooper.swizzle): no
[10:19] Buffy Beale: I use the ones you've told us about, and a good reminder to check the Destination Guide entry to make sure it's current for Nonprofit Commons
[10:19] Dodge Threebeards: but we do not want many random visitors coming the the region
[10:19] Marly (marly.milena): My program manager puts announcements in SL Events
[10:20] Namaara MacMoragh: Good point Dodge ... that makes sense if you want to limit who visits.
[10:20] Buffy Beale: yes it's different for Educators here Dodge

[10:20] Namaara MacMoragh: Great to hear Marly.

[10:20] Dodge Threebeards: yes, it is a college region with students

[10:20] Marly (marly.milena): I comb groups for parallel interests (such as Psychology of Creativity) and put notices in relevant places

[10:20] Marly (marly.milena): That;s in Facebook

[10:21] Buffy Beale: good idea Marly, looking for similar groups

[10:21] Namaara MacMoragh: Social media is the behemoth in the room, right.

[10:21] Senn Maximus: We use the SL Events every week, we also use FB. I've fallen behind on doing it myself the last few years, so recently enlisted someone to do our social media posts. But we are consistent with our Google Calendar and the SL Events

[10:21] Namaara MacMoragh: But using it in tandem with the SL tools we mentioned you have a powerful marketing and outreach toolbox.

[10:22] Marly (marly.milena): I also ask friends who are more knowledgeable than I am about x what they recommend for getting the word out about y

[10:22] Namaara MacMoragh: That's great Senn.

[10:22] Buffy Beale: that's great Senn, consistency is important

[10:22] Namaara MacMoragh: Having a network of people you can tap for ideas and recommendations is terrific Marly

[10:22] Buffy Beale: yes Marly, using your contacts

[10:23] Marly (marly.milena): I love it when someone tells me x is a waste of time!

[10:23] Namaara MacMoragh: Yes.

[10:23] Namaara MacMoragh: Saves a lot of energy.

[10:23] Namaara MacMoragh: Though, I do want to point out that what doesn't work for one of us may be the best platform for someone else in our network.

[10:24] Senn Maximus: nods

[10:24] Namaara MacMoragh: That's why we share as much as we do.

[10:24] Namaara MacMoragh: You may think we're just trying to overwhelm you, but we are really just trying to be helpful :-)

[10:24] Bruce (cooper.swizzle): All the presenters shared great information

[10:25] Buffy Beale: We'll be moving back to the main area in one minute

[10:25] Senn Maximus: Great team work from all of you

[10:25] Namaara MacMoragh: I think this is our last stop on this dating game.

[10:25] Marly (marly.milena): But it can be exhausting...so many outlets..we have to pick and choose. It also helps enormously to have a Program Manager and a Tech Manager helping me. I recommend getting people who love doing what you hate to do!

[10:25] Buffy Beale: VWEC Eduverse (184,170,30)

[10:25] Namaara MacMoragh: So we are all going to go back to the dock.

[10:25] Namaara MacMoragh: See you there :-)

[10:25] Buffy Beale: Yes Marly, really helps to have help!

[10:25] Buffy Beale: Thanks everyone and see you back at the main

Social Media 4 Connections

Pi and Serenity

Group 1:

[09:25:28] SerenKitty Resident: Hello everyone! Please take a seat.

[09:26:01] Beth Ghostraven: Hi emilioch

[09:26:09] PI (pi.illios): You will stay here the wholeWelcome! workshop. The facilitators are the ones that are going to move

[09:26:12] Shiloh e. (shiloh.emmons): we need a comfier chair for Dex

[09:26:23] Dex Euromat: I can manage :)

[09:26:26] Juliette SurrealDreaming (juliettesurrealdreaming): :)

[09:26:42] emilioch: i need to relog flimsy connection

[09:27:02] SerenKitty Resident: Good day, everyone!

[09:27:11] SerenKitty Resident: My name is Serenity Herold.

[09:27:15] SerenKitty Resident: My background is in business management and marketing.

[09:27:19] SerenKitty Resident: I am currently the CFO of an online-based LLC out of Washington State.

[09:27:23] SerenKitty Resident: Every day, I use social media extensively to connect with customers and supporters.

[09:27:31] SerenKitty Resident: Taking a quick moment to like or share a post can do wonders for strengthening connections.

[09:27:38] SerenKitty Resident: Letting those you're connected with know that you are interested in them and support them can in turn lead to stronger support of your interests as well.

[09:27:48] SerenKitty Resident: With that being said, Pi and I would like to discuss with you ~ Social Media 4 Connections ~

[09:27:54] SerenKitty Resident: The key to social media is really the SOCIAL aspect of social media.

[09:28:00] SerenKitty Resident: Utilizing social media is a fantastic way to showcase your work and passions.

[09:28:06] SerenKitty Resident: For instance, I learned about VWEC by teleporting to Non Profit Commons one day.

[09:28:08] Senn Maximus entered the region (67.92 m).

[09:28:12] SerenKitty Resident: Once there, I saw a sign that Zinnia had made, so I looked at her profile.

[09:28:17] SerenKitty Resident: She has a link to her Facebook page on her profile, so I took a look.

[09:28:22] SerenKitty Resident: On Facebook, she had put up a post about a networking party that would be happening the next day, so I went to that networking party.

[09:28:32] SerenKitty Resident: At the networking party, Elli messaged me to say hello, and...

[09:28:38] SerenKitty Resident: here I am today.

[09:28:43] SerenKitty Resident: So, one simple post has the potential to have a lot more impact than you may realize.

[09:28:52] SerenKitty Resident: For VWEC, Pi is our resident social media expert.

[09:28:56] SerenKitty Resident: She creates the social media graphics and promotes the events that take place here at VWEC all across the social media platform universe.

[09:29:03] SerenKitty Resident: Just as it is important to network and socialize in Second Life, it's equally important to engage with others on social media.

[09:29:11] SerenKitty Resident: By doing so, you're expanding your engagement to more people than just those that you yourself would normally interact with.

[09:29:19] SerenKitty Resident: Pi and I would like to help you grow your social network, as we ourselves could use your help in the same manner.

[09:29:28] SerenKitty Resident: We ask that you please add us on the social media networks that you use.

[09:29:35] SerenKitty Resident: Also, please tag us in your posts so that we may share some of your posts to our social media friends.

[09:29:42] SerenKitty Resident: In the same way, we invite you to engage with our social media posts.

[09:29:46] Delia Lake left chat range.

[09:29:47] SerenKitty Resident: When you see them, please like them, comment, or share.

[09:29:51] SerenKitty Resident: I'll share my contact information now, and Pi will be sharing hers and VWEC's in a moment.

[09:29:51] Beth Ghostraven: Serenity, what's your Twitter handle?

[09:29:58] SerenKitty Resident: You can find my linktree at linktr.ee/serenityherold

[09:30:06] SerenKitty Resident: I've found that linktr.ee is a very easy and useful way to connect with others, as they are able to choose whichever platforms they frequent the most.

[09:30:22] Serenity Kitty (serenkitty): I'm under SerenityHerold on Twitter

[09:30:24] SerenKitty Resident: If you don't see your preferred social media network/website on my linktree, please send me a notecard or IM me with the site name and your contact information on that site.

[09:30:33] SerenKitty Resident: I'll create an account there and add you.

[09:30:38] SerenKitty Resident: Your engagement means a lot to us. Thank you for being a part of the wonderful VWEC community and helping encourage and grow education in Second Life.

[09:30:44] SerenKitty Resident: With that, may I present the amazing and wonderful, Pi!

[09:30:49] SerenKitty Resident: *****************

[09:30:54] Beth Ghostraven: I still miss Google+

[09:30:57] PI Illios: Hi, I'm Pi, I am a Virtual Reference Medical Librarian & Library Website Content Developer & Manager at the library of the University of Puerto Rico's Medical Sciences Campus.

[09:31:07] PI Illios: This is my Linktree that compile my social media https://linktr.ee/piensl

[09:31:08] Serenity Kitty (serenkitty): Same, Beth.

[09:31:21] PI Illios: You can follow me on Facebook: https://www.facebook.com/PicaraPI Twitter @PI_illios, Mastodon https://mastodon.social/@Piensl or FLICKR https://www.flickr.com/people/pi_illios

[09:31:31] PI Illios: I manage VWEC social media and I want to share it with you

[09:31:41] PI Illios: LinkedIn: https://www.linkedin.com/company/81497647/admin/

[09:31:47] PI Illios: Facebook: Virtual Worlds Education Consortium @VWEConsortium https://www.facebook.com/VWEConsortium

[09:31:57] PI Illios: Twitter: @VWEConsortium https://twitter.com/VWEConsortium

[09:32:06] PI Illios: Flickr: https://www.flickr.com/groups/vwec/pool

[09:32:15] PI Illios: Mastodon VW Education Consortium @VWEC@hcommons.social https://hcommons.social/@VWEC

[09:32:27] PI Illios: YouTube: @vweconsortium https://www.youtube.com/@vweconsortium

[09:32:36] PI Illios: Instagram: https://www.instagram.com/vweconsortium/

[09:32:40] Dr̥ą̃ϰɛ Sͼɧɳγđɛɼ (drake.schnyder) is offline.

[09:32:46] PI Illios: They are all compiled here: https://linktr.ee/vweconsortium

[09:32:56] PI Illios: We want to communicate with all educators and the best way to do it is to be on different social networks because not everyone has the same preferences.

[09:33:15] PI Illios: We also use as many hashtags as we can in order to help people to find us or their interests. Here are some examples #virtualworlds #virtualworldseducation #education #metaverse #metawszechświat #SecondLife #VWEC #Eduverse #metaverso #mundosvirtuales

[09:33:38] PI Illios: I use tools like Buffer.com to schedule my posts, which helps to facilitate my job.

[09:33:54] PI Illios: I think the most important thing is to be consistent and be social with others. Respond to the comments made by others.

[09:34:07] PI Illios: Try to comment, like or reshare things you like.

[09:34:13] PI Illios:

[09:34:20] SerenKitty Resident: We would like to know - what social media platforms do you prefer to use?

[09:34:29] PI (pi.illios): Those are my tips

[09:34:44] PI (pi.illios): Now we want to know about you

[09:34:54] PI (pi.illios): Serenity will ask some questions

[09:35:10] Serenity Kitty (serenkitty): Does anyone have a preferred platform?

[09:35:29] Serenity Kitty (serenkitty): For me, it's Facebook. I can post text, photos, or even video. I also invite to events.

[09:35:33] Beth Ghostraven: Facebook - unfortunately it has the best range of tools

[09:35:47] Beth Ghostraven: wb Juliette

[09:35:49] Serenity Kitty (serenkitty): Definitely.

[09:36:04] Juliette SurrealDreaming (juliettesurrealdreaming): oh I've been here Beth :)) but thankyou

[09:36:17] Beth Ghostraven: lol

[09:36:23] PI (pi.illios): We also want to try to be where our targets are the most in social media

[09:36:24] Juliette SurrealDreaming (juliettesurrealdreaming): lol

[09:36:43] Shiloh e. (shiloh.emmons): good point, Pi

[09:36:56] Serenity Kitty (serenkitty): Educationally, that may be LinkedIn or Twitter.

[09:37:12] PI (pi.illios): Yes

[09:37:35] Dex Euromat: For me: Facebook. I have Twitter and Instagram too, but I don't use them too often. Have also Linkedin profile, but I rarely use it.

[09:37:37] PI (pi.illios): Academically LinkedIn is important

[09:37:52] Shiloh e. (shiloh.emmons): yes

[09:37:53] Beth Ghostraven: I'm starting to use Discord a lot more - that has some of the same tools as FB plus more - it's just more fragmented

[09:38:08] Serenity Kitty (serenkitty): That's awesome, Beth!

[09:38:10] Juliette SurrealDreaming (juliettesurrealdreaming): I have a question about hashtags

[09:38:16] Shiloh e. (shiloh.emmons): My question is this...

[09:38:25] PI (pi.illios): I have to try yo use Discord more

[09:38:47] Shiloh e. (shiloh.emmons): Does the LL webpage list all the social media platform links?

[09:39:03] Juliette SurrealDreaming (juliettesurrealdreaming): I seem to recall reading an announcement from either google or FB saying they were doing away with hashtags, did anyone else see that?

[09:39:26] Shiloh e. (shiloh.emmons): it would be helpful if at each entry way we had a Master page of announcements/ Things Happening/ Things to Do

[09:39:27] PI (pi.illios): I think they do Shi

[09:39:44] Serenity Kitty (serenkitty): We have 1 minutes remaining until we need to move to the next station. Please feel free to reach out to us directly if you have questions in the future.

[09:39:48] Dex Euromat: Also have a discord, but also rarely used currently

[09:39:54] Shiloh e. (shiloh.emmons): in other words, Master Page of SL events

[09:40:16] Shiloh e. (shiloh.emmons): I have most of the social media platforms set up... but have not used them to promote events

[09:40:18] Beth Ghostraven: Juliette probably Google, they seem to be emulating Microsoft for usability :o(

[09:40:18] Serenity Kitty (serenkitty): I have not seen anything abou the removal of hashtags myself. I'll check that out. Thank you.

[09:40:36] Juliette SurrealDreaming (juliettesurrealdreaming): thanks Beth, I thought as much.

[09:40:39] PI (pi.illios): I encourage yoou to do it Shi

[09:40:41] PI (pi.illios): We are going to wrap up the conversation

[09:40:49] PI (pi.illios): Please stay here

[09:40:51] Wisdomseeker (lissena): no Val WE will move

[09:40:53] Serenity Kitty (serenkitty): Thank you everyone!

[09:41:04] Juliette SurrealDreaming (juliettesurrealdreaming): thank you Serenity and Pi

[09:41:09] PI (pi.illios): Thanks you

Group 2:

[09:41:19] Senn Maximus: hard to keep people engaged in SL though. LOL SL is so transient!

[09:41:39] SerenKitty Resident: Good day, everyone!

[09:41:46] Bruce (cooper.swizzle): hi

[09:41:50] SerenKitty Resident: Thank you all for coming.

[09:41:51] Daruma Boa: Hello

[09:41:56] SerenKitty Resident: My name is Serenity Herold.

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[09:45:28] SerenKitty Resident: With that, may I present the amazing and wonderful, Pi!

[09:45:33] SerenKitty Resident: *****************

[09:45:43] PI Illios: Hi, I'm Pi, I am a Virtual Reference Medical Librarian & Library Website Content Developer & Manager at the library of the University of Puerto Rico's Medical Sciences Campus.

[09:45:57] PI Illios: This is my Linktree that compile my social media https://linktr.ee/piensl

[09:46:11] PI Illios: You can follow me on Facebook: https://www.facebook.com/PicaraPI Twitter @PI_illios, Mastodon https://mastodon.social/@Piensl or FLICKR https://www.flickr.com/people/pi_illios

[09:46:25] PI Illios: I manage VWEC social media and I want to share it with you

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[09:48:40] PI Illios: Try to comment, like or reshare things you like.

[09:48:46] PI Illios:

[09:48:58] Daruma Boa: Thats helpful

[09:49:03] PI (pi.illios): Now we want to know about you

[09:49:07] Marly (marly.milena): Not knowing the impact of a post is sometimes difficult. I know that thousands of people have seen Strawberry's SL Spotlight of me but, thus far, have no idea if it has brought people in. Only one person has contacted me. It was posted on a LOT of social media platforms.

[09:49:16] PI (pi.illios): I want to follow you guys

[09:49:31] SerenKitty Resident: We would like to know - what social media platforms do you prefer to use?

[09:49:33] PI (pi.illios): Serenity has some questions for you

[09:50:08] Serenity Kitty (serenkitty): Yes, without knowing the analytics of the post, it's difficult to know the impact. Facebook has made that information available to business accounts but not personal ones.

[09:50:41] Serenity Kitty (serenkitty): Usually, it's through likes and shares that the personal side of FB really gets to see how posts are being engaged with.

[09:51:11] PI (pi.illios): You want to be where your target is

[09:51:16] Marly (marly.milena): That's unfortunate, since a main motivation for me was letting people know about VWEC and the Music Library!

[09:51:32] PI (pi.illios): I know my students are in TikTok and Instagram

[09:52:02] Serenity Kitty (serenkitty): Tag us in your FB posts, Marly. I'll help share the information too.

[09:52:55] PI (pi.illios): Do you have any preferred platform Daruma, Sennn or Bruce

[09:53:13] Daruma Boa: I use facebook and Instagram.

[09:53:16] Marly (marly.milena): So, if Strawberry has a business account, will SHE have more information about the impact of her post of me?

[09:53:20] PI (pi.illios): I like to know in order you receive our information

[09:53:38] PI (pi.illios): Yes Marly

[09:53:44] PI (pi.illios): Thank you Bruce

[09:53:52] Bruce (cooper.swizzle): I'm on FB, Instagram, Twitter and Tik Tok, but hate to admit it but not promoting my trainings there

[09:53:52] Marly (marly.milena): (I personally use FB and LinkedIn but she put it on a bunch of others)

[09:54:01] PI (pi.illios): Please follow me freely

[09:54:11] Senn Maximus: Twitter, FB and Discord seem to be our favorites

[09:54:31] Serenity Kitty (serenkitty): I think this is a good reminder to us all to promote what we're doing more. We really can help each other in that way outside of Second Life.

[09:54:42] Daruma Boa: I am so sorry, but I have to leave now.

[09:54:43] Senn Maximus: It really depends on the age and subject matter your organization is is too.

[09:54:49] PI (pi.illios): Take Care

[09:54:54] Senn Maximus: tc!

[09:54:56] Daruma Boa: See and connect with u all soon

[09:54:59] Serenity Kitty (serenkitty): It's time for us to move to the next group station now. Please stay here, the next presenters will arrive shortly.

[09:55:04] PI (pi.illios): We are going to wrap up the conversation

[09:55:05] Daruma Boa waves

[09:55:06] Serenity Kitty (serenkitty): Thank you, Daruma!

[09:55:06] Marly (marly.milena): If anyone here sees my SL Spotlight on their social media, please share! Thanks

[09:55:14] Senn Maximus: Ty!!

[09:55:15] PI (pi.illios): Please stay here

[09:55:25] Bruce (cooper.swizzle): Thank you both

[09:55:26] PI (pi.illios): Thank you

[09:55:29] Serenity Kitty (serenkitty): Thank you!

[09:55:31] Senn Maximus: Will do, Marly

Group 3:

[09:56:00] Bevan Whitfield: this goes so fast!

[09:56:07] Ardith Delvalle: Thanks for all the info - very helpful

[09:56:11] Max Chatnoir: Time flies when you're having fun!

[09:56:18] Zzri Avian (zri.portal): I have to go now; take care, everyone!

[09:56:23] Breila Jenvieve: Right?

[09:56:27] SerenKitty Resident: Good day, everyone!

[09:56:31] SerenKitty Resident: Thank you all for coming.

[09:56:31] Suemoon Magic: Bye Zzri

[09:56:33] Breila Jenvieve: Bye Zzri

[09:56:37] SerenKitty Resident: My name is Serenity Herold.

[09:56:41] SerenKitty Resident: My background is in business management and marketing.

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[10:02:40] PI Illios: I think the most important thing is to be consistent and be social with others. Respond to the comments made by others.

[10:02:55] PI Illios: Try to comment, like or reshare things you like.

[10:03:05] Max Chatnoir: Holy cow, you are EVERYWHERE!

[10:03:12] PI (pi.illios): The engagement is crucial

[10:03:35] PI (pi.illios): Now Serenity is going to ask you some questions

[10:03:39] SerenKitty Resident: We would like to know - what social media platforms do you prefer to use?

[10:04:01] PI (pi.illios): We want to follow you

[10:04:05] Sitearm (sitearm.madonna): twitter youtube facebook

[10:04:13] PI (pi.illios): I want you to follow me

[10:04:21] PI (pi.illios): Nods at Sitearm

[10:04:23] Serenity Kitty (serenkitty): Very nice, Site!

[10:04:26] Max Chatnoir: Only facebook.

[10:04:52] Breila Jenvieve: Mostly Facebook, plus Twitter, Instagram

[10:05:03] PI (pi.illios): Does anyone has a LinkedIn account?

[10:05:06] Max Chatnoir: And I'm pretty much a facebook moron. I can barely use it.

[10:05:12] Breila Jenvieve: Yes, I have LinkedIn too

[10:05:18] Suemoon Magic: I do

[10:05:19] Sitearm (sitearm.madonna): yes linkedin

[10:05:28] PI (pi.illios): I like Linkedin very much

[10:05:36] Sitearm (sitearm.madonna): two because reasons

[10:05:57] PI (pi.illios): I see your videos posted Site

[10:05:58] Ardith Delvalle: LinkedIn, have but rarely use FB or Twitter.

[10:06:15] Sitearm (sitearm.madonna): @Pi ty !

[10:06:43] PI (pi.illios): We have to try to be where our target usually are

[10:07:05] Serenity Kitty (serenkitty): Definitely

[10:07:36] PI (pi.illios): If I want to engage with my students I have to engage through Instagram and TikTokm

[10:07:45] PI (pi.illios): TicTok*

[10:08:05] PI (pi.illios): The barely use FB

[10:08:10] Sitearm (sitearm.madonna): Instagram and WhatsApp are what the uni students use whom I help teach

[10:08:29] PI (pi.illios): Mine is Telegram

[10:08:40] PI (pi.illios): to communicate in chat

[10:08:43] Max Chatnoir: Oh, that's good to know.

[10:08:57] Sitearm (sitearm.madonna): @Pi are your TIkTok students outside US?

[10:09:10] PI (pi.illios): Gen Z and Alpha don't have FB accounts

[10:09:40] PI (pi.illios): Well they are in PR the best of both worlds

[10:09:42] Sitearm (sitearm.madonna): FB owns Instagram though so

[10:09:44] PI (pi.illios): LOL

[10:09:51] PI (pi.illios): Yes

[10:09:56] Serenity Kitty (serenkitty): For myself, I have a ton of business accounts but very few personal accounts. I'm working on getting used to having personal accounts too.

[10:10:10] Sitearm (sitearm.madonna) tries this joke again "rumors are the META will now change its name to AI"

[10:10:16] Sitearm (sitearm.madonna) waits for guffaws....

[10:10:22] Sitearm (sitearm.madonna): /me.... sigh

[10:10:23] PI (pi.illios): Hahahaha

[10:10:31] PI (pi.illios): Maybe

[10:10:33] Breila Jenvieve: I have different interests in different places and need to combine everything into just Me.

[10:10:42] Breila Jenvieve: lol Site

[10:10:50] Sitearm (sitearm.madonna): @Brella exACTly (re different interestes, places)

[10:11:00] PI (pi.illios): He wants to reinvent the wheel

[10:11:04] Serenity Kitty (serenkitty): It's time for us to move to our next stations now. Please feel free to reach out to us at any time in SL or on social media.

[10:11:10] Serenity Kitty (serenkitty): Thank you, everyone!

[10:11:19] Serenity Kitty (serenkitty): Please stay here and prep for the next speakers.

[10:11:27] Breila Jenvieve: Thank you Pi & Serenity!

[10:11:37] Sitearm (sitearm.madonna): ditto

[10:11:37] Valibrarian Gregg: Hi all!

Group 4:

[10:11:47] DeeDeeBeaker: Thanks Z and Bev

[10:11:49] Delia Lake: Shelia, how do you set things up so that #[word] is automatically part of a tweet?

[10:12:08] Shandra (killlashandra.lavendel): ☺

[10:12:08] Shandra (killlashandra.lavendel): Hi PI

[10:12:11] SerenKitty Resident: Good day, everyone!

[10:12:13] PI (pi.illios): Hi!

[10:12:18] Shandra (killlashandra.lavendel): and Serenity

[10:12:20] Sheila Yoshikawa: it is part of the service I use for retweeting which DOES have a monthly fee

[10:12:23] SerenKitty Resident: Thank you all for coming.

[10:12:31] SerenKitty Resident: My name is Serenity Herold.

[10:12:36] SerenKitty Resident: My background is in business management and marketing.

[10:12:38] Delia Lake: which service do you use?

[10:12:42] Delia Lake: Hi Pi

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[10:12:51] Delia Lake: Hi Serenity

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[10:13:17] Sheila Yoshikawa: I use dlvr.it

[10:13:22] SerenKitty Resident: With that being said, Pi and I would like to discuss with you ~ Social Media 4 Connections ~

[10:13:26] Delia Lake: thx

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[10:14:20] SerenKitty Resident: For VWEC, Pi is our resident social media expert.

[10:14:21] Sheila Yoshikawa: My blog every working day and it's important part of my - um - brand so I decided it was worth the money, as library and information professionals are on twitter a lot, so I want to reach them

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[10:19:38] Shandra (killlashandra.lavendel): etc

[10:19:46] PI (pi.illios): Engagement is everything. Now we want to know about you

[10:19:54] PI (pi.illios): Serenity will ask a question

[10:19:57] SerenKitty Resident: We would like to know - what social media platforms do you prefer to use?

[10:20:34] Shandra (killlashandra.lavendel): I use discord primarily, and then facebook after listening to Strawberry talk the other day. I find I don't have time to have ALOT of social feeds.

[10:20:44] PI (pi.illios): I even use metaverse in Polish

[10:20:47] Serenity Kitty (serenkitty): *shameless promotion - Pi hosts a Spanish Language Fireside Chat here on Tuesday mornings. It's a lot of fun, if anyone else wants to come over!

[10:20:55] Shandra (killlashandra.lavendel): Tools that can push to all the different platforms would be helpful to iknow.

[10:21:07] Serenity Kitty (serenkitty): I'm working on getting into Discord. I use it primarily for gaming at the moment.

[10:21:13] Shandra (killlashandra.lavendel): lol I should come PI and practice my lagging spanish

[10:21:17] Sheila Yoshikawa: For work I use Twitter and LinkedIn mainly,

[10:21:34] Shandra (killlashandra.lavendel): lol serenity, i use it for gaming but now for everything

[10:21:49] PI (pi.illios): I have to try more Discord

[10:21:57] Sheila Yoshikawa: My Facebook is personal apart from some Second Life things - though many friends are ones I've made through work

[10:22:14] Sheila Yoshikawa: My discord is mostly nerdy sort of things

[10:22:18] Shandra (killlashandra.lavendel): Oh I do use flickr but I can't say that is a great promotional resource, I find that people look at things often after they happen and you have posted pictures.

[10:22:24] Serenity Kitty (serenkitty): I've created two Facebook accounts. One for family and one for everything else.

[10:22:38] PI (pi.illios): We want to be where are target is

[10:23:02] PI (pi.illios): Gen Z and Alpha in TikTok and Instagram

[10:23:09] Sheila Yoshikawa: Oh yes use Flickr, but it is just for SL photos and not connected with what I think of as "work"

[10:23:15] Delia Lake: Shandra, do come. I try to come to the VWEC Spanish group, and I speak almost no Spanish, I can understand a bit but not speak much but it's still good

[10:23:20] PI (pi.illios): Boomers Gen X and Y Facebook Twitter

[10:23:47] PI (pi.illios): I would love you to come

[10:24:08] Sheila Yoshikawa: I think for Tiktok to be effective you have to devote time to learning about how to perform in tiktok genres? It seems like it

[10:24:24] Shandra (killlashandra.lavendel): Well and there is so much talk about banning tiktok.....

[10:24:44] Alessa Tzal: Whu ban it?

[10:24:50] Alessa Tzal: Why*

[10:25:00] Shandra (killlashandra.lavendel): Because it is a Chinese app

[10:25:10] Alessa Tzal: Oh

[10:25:10] Sheila Yoshikawa: Because there is paranoia along with some justified concern

[10:25:17] Shandra (killlashandra.lavendel): that is from a US news perspective

[10:25:20] Delia Lake: I doubt anyone in the US could ban tiktok. people can just get a vpn and use it anyway

[10:25:21] PI (pi.illios): That was Trump

[10:25:25] PI (pi.illios): Sorry

[10:25:26] Sheila Yoshikawa: but there are justified concerns about all the big social media companies

[10:25:29] PI (pi.illios): but is true

[10:25:33] Shandra (killlashandra.lavendel): lol delia true

[10:25:35] Serenity Kitty (serenkitty): We're being call back to the deck for final thoughts!

[10:25:36] Alessa Tzal shakes her head

[10:25:52] Serenity Kitty (serenkitty): Thank you all for listening/reading us today!

[10:25:54] Delia Lake: this is very helpful, Pi and Serenity. Thank you

[10:26:01] Serenity Kitty (serenkitty): We hope to connect with you all in here of course and also on social media!

[10:26:02] PI (pi.illios): Thank you

[10:26:04] Sheila Yoshikawa: the UK slavishly follows the USA so they may ban here too

[10:26:15] Alessa Tzal: Thanks

[10:26:28] Serenity Kitty (serenkitty): VWEC Eduverse (184,170,30)

[10:26:31] Sheila Yoshikawa: thanks Pi and serenity!

[10:26:33] PI (pi.illios): I find that ridiculous

[10:26:39] Serenity Kitty (serenkitty): Thank you!

[10:26:41] PI (pi.illios): You are welcome!

[10:26:53] Shandra (killlashandra.lavendel): Thank you both for the information!

[10:27:06] Shandra (killlashandra.lavendel): I will try to come to spanish morning chats in the future. :)

[10:27:07] PI (pi.illios): You are welcome

[10:27:11] Serenity Kitty (serenkitty): Awesome!!!

Zinnia with Bevan

Lesson and then comments from 1st Session

[09:28] Zinnia Zauber: Marketing Basics with Zinnia with special insider Bevan

[09:28] Zinnia Zauber: Have courage to encourage!

[09:28] Marly (marly.milena): OK, less people, more time

[09:28] Zinnia Zauber: Short and Sweet!

[09:28] Zinnia Zauber: When you are building your promotion and marketing strategy, you need to define what you want to do and make it easy to do.

[09:28] Zinnia Zauber: And, really if you want to get attention, engagement, and participation, it is up to you to do it.

[09:29] Zinnia Zauber: You!

[09:29] Zinnia Zauber: Limit your time and be super-efficient. Think ahead about what you want to share and the desired trans(action) and result.

[09:29] Zinnia Zauber: Plan to make epic mistakes and laugh with your friends about it.

[09:29] Zinnia Zauber: When I teach storytelling, I say start at the end. Figure out the "in conclusion" first.

[09:29] Zinnia Zauber: "Everything considered, our heroes ultimately joined the group because they had a delightful time with a sense of belonging and are eager for further adventures together."

[09:29] Zinnia Zauber: Start backwards to define your marketing goal for an event. What is your end result of the activity?

[09:29] Zinnia Zauber: For example: They want to support this cause through collaboration, people felt connected and part of something special, the DJ got everyone on the dancefloor,

[09:30] Zinnia Zauber: announcements and a visually alluring invite went out, the call to action was defined as join us to advance the future of education.

[09:30] Zinnia Zauber: I am a time traveler, so you know this works.

[09:30] Zinnia Zauber: Advance is one of my favorite words. I even got in our college's mission statement.

[09:30] Zinnia Zauber: "Peninsula College educates diverse populations of learners through community-engaged programs and services that advance student equity and success."

[09:30] Zinnia Zauber: So, before you go backwards, let's get some terms out of the way so we can focus on your goal to turn awareness in to action and make something happen!

[09:30] Zinnia Zauber: Public relations - managing the public image of a company, product, or person and creating a stream of Information and news about them with the public.

[09:30] Zinnia Zauber:

[09:30] Zinnia Zauber: Branding - a brand is defined as a name, term, sine, symbol, or design, or a combination of them intended to identify the goods and services of a business and to differentiate them from those from another.

[09:31] Zinnia Zauber: Marketing - the vital activity of presenting products or services to potential and current customers or audience to encourage them to consume or participate more and engage directly.

[09:31] Daruma Boa: Hi Senn

[09:31] Zinnia Zauber: Publicity – an activity to get public attention and invite public action or participation. You create it and you could be free to produce it.

[09:31] Zinnia Zauber: Advertising - communication used to promote a product service or event to persuades the public into action mostly through consumption. You pay for it.

[09:31] Zinnia Zauber: Press release - an official statement to the media outlets about events or news pertaining to a company product event or person with the goal to receive media coverage.

[09:31] Zinnia Zauber: PR is used when people talk about public relations and/or press releases, so you know they are different.

[09:31] Zinnia Zauber: We are focusing on the 4 Cs of Marketing right now, so by tomorrow you are using them!

[09:31] Zinnia Zauber: Call to Action, Clarity, Consistency, and Connection

[09:31] Zinnia Zauber: Call to Action

[09:31] Zinnia Zauber: A Call to Action is a clear statement that directs the audience to do something.

[09:31] Zinnia Zauber: It suggests immediate response the next step using an imperative verb to give orders, commands and instructions as to what action you want the viewer or participate.

[09:31] Zinnia Zauber: To create a call to action, you need to explain to your audience what are your desires. Short and active.

[09:32] Zinnia Zauber: Your call to action may be as simple as "Buy!" Simplify your call to action. Be honest. Be direct. Be yourself.

[09:32] Zinnia Zauber: Don't overthink it! "Just do it!"

[09:32] Zinnia Zauber: Clarity

[09:32] Zinnia Zauber: Use verbs to express what you do to define who you are and how others can be part of it.

[09:32] Zinnia Zauber: Being vague does a disservice to you and your target audience. Let them know they are the target participants.

[09:32] Zinnia Zauber: Provide your clear marketing message to include those key parts of publicity:

[09:32] Zinnia Zauber: Why (create affinity with a story and what they will get out of it) The why is the most important.

[09:32] Zinnia Zauber: Who (you / your group and your desired audience)

[09:32] Zinnia Zauber: What (explain the awesome way you are going to change their lives through this activity)

[09:32] Zinnia Zauber: When (date, time, right here, right now)

[09:32] Senn Maximus: Hi Blue Team :D

[09:32] Zinnia Zauber: Where (links and landmarks, make it easy with one click)

[09:32] Zinnia Zauber: Consistency

[09:33] Bevan Whitfield: hi Senn

[09:33] Zinnia Zauber: Creating a consistent brand that people trust means they will engage more, support more, and encourage others to try more too.

[09:33] Zinnia Zauber: Make it easy for people to distinguish your work and recognize your mission.

[09:33] Zinnia Zauber: A brand is defined as a name, term, sign, symbol or design, colors, or a combination of them intended to identify the goods and services of business and to differentiate them from those of another.

[09:33] Senn Maximus: I'm joining you late, 'cause I'm having issues and can't find my team, but that's OK!

[09:33] Zinnia Zauber: Create style guide for your whole team to follow that includes colors, fonts, logos, themes,

[09:33] Zinnia Zauber: Connection

[09:33] Zinnia Zauber: Develop your social capital. You want to turn the ME to the WE.

[09:33] Zinnia Zauber: Become a resource of awesome by creating content that is worth sharing. You want those Shares, Retweets, and Repost!

[09:33] Zinnia Zauber: Bevan is a master at this!

[09:33] Zinnia Zauber: Make it easy for people to pass on your amazing opportunities.

[09:33] Zinnia Zauber: You want to turn the ME to the WE and develop your social capital.

[09:33] Zinnia Zauber: Your leadership ability to develop, utilize, and support relationships and networks will create solid social capital based on resilience, reciprocity, and trust.

[09:34] Zinnia Zauber: You are already doing this by being here with us and active in Second Life.

[09:34] Zinnia Zauber: The people around you are your assets. You genuinely build and foster support our community members to reach and add a worldwide audience.

[09:34] Zinnia Zauber: Cultivate friendships and connections by following and liking others. Engage with them!

[09:34] Zinnia Zauber: Comment on other people's posts. When you show interest in others, then you in turn become interesting. Ask questions and invite feedback.

[09:34] Zinnia Zauber: The goal is to turn your audience into advocates and have them help do the marketing for you.

[09:34] Zinnia Zauber: You do the same for them in kind!

[09:34] Bevan Whitfield: 100%

[09:34] Zinnia Zauber: Now, how can we chime in together to encourage each other and what do you need to have courage to go for it?

[09:35] Zinnia Zauber: I know it is a lot to take in, but those are the key elements of promotion and marketing.

[09:35] Bevan Whitfield: any comments or questions for Zinnia? that's was some powerful info!

[09:35] Senn Maximus: cross promotion, perhaps with a unified event

[09:35] Zinnia Zauber: What felt like you could tackle?

[09:35] Bruce (cooper.swizzle): Great information

[09:35] Zinnia Zauber: Yes, Senn!

[09:36] Zinnia Zauber: Working together and reaching people together.

[09:36] Daruma Boa: Also always important to really know what you like to reach

[09:36] Bevan Whitfield: get information on what makes you passionate, then connect and share

[09:36] Bevan Whitfield: rinse and repeat, keep it fresh

[09:36] Marly (marly.milena): The info you passed to us,does it include ALL your tips?

[09:36] Zinnia Zauber: Yes, the notecard I gave you has what I shared.

[09:36] Zinnia Zauber: Bevan is right, start sharing others work.

[09:37] Zinnia Zauber: It is easy, one click.

[09:37] Marly (marly.milena): Yay! Likes starting from the end of the story. Another tip: Pretend YOU are the recipient. What would you want to know? What would turn you on or off?

[09:37] Bevan Whitfield: and engage with others that either have info you need/want or need/want info you have - a circle

[09:37] Bruce (cooper.swizzle): One take away from what you have shared is begin with the end in mind

[09:37] Zinnia Zauber: Yes, Marly, it is good to have a "stranger" give you feedback.

[09:38] Zinnia Zauber: Providing lovely images and thoughtful info makes things sharable.

[09:38] Zinnia Zauber: How can you gather your the 4 Cs of Marketing - Call to Action, Clarity, Consistency, and Connection to make marketing fun and action-packed?

[09:38] Marly (marly.milena): Also, the Crowbar Effect ie choose individuals who are enthusiastic about what you do and ask for their help in getting the word around

[09:38] Zinnia Zauber: Bevan and I want you to know you have the power to make things happen.

[09:38] Bevan Whitfield: oh absolutely Marly!

[09:39] Zinnia Zauber: A reminder, you all will stay here and we speakers will move.

[09:39] Daruma Boa: Thats true

[09:39] Marly (marly.milena): Nothing as effective as a "Satisfied Customer!

[09:39] Bevan Whitfield: but you need to give them the tools first

[09:39] Marly (marly.milena): Yes

[09:40] Zinnia Zauber: You need to provide them all the info and reasons to support you.

[09:40] Zinnia Zauber: Short and sweet!

[09:40] Bevan Whitfield: by creating informative and exciting content, they will help you

[09:40] Zinnia Zauber: Okay! You stay here!

[09:40] Zinnia Zauber: Thank you very much!!!

[09:40] Marly (marly.milena): Also, personal invitations----why I think you would gain great benefits from doing x

[09:40] Zinnia Zauber: Yes!

More comments and ideas from 2nd session

[09:48] Bevan Whitfield: How is key!

[09:49] Zinnia Zauber: Suggestions on the how?

[09:49] Zinnia Zauber: Amazing images is often my starting point to get things rolling and inspire engagement.

[09:49] Bevan Whitfield: Need to start with why - what are you passionate about? what are you informed about? ask yourself, "why does anyone want or need this?"

[09:50] Zinnia Zauber: Yes!

[09:50] Max Chatnoir: You know, one thing you have suggested as a way to capture attention, Zinnia, is to evoke emotion somehow. I have this touching faith in rationality, but it just isn't enough.

[09:50] Bevan Whitfield: then find out where people are that want this information or can give you information - connect it together

[09:51] Zinnia Zauber: Well, being willful and keep doing what you love and want to share will pay off.

[09:51] Bevan Whitfield: it takes time and effort, passion and patience

[09:51] Zinnia Zauber: You have to be kind to yourself through this too.

[09:51] Zinnia Zauber: I say if three people showed up, including me, then it was a success.

[09:51] Bevan Whitfield: it can be very enriching

[09:52] Zinnia Zauber: Bevan is also great at showing how you are not alone in this marketing adventure.

[09:52] Zinnia Zauber: Engage with folks.

[09:52] Bevan Whitfield: What do you do to share?

[09:52] Bevan Whitfield: and how?

[09:52] Bevan Whitfield: and why?

[09:52] Zinnia Zauber: Who here loves to hit that retweet or share button?

[09:53] Bevan Whitfield: and comment!

[09:53] Zinnia Zauber: Yes! Omg, right!

[09:53] Bevan Whitfield: and curate!

[09:53] Zinnia Zauber: You want assurance, then give it!

[09:53] Sitearm (sitearm.madonna): it depends on who I am trying to reach

[09:54] Bevan Whitfield: do you categorize them?

[09:54] Zinnia Zauber: It helps to have a "stranger" tell you who you appeal to.

[09:54] Bevan Whitfield: nods, good point

[09:54] Sitearm (sitearm.madonna): "people of like mindedness"

[09:54] Zinnia Zauber: I had no idea that "mother-in-laws" were my audience.

[09:55] Suemoon Magic: ☺

[09:55] Zinnia Zauber: Stranger, you can help us!

[09:55] Zinnia Zauber: Okay, Bevan and I have to move to the next spot. You stay here please. And, thank you for your time and attention!

[09:55] Zinnia Zauber: I hope this helps you all!

[09:55] Breila Jenvieve: Thank you, great info!

[09:55] Stranger Nightfire smiles

[09:55] Suemoon Magic: Thank you Zinnia and Bevan

[09:55] Alessa Tzal: Thank you

More comments and ideas from 3nd session

[10:04] Zinnia Zauber: Now, how can we chime in together to encourage each other and what do you need to have courage to go for it?

[10:04] Zinnia Zauber: Bevan, you have suggestions for this too.

[10:04] Bevan Whitfield: Excellent information ZZ!~

[10:04] Zinnia Zauber: :)

[10:04] Zinnia Zauber: Thank you!

[10:05] Bevan Whitfield: I think it's important to ask yourselves "why does anyone want to hear what I have to say?"

[10:05] Bevan Whitfield: Then, after you've determined that, figure out "who wants this information?"

[10:05] Bevan Whitfield: make a path, use your passion, your information

[10:05] Zinnia Zauber: Yes! Show off that passion!

[10:06] Bevan Whitfield: share it, ask others what they need

[10:06] Zinnia Zauber: Yes! And, sharing others align posts as well.

[10:07] Zinnia Zauber: How do you like to share your passion to the world?

[10:07] Bevan Whitfield: become an information source!

[10:07] Zinnia Zauber: Oh yes!

[10:08] Bevan Whitfield: find out where "your people" are!

[10:08] Zinnia Zauber: Are #hashtags a way of finding them?

[10:08] Bevan Whitfield: google alerts on your topics

[10:08] Bevan Whitfield: some # are ok

[10:09] Bevan Whitfield: google is your friend - so are many social media tools

[10:09] Zinnia Zauber: When you start finding partners to work with, the load is easier to lift.

[10:09] Bevan Whitfield: not necessarily need to use them, but you can find a mine of info

[10:09] Zinnia Zauber: When you build a community, that WE is very powerful.

[10:09] Bevan Whitfield: passion and information are a mighty combo!

[10:10] Shandra (killlashandra.lavendel): Yes :)

[10:10] Zinnia Zauber: Thank you all for joining us! Bevan and I have to head to the next group!

More comments and ideas from 4th session

[10:19] Zinnia Zauber: Bevan, you have some tips too.

[10:19] Bevan Whitfield: Well, I think it's important to ask "why does anyone want to hear what I have to say?"

[10:20] Bevan Whitfield: How can I help? Or, do I need help?

[10:20] Bevan Whitfield: How to create a passionate, intelligent conversation?

[10:20] Bevan Whitfield: make out a path, use your passion, your information

[10:20] Bevan Whitfield: ask others what they need

become an information source, find the best places to share, tools

[10:21] Zinnia Zauber: Sharing your passion! Does it help to have a "stranger" refine and define that?

[10:21] Bevan Whitfield: most importantly is creating future forward content and community

[10:21] Zinnia Zauber: Yes! Build a community! That WE!

[10:22] Zinnia Zauber: Wheeeeee!

[10:22] Zinnia Zauber: Do you all engage with others marketing and posts?

[10:22] Zinnia Zauber: Click that share or retweet button?

[10:22] Bevan Whitfield: and comment?

[10:22] Beth Ghostraven: When I remember to, or when I'm tagged

[10:23] Zinnia Zauber: Ah! So, you can do the same in kind.

[10:23] Bevan Whitfield: media calendars are very helpful -

[10:23] Zinnia Zauber: Very good.

[10:23] Zinnia Zauber: Is sharing your passion fun for you?

[10:24] Varahi Lusch: it can be.. but it is hard when you wear your heart on your sleeve :-p

[10:24] Bevan Whitfield: Why hard if you don't mind me asking?

[10:24] Zinnia Zauber: yes, Varahi, but that is what gets others interested too.

[10:24] Varahi Lusch: i have experienced many schisms lol

[10:24] Zinnia Zauber: aww

[10:24] Varahi Lusch: and often the people need to do blame game

[10:25] Zinnia Zauber: Well, I know we are all going to return to the deck here in a moment.

[10:25] Varahi Lusch: smiles gently

[10:25] Zinnia Zauber: Hugs, Varahi.

[10:25] Varahi Lusch: thanks i appreciate it :))

[10:25] Zinnia Zauber: Thank you for having us share these tips and ideas.

[10:25] Bevan Whitfield: wow the time is going so fast!

[10:25] Varahi Lusch: it is!

[10:25] Zinnia Zauber: Let's get together with everyone now.

[10:25] Bevan Whitfield: time to go back!

[10:25] Shiloh e. (shiloh.emmons): thank you both, Zinnia, and Bevan ...

The End

Transcript of 4 groups @ VWEC Quarterly meeting April 5, 2023

Liss and Val

Our text included only with Group 1 transcript.

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Group 1

[2023/04/05 09:28] Wisdomseeker (lissena): ok--shall we start?

[2023/04/05 09:28] Shandra (killlashandra.lavendel): yes

[2023/04/05 09:28] Wisdomseeker (lissena): To remind us all, we will be using only text today so that we can share all the good ideas everyone is bringing to this meeting.

[2023/04/05 09:28] Wisdomseeker (lissena): Val and I are tag-teaming to lay out some of the channels you can use within Second Life to get more visibility and news about your events out to a larger audience.

[2023/04/05 09:28] Wisdomseeker (lissena): *We are giving you our Resources notecard now so you can add your own notes as you share ideas here.

[2023/04/05 09:28] Wisdomseeker (lissena): Val is sending them to you now

[2023/04/05 09:29] Wisdomseeker (lissena): Let us know if you don't get one

[2023/04/05 09:29] ThinkererSelby Evans (thinkerer.melville): from BARD: How can I use the internet to promote my group? There are many ways to use the internet to promote your group. Here are a few tips:

Use social media. Share your group on your social media channels, such as Facebook, Twitter, and Instagram. You can also use social media to connect with people who might be interested in your group. For example, you can join relevant groups and post about your group there.

Create a website or blog. A website or blog is a great way to promote your group and provide information about it. You can also use your website or blog to share updates about your group and connect with members.

Use email marketing. Email marketing is a great way to stay in touch with your members and promote your group. You can use email to send out newsletters, updates, and announcements about your group.

Attend events. Attending events is a great way to meet people who might be interested in your group. You can also use events to promote your group and hand out flyers or business cards.

Partner with other businesses. Partnering with other businesses is a great way to reach a wider audience and promote your group. For example, you can partner with a business that offers a similar product or service to yours.

Run contests and giveaways. Contests and giveaways are a great way to attract attention to your group and generate excitement. You can offer prizes that are relevant to your group or that will appeal to your target audience.

Use paid advertising. Paid advertising is a great way to reach a wider audience and promote your group. You can use paid advertising on social media, search engines, and other websites.

Get creative. There are many other ways to promote your group online. Get creative and think outside the box to come up with ways to reach your target audience.

It is important to choose the right promotion methods for your group. Consider your target audience, your budget, and your goals when choosing promotion methods. You should also track your results to see what is working and what is not.

[2023/04/05 09:29] Wisdomseeker (lissena): I am Executive Director of the nonprofit Ageless Mind Project and its virtual arm in SL, Whole Brain Health.

Val teaches part-time at a college and mentors students in library and information science and serves as the director of CVL, a "real library" in a virtual world.

We both try to provide many educational events for an audience interested in lifelong learning and focus on reaching as many people as we can in Second Life.

We'll describe some of the communication channels available here for us all. We hope you will contribute your ideas as well in a few minutes.

Our purpose is to encourage you to use these ideas so more SL residents can become aware of what you have to offer as individual organizations and as part of the Consortium

The most basic resource we all share is the VWEC Group. I am assuming everyone here belongs to it and sees Notices from it? If you are not a member -- it is an open group -- we can help you join it today. Just IM one of us. Here is its key, to find it in Groups Search: Virtual World Education Consortium 6f86414f-7b00-9bc5-69e7-6cc53968b41c

Now to some ideas: Did you know that you, as a member of the VWEC Group, can use the Group Chat to alert people to your events? So, check that you have enabled your ability to send and receive its Group Chat.

Group Chat is especially useful just before an event, since it shows up in the viewers as an IM to group members for a brief time. We have found that it does draw people who are online as a quick reminder that the event is happening NOW.

[2023/04/05 09:31] Shandra (killlashandra.lavendel): /me nods

[2023/04/05 09:31] Wisdomseeker (lissena): Just be sure to add a landmark slurl in the Chat to tell people where it is being held. I sometimes forget to do that. :) NOTE: VWEC Group NOTICES are restricted to events happening at the Eduverse and are posted by specific VWEC teams. But the Group CHAT can be extremely useful to make people aware of your presence.

Of course you will also use your own Group Notices to reach your audiences. Unlike Group Chat, Notices last until people delete them. I have Notice rights in quite a number of groups because I often trade rights. To do this, the leader of another group joins my group and I join theirs. Then we both set up a Notices role and add each other's names to that Ability. This kind of cooperation can often lead to new collaborations!

[2023/04/05 09:32] Wisdomseeker (lissena): am I going at the right speed for everyone?

[2023/04/05 09:32] John O'Connor (acuppa.tae): yes: perfect

[2023/04/05 09:32] Wisdomseeker (lissena): As good manners, whenever we post in each other's groups, we put Cross-Group or X-Gp in the Subject line so that people know who is actually sponsoring the event and that it is located on another region.

[2023/04/05 09:32] Shandra (killlashandra.lavendel): yes

[2023/04/05 09:33] Wisdomseeker (lissena): You may also want to start a Discord group and/or put your Notices into some of the other Discord channels Here are two useful Discord Server names where you can post: Second Life #education   VWEConsortium

You also may know of "open" groups that are active, where anyone can join and post Notices. Please share those once Val adds her suggestions to ways you can expand your organization's visibility.

[2023/04/05 09:33] Shandra (killlashandra.lavendel): Are these tips going to be in another notecard? I am adding them to the notecard you gave out...

[2023/04/05 09:33] Valibrarian Gregg: You can type on that notecard...good idea Shandra!

[2023/04/05 09:33] Wisdomseeker (lissena): we can give you pour script if you like or you can copy this chat

[2023/04/05 09:34] Shandra (killlashandra.lavendel): ^^

[2023/04/05 09:34] Valibrarian Gregg: Thanks Liss! and yes- we can drop this script to you at the end :)

[2023/04/05 09:34] Wisdomseeker (lissena): Val will explain how you can add YOUR google calendar to the VWEC website, record machinimas yourself and share your educational machinima videos through VWEC to increase your visibility within Second Life. Val?

[2023/04/05 09:34] Valibrarian Gregg: TY!! Sharing calendars is important as there are many educational events we all have to share in Second Life (and beyond).

 Our community group calendars are on the website at https://www.vweconsortium.org/communities/

[2023/04/05 09:34] Second Life: Valibrarian Gregg gave you Resources to Increase Your VW Visibility (Liss & Val) 2023.

[2023/04/05 09:34] ThinkererSelby Evans (thinkerer.melville): From BARD: How can I use the fediverse to promote my group?

The Fediverse is a decentralized network of social media platforms. It is a great way to promote your group because it allows you to reach a wider audience. You can use the Fediverse to share your group on different platforms, such as Mastodon, PeerTube, and Pixelfed. You can also use the Fediverse to connect with people who might be interested in your group. For example, you can join relevant groups and post about your group there.

Here are a few tips on how to use the Fediverse to promote your group:

Create a profile for your group on different platforms. This will help you reach a wider audience and connect with people who might be interested in your group.

Post regularly about your group. Share updates, announcements, and other information about your group.

Use hashtags. Hashtags are a great way to get your group noticed. Use relevant hashtags that people are likely to search for.

Interact with other users. Comment on other people's posts, like their posts, and follow them. This will help you build relationships with other users and promote your group.

Use images and videos. Images and videos are a great way to capture people's attention and promote your group.

Be patient. It takes time to build a following on the Fediverse. Be patient and keep posting regularly.

With a little effort, you can use the Fediverse to promote your group and reach a wider audience.

[2023/04/05 09:35] Valibrarian Gregg: Yes Selby- share blogs too! and we share educational virtual world websites, too. (See the left side of the webpage.) The calendars include class schedules for Builders Brewery, Happy Hippo and more! https://www.vweconsortium.org/communities/

Click the small arrow at the right top corner of the calendars to hide various calendars and view particular ones of interest. If you have a google calendar, you can email me at valibrarian@gmail.com to see if it can be added to our community calendars. For email: If you have trouble joining https://groups.google.com/g/metaverselibraries

 - you can also email me to request membership. YOU can post in that email group to promote your educational events! This is replacing the former SLed listserv for educators.

We want to help each other with skills! Want to learn machinima? The Nonprofit Commons Interaction Team works to help communities network and we can help you find a mentor to learn how to record, livestream and edit videos. Or- you educational videos can be placed on our VWEC playlists. Our youtube channel is https://www.youtube.com/@vweconsortium

Finally, we have two virtual worlds databases to share and you can add yourself or your virtual world community/group. I will drop a notecard with info about the databases. VWEC Metaverse Community Directory   VWEC Member Directory

Valibrarian Gregg gave you VWEC Databases Directories (Feb) 2023.

We realize that we cannot attend ALL the educational events that we would enjoy. There simply isn't enough time!

[2023/04/05 09:38] ThinkererSelby Evans (thinkerer.melville): Does SL have a Fediverse server?

[2023/04/05 09:38] Valibrarian Gregg: We will ask about that Selby :)

But through networking and utilizing the tools you are learning about today, we can all have a better awareness of the amazing work being done in Second Life and other virtual worlds for learning.

We are giving a lot of info today...so save these notecards to look at later!

[2023/04/05 09:39] Wisdomseeker (lissena): **you may want to copy this chat to a nc since others here will be adding their ideas here too

[2023/04/05 09:39] Valibrarian Gregg: The notecard we dropped to you lists the tools we are sharing so you can access them later. Look inside the notecard... any questions for us?

[2023/04/05 09:39] Wisdomseeker (lissena): any other ideas? and thank you Selby for yours!

[2023/04/05 09:39] Alessa Tzal: What is Fediverse actually?

[2023/04/05 09:39] Valibrarian Gregg: *I am asking Madori about that!

[2023/04/05 09:39] ThinkererSelby Evans (thinkerer.melville): https://en.wikipedia.org/wiki/Fediverse

2023/04/05 09:40] Alessa Tzal: Thanks

[2023/04/05 09:40] Valibrarian Gregg: ty Selby-

[2023/04/05 09:40] ThinkererSelby Evans (thinkerer.melville): The fediverse (a portmanteau of "federation" and "universe") is an ensemble of federated (i.e. interconnected) servers that are used for web publishing (i.e. social networking, microblogging, blogging, or websites) and file hosting, but which, while independently hosted, can communicate with each other. On different servers (technically instances), users can create so-called identities. These identities are able to communicate over the boundaries of the instances because the software running on the servers supports one or more communication protocols that follow an open standard.[1] As an identity on the fediverse, users are able to post text and other media, or to follow posts by other identities.[2] In some cases, users can show or share data (video, audio, text, and other files) publicly or to a selected group of identities, and allow other identities to edit other users' data (such as a calendar or an address book). The central feature of the fediverse is decentralization. There is no central authority that controls or determined what is acceptable as each fediverse is independent.[3]

[2023/04/05 09:40] Wisdomseeker (lissena): time to go!

Group 2

[2023/04/05 09:42] Wisdomseeker (lissena): hello; we are here to talk about inworld promotions: shall I start Val?

[2023/04/05 09:42] Valibrarian Gregg: If you came from the river...you need to return! YOU stay and Liss and I are talking here

[2023/04/05 09:43] Wisdomseeker (lissena): To remind us all, we will be using only text today so that we can share all the good ideas everyone is bringing to this meeting.   **[I have removed our text from this and the following groups –leaving only spontaneous comments from us and groups]**

[2023/04/05 09:43] Valibrarian Gregg: Hello all

[2023/04/05 09:45] Wisdomseeker (lissena): I have Notice rights in quite a number of groups because I often trade rights.. To do this, the leader of another group joins my group and I join theirs. Then we both set up a Notices role and add each other's names to that Ability.. This kind of cooperation can often lead to new collaborations!

Bows to Beth

[2023/04/05 09:45] Wisdomseeker (lissena): As good manners, whenever we post in each other's groups, we put Cross-Group or X-Gp in the Subject line so that people know who is actually sponsoring the event and that it is located on another region. Beth Ghostraven: Liss, could you describe how to copy and paste the SLurl? Wisdomseeker (lissena): at the end Beth! beating the clock here!

[2023/04/05 09:51] Wisdomseeker (lissena): Beth said she will explain about slurls [I asked her in IM to do this—she does a much better job than I could!]

[2023/04/05 09:51] Valibrarian Gregg: Beth?

[2023/04/05 09:51] Beth Ghostraven: In order for a SLurl to appear as an active link, you have to copy it and paste it into Nearby Chat. There are several ways to copy a SLurl: 1) Right-click on the LM in your Inventory and click Copy SLurl; 2) Right-click on the LM in your Inventory and click Show on Map, then copy the SLurl from the map; 3) if you are at the location, click the location bar at the top of your viewer and copy the SLurl from there. Lately the 1st one doesn't always work for me. Sometimes I have to actually go there to get the SLurl

[2023/04/05 09:52] Wisdomseeker (lissena): thanks--you did a much better job than i could!

[2023/04/05 09:52] Beth Ghostraven: thanks Liss; it's one of the trickiest parts of using SL tools

[2023/04/05 09:52] Wisdomseeker (lissena): does anyone have any other ways to promote yourselves inworld?

[2023/04/05 09:52] Valibrarian Gregg: I just put that in a notecard to remember- ty Beth

[2023/04/05 09:53] Beth Ghostraven: yw Val

[2023/04/05 09:53] Valibrarian Gregg: Any other questions? or suggestions? You can also come to the Info Center anytime to find more resources or network to help others find them! Vaibrarian Gregg gave you SLurl tips. and contact me if you want to volunteer an hour a week or need to change your time :)

[2023/04/05 09:54] Wisdomseeker (lissena): remember not to move--only WE move from group to group

[2023/04/05 09:55] Valibrarian Gregg: I am happy to say I am getting more new people during my Info Center shift :)

[2023/04/05 09:55] Beth Ghostraven: I rarely see anyone during mine, but I get inventory sorted :o)

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Group 3

[2023/04/05 09:56] Wisdomseeker (lissena): hi folks

Val and I are tag-teaming to lay out some of the channels you can use within Second Life to get more visibility and news about your events out to a larger audience.

[2023/04/05 09:56] Valibrarian Gregg: hello!! good to see you all

I added to my prepared text] from Beth Ghostraven: : In order for a SLurl to appear as an active link, you have to copy it and paste it into Nearby Chat. There are several ways to copy a SLurl: 1) Right-click on the LM in your Inventory and click Copy SLurl; 2) Right-click on the LM in your Inventory and click Show on Map, then copy the SLurl from the map; 3) if you are at the location, click the location bar at the top of your viewer and copy the SLurl from there

[2023/04/05 09:58] Marly (marly.milena): Is it true that you only see group chat notices if you happen to be IN SL at the time?

[2023/04/05 09:58] Wisdomseeker (lissena): yes

[2023/04/05 09:59] Marly (marly.milena): I wish they would change that!

LaylaBit Resident has been added to the visitor list.

[2023/04/05 10:01] Senn Maximus: Builder's Brewery has just added a community calendar on our discord. I've already added VWEC's calendar to it. I'd be happy to add others.

[2023/04/05 10:01] Wisdomseeker (lissena): great Senn!

[2023/04/05 10:01] Valibrarian Gregg: You can "personalize" your calendar choices....yes Senn! Much help at Builder's Brewery :)

[2023/04/05 10:01] Senn Maximus: Will also be providing a board at our regions too

[2023/04/05 10:05] Wisdomseeker (lissena): anything you would like to be able to do?

[2023/04/05 10:06] Valibrarian Gregg: If you are looking for a mentor- the Info Center is a great place to start. If you want to volunteer an hour a week- contact me (or if you need to change your time!)

[2023/04/05 10:06] Marly (marly.milena): Make feedback easier re announcements and notices

[2023/04/05 10:06] Wisdomseeker (lissena): I saw your wishlist item Marly :) you can always reply to the person sending the notice even from email

[2023/04/05 10:06] Marly (marly.milena): Marketing Mentors!!!!

[2023/04/05 10:07] Valibrarian Gregg: Remember to use the listserv email Marly! Everyone can answer and see feedback there too: email me if you need help joining metaverselibraries@googlegroups.com

[2023/04/05 10:07] Wisdomseeker (lissena): it's good to remind people of the affordances already in SL; yes that email group really works, Val

[2023/04/05 10:08] Marly (marly.milena): How great it would be to sit down with a Marketing Mentor expert and go over the approach to a possible campaign/program

[2023/04/05 10:08] Wisdomseeker (lissena): Sitearm told me that he saw my reminder there today

[2023/04/05 10:08] Valibrarian Gregg: yes- not everyone uses all the social media platforms....but pretty much everyone has email!   you could do that at the info center Marly- we have marketing experts there and it could be one on one

[2023/04/05 10:09] Wisdomseeker (lissena): I put the weekly schedule there in both a word doc and PDF--Senn reminded me to do that

[2023/04/05 10:09] Marly (marly.milena): I do not do well with a bunch of written info such as lists of directives or manuals. Much better to meet one-on-one with someone who knows more than I do about it

[2023/04/05 10:09] Senn Maximus: For those of us who get hundreds of email a day, listserv is the hardest to keep up with, and it's a bit antiquated. It would truly be nice to have an easier, more updated way to follow?

[2023/04/05 10:10] Wisdomseeker (lissena): suggestions, Senn?

[2023/04/05 10:10] Senn Maximus: the emails get lost constantly

[2023/04/05 10:10] Wisdomseeker (lissena): nods

[2023/04/05 10:10] Valibrarian Gregg: and Bruce (Cooper Swizzle)- good to see you--- Kitely may be using some of the ideas from today. He is our Kitely VWEC ambassador

[2023/04/05 10:10] Wisdomseeker (lissena): thank you and see you soon

[2023/04/05 10:10] Valibrarian Gregg: Enjoy the next session!!

[2023/04/05 10:11] Senn Maximus: You could use any of the social media platforms, create a group just for VWEC members to keep up on. You can have several groups, even just some for the officers. Such as FB, or Discord.

Group 4

[2023/04/05 10:11] Wisdomseeker (lissena): Hi folks

[2023/04/05 10:18] Valibrarian Gregg: I just added some great videos that Max Chatnoir shared! We started a Models Of Teaching playlist

[2023/04/05 10:19] Max Chatnoir: Thanks so much. It's good to know how those two directories are different!

[2023/04/05 10:20] Valibrarian Gregg: yes Max- ways to find everyone across the metaverse

[2023/04/05 10:20] Wisdomseeker (lissena): what other ideas do you have?

[2023/04/05 10:20] Valibrarian Gregg: The notecard we dropped to you lists the tools we are sharing so you can access them later.

[2023/04/05 10:20] Wisdomseeker (lissena): what has worked for you?

[2023/04/05 10:20] Valibrarian Gregg: Any questions or ideas for us? Of course you may not use ALL the tools- but now you are more aware of what VWEC has to offer :)

[2023/04/05 10:20] Wisdomseeker (lissena): are you exhausted by now? :)

[2023/04/05 10:20] Suemoon Magic: 🙂

[2023/04/05 10:21] Breila Jenvieve: Quite lol

[2023/04/05 10:21] Wisdomseeker (lissena): a lot of info to take in

[2023/04/05 10:21] Max Chatnoir: I am revved! This has been SO useful!

[2023/04/05 10:21] Valibrarian Gregg: and our parent organization "houses" our website- a growing sustainable online place https://www.metaverselibraries.org/

[2023/04/05 10:21] Wisdomseeker (lissena): you will be able to see the whole: great Max!

[2023/04/05 10:22] Valibrarian Gregg: A good place to network is our Info Center right here! and YOU can contact me to volunteer for an hour (or if you need to change your time)

[2023/04/05 10:22] Suemoon Magic: I just want to say that I think Calendars are awesome. Without my personal calendar I wouldn't know where to be and I add all of these to mine so it looks very busy.

[2023/04/05 10:22] Valibrarian Gregg: The info center is the perfect place to network - to mentor OR be mentored!

[2023/04/05 10:22] Wisdomseeker (lissena): good to know Sue!

[2023/04/05 10:22] Suemoon Magic: The Calendar wall at VWEC info desk is popular

[2023/04/05 10:22] Valibrarian Gregg: Suemoon is my right arm calendar go to person! for sure

[2023/04/05 10:22] Suemoon Magic: 🙂

[2023/04/05 10:23] Valibrarian Gregg: she is the "head of reference" for CVL and the Info Center both!

[2023/04/05 10:23] Wisdomseeker (lissena): Val--maybe we should list the marketing skills of some of the Info center volunteers?

[2023/04/05 10:23] Valibrarian Gregg: a real world law librarian- in case you didn't know :)

[2023/04/05 10:23] Suemoon Magic: :0

[2023/04/05 10:23] Valibrarian Gregg: yes- a list of skills

[2023/04/05 10:24] Wisdomseeker (lissena): then people could come here to meet with them?

[2023/04/05 10:24] Valibrarian Gregg: Our member directory (database) does share skills of members as a starting point; I schedule appointments to mentor people during my shift every week! it is easy to do..just tell them when you are available

[2023/04/05 10:25] Wisdomseeker (lissena): that is another resource we should have mentioned

[2023/04/05 10:25] Valibrarian Gregg: or then make a separate time

[2023/04/05 10:25] Wisdomseeker (lissena): not everybody knows that! great!

[2023/04/05 10:25] Valibrarian Gregg: I need a huge sign to wear as I talk about the INFO CENTER all the time

[2023/04/05 10:25] Wisdomseeker (lissena): lol

[2023/04/05 10:25] Suemoon Magic: 🤪

[2023/04/05 10:25] Valibrarian Gregg: It is the HUB to be at people!!!!!!

[2023/04/05 10:26] Valibrarian Gregg: see you back at fireside