



Speaking out for people with intellectual and developmental disabilities



[www.vor.net](http://www.vor.net)



/VOR



@VOR\_NET



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## Reminders: Help VOR Grow!

**Challenge!  
Recruit 5 New  
VOR Members  
Today!**

**Celebrating  
Home: Holiday  
Shop and  
Benefit VOR**

**Make a Lasting  
Impact with a  
Will Bequest**

## Facebook 101

*Facebook, VOR and You: Using Social Media*

### **Already a Facebook User?**

Visit VOR's [Facebook](#) page and become a fan by clicking "Like!" VOR's page is updated regularly so visit often.

### **Facebook Defined**

[Facebook](#) is a social media networking site that connects people with friends and others who work, study and live around them. People use Facebook to keep in touch with friends, post photos, share links and exchange other information. Facebook users can see only the profiles of confirmed friends and the people in their networks.

Compared to Twitter, which is more akin to a newsfeed, Facebook is more social and "chatty."

### **What does this have to do with VOR?**

As one social media blogger put it, "You will be astonished at the amount of information passing through this system with such minimal effort. Facebook truly is the great communicator."

*Precisely.*

And, sharing information about VOR and our cause is worth communicating about.

### **Facebook 101: Getting Started**

A free [online tutorial](#) was created to get you up to speed on how to create, use, and maintain a Facebook page of your own, including understanding the complex Facebook privacy policies and settings.

This [free tutorial](#) allows you to get started with just a click of the mouse. There is a lot of very helpful information on this website. The separate links under "Lessons" is a very good place to start which options to learn more about Facebook, how to set up your own page, setting your privacy settings and more. If you need additional support, there are also video links.

### **Still unsure about why social media is relevant to VOR's advocacy?**

A dedicated VOR member wrote to VOR asking what's the meaning of all this "Twitter-Facebook-

VOR  
Awareness  
Event

VOR.net:  
Your one-stop  
advocacy  
resource

LinkedIn gobbledygook." He was probably writing what many VOR members were thinking!

But, there is a point to all this. Granted, social media is not for everyone and we'll continue to communicate with members in print and by e-mail). However, for VOR members who already use social media or are willing to give it a try, there is tremendous potential to reach people outside VOR's existing network of advocates.

And, that is the whole the point.

As Hugo and Cristy Dwyer, co-Chairs of VOR's Marketing Committee, wrote in a letter to members in last week's Update, "It only takes a few clicks from a number of our members to help increase our internet presence, resulting in a wider circulation of our message, greater awareness of our shared mission, more advocacy in support, and increased members and donations."

According to statistics, **1 out of every 8 people on earth are on Facebook and 9 out of 10 US internet users are on a social network** (Source: [Katya's Non-Profit Marketing Blog](#), "The psychology of social networking" (October 16, 2012).

There is real potential for VOR growth and awareness in those numbers. If social media is not for you, please consider involving others in your family and friends advocacy network by sharing VOR's Social Media 101s. Thank you!

**Coming Up:  
Twitter 101 (part 2)**

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**JOIN VOR. DONATE TO VOR. MAKE A DIFFERENCE**