



#AMBON
BERGERAK

Social media management **adminethics**

Mengakrabi managemen dan etika admin social
media

Know it Better, Closer !

MARI PAHAMI FENOME NA SOCIAL MEDIA



#AMBON
BERGERAK

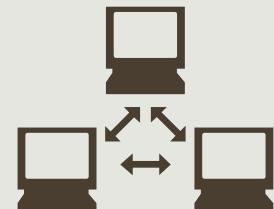


Social Media as Tools (buat apa saja)

a. **Media Sosialisasi** (meet, dialogue, sharing, connect dan reconnect) dengan user lain.

“ common users ”

b. **Personal Branding tools.**
(politician, Artist, Activist etc)



Social Media as Tools (buat apa saja)

c. Marketing Tools. (social media marketing)

“ Gabungkan semua fungsi company community blog, brand info account in microblogging site, Paying speakers (etc.tweet berbayar)

d. Social Movement Tools. (social media sebagai alat gerakan, simpul kegiatan2 kreatif komunitas, simpul kedulian dan BAHKAN AKSI PROTES DAN PENGGULINGAN Diktator)

ingin penggunaan Soc Media

e. Files and Contents Sharing



MARI PAHAM! FENOME NA SOCIAL MEDIA



Penggunaan Social Media di Ambon (Kondisi Hari ini)

Where's our position in the middle of this change

Community Based / Hobbies-based Movement
(MHC | ABC | MPC | MRC | MAC | MBC | LAAS | BSM | Embun | etc)
/ Ambonbergerak | Kelasong Maluku | Etc)

The image shows two Facebook page screenshots side-by-side.

Top Screenshot (Maluku Photo Club):

- Page Name:** Maluku Photo Club
- Profile Picture:** MPC MalukuPhotoClub logo
- Page Features:** Wall, Info, Photos, Discussions, Events
- Share Options:** Post, Photo, Link, Video
- Text Input:** Write something...
- Right Sidebar:** Create an Ad, War Crimes Justice, Home, Profile, Account

Bottom Screenshot (HIP-HOP MALUKU):

- Page Name:** HIP-HOP MALUKU
- Profile Picture:** MHC Molukka Hip-Hop Community logo
- Page Features:** Wall, Info, Discussions, Photos, Events
- Share Options:** Post, Photo, Link, Video
- Text Input:** Write something...
- Post Preview:** Althien John Pesurnay Arles Tita Newest freedownload beat. check it out, and get it!!! caught in the act. mp3 salam hormat
- Post Details:** Caught in the act by Arles Tita, www.reverbnation.com, 4 hours ago, Like, Comment, Share
- Right Sidebar:** Create an Ad, Welcome the World, Colours of Singapore Quiz Contest, Take part in this Quiz Contest, and stand a chance to win a Samsung Galaxy Tab and 2 pairs of Universal How could a Martial Arts enthusiast like you turn this, Chat (Offline)

MARI PAHAMI FENOME NA SOCIAL MEDIA

Penggunaan
Social Media di
Amber
(Kondisi Hari ini)



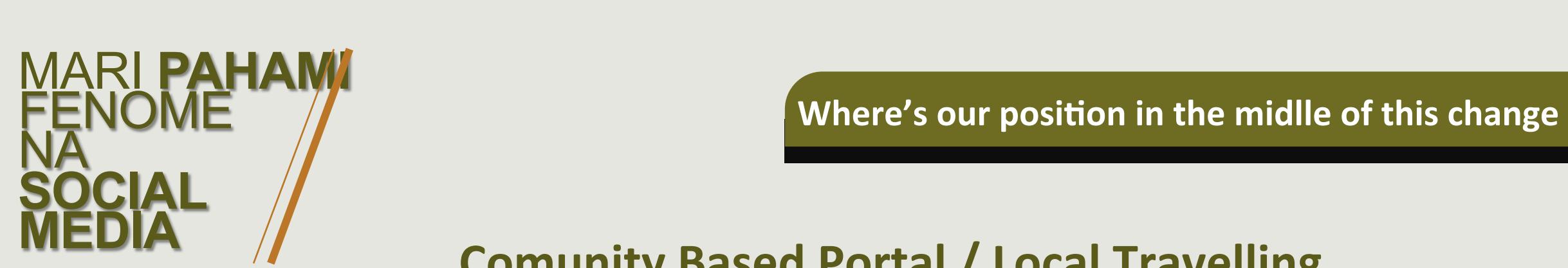
Where's our position in the middle of this change

**Product / Soc Media Marketing (Karya Maluku
| Gagartang, seng tau yang laeng lai :D)**

**Kenapa zn ada akun Organisasi Kepemudaan
berbasis " politik " di Amboin / Maluku yang
aktif di Soc Med? (HMI | GMKI | KNPI or others)**

**Selebihnya adalah " katong " common user
(alay + ababil & friends)**

MARI PAHAMI FENOME NA SOCIAL MEDIA



Where's our position in the middle of this change

Community Based Portal / Local Travelling
info / Local Info (Maluku Satu Darah | Ambon
Manise | Maluku Spice | Back to Maluku | Balagu, etc)

Penggunaan
Social Media di
Ambon
(Kondisi Hari ini)



The image displays two Facebook page screenshots side-by-side. The left page is for 'MALUKU SATU DARAH', described as a club based in Ambon, Maluku. It features a large image of a traditional gong and a statue. The right page is for 'Ambon Manise', described as a local/travel page. It features images of people, landscapes, and the Maluku Spice logo. Both pages have a similar layout with a search bar, navigation links, and a wall section.

MARI PAHAMI FENOME NA SOCIAL MEDIA



Why using socmed for content sharing in Ambon

50.33%

Ingat penjelasan sebelumnya dan lihat fakta2 ini

Sumber : salingsilang.com

Fb user di ternate @ **0,3 %** kalo asumsinya = ambon maka FB user di Ambon dari **34.990.080** user FB indonesia jumlahnya sekitar **104.970 user atau = 25–29 % dri** penduduk kota Ambon

Sedangkan Twitter user di ambon @ **0,35 %** dari **4.883.228** twitter user indonesia jumlahnya sekitar **17.901 user . Kira2 berapa % dri** penduduk kota Ambon di usia 17 – 35 tahun ?

% Twitter user By Cities :

B2

% FB user By Cities :

“ ARTINYA ADA POTENSI YANG SANGAT BESAR UNTUK MEMANFAATKAN SOCIAL MEDIA SEBAGAI SARANA komunikasi dan berbagi konten atau file dengan Masyarakat internet (netizen)
(yang di Ambon jumlah usernya terus bertambah)



CONTOH CONTENT SHARING LEWAT SOCIAL MEDIA



Tag your tweets with #ayokemaluku

#id You are special.

@almascatie
banner2 visit ambon ini masih kalah jauh dengan campaign #AyoKeMaluku yg bikin orang ngiler ke ambon... :|

tweet beam Powered by TweetBeam.com

Free version: for evaluation only

Use TweetBeam for your event ▾



#ayokemaluku photos - INK361

ink361.com/app/tag/ayokemaluku ▾

View all photos tagged with #ayokemaluku on INK361.

Images for #ayokemaluku

Report images



More images for #ayokemaluku

#ayokemaluku Instagram Photos | Webstagramm.es

webstagramm.es/tag/ayokemaluku ▾ Translate this page

ayokemaluku Instagram Photos. Webstagramm.es is a free online Instagram web viewer.

#ayokemaluku - Easily browse image and video tagged by ...

easyinstagram.com/ayokemaluku ▾ Translate this page

Browse photos and videos shared on instagram.com and tagged with # ayokemaluku. EasyInstagram provide you to search instagram hashtag # ayokemaluku.

Instagram photos for tag #ayokemaluku | Iconosquare

iconosquare.com/tag/ayokemaluku ▾ Translate this page

Browse all Instagram photos tagged with #ayokemaluku. View likes and comments.

#ayokemaluku Instagram photos | Websta (Webstagram)

websta.me › Websta Search ▾ Translate this page

ayokemaluku Instagram photos | Use Instagram online! Websta is the Best Instagram

SOCIAL MEDIA MANAGEME NTADMIN DOs AND DON'Ts

WHAT TO DO
FIRST.

- Memperjelas dan mempertegas Positioning (Basis sosial, segmen, latar belakang dan tujuan gerakan)**
“usahakan utk selalu memperlebar segmen ”
- Memilih dengan tepat Media Sosial yang akan digunakan (group, page, blog, web, micro blogging or else atau combine)**
jang pikir biaya dolo. Semakin banyak semakin bagus asal efektif
- Analisa Hambatan sejak awal | think globaly act localy**
- Replikasi model gerakan 2 yg sudah berhasil**
- Komunikasikan sejak awal dgn orang lain atau gerakan lain**
- Pertimbangkan menseleksi Admin online yg tepat**
- Honest (seng pake Craig David pung lagu hidden Agenda)**



SOCIAL MEDIA MANAGEME NT & ADMIN DOs AND DON'Ts



THEN, WHAT NEXT :

Tantangan sebagai admin / manager taman adalah :

- ✓ Menarik pengunjung
- ✓ Membuat taman yang aman bagi pengunjung
- ✓ Mendapatkan review & feedback yg baik dari pengunjung
 - ✓ Menciptakan revenue / mempengaruhi

Tantangan yang sama dlm “ bahasa ” yg sedikit berbeda akan kita hadapi jika kita memanage sebuah komunitas / gerakan berbasis media sosial



SOCIAL MEDIA MANAGEME NT & ADMIN DOs AND DON'Ts



1. Always start from Blog/Web (with commenting system)

- Selalu perlakukan blog/web (gerakan , komunitas or else) sebagai Head Quarter (HQ) atau kantor pusat di dunia online.
- Ini berarti blog/web akan merepresentasikan keberadaan gerakan aktivitas komunitas kita di internet.
- Segala informasi yang berkaitan dengan kita (gerakan, aktivitas komunitas) harus di mulai dari blog/web ini sebelum akhirnya menyebar.

SOCIAL MEDIA MANAGEME NT & ADMIN DOs AND DON'Ts



2. Then, start set up an account (group / (better) Fan Page in facebook)

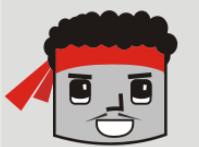
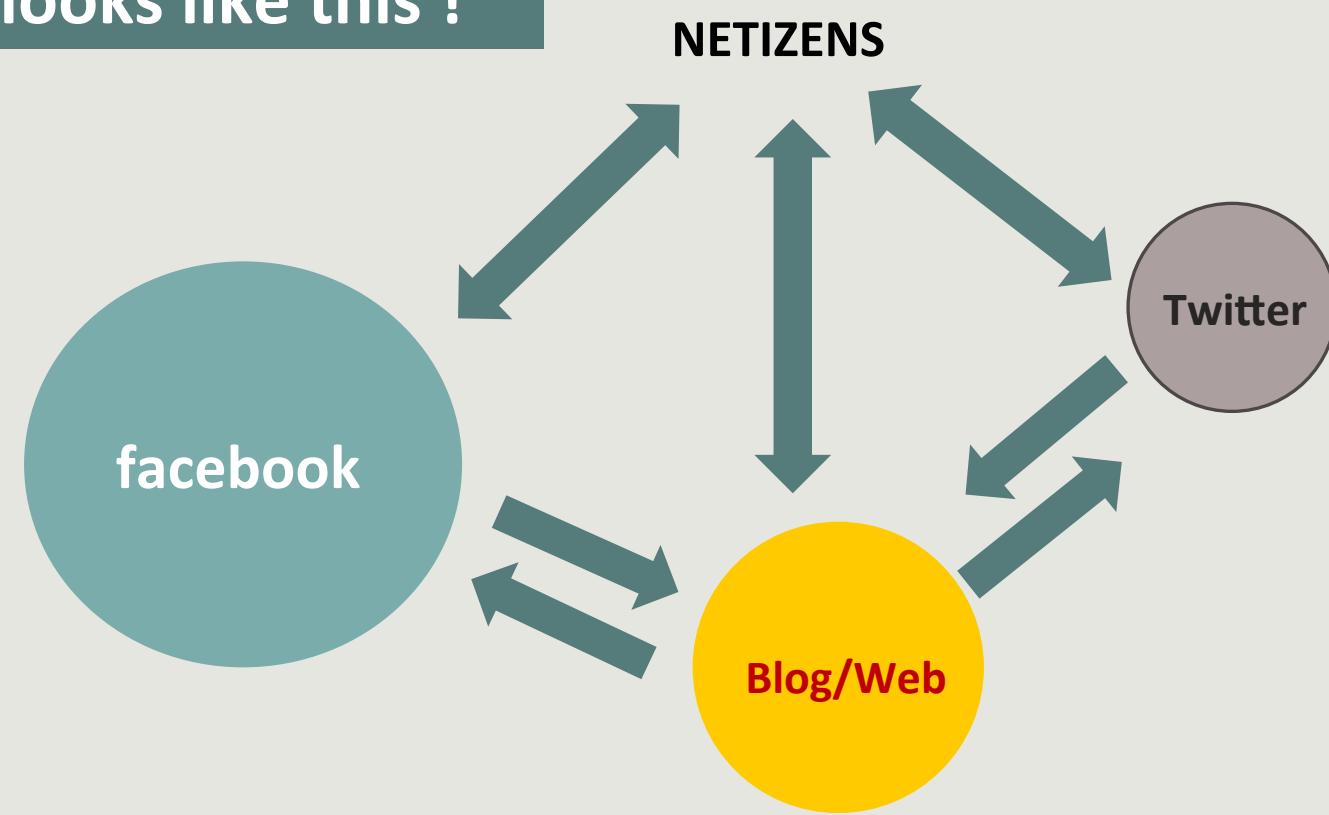
- Perlakukan akun resmi kita pada social network seperti Facebook sebagai Kantor Cabang
- Kita bisa melakukan aktivitas online di sini namun inisiasi dan informasi utama harus direfer dari kantor pusat (HQ) yaitu blog/web
- Conversation is a must!
- Don't abandon conversation (jang lempar batu lalu lari)

3. Twitter is the Next steep. Why ?

- Interaksi yg sangat aktif (so prepared ur self to follow the stream)
- Fungsi utama dari akun Twitter resmi sebagai messenger (pengantar pesan)
- Percakapan dapat dimanage secara ringan dan seperlunya di Twitter, lalu giring percakapan yg lebih mendalam di blog/web resmi kita.
- Trying to connect with popular account with similar objectives
- RT for important follower issue is a must! Dorong dengan halus dan cerdas follower untuk meng RT
- Don't abandon conversation

SOCIAL MEDIA MANAGEME NT & ADMIN DOs AND DON'Ts

It looks like this !



#AMBON
BERGERAK



SOCIAL MEDIA MANAGEME NT & ADMIN DOs AND DON'Ts

Always Remember to
humanize The Account

A screenshot of a Twitter interface. At the top, there's a dark purple header with the Twitter logo and a 'Login' button. Below it is a tweet card with a white background. The tweet text is "Selamat siang menjelang sore tweeps...:-)". It includes a timestamp "6 minutes ago via TweetDeck" and a note "Retweeted by 4 people". Below the tweet is a reply from "Yahoo_ID" (represented by a purple Y logo) with the text "Yahoo! Indonesia". At the bottom of the card is a footer bar with links: "© 2011 Twitter About Us Contact Blog Status Resources API Business Help Jobs Terms Privacy".



#AMBON
BERGERAK

A screenshot of a Twitter feed showing four tweets from the account "#ambonbergerak". The tweets are:

- "Di es pak jafar bisa sekalian mejeng liat anak ceweknya pak jafar.. almas sering ka situ... doi mah modus memang #galodjoUnite" (Feb 25)
- "Jadi panas2 baginj ada yang usul makan pisang ijo di pemuda kalo seng es pak jafar.. #galodjoUnite" (Feb 25)
- "Min.. min... *pura2 dibajak" (Feb 25)
- "Hai kakak pynuz *kedip2 mata :) #eh RT @stepynuz: I'm not falling. I'm GROWING in love. ❤" (Feb 25)
- "Bib @almascatie kalo cakalang kuah kuning santan deng kangkung tumis bagini bisa nih... #galodjoUnite ka send? #kriuk_poshu" (Feb 25)

The interface shows standard Twitter interaction icons (retweet, favorite, etc.) next to each tweet. The background features a graphic of social media icons on lined paper.

SOCIAL MEDIA MANAGEME NT & ADMIN DOs AND DON'Ts



Keep it Fun. BUT ,

***Do plan and do your home work. (tetap biasakan u
Sistematik)***

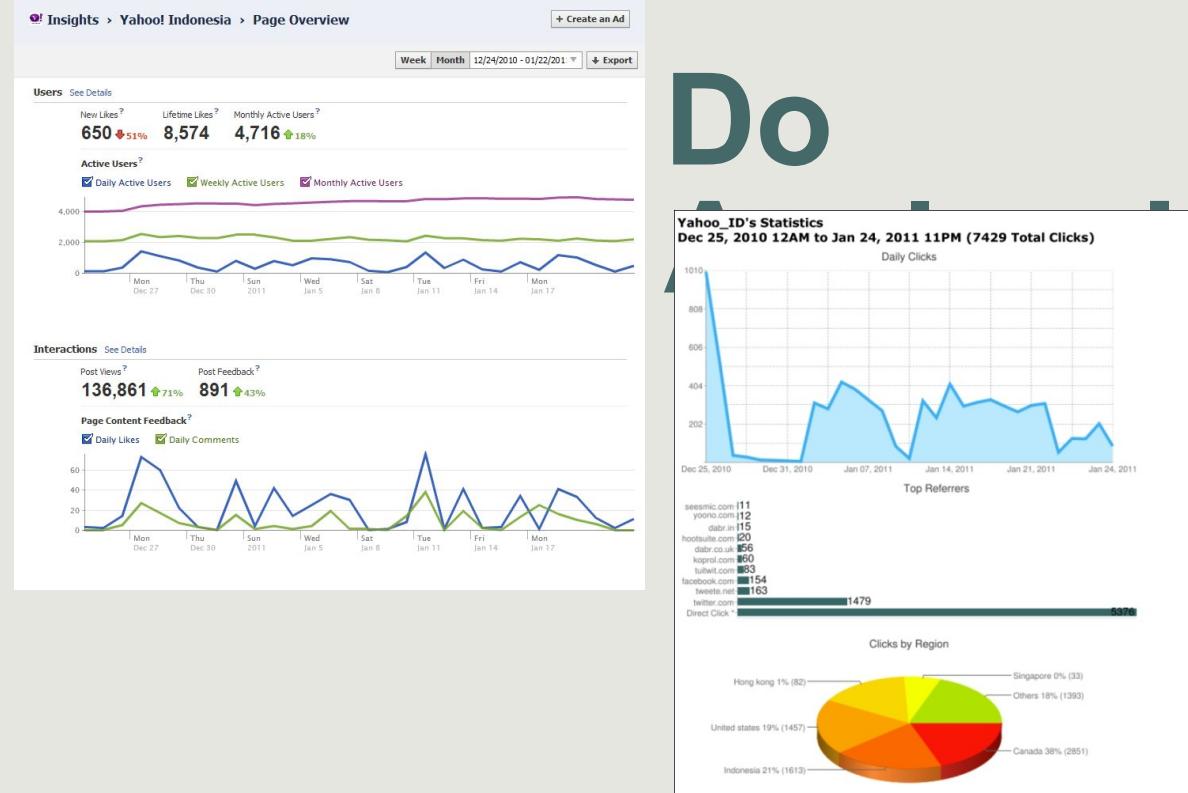
Rencanakan strategi didepan. Pikirkan apa yang hendak dilakukan (Sebaiknya sekurangnya ada dua level strategic plans; exp. annual plan (termasuk major activities) dan 3-monthly plan (termasuk aktivitas harian)

Offline Campaign is a must !

Selalu ingat bahwa ***integritas gerakan adalah bukan hanya di sosial media. Tapi yang terutama adalah dalam real life*** jadi, selalu coba untuk rekonek di social life #kopi darat with friends / followers dan selalu INGAT untuk MENSET UP RENCANA-RENCANA AKSI / AKTIVITAS OFF LINE



SOCIAL MEDIA MANAGEME NT & ADMIN DO AND DON'T



Analisa performance media sosial anda dan Selalu diskusikan secara berkala dengan orang lain dan atau gerakan lain sejenis yang juga menggunakan media sosial.
Selalu bertanya
“ MENGAPA “



SOCIAL MEDIA MANAGEME NTADMIN DOs AND DON'Ts



SOME GENERAL THUMB RULES

>> [link to video content](#)

SOCIAL MEDIA MANAGEME NTADMIN DOs AND DON'Ts



MULUTMU HARIMAUMU
KEBEbasAN BERBICARA BUKAN BERARTI ASAL NJEPLAK



SOCIAL MEDIA MANAGEME NT & ADMIN DOs AND DON'Ts

benciii bgt ama ibu2 hamil yg tiba2 dateng minta duduk.. yaa gw tau lw hamill tapi pliss domg berangkat pagi.. ke stasiun yg jauh sekalian biar dapet duduk gw aja ga hamil bela2in berangkat pagi demi dapet tmpat duduk.. dasar emg ga mau susaah... ckckck nyusain org.. kalo ga mau susaah ga ush kerjaan bu dirumah aja.. mntang2 hamil maunya dingertiin trs... tapi sndirinya ga mau usahaah... cape dehh..
[#notedtomyselfjgnnyusainorg!!](#)

*** Read all 6 comments...

Febrina: Iyaa ka, aku sering kaya gtu waktu kerja d kota. Bodo deh mau d cerewetin ibu2 lain. Emg dia doang yg mau d ngertiin. Grrrgh
2 hours ago from South Jakarta

Senorita: Ibu2 trkadang suka egois. Hehe makanya gw klo naik krta mls



SOCIAL MEDIA MANAGEME NTADMIN DOs AND DON'Ts



TREAT
PEOPLE'S
CONTENT
WISELY

Hargai
sumber info
kita,

Jangan
abuse
Content
karya
Orang lain



Almascatie AI

October 5, 2013

Tamang2 mau curhat sadiki doooo....

beta baru cek twitter maluku satu darah. mungkin seng talalu penting, tapi Beta merasa hari ini [REDACTED] seakan bermain sendiri dalam campaign #SaveAru, dengan cara dia mengajak dukungan orang untuk savearu mengambil beberapa foto dari anak2 yg ttg savearu lalu di twit seakan dia yg bikin gerakan savearu. tapi itu tidak masalah sebagai bantuan kepada kita. Yang saya takutkan adalah dia menginformasikan yang salah.

Twit dia men... See More

Like · Comment

✓ Seen by 22

View 25 more comments



Wesly Johannes lupakan ferry 😊 upaya su cukup. iko jalan bapa jack saja. stel dar kapala aer. mena!

October 5, 2013 at 11:03am · Like



Almascatie AI Wesly sabarang sa. seng lia bapa jack pero2 ferry dengan 2-4 twit sa laki2 su follow savearuislands, maluku satu darah su puji2 savearu =)) *puassssssssssssss*

dangke bapa jack!

October 5, 2013 at 11:20am · Unlike · 3



Revelino Berry steven seagal batu e..

October 5, 2013 at 12:51pm · Like



Write a comment...



Jacky Manuputty

October 4, 2013

Hari ini siapa dominasi #SaveAru ya?? hehehe

Like · Comment

SOCIAL
MEDIA
MANAGEME
NT & ADMIN
DO AND
DON'T

BE
CAUTIOS
WITH
YOUR
ACCOUN
TS

BETTER
USING
DIFFERENT
MOBILE
DEVICES

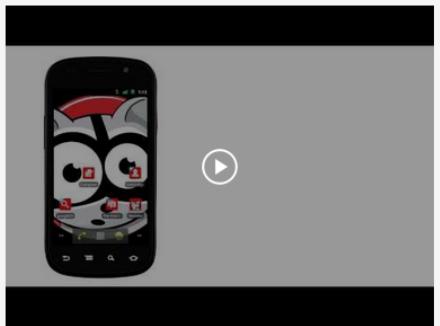
OR
USING
SYNCHRONI
SED
SOCMED
APPLICATIO
NS



#AMBON
#BERGERAK



SOCIAL MEDIA MANAGEME NT & ADMIN DO AND DON'T



Description

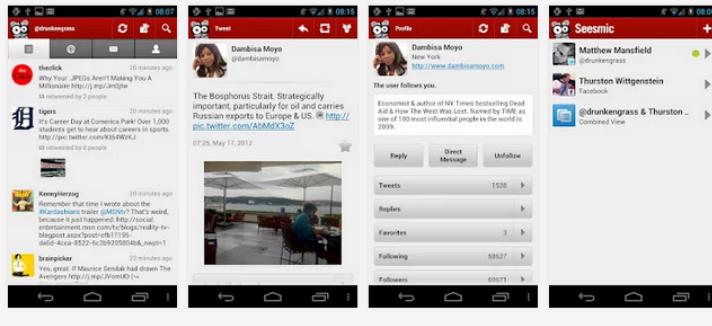
** Important app announcement: Seesmic has retired! **

Seesmic was acquired by Hootsuite in 2012, and since that time, we announced our plan to sunset the app as we focus development on Hootsuite's native Android applications. We will now be removing support for the Seesmic app and retiring the app from the Google Play directory.

We encourage current Seesmic users to switch to Hootsuite's Android app to find the most popular social media management features, including the ability to post to multiple Twitter and Facebook accounts, view your mentions and social interactions, and share rich media to your audiences.

Similar to Seesmic, Hootsuite helps you:

- * Cross-post to multiple Twitter and Facebook profiles at the same time
- * View mentions and conversation threads
- * Manage your Twitter lists
- * Search keywords, users, hashtags, and trending topics



USING SYNCHRONI SED SOCMED APPLICATIO NS

TweetDeck
by Twitter

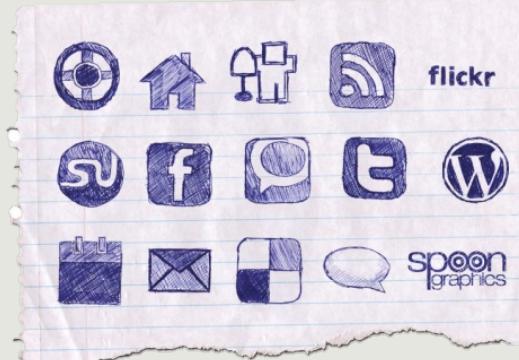
The most powerful Twitter tool for real-time tracking, organizing, and engagement.

Start Tweeting like a pro. [Learn more.](#)

New to Twitter? [Sign up](#)



SOCIAL MEDIA MANAGEME NT & ADMIN DO AND DON'T



BE WISE
WITH
YOUR
OWN
CONTEN
T

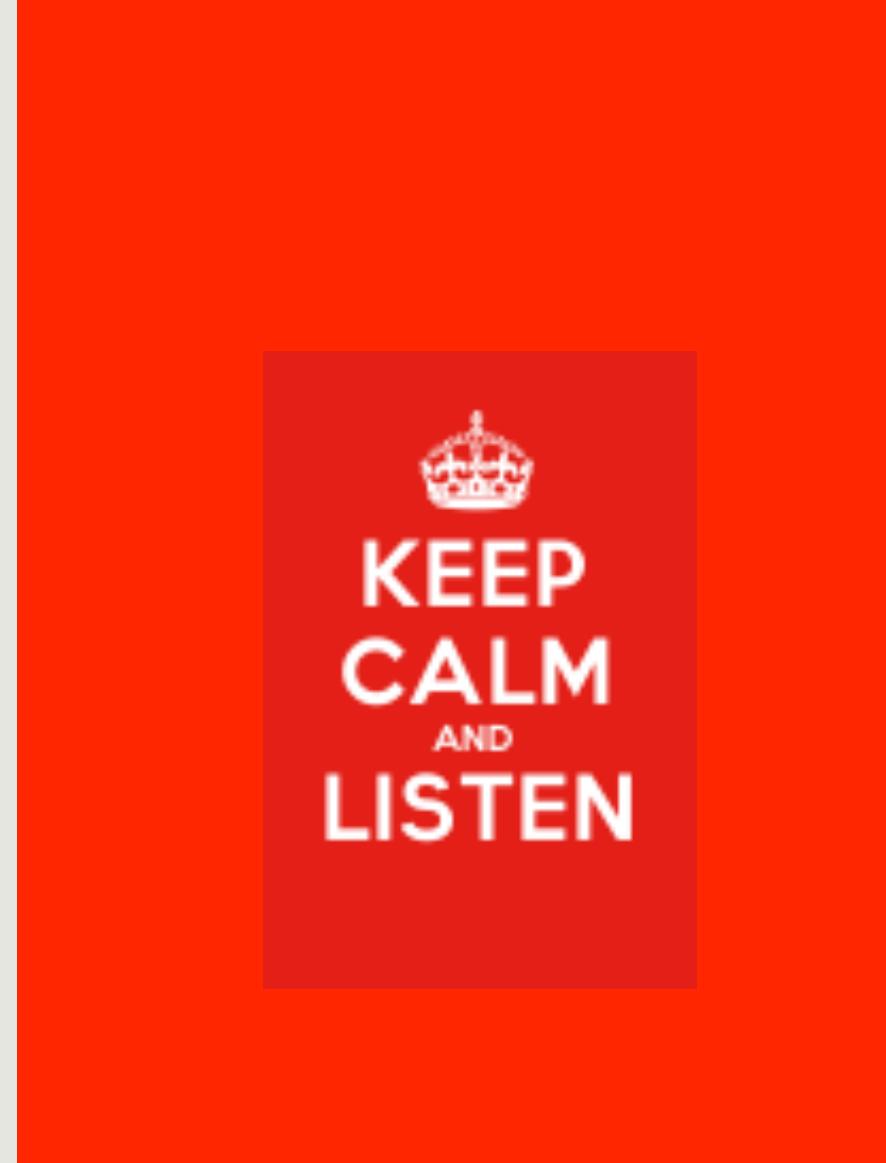


#AMBON
BERGERAK

SOCIAL MEDIA MANAGEME NT & ADMIN DOs AND DON'Ts



#AMBON
BERGERAK





BAGAIMANA
DENGAN
BERBAGI
FILE
MELALUI
**SOCIAL
MEDIA**,
PLATFORMS
?

// //
MARI
KATONG
BARENTI
BERTEORI
LALU
**LANGSUNG
PRAKTEK'**
SAJA !

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

1234567890`-=';/.,"!\@#\$%^&*()~_+{}|":?
><