

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

COFFS COAST FLY FISHING CLUB INC

INTRODUCTION TO SOCIAL MEDIA

BY DON CUMMINGS

PRESENTATION OBJECTIVES

- TO HELP MEMBERS AND FLY FISHING ENTHUSIASTS ENGAGE WITH THE CLUB AND ITS MEMBERS ONLINE THROUGH THE COFFS COAST FLY FISHING CLUB FACEBOOK PAGE.
- MAKE MEMBERS FAMILIAR WITH HOW THE 'COFFS COAST FLY FISHING CLUB' PAGE OPERATES
- HELP CLUB MEMBERS NAVIGATE SOCIAL MEDIA PLATFORMS AND UNDERSTAND SEARCH FUNCTIONS
- TO PROMOTE SELF LEARNING THROUGH ONLINE COMMUNITY'S AND PLATFORMS
- TO HELP MEMBERS CONNECT TO OTHER FLY FISHING CLUBS, GROUPS, GUIDES, STORES, BRANDS AND LOVERS OF THE SPORT WITHOUT THE RESTRICTION OF DISTANCE AND BOARDERS.

WHAT IS SOCIAL MEDIA ?

- **WIKIPEDIA DEFINES SOCIAL MEDIA AS:** COMPUTER-MEDIATED TOOLS THAT ALLOW PEOPLE OR COMPANIES TO CREATE, SHARE, OR EXCHANGE INFORMATION, CAREER INTERESTS, IDEAS, AND PICTURES/VIDEOS IN VIRTUAL COMMUNITIES AND NETWORKS.

WHY DO PEOPLE USE SOCIAL MEDIA?

- SOCIAL INTERACTION
- INFORMATION SEEKING
- ENTERTAINMENT
- RELAXATION
- EXPRESSION OF OPINIONS
- SHARING INFORMATION

COMMON SOCIAL MEDIA PLATFORMS



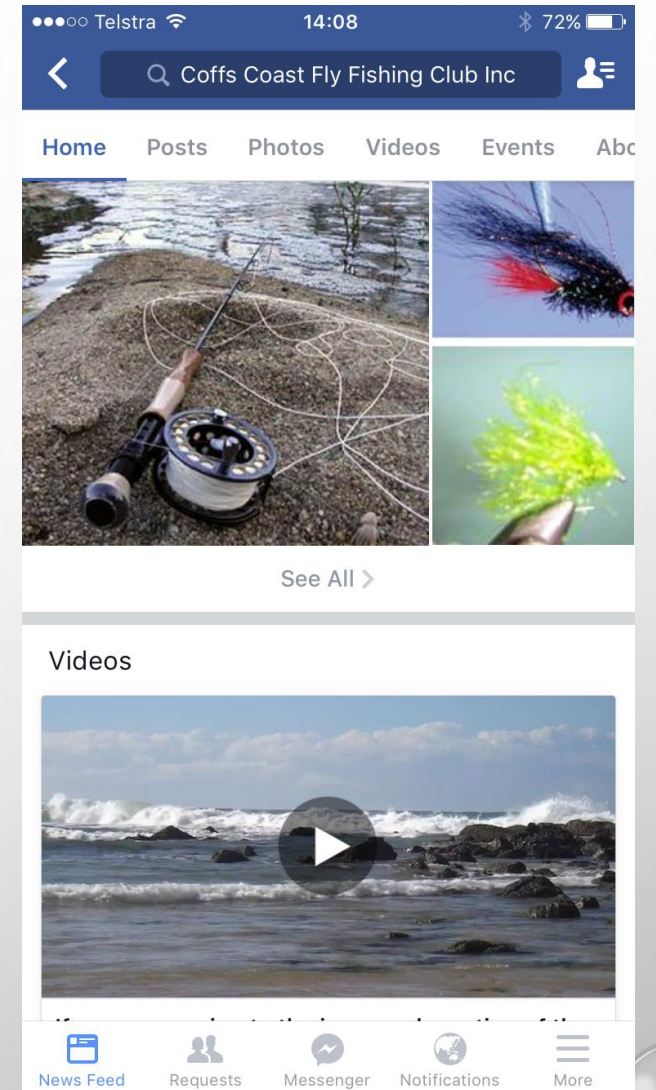
OTHER SOCIAL MEDIA PLATFORMS

- TWITTER
- LINKEDIN
- GOOGLE+
- SNAPCHAT
- PINTEREST
- VINE
- WHATSAPP



WHAT IS FACEBOOK, AND HOW CAN I USE IT?

FACEBOOK PAGES AND GROUPS ARE FOR BUSINESSES, BRANDS AND ORGANIZATIONS TO SHARE THEIR STORIES AND CONNECT WITH PEOPLE. YOU CAN CUSTOMIZE PAGES BY PUBLISHING STORIES, HOSTING EVENTS, ADDING APPS AND MORE. PEOPLE WHO LIKE YOUR PAGE AND THEIR FRIENDS CAN GET UPDATES IN THEIR NEWS FEED.





SEARCHING FOR A PARTICULAR TOPIC OR SPECIAL INTEREST GROUPS

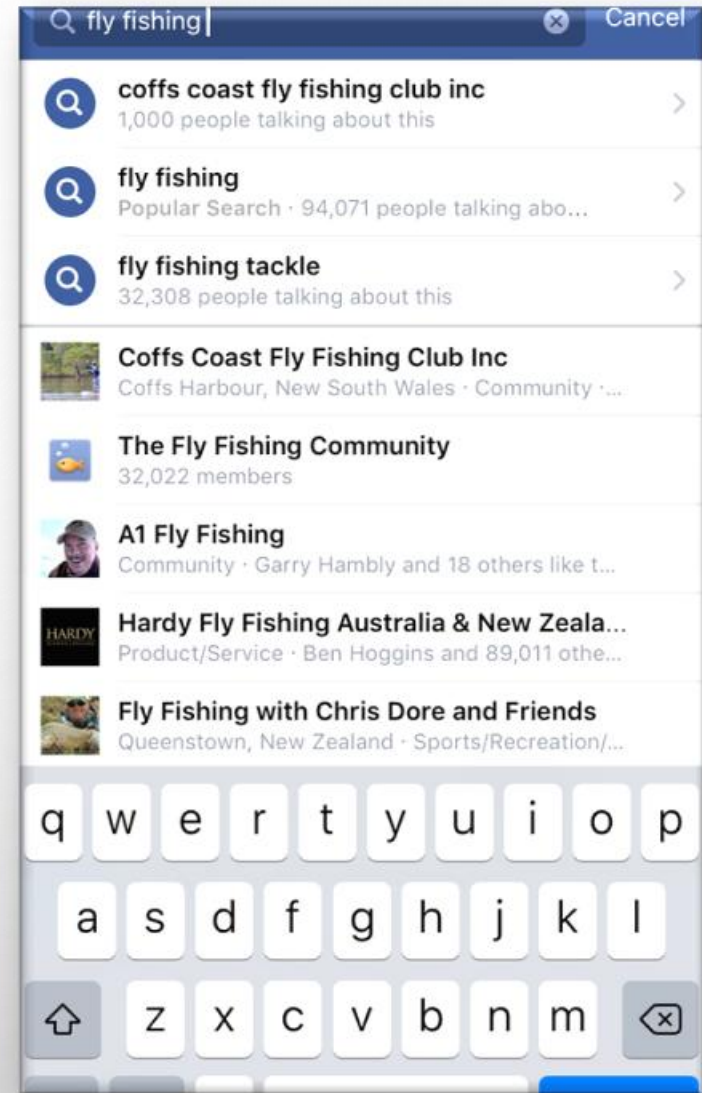
TO SEARCH FOR SOMETHING:

CLICK THE SEARCH BAR AT THE TOP OF ANY PAGE ON FACEBOOK

ENTER WHAT YOU'RE LOOKING FOR AND CHOOSE FROM THE RESULTS

WHEN TYPING SOMETHING, YOU MAY SEE SUGGESTIONS FOR WHAT YOU'RE LOOKING FOR. IF YOU SEE WHAT YOU'RE LOOKING FOR IN THESE SUGGESTIONS, CLICK IT TO SAVE TIME SEARCHING.

FACEBOOK IS REAL TIME



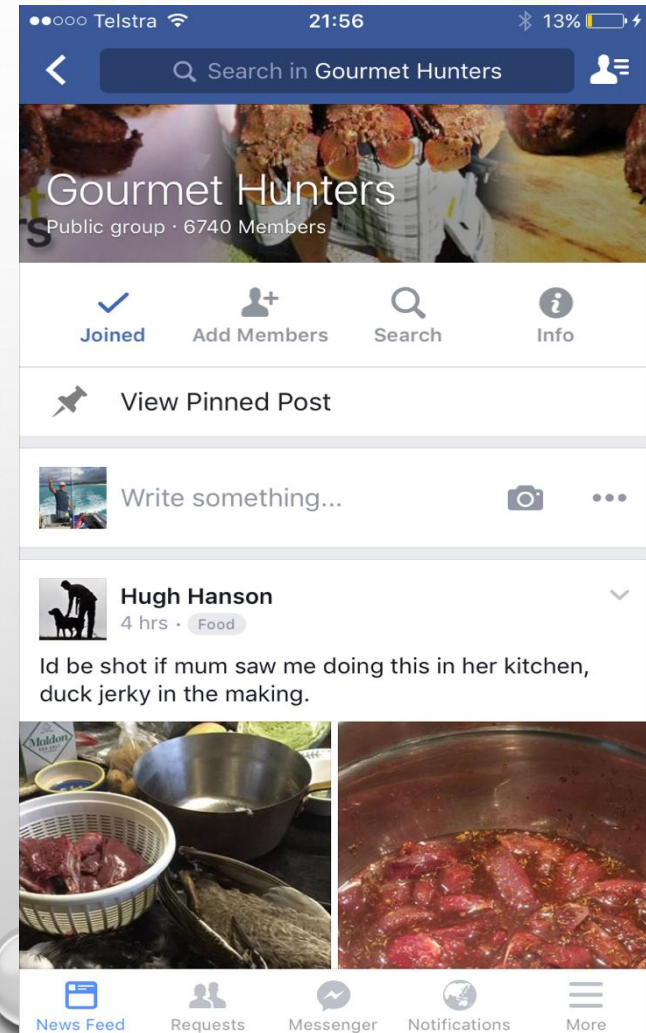
WHAT IS A FACEBOOK PAGE?

- LIKE A FRIEND'S PROFILE, FACEBOOK PAGES ENABLE PUBLIC FIGURES, BUSINESSES, ORGANIZATIONS AND OTHER ENTITIES TO CREATE AN AUTHENTIC AND PUBLIC PRESENCE ON FACEBOOK. UNLIKE YOUR PROFILE, FACEBOOK PAGES ARE VISIBLE TO EVERYONE ON THE INTERNET BY DEFAULT. YOU, AND EVERY PERSON ON FACEBOOK, CAN CONNECT WITH THESE PAGES BY BECOMING A FAN AND THEN RECEIVE THEIR UPDATES IN YOUR NEWS FEED AND INTERACT WITH THEM.



WHAT IS A FACEBOOK GROUP

- FACEBOOK GROUPS ARE THE PLACE FOR SMALL GROUP COMMUNICATION AND FOR PEOPLE TO SHARE THEIR COMMON INTERESTS AND EXPRESS THEIR OPINION. GROUPS ALLOW PEOPLE TO COME TOGETHER AROUND A COMMON CAUSE, ISSUE OR ACTIVITY TO ORGANIZE, EXPRESS OBJECTIVES, DISCUSS ISSUES, POST PHOTOS AND SHARE RELATED CONTENT.

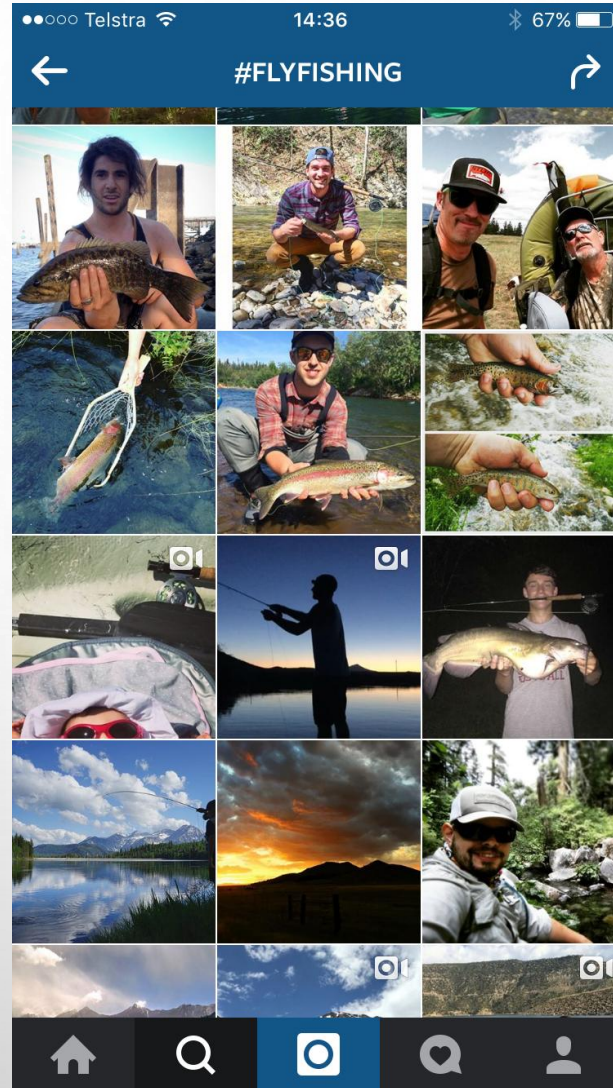




WHAT IS INSTAGRAM AND HOW CAN I USE IT?

INSTAGRAM IS A POPULAR SOCIAL NETWORK APPLICATION THAT ALLOWS YOU TO UPLOAD, EDIT, AND CAPTION YOUR OWN PHOTOS AND SHARE WITH YOUR FOLLOWERS. YOU CAN ALSO FOLLOW OTHERS BY SEARCHING FOR PARTICULAR TOPICS FINDING PROFILES THAT RESONATE WITH YOU.

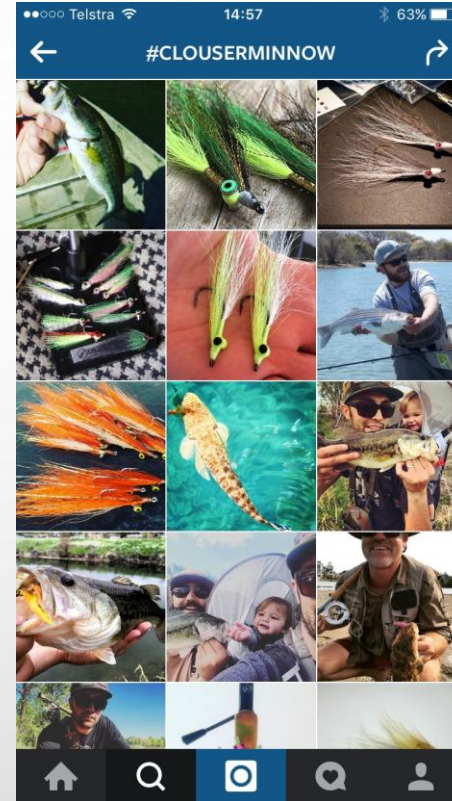
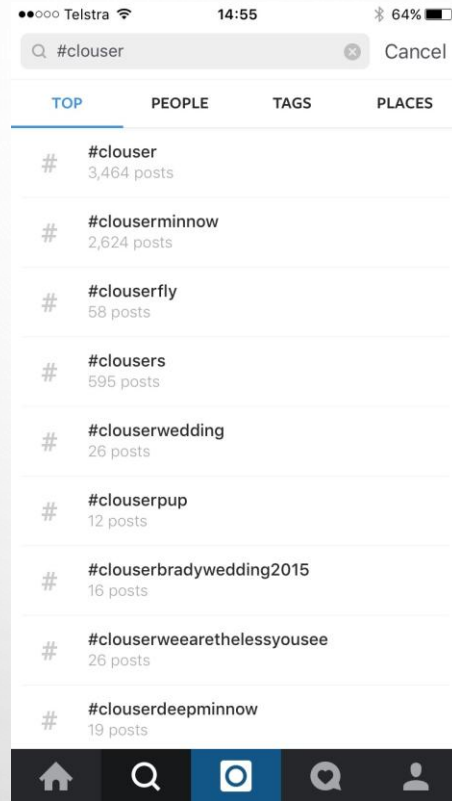
INSTAGRAM IS MOSTLY JUST ENTERTAINMENT. VIEWING PICTURES OF WHAT PEOPLE ARE UP TO OR THE LATEST PICS ON CERTAIN TOPICS TO VIEW FOR YOUR ENJOYMENT BUT THERE IS NOT MUCH DISCUSSION OR COMMENTARY.



YOU CAN SEARCH FOR A PARTICULAR SUBJECT ON INSTAGRAM BY USING THE ‘#’ KEY

IN THE SEARCH FUNCTION TYPE # AND THE SUBJECT YOU ARE LOOKING FOR.

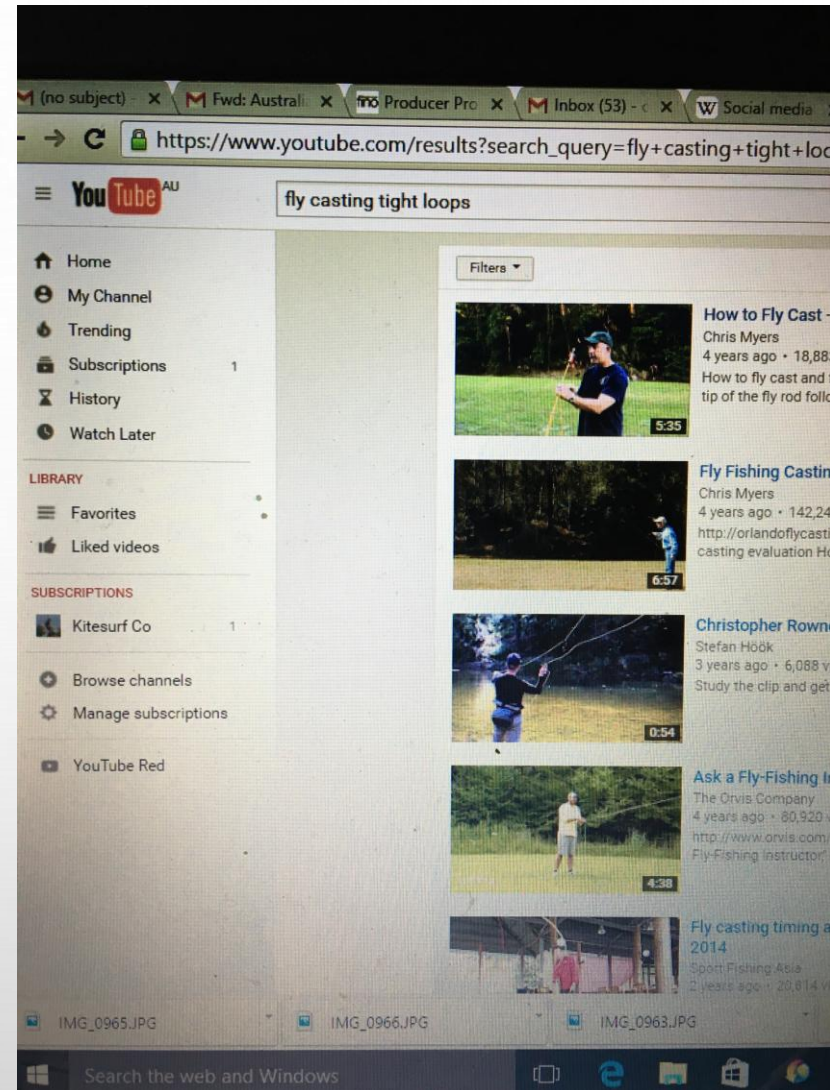
FOR EXAMPLE: #CLOUSER



WHAT IS YOUTUBE AND HOW DO I USE IT?

YOUTUBE IS A VIDEO SHARING PLATFORM THAT ALLOWS USERS TO UPLOAD VIDEO'S OF VIRTUALLY ANYTHING FROM MUSIC TO MOVIES AND HOW TO INSTRUCTIONS.

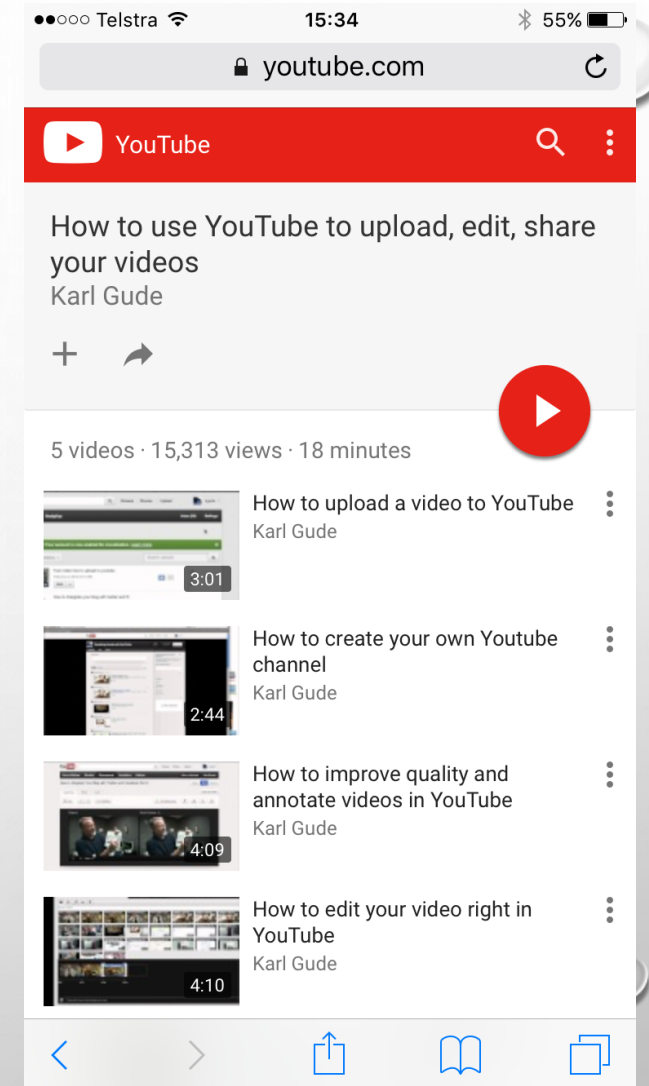
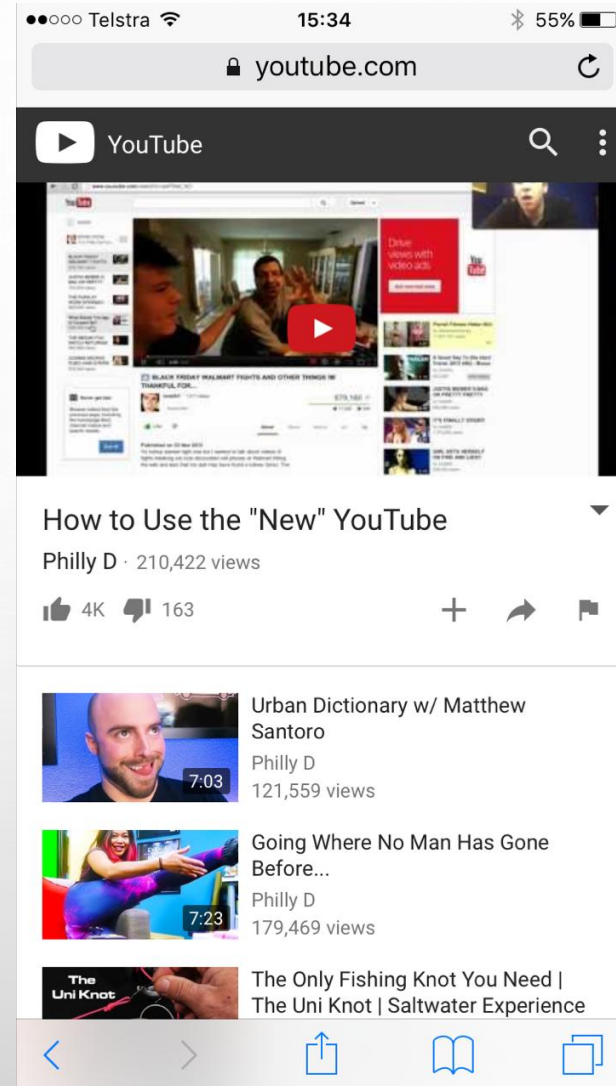
YOU TUBE IS A GREAT WAY TO LEARN HOW TO TIE KNOTS. CASTING TIPS AND FLY TYING INSTRUCTIONAL VIDEOS AT NO COST.



HOW TO SEARCH YOU TUBE

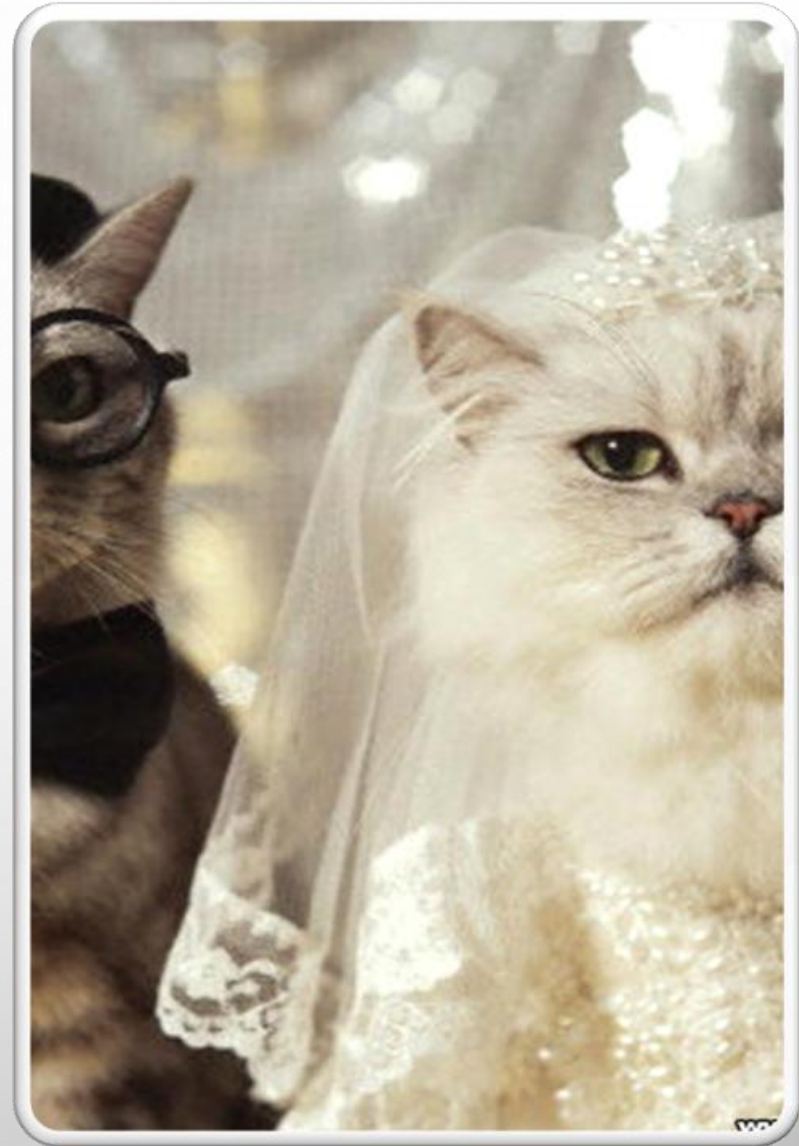
I SEARCHED THE INTERNET ON
HOW TO USE 'YOUTUBE' AND ALL I
COULD FIND WAS 'YOUTUBE'
VIDEOS EXPLAINING HOW TO USE
YOUTUBE.

ITS THAT SIMPLE!!



MORE ABOUT YOUTUBE

YOUTUBE - THE SOURCE OF MILLIONS OF ENTERTAINING AND INSPIRING VIDEOS, INCLUDING TUTORIALS, ADVICE, DEMONSTRATIONS AND HEAPS OF CAT VIDEOS :-). YOU CAN SEARCH EVERY VIDEO FROM THE ENTIRE HISTORY OF YOUTUBE BUT THERE IS NOT MUCH IN THE WAY CONVERSATION OR TWO WAY DISCUSSION. YOU WATCH A VIDEO AND EITHER TAKE IT ON BOARD OR DISMISS IT, NO-ONE REALLY AMENDS ANY ADVICE WITH THEIR OWN EXPERIENCE SO YOU NEED TO FILTER THE INFO A LITTLE YOURSELF.



ONLINE FORUMS AND HOW TO USE THEM

AN INTERNET FORUM, OR MESSAGE BOARD, IS AN ONLINE DISCUSSION SITE WHERE PEOPLE CAN HOLD CONVERSATIONS IN THE FORM OF POSTED MESSAGES. THEY DIFFER FROM CHAT ROOMS IN THAT MESSAGES ARE OFTEN LONGER THAN ONE LINE OF TEXT, AND ARE AT LEAST TEMPORARILY ARCHIVED.

A DISCUSSION FORUM IS HIERARCHICAL OR TREE-LIKE IN STRUCTURE: A FORUM CAN CONTAIN A NUMBER OF SUBFORUMS, EACH OF WHICH MAY HAVE SEVERAL TOPICS. WITHIN A FORUM'S TOPIC, EACH NEW DISCUSSION STARTED IS CALLED A THREAD, AND CAN BE REPLIED TO BY AS MANY PEOPLE AS SO WISH.



FOLLOW THE THREAD

FORUMS - LONGER LASTING AND
SEARCHABLE CONVERSATIONS WITH LIKE
MINDED INDIVIDUALS WITH ADVICE FROM
MANY PEOPLE THAT CAN BE LOOKED AT
AND ADDED TO WELL INTO THE FUTURE.
DISCUSSION TYPE LEARNING

The screenshot shows a forum post on the website sweetwaterfishing.com.au. The post is titled "Bellinger River" and was posted on December 30, 2010, at 04:07:34 PM. The author is a member named "Member" who is a "Fish Restocker" and "Legend Member". The post content includes the text "Here are a few pics of the Bellinger River" and "Bridge Street Bellingen". There are three photographs: the first shows a bridge over a river labeled "Downstream", the second shows a riverbank with trees labeled "Upstream", and the third shows a river flowing through a wooded area. On the right side of the forum, there is a "Shopping" section with a "SurfStitch" logo and several items for sale, including a jacket for \$69.97 and a pair of shoes.

The screenshot shows a forum post on the website ausfish.com.au. The post is by user "nigelr" and is dated 10-04-2006 07:01 AM. The post content is "Re: Lower Bellinger River and Bonville Creek".

Re: Lower Bellinger River and Bonville Creek

Bonville creek is a safer spot that produces good flathead and whiting. The Bellinger will also produce bream, flathead, whiting etc. Live herring caught on a jig amongst the surface 'scum' at high tide will produce flathead on the run-out, and bream on the run-in. Poddy mullet trapped at high tide will produce the same. Whiting will take yabbies pumped at low tide and fished on the bottom of the run-out, tho beach worms will be better, if more expensive! Look for a bit of dirty water to fish, shouldn't be hard after the rain we've had. There will be A LOT of boat traffic on the Bellinger over Easter, so you will need to fish within the 8km areas, and preferably early and/or late to avoid both the 'ramp rage' scenario, and the 'hoon' elements doing speed trials! Bonville creek should be a quieter proposition, (no waterskiing, jet skis etc)

DOWN FALLS OF SOCIAL MEDIA

SOCIAL MEDIA IS USER GENERATED AND THERE IS ABSOLUTELY NO FILTERING OF RUBBISH CONTENT.

THEREFORE YOU NEED TO WATCH THAT YOU'RE NOT LEARNING TO FLYFISH OFF SOMEONE WHO HAS NO IDEA WHAT THEY'RE DOING.

YOU CAN LEARN TO WORK OUT WHICH VIDEO OR SOURCE MIGHT BE MORE CREDIBLE THROUGH WHO MADE IT (MADE BY RESPECTED COMPANY VS JOE BLOGS), PRODUCTION VALUE (IS IT A SHAKY, DARK AND BLURRY VIDEO OR IS THERE SOME EFFORT PUT INTO MAKING THE VIDEO), WHAT ARE THE COMMENTS OR THUMBS UP AND DOWN ON THE VIDEO OR POST (DO THEY INDICATE THAT THE PARTICULAR ADVICE IS RUBBISH).



One fish



two fish



red fish



jew fish

THANK YOU

IN THIS PRESENTATION WE HAVE COVERED THE BASICS OF SOCIAL MEDIA.

I HOPE THAT THROUGH THE INTERNET AND MANY DIFFERENT SOCIAL MEDIA PLATFORMS YOU CAN BROADEN YOUR KNOWLEDGE AND UNDERSTANDING OF 'THE ART OF FLY FISHING'.

