

September 24 & 25 • OKDHS • Volunteerism Conference



A *Spectrum*  
OF OPPORTUNITY

*Program*

Magnuson Hotel & Meridian Convention Center





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## Training credit:

Participants will receive the code for training credits once the electronic evaluation has been completed. Thank you for your participation.

## For Certified Volunteer Administrators:

Workshops and training conducted at this conference may be used to meet the requirements for Certified in Volunteer Administration (CVA) Recertification. One Professional Development Unit (PDU) is awarded for each 50-60 minute session or contact hour in topics related to volunteer resources management. For more details, visit [www.CVAcert.org](http://www.CVAcert.org) or call 804-794-8689.



## Letter from the Coordinator

Welcome and thank you for attending the 2012 OKDHS Volunteerism Conference.

I remember as a child, the wonderment that I felt as I gazed through a kaleidoscope seeing all the various shapes and spectrums of color.

The *Spectrum of Opportunities* reflects different cultures, socioeconomics, environmental issues, political influences, education and faith based organizations in communities today.

As a volunteer manager, you masterfully entwine the talents, skills and personalities and apply them to various opportunities. What defines your community? Does your community have the resources that it needs? Have you ever thought of how communities are affected by you? What is the scope of possible outcomes?

You are an integral part in changing our communities. What can you do to immediately engage your community on the endless possibilities?

Warm regards,

*Karen Jacobs*

Karen Jacobs  
Coordinator of Volunteerism  
OKDHS Office of Volunteerism and  
Office of Faith Based and Community Initiatives



*"Successful leaders see the opportunities in every difficulty rather than the difficulty in every opportunity."*

*- Reed Markham*



# Conference At-a-Glance

## Monday, September 24, 2012

10:00 a.m.	Exhibitor Set-up – <i>Salon B,C,D</i>
9:00 a.m. – Noon	Pre-Conference Session (Invitation Only) – <i>Salon O</i>
11:00 a.m.	Registration Opens
1:00 – 2:30 p.m.	Welcome & General Session – <i>Ballroom</i>
3:00 – 4:00 p.m.	<b>Workshops:</b> Volunteering: The Surprising Benefits to Your Health – <i>Salon E</i> Making the Spectrum Connection – <i>Salon J</i> Board Self-Assessment Tools – <i>Salon K</i> Let's Get Social: What Can Social Media Do For You? – <i>Salon MN</i> Green Up After Yourself – <i>Salon O</i>

## Tuesday, September 25, 2012

7:30 – 8:30 a.m.	Continental Breakfast, Registration & Networking
8:30 – 9:30 a.m.	<b>Workshops:</b> Service Learning: Community as Classroom – <i>Salon E</i> Opportunities for Improvement – <i>Salon J</i> Nonprofit Organizations: What They Are & How They Are Led – <i>Salon K</i> The Role of Volunteers & Grassroots Partnerships in Community Preparedness & Resilience – <i>Salon MN</i> Green Up After Yourself – <i>Salon O</i>
9:30 – 9:45 a.m.	Break
9:45 – 10:45 a.m.	<b>Workshops:</b> Service Learning: Community as Classroom – <i>Salon E</i> Building Bridges to Span the Cultural Gap – <i>Salon J</i> Nonprofit Organizations: What They Are & How They Are Led – <i>Salon K</i> The Role of Volunteers & Grassroots Partnerships in Community Preparedness & Resilience – <i>Salon MN</i> Diversity is the Essence of Teamwork – <i>Salon O</i>
10:45 – 11:00 a.m.	Break
11:00 a.m. – 12:00 p.m.	<b>Workshops:</b> Opportunities for Improvement – <i>Salon E</i> Building Bridges to Span the Cultural Gap – <i>Salon J</i> Volunteering: The Surprising Benefits to Your Health – <i>Salon JK</i> Let's Get Social: What Can Social Media Do For You? – <i>Salon MN</i> Diversity is the Essence of Teamwork – <i>Salon O</i>
12:00 – 4:00 p.m.	Luncheon & Closing Session – <i>Ballroom</i>



# Agenda

Monday, September 24, 2012

11:00 a.m. – 1:00 p.m.

Registration & Networking

1:00 – 2:30 p.m.

General Session – *Ballroom*

***The Real Value of Volunteers* – Dr. George E. Young, Sr.**

**OKDHS Former Commissioner, Pastor - Holy Temple Baptist Church**

This presentation will outline the importance and significance of volunteers in the community and culture. Volunteerism is often overlooked and taken for granted. How would the world look without this valuable resource? The unseen power of volunteers has its basis in caring and caring is a powerful force.

3:00 – 4:00 p.m.

## **Workshops:**

***Volunteering: The Surprising Benefits to Your Health* – *Salon E***

**Susan Robinson, Ed.D., CHES**

There is a growing body of research pointing toward the health benefits one can attain just by volunteering. Attendees will be acquainted with how giving their time in volunteer work can enhance all six aspects of well-being. An overview of best practices on how volunteering can strengthen individuals, families and their communities will be discussed.

***Making the Spectrum Connection* – *Salon J***

**Heidi Port, Volunteer Coordinator - Metropolitan Library System**

A spectrum means there is a unifying theme between extremes at either end. Rather than balancing, you will learn to synergize the extremes of volunteerism to create the results you need. You will be provided with tools for successful integration of the needs of your organization and staff with the needs of volunteers. You will learn to fashion winning results by achieving both volunteer fulfillment and community impact. You will discover how you can quickly uncover the intangible qualities of volunteers while maximizing their tangible skills.

If you want to have fun learning, growing and creating the results you want you must attend Making the Spectrum Connection. It won't be the same without you!

***Board Self-Assessment Tools* – *Salon K***

**Connie Pirtle, Founder & Director, Strategic Nonprofit Resources**

How do we know what's working and what isn't for that group of governance volunteers known as the Board of Directors? One way is to implement a board self-assessment. This workshop will introduce several tools for Board assessment and explore the implications of the results.

***Let's Get Social: What Can Social Media Do For You?* – *Salon MN***

**Casey White, Karen Favaloro & Caroline Miller, OKDHS Social Media Team**

Do you want to learn about Facebook, Twitter and YouTube? Do you want to know how they can help you and your business? This workshop breaks down social media into manageable chunks and explains what it's all about and how it can work for you. By the end of the the workshop, participants will have a good understanding of what social media is, how to manage several



# Agenda Continued...

social media platforms and how to use social media to successfully market themselves and their businesses.

## **Green Up After Yourself – Salon O**

**Jerry Michael Shelton, Sustainability Coordinator - Department of Central Services**

The level of commitment and accountability is what separates those that simply say they want to be successful from those who actually do it. Accountability is doing what you have agreed to do, even when it means going outside of your comfort zone. It is a serious matter because without systematic accountability in an organization there is little chance of high performance. When there is a lack of commitment and accountability nonperformers thrive while diligent staff picks up the slack. Stress levels rise and communication drops. In this session you will learn seven steps to create a culture of commitment and accountability.

## Tuesday, September 25, 2012

7:30 – 8:30 a.m.

Continental Breakfast, Registration & Networking

8:30 – 9:30 a.m.

### **Workshops:**

## **Service-Learning: Community as Classroom – Salon E**

**Cindy A. Brown, M. Ed., Service Learning Coordinator - Rose State College**  
**Gina Wekke, Assistant to the Vice Chancellor for Academic Affairs at the Oklahoma State Regents for Higher Education**

Service-Learning is a teaching method that offers students an opportunity to put what they are learning in the classroom to practical use in the community. Attend this workshop and learn how service-learning benefits the community as well as the students as they develop civic responsibility through their service. Qualitative outcomes will also be presented.



## **Opportunities for Improvement – Salon J**

**Ken Rios, Business Quality Lean Six Sigma Training Instructor - OKDHS**

Process improvement is a journey. Find opportunities for improvement using Lean Six Sigma techniques based on the fundamentals of lean process improvement. We will discuss how to recognize waste in our daily processes. Discover the concepts and tools that can be used for process improvement efforts both inside and outside your area of work, finding ways to perform processes better and more effectively.

## **Nonprofit Organizations: What They Are & How They Are Led – Salon K**

**Dr. Robert L. Spinks, Director of the Master of Arts program in Applied Sociology - Nonprofit Leadership, Professor & Department Chair for Sociology & Justice Studies - Oklahoma City University**

Nonprofit organizations, known today as the Third Sector in American society, work in conjunction with business and government to create a better quality of life for all citizens. This workshop will help attendees understand how nonprofits work, how they are governed and led, and the community partnerships that can be formed.



# Agenda Continued...

## *The Role of Volunteers & Grassroots Partnerships in Community Preparedness & Resilience – Salon MN*

Tim Lovell, Executive Director - Tulsa Partners, Inc.

This presentation will discuss the role of community volunteers and collaborative partnerships in making resilient communities. Basic principles of community resilience will be shared. The workshop reviews, through speaker presentation and participant feedback, how community resilience is being fostered through volunteer action and collaboration in communities.



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### *Building Bridges to Span the Cultural Gap – Salon J*

Valerie Sherrer, Founder - Novo Ministries

Imagine what it would be like if you were dropped in the middle of nowhere without a map, a phone, or a friend. Often, that's how the volunteers feel when they interact with the individuals we serve, especially those from a different culture. Oklahoma City is comprised of inner-city communities filled with children that are hungry for caring adults to pour into their lives. It's important to guide and train volunteer teams towards a greater understanding of inner-city culture and how to interact with the children, families and other members of those neighborhoods.

This session will give you a glimpse of some of the realities of our inner-city communities, provide direction on how to communicate these realities to your volunteer teams and offer practical advice on next steps for further education in this area.



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**Diversity is the Essence of Teamwork – Salon O**

Michael E. Owens, Manager of Library Operations - Ralph Ellison Library

As leaders, supervisors, and managers, our quest is to build efficient and productive teams. It is clear that simply choosing talented people will never achieve this end. At the core of high-functioning teams are such concepts as trust, loyalty, and empathy, but beyond this rests a commitment to diversity. How do we create a truly diverse team? Designing a team that represents and celebrates not only race and gender but diversity of opinions and competing worldviews is our challenge. At this workshop, you will learn strategies for creating healthy teams and reinvigorating teams that are dying because they simply tolerate each other. Our conversation will move you beyond toleration to coexistence, in your workplace and beyond.

10:45 – 11:00 a.m.

Break

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12:00 – 4:00 p.m.

Luncheon & Closing Session – **Ballroom**

**Dr. Marla Sanchez, Founder & CEO - Spectrum Temperament Development, Inc.**

Explore a fun and exciting method for helping people better understand themselves and others. Participants are introduced to the different personality styles using the language of color. Understand your strengths, needs and motivators, while learning to value the differences of individuals around you.



## *Dr. George E. Young, Sr.*

Dr. George E. Young, Sr., Doctor of Ministry, M.A. in Ministry (Magna Cum Laude), M. Div. (Cum Laude), MBA, (former) Board Certified Chaplain (BCC) with the Association of Professional Chaplains and is currently Senior Pastor at Holy Temple Baptist Church in Oklahoma City and a former Commissioner for the Oklahoma Department of Human Services.

Pastor Young is currently under supervision for Licensing as an Alcohol and Drug Counselor, in addition he is a Certified Behavioral Health Case Manager. He also serves as a Commissioner for the One Awards (a program of the Center for Non-Profits) which selects non-profits from across the state for high performance. Pastor Young completed a Merrill Fellowship with Harvard Divinity School, in Cambridge, Massachusetts in 1996. Pastor Young is one of the founding members of the task force on Minority Health with the State Department of Health. He was awarded and completed the "Sabbatical Grant for Pastoral Leaders" from the Louisville Institute of Louisville Seminary (Lily Foundation). He is Board Member and/or Trustee for Red Cross of Central Oklahoma, United Way of Central Oklahoma (Ethics Officer), Big Brothers and Big Sisters of Oklahoma and Leadership Oklahoma City, where he currently serves as Co-chair for Classes XIX and XXX, Pastor Young is a trustee for Phillips Theological Seminary, where he also serves as an Adjunct Professor and was selected "Distinguished Alumnus". He is the Past and Founding President for the African American Clergy for the Prevention of Aids. He has been honored to serve as Honorary Co-Chair of the Annual Grandparents Raising Grandchildren Conference. He is the past President of the Progressive Oklahoma Baptist State Convention and Oklahoma Conference of Churches. He has also received the "Good Neighbor" award for community development from the Oklahoma Conference of Churches and "Community Service Award from the Interfaith Alliance of Oklahoma. He led Holy Temple in the construction of an independent living Senior Housing Project (Temple Gardens).

Temple Gardens received the Oklahoma Housing Finance Agency "2007 Honoring Excellence in Affordable Housing Award in the Elderly Housing Category."

Dr. Young is married to the Reverend Dr. Thelma Chambers-Young, has two children and three wonderful grandsons.





## *Dr. Marla G. Sanchez*

Marla G. Sanchez, PhD., is the founder and CEO of Spectrum Development, Inc., a national training company committed to developing people and enhancing relationships. She serves as an organizational development consultant and trainer to private businesses, state and federal organizations, and educational institutions. She is highly regarded for her expertise and practical application on the subjects of personality styles, interpersonal dynamics, workplace behavior, human sexuality, and family life education. Dr. Sanchez has a Doctorate in Family Relations and Child Development, is a Licensed Professional Counselor, a Licensed Behavior Analyst, and a Certified Sex Educator. She is the author and co-author of numerous training curriculums and associated materials. In addition to consulting and training, Dr. Sanchez devotes time to lecturing at conferences and maintaining a private counseling practice in Tulsa, Oklahoma where she lives with her husband, George, and their two children, Lacey and Cruz.



*Keynote Biographies*



## *Cindy A. Brown*

Cindy A. Brown is retired from the state of Oklahoma after 37 years of service. Her encore career includes Service-Learning Coordinator at Rose State College and Adjunct Instructor at Rose State, Oklahoma City Community College, and Southern Nazarene University. Courses she instructs include Introduction to Sociology, Cultural Diversity in Law Enforcement, Adult Development & Aging, Sociology of Death & Grief, Family Dynamics, and Social Class.

## *Karen Favaloro*

As a senior Web content editor and social media specialist, Karen Favaloro contributes to the day-to-day content of the OKDHS.org website. She assists other OKDHS divisions and offices in building and maintaining their web presence. Her work ensures the agency's web-based applications and websites, as well as sites created for OKDHS by contractors, are compliant with the Oklahoma Electronic and Information Technology Accessibility (OEITA) Law and Section 508 of the Workforce Development Act of 1998. Karen has a bachelor's degree in marketing from the University of Oklahoma. In her spare time, she attends University of Oklahoma sports events, Oklahoma City Thunder games, runs and plays indoor soccer. Karen and her husband, Kris, have a son, Kaleb, and a daughter, Kylee.

## *Karen Jacobs*

Karen Jacobs, a 34-year employee of the Oklahoma Department of Human Services, became the Coordinator for Volunteerism for the agency in 2001. Karen also has oversight of the Office of Faith Based and Community Initiatives. She chairs the OKDHS Volunteer Council and oversees volunteer activities in the human service centers and resource centers statewide.

Karen is chairperson of the Oversight Committee for State Employee Charitable Contributions, a member of the Central Oklahoma Volunteer Administrators (COVA), the Academy of Hospitality and Tourism Advisory Board, Wings of Harmony Advisory Board, served as Vice-President of the Area I Foster Grandparent Advisory Council, and on the DPW Credit Union Board and Supervisory Committee.

In May 2008, the Oklahoma Department of Human Services established the Karen D. Jacobs Volunteer Award which will be given to an individual or organization that exemplifies the character of volunteerism that established under her leadership. Other recognitions include the OKDHS Black Heritage Committee Community Services Award, the Central Oklahoma Integrated Network Systems Founders Volunteer Award and the Tinker Air Force Base Family Advocacy Program Community Services Award.

For 19 years she held various positions in PTSA at Parker Elementary, Rogers Middle School, and Star Spencer High School, and is currently serving on the Family & Consumer Science Advisory Board and continues to serve as a band booster. Karen shared her volunteerism at Upward Transitions, COINS, Oklahoma Minority Supplier Development Council, and the Red Earth Expo.

Ms. Jacobs received a bachelor of business administration degree from the University of Central Oklahoma.



Ms. Jacobs is very active in her church, where her husband, Ronnie, serves as associate pastor. For over 30 years, she held many positions in the western district association. Karen is the proud mother of three children and two grandchildren.

## *Jim Lovell*

Tim Lovell has been the Executive Director of Tulsa Partners, Inc. since 2004, overseeing a variety of initiatives related to mitigation, preparedness, response, recovery and sustainability. He was recruited by the City of Tulsa Project Impact office in May 2000, after nearly 20 years of experience developing public-private partnerships with faith-based and community-based organizations in the areas of social service ministry, community revitalization, and historic preservation.

Building on Tulsa's existing mitigation activities, Mr. Lovell utilized partners to implement grants promoting tornado saferooms. He assisted in the creation of Tulsa Partners, Inc., a 501(c) (3) non-profit agency designed to support the building of a disaster-resistant and sustainable community. He negotiated a 2003 "McReady" partnership with a local McDonald's cooperative that was later expanded statewide under the Oklahoma Department of Emergency Management and other partners from 2004 to 2011.

Mr. Lovell leads Tulsa Partners' current outreach activities under three core programs: the Disaster-Resistant Business Council, focused on business and nonprofit continuity of operations; the Language and Culture Bank, focused on the integration of diverse grassroots language and cultural groups into a community's emergency response; and the Millennium Center for Green and Safe Living, focused on low impact development and sustainable, disaster-resistant construction.

Mr. Lovell is a founding Board Member and current Secretary of the Natural Hazard Mitigation Association (NHMA). He has a Master of Management degree in Nonprofit Administration and currently serves on Oklahoma's State Citizen Corps Council.

## *Caroline R. Miller*

Caroline R. Miller is currently serving as photographer and social media specialist for the Oklahoma Department of Human Services. In addition to her position at OKDHS, Caroline adjuncts at Oklahoma City University teaching digital photography and manages her personal IronLace Photography business. Caroline's objective in her work is to create awareness within her audience as well as to challenge the everyday audience into viewing things from a different perspective. Caroline holds a bachelor's degree in theater from the University of Science and Arts of Oklahoma and a master's degree in photography from Oklahoma City University.

"There is incredible power in the arts to inspire and influence." - Julie Taymor

## *Michael E. Owens*

Michael Eric Owens is the Manager of Library Operations at the prestigious Ralph Ellison Library in Oklahoma City and an Adjunct Professor of African-American Studies at Northcentral University. He is also a distinguished scholar, writer, speaker, and activist who has used his voice and literary passion to illuminate the untold stories of Black America.



Born and raised in the inner city of Milwaukee, Michael Owens experienced first hand the many challenges facing minorities today. Following a successful career in the United States Navy where he achieved Sailor of the Year honors, he attended the University of Wisconsin-Parkside earning degrees in History and Political Science, as well as the Outstanding Graduate Award. He received his Master of Library & Information Science from the University of Wisconsin-Milwaukee.

Throughout his career, Michael has received countless awards and is a proud member of the National Scholars Honor Society. In 2005, he was invited to serve as a delegate to the National Foreign Affairs Conference on Africa. He has written extensively on the obstacles to achieving racial reconciliation and equality. Michael has appeared on such programs as OKC Metro and the Fox Morning Show. He has also done multiple national radio interviews. His latest literary work is titled YES, I AM, WHO I AM: A New Philosophy of Black Identity. Professor of History Laura Gellott sums up this recent work thusly: Owens' book "is the result of much reading, research, and deep reflection. Part history, part memoir, part meditation, it is ultimately a hope filled summons to Blacks to embrace and claim their full identity as Americans. Michael Owens' critique of 'African American' as identity is sure to provoke, and to raise further questions as the reader follows Owens' journey of discovery towards a usable Black identity for contemporary America."

After arriving in Oklahoma City in 2008, Michael became actively involved in the community. Not only has he been successful in making the Ralph Ellison Library the information hub of the Northeast community, he has worked jointly with other leaders to ensure that literacy is a priority. Michael has partnered with multiple community organizations: the Special Friends of the Ralph Ellison Library; Oklahoma Department of Minority Health; Oklahoma Parent & Resource Center; and Langston, Oklahoma City and Southern Nazarene Universities. Since his arrival, Michael has been at the forefront of promoting library services and developing young people into lifelong readers. Michael was named the 2012 Educator of the Year by Perry Publishing & Broadcasting Company. He is an advocate for community engagement, and he continues to be instrumental in coordinating the Annual Juneteenth Celebration which receives statewide recognition and reenergizes the community. Michael serves on the Advisory Board for the Langston University Graduate Program as well as the Oklahoma African American Coloring Book. He is a Member of the Black Chamber Commerce Board, and he serves as the Chair of the Ralph Ellison Centennial Celebration (2013-2014) Outreach Committee.

## *Connie Pirtle*

Connie Pirtle is the Founder and Director of Strategic Nonprofit Resources, serving nonprofit organizations to strengthen their volunteer and community engagement. For more than 20 years, Connie has worked with trustees, volunteers, volunteer resource managers, executive directors, and senior staff members to create and implement strategies for effective volunteer engagement.

Prior to forming her company in 1997, Connie was Vice President for Volunteerism at the League of American Orchestras (formerly American Symphony Orchestra League) for ten years, where she was responsible for programs and services for orchestra boards and volunteers across the United States. Her primary responsibilities included creating annual conference training sessions, developing board and volunteerism publications, conducting board self-assessment programs, publishing a national newsletter, and presenting regional seminars and workshops.

Connie's current services include capacity building seminars and workshops, board



development retreats and workshops, board self-assessments, volunteer program assessments, and facilitated planning events. Every service is customized to meet the needs and expectations of her clients. Some of her clients include The Supreme Court of the United States, The Newark (NJ) Museum, National Assembly of State Arts Agencies, and The Konzerthaus in Berlin, Germany.

Connie has lectured at the Georgetown University Center for Public & Nonprofit Leadership, and she has been an instructor for Portland State University's onsite Volunteer Engagement and Leadership Program. She has published papers and articles in The International Journal of Volunteer Administration and Nonprofit and Voluntary Sector Quarterly. Connie also writes an online volunteer management advice column. "Ask Connie" appears monthly at [www.VolunteerToday.com](http://www.VolunteerToday.com).

Connie is an active volunteer, having served on the board of the American Association for Museum Volunteers, where she was Executive Editor for AAMV's 2007 book, *Transforming Museum Volunteering: A Practical Guide for Engaging 21st Century Volunteers*. For two years she was on the Stewardship Council for The Appalachian Trail Conservancy. Currently she serves as an editorial reviewer for the International Journal of Volunteer Administration; Chairman of Managers of Volunteer Programs in the Arts; and a nonprofit career counselor for The Women's Center in Vienna, Virginia.

## *Heidi Port*

A native Oklahoman, Heidi Port graduated from Oral Roberts University in 1991 with a bachelor's degree in English Literature. Working six years for a national youth organization, she trained and mentored numerous volunteer leaders while recruiting, training, scheduling and supervising 150 volunteers per week for five weeks each summer. In addition, she taught adult college level courses in developing and increasing communication and people skills. Heidi came to the Metropolitan Library System in 1997 as the Development Assistant, working with the Library Endowment Trust and writing grants.

In 1999, with extensive experience in volunteer administration, Heidi became the Volunteer Coordinator for the Library System. Since that time she has implemented a series of workshops training library staff to work with volunteers, developed a Staff Volunteer Program to encourage volunteerism in the community, and organized the Event Employee Program giving staff outlets for promoting library services beyond the library branches. With a goal of creating new avenues for community involvement through volunteer opportunities within and beyond the Library System, she strives to increase positive Library exposure and service to Oklahoma County.

## *Ken Rios*

Ken Rios joined the Oklahoma Department of Human Services (OKDHS) in March 2011 as an ISSC III for the Data Services Division. Mr. Rios has been the trainer for the OKDHS LEAN/Six Sigma White Belt training course since that time. Additionally, he developed curriculum to expand the training program to include Yellow Belt Certification and has been conducting Yellow Belt training courses since May of 2012.

Ken received his Bachelor's degree from the University of Oklahoma's Michael F. Price College of Business with a specialization in Business Management. He also earned a



Green Belt Certification in process improvement methodologies from OU's LEAN Institute in January 2012 and has over a year's worth of experience implementing Six Sigma practices for the agency. Mr. Rios' skill set includes facilitation of projects, meetings and rapid improvement events.

## *Susan Robinson*

Susan Robinson is a health educator for the State of Oklahoma employee wellness program, "OK Health." She is a Certified Health Education Specialist through National Commission for Health Education Credentialing. Prior to working for the state she taught in Oklahoma at OU, UCO and SNU and in Kansas at ESU. She earned her bachelor's degree in Fitness and Wellness Management and Masters in Education at Southern Nazarene University and Doctorate of Education in Health Promotion at Oklahoma State University. Susan specializes in stress management and the psycho/social determinants of health behavior and desires to help state employees attain a quality of life and wellbeing. Her hobbies include travel, exercising and singing in community and church choirs. She has been riding an express bus to work for the last five years and strongly believes in the overall health benefits public transportation has to offer.

## *Jerry Michael Shelton*

Mr. Shelton has worked for Department of Central Services for over 3 years. As the Sustainability Coordinator his purview on compliance with the new law SB1096, indoor air quality, recycling and communication. Jerry has earned his Bachelor's degree in business with an emphasis on logistics and is currently enrolled at the University of Central Oklahoma in the MBA program.

## *Valerie Sherrer*

After my high-school graduation, my 5-year plan certainly didn't include "Oklahoma City" – it wasn't even on the "maybe" list. However, some precious children stole my heart and changed my mind. Through a last-minute decision to become a short-term volunteer in the Oklahoma City public schools during the late 90's, I was introduced to boys and girls who were struggling with poverty, broken families, academic challenges, and unsafe neighborhoods. Suddenly the statistics of 1 in 5 children living in poverty or over 4500 children having an incarcerated mother or 1 out of every 100 kids being victims of abuse or neglect weren't just numbers. They weren't just some statistic someone quoted. They had a face. They had a name. Jillian, Essence, Roberto. Those statistics hugged me, laughed with me, and sometimes cried in my arms. I couldn't believe what these children were facing – realities I'd only heard about, never known. It shouldn't have to be this way. I had to do something.

I knew I needed training, money, and a plan (among other things). College, a stint as a personal chef, voracious self-study, and lots of hands-on experience while volunteering began to lay a foundation for what I would be doing with the rest of my life. It took a few years, but I finally was ready and decided to mobilize a team of passionate individuals to help reach the Jillians and Robertos of Oklahoma City. In 2003, I started the initial work of reaching children through faith-based programming in the Oklahoma City public schools



that has now grown into Novo Ministries. Over the past 9 years, I have grown in my understanding of the inner-city, effective outreach to children, and leadership skills. This has been a journey I would never have foreseen, but one I wouldn't trade for the world! My passion is reaching inner-city boys and girls seeing their lives radically changed - each and every day!

## *Dr. Robert L. Spinks*

Dr. Robert L. Spinks, a native Oklahoman and three-time graduate of Oklahoma State University, is Director of the Master of Arts program in Applied Sociology-Nonprofit Leadership, and Professor and Department Chair for Sociology and Justice Studies at Oklahoma City University.

Prior to assuming this responsibility in January, 2011, he served in executive leadership positions in the nonprofit arena for over 30 years, including 10 years as President and Chief Executive Officer for United Way of Central Oklahoma. Bob received a bachelor's degree in music education in 1973, and masters (1978) and doctoral (1980) degrees in educational administration. A lifetime worker with youth, he later served as a professional with the Last Frontier Council, Boy Scouts of America for 16 years, and credits his nearly 50 years of Scouting experiences for any success he has had in life. Prior to coming to United Way, he served as Executive Director of the Community Council of Central Oklahoma.

## *Casey White*

Casey L. White serves as a communications and social media manager for the Oklahoma Department of Human Services. As part of a dynamic team, she strives to promote and develop awareness of the agency, its programs and campaigns. Casey manages and maintains OKDHS' social media presence and content and monitors conversations about the agency within the social media community. She also helps to create and maintain content for the agency's internet and intranet websites and coordinates several special projects and events. Casey holds a bachelor's degree in family studies and gerontology from Southern Nazarene University. She and her husband, John, make their home in Oklahoma City with a small menagerie of animals.



## *Thank You!*

Special thanks to the volunteer conference planning committee, community partners, exhibitors and participants. We trust this conference provided inspiration, motivation and education.

### *Committee Members*

Brett Hayes  
Patty Heer  
Karen Jacobs  
Maureen LeBlanc  
Jeff D. Lowe  
Tammy Rogers  
Rebecca Snellen  
Catherine Vanderpool

### *Sponsors*

Magnuson Hotel & Convention Center  
IPGI  
OKDHS  
OK Foster Wishes  
OU Center for Public Management

### *Exhibitors*

Ally's House  
Arbonne International  
Central Oklahoma Volunteer Administrators (COVA)  
Citizens Caring for Children  
OKDHS Completing the Circle  
Cookie Lee Jewelry  
Easter Seals Oklahoma  
IPGI  
OKDHS Office of Volunteerism  
OK Foster Wishes  
Oklahoma Lawyers for Children  
One Church, One Child of Oklahoma  
Prism Place  
Scentsy  
Susan G. Kohman Center for Central & Western Oklahoma  
Verna's Jewelry  
Volunteer Center & Community Initiatives  
Wonderfully Made Foundation  
111 Project



## VOLUNTEERING: THE SURPRISING BENEFITS TO YOUR HEALTH & WELL- BEING

Susan Robinson, Ed.D CHES  
OKHealth Wellness  
Employee Benefits Department of HCM  
Office of Management & Enterprise Systems

### Connection Between Volunteering and it's Benefit to Health/Wellness

- ☐ Health & Wellness Defined
- ☐ Oklahoma's Health Status
- ☐ Definition of Altruism, Volunteering & Random Acts of Kindness
- ☐ Overall Health Benefits to Volunteering

### Definition of Good Health

- ☐ Doctors say "absence of disease"
- ☐ World Health Organization says "a state of complete physical, mental, emotional, environmental, occupational & social well-being"

STRESS IS RESPONSIBLE FOR  
UP TO 90% OF WHY PEOPLE  
GO TO THE DR



## Altruism & Volunteering


- ☐ First known use 1853 French - *altruisme*, from *autrui* other people.
- ☐ Unselfish regard for or devotion to the welfare of others
- ☐ Voluntarily offering himself or herself for a service or undertaking
  - ☐ willingly and without pay

HELP OTHERS

## Random Acts of Kindness

*"Science is proving what the sages and mystics have known for eons; when people open their hearts, in an act of compassion in action, everyone benefits, including the people giving of themselves."*


- ☐ What makes random acts of kindness so special?
  - ☐ Done where nothing is expected in return
  - ☐ It is highest form of love.

HIGHEST FORM OF 

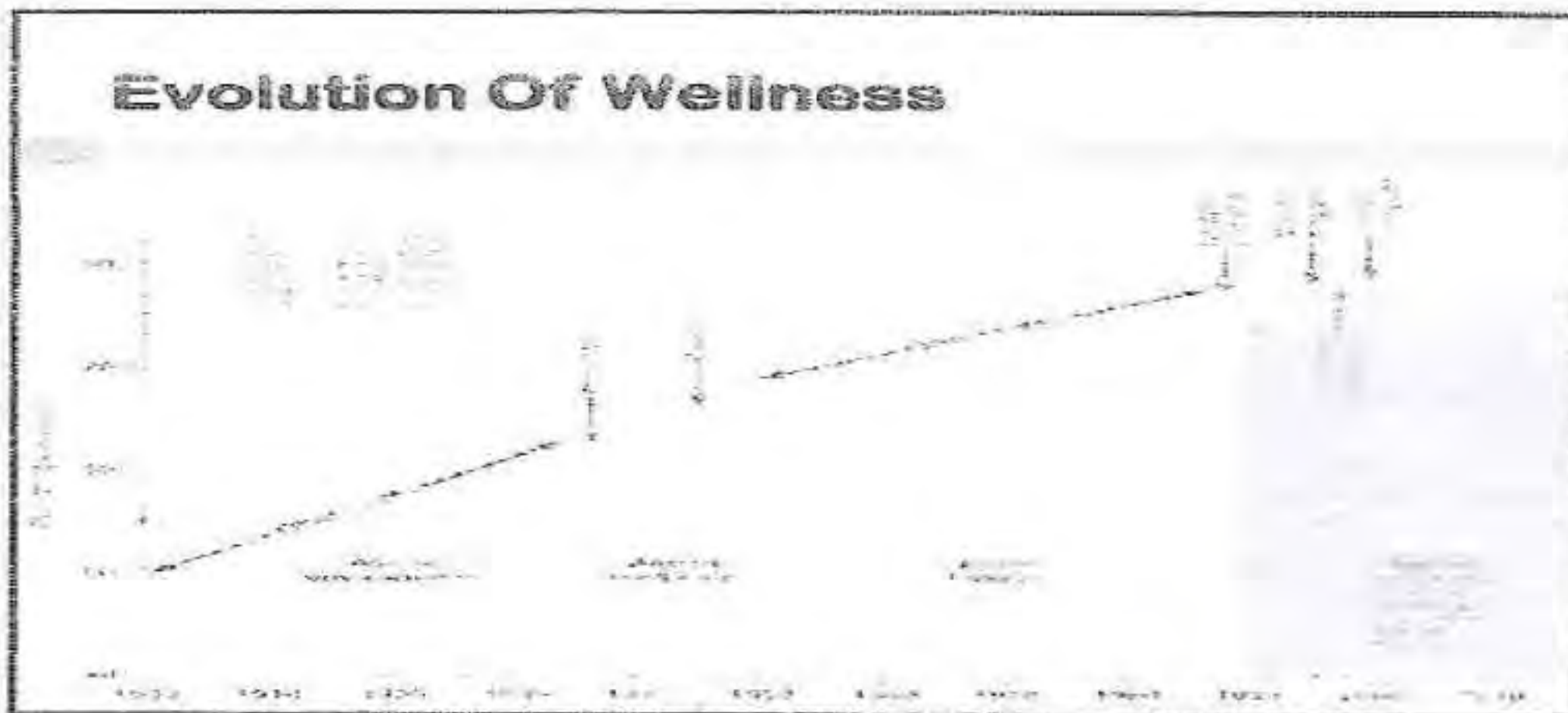
## Are There Benefits?

- ☐ Past 2 decades, growing body of research has established a strong relationship between volunteering and health & wellbeing
  - ☐ Lower mortality rates
  - ☐ Greater functional ability
  - ☒ Lower rates of depression, especially later in life (than those who don't)
  - ☐ Social benefits

Grimm Jr., Spring, & Dietz: Office of Research & Policy Development, Corporation for National & Community Service, 2007)

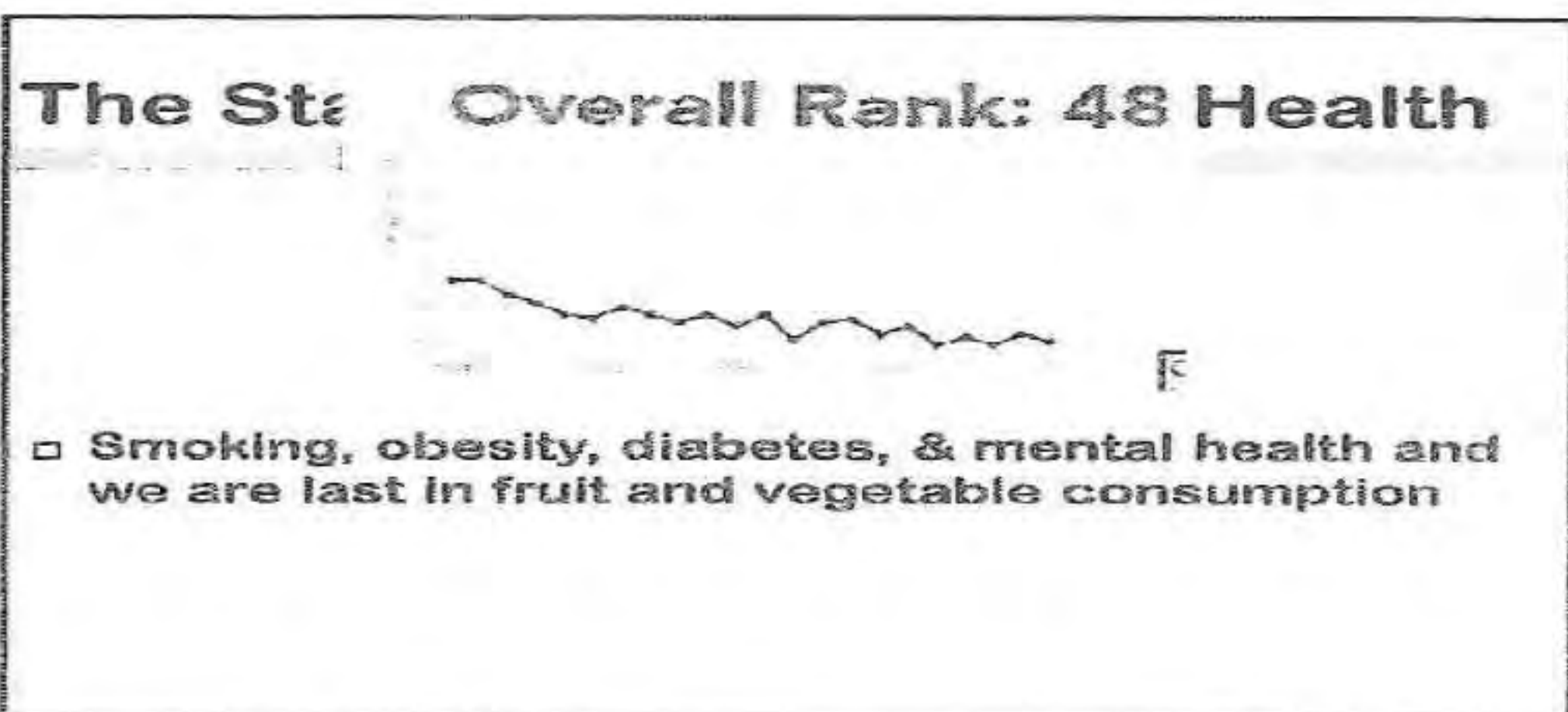
→ LOWER  DEPRESSION ←  
SOCIAL BENEFITS





### Challenges for Oklahoma

- 4.2 days off per month for poor mental and/or physical health days respectively
- 354.1 deaths per 100,000 population from cardiovascular disease (considered high rate)
- 25.4% population smoke
- 7<sup>th</sup> highest in nation for those living with Diabetes in 2009
- Last in nation for fruit & vegetable consumption
- Stress and anxiety which leads to unhealthy diet & lack of exercise



CORTISOL IS THE VILLAIN

SUPPRESSES THE FUNCTION

OF IMMUNE SYSTEM

Aim FOR 2 HRS LESS OF TV.

HEALTH AT WORK COALITION

DROPPED FROM 46<sup>th</sup> to 48<sup>th</sup>



### What the Census Bureau & Centers for Disease Revealed

- ☐ Found that states with a high volunteer rate
  - ☐ have lower rates of mortality and incidences of heart disease.
- ☐ Health problems more prevalent in states
  - ☐ where volunteer rates are lowest

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### Top 5 States & Health Ranking

- ☐ Utah = #7
- ☐ Iowa = #17
- ☐ Minnesota = #6
- ☐ Nebraska = #16
- ☐ North Dakota = #12

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### Lowest 5 States & Health Ranking

- ☐ West Virginia = # 41
- ☐ New York = 18
- ☐ Rhode Island = #10
- ☐ Louisiana = #49
- ☐ Nevada = #42

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### Do I Have Time To Volunteer?

- A new study finds that those who volunteer their time feel they have more of it.
- It suggested that even spending small pockets of time to help others can make people feel more effective, and like they can do more

By Robert Roy Britt, *via Science*

### How to Begin

- You don't need to make a huge commitment to skew your perception of time.
- "Carve out 10 to 15 minutes a day to do something for someone else," Mogilner suggests.

Mogilner, et al, *Psychological Science*

### How Much Time is Beneficial

- ★ Research shows a volunteering threshold is 100 hours per year, or about two hours a week.
- Typically, no or little relationship was found in those who engaged less than 100 hours per year
- No additional benefits for volunteering beyond 100 hours a year

(Lum and Lightfoot, 2005 and Luoh and Herzog, 2002)

NOT A HUGE COMMITMENT →  
BUT START SOMEWHERE

RELATIONSHIP → 100 HRS ↓  
OR 100 HRS ↑



### More on Health Benefits

- ☐ <http://www.youtube.com/watch?v=eJUEN2H3c>
- ☐ Happiness
- ☐ Life satisfaction
- ☐ Self-esteem
- ☐ Sense of control over life
- ☐ Physical health
- ☐ Depression

STRESS AFFECTS

CHOLESTEROL

### Psycho/Social Benefits

- **Happiness** or feeling of contentment and satisfaction
- ☐ Life Satisfaction
  - ☐ Positive effect on one's sense of purpose - SELF-ESTEEM
  - ☐ Especially for older adults who lost sense of purpose, role identity (parent or wage-earner)
  - ☐ Healthy self-esteem

VIEW YOURSELF

VALUE YOURSELF

IDENTITY HAS CHANGED

### Social benefits

- ☐ Connects you to others
- ☐ Helps make community better place by working together
- ☐ <http://www.youtube.com/watch?v=wo1YyGqlq5Q>
- ☐ Expands your network and friends
- ☐ Boosts your social skills
- ☐ Family - children watch everything you do
- ☐ Shows them what you do makes a difference



### Enhance Social Networks

Buffers stress and reduce risk of disease.

- Protect from isolation during difficult times
- Leads to greater feeling of self-worth and trust



### Physical Health Benefits

- The positive psycho/social factors are correlated with lower risk of poor physical health
- Not just physical fitness & exercise
- Nutrition & diet
- Adequate sleep

### Effect on Illness

- Several studies have also looked those with chronic or serious illness
- Found that patients volunteer
  - Receive benefits beyond what they achieve from medical care

Loneliness causes

Stress + Disease



### Continued

- Those with chronic pain
  - ▣ Declines in pain and intensity
  - ▣ Decreased levels of disability
  - ▣ Decreased depression
  - ▣ When they began to volunteer for others with same conditions

(Arnstein et al., 2002)

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### Continued

- According to a Duke study of individuals with post-coronary artery disease
  - ▣ 2 factors linked to this type of patient
- Those who volunteered after their heart attack reported reductions in despair and depression
  - ▣ Also felt greater sense of purpose in their lives

(Sullivan and Sullivan, 1997)

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### Effects on Depression

- MRI tests prove that people that volunteer get a "helper's" high. "Doing good" does good for your brain too. (FYI Living, 12/3/10)
- Story of woman who got divorced and lost job went into deep depression
  - ▣ She tried to commit suicide and was put on many therapies
  - ▣ But turned life around. Found a job she loves and is happier.
  - ▣ Much of the credit for this success she attributes to the confidence and sense of purpose she gained by volunteering to help other people.
- "I thought I was worthless, but volunteering gave me back some self-esteem and helped me to stop feeling so isolated" was the statement from this woman. She believes volunteering and making friends were a catalyst for improving her life.

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### Benefits to kids and teens

- ☐ Great learning experience for children in terms of learning about giving back
- ☐ Begin to understand the true concept of volunteerism and may reward them the rest of their life.
- ☐ Teach skills they can use later in life
- ☐ Teaches compassion & responsibility
- ☐ Helps them be grateful

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### More benefits

- ☐ Youth are less likely to engage in risky behavior
- ☐ Feel more connected to their communities
- ☐ Tend to do better in school
- ☐ Gain opportunities that other children simply won't have
- ☐ World Volunteer Web

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### Teens Understand the benefits of volunteering

- ☐ They will *appreciate the importance* of sharing a little time and effort with someone else without expecting tangible rewards in return
- ☐ The most important **benefits of volunteering**
  - ☐ Builds character and admiration
  - ☐ responsibility
  - ☐ understanding of other people's needs
  - ☐ respect for peers, siblings, as well as teachers

Benefits of Volunteering Opportunities for Children – Women's forum , Monday, 30<sup>th</sup> July 2012

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### Volunteering & Career

- You learn skills and sometimes get extensive training
- Improve communication and marketing skills, speaking.
- Advocacy skills

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### Fun and fulfillment to life

- Fun way to explore interests and passions
- Relaxing and energizing escape from day-to-day routine of work/school
- Provides renewed creativity, motivation and vision that carries into personal and professional life

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### Creative Altruism Activity

- <http://www.youtube.com/watch?v=EDmoynlz2NY>
- Fugee Soccer

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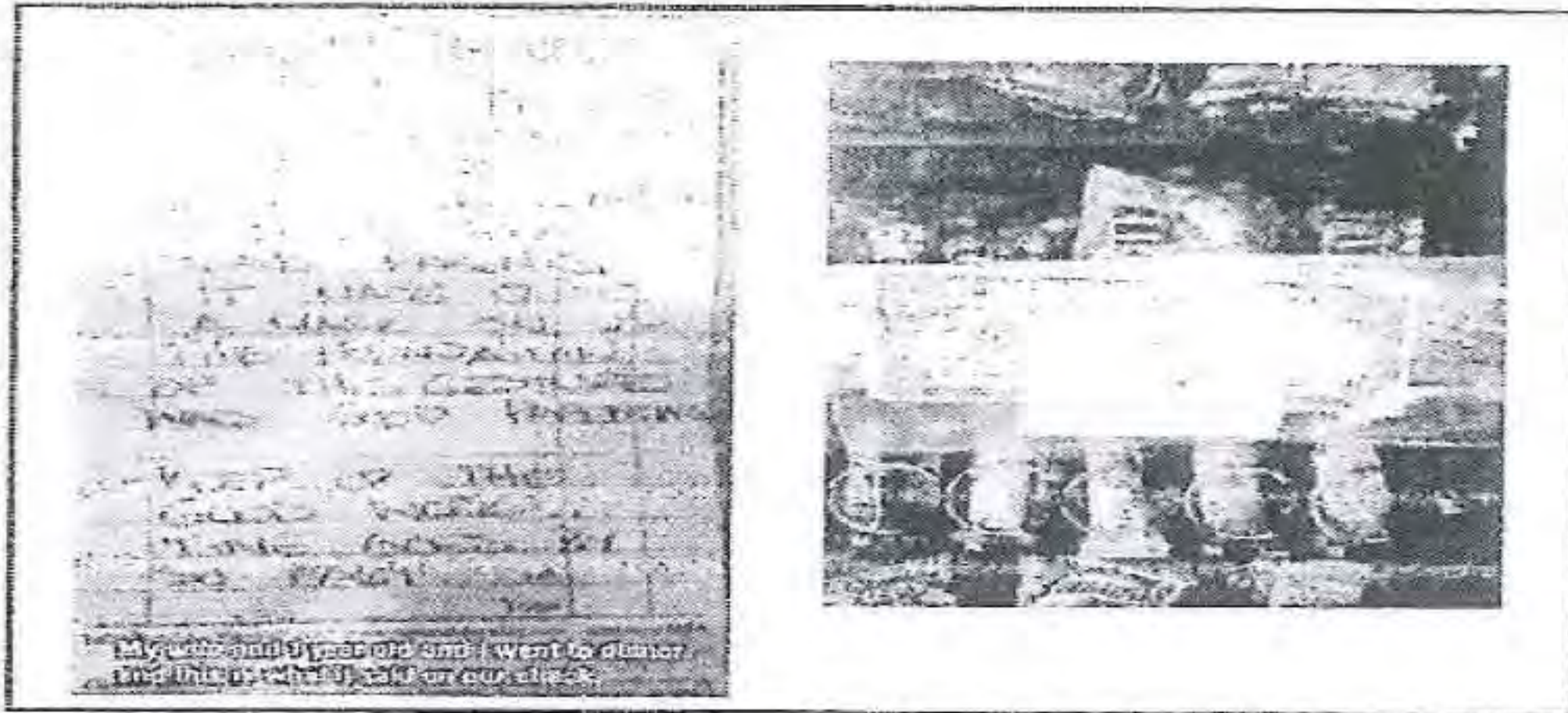
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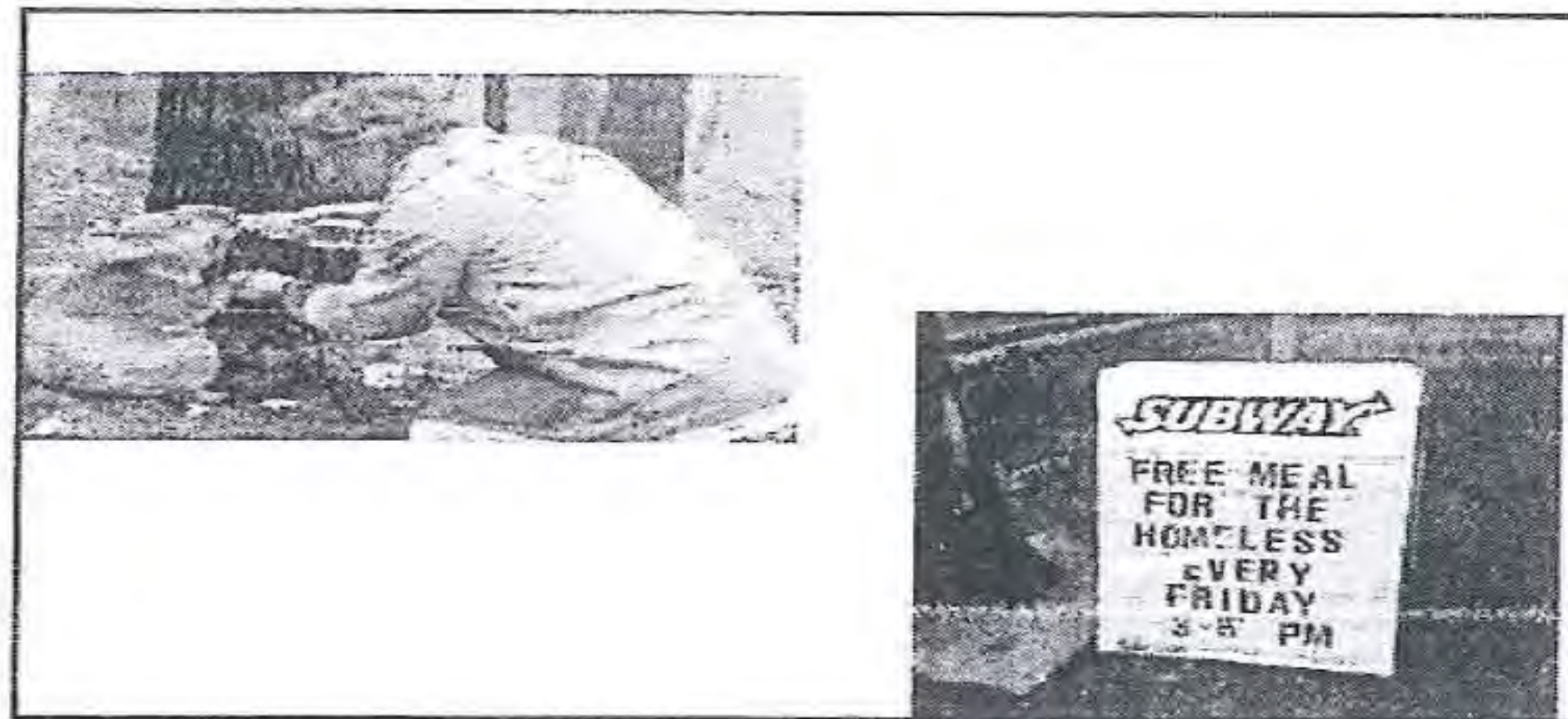
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### Activity

- Let's come up with some ideas for creative altruism

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## Volunteer Ideas

- ☐ Metro family volunteer opportunities
  - ☐ <http://www.metrofamilymagazine.com/june-2011/Volunteer-Opportunities-in-the-OKC-Metro-Area-for-Families-Kids/>
- ☐ <http://www.okczoed.com/volunteers>
  - ☐ Teen/student volunteers
- ☐ National Weather Service Storm spotter
  - ☐ <http://www.weather.gov/oua/spottertalkies>

## The Bottom Line

Whether it is volunteering, altruism, or random act of kindness.....

*"Make the world a better place, if for one person, if for one moment and the world is only made up of moments"*

© Brian Luke Seaward, Wednesday, July 11, 2012, STRESSFULLY SPEAKING BLOG

Brian Luke Seaward

OKHEALTH. OK. GOV



# Notes

11-12:00

Volunteering: the surprising benefits to your health  
Susan Robinson OK HEALTH WELLNESS

NOTES IN BOOKLET PG 5

Marla A. Sanchez PhD.

Alone if hope + encouragement

1 Choose your focus - Opportunities vs Obstacles  
acknowledge + confront obstacles

Focus on and capitalize on your opportunities

2 Set realistic expectations

Blueprint - personal expectations, work life, myself, life

EXPECTATION

MET

ALL IS WELL

SATISFIED = APPRECIATIVE

EXPRESS YOUR GRATITUDE

HAPPY, EXCITED, JOYFUL

LIFE HEALING

AN INJUSTICE HAS OCCURRED

DISAPPOINTED / SAD

FRUSTRATION

ANGRY (INWARD OR OUTWARD)

RESENTFUL - BITTER - HATE - RAGE

DANGER  
IT IS A CHOICE  
DESTRUCTIVE

LIFE STEALING

CHOOSE AN  
EXIT - GET IT  
OUT + FIND A  
RESOLUTION

PROCESS TO SET

1 CONDUCT EXPECTATION INVENTORY - SELF, PERSONAL WORLD/RELATIONSHIP  
PROFESSIONAL WORLD/RELATIONSHIP, LIFE

2 ASSESS EXPECTATIONS

REALISTIC OR UNREALISTIC - PROBABILITY OF BEING MET  
BASED ON PAST + FUTURE POTENTIAL

3 MAKE A CHOICE

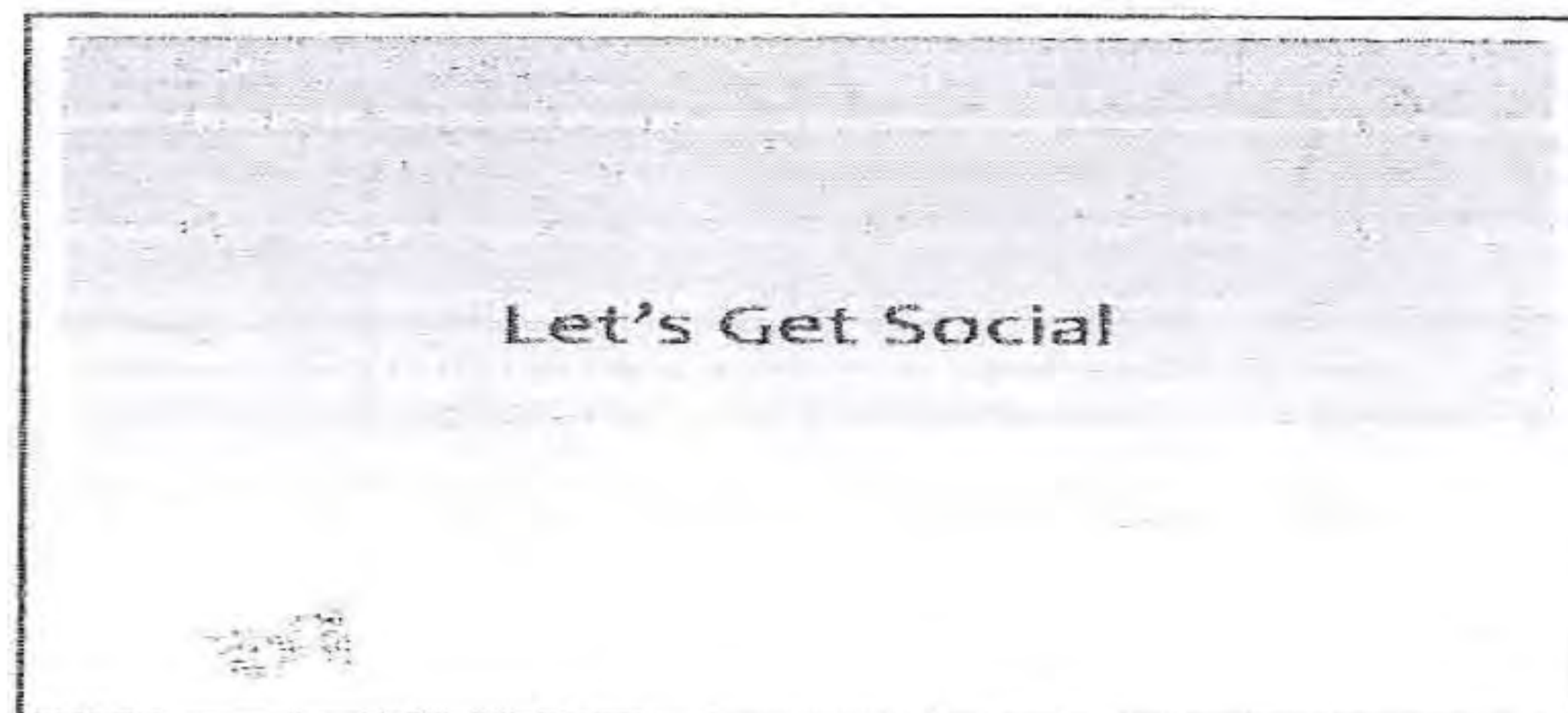
- CONTINUE TO HOLD ON TO UNREALISTIC EXPECTATIONS + EXPERIENCE  
CONTINUOUS DISAPPOINTMENT ANGER RESENTMENT BITTERNESS

- MODIFY EXPECTATIONS TO MAKE THEM REALISTIC - NEVER GO BELOW  
THE THRESHOLD OF TOLERANCE OR YOU WILL BE MISERABLE

- NON-NEGOTIABLES

- NEGOTIABLE





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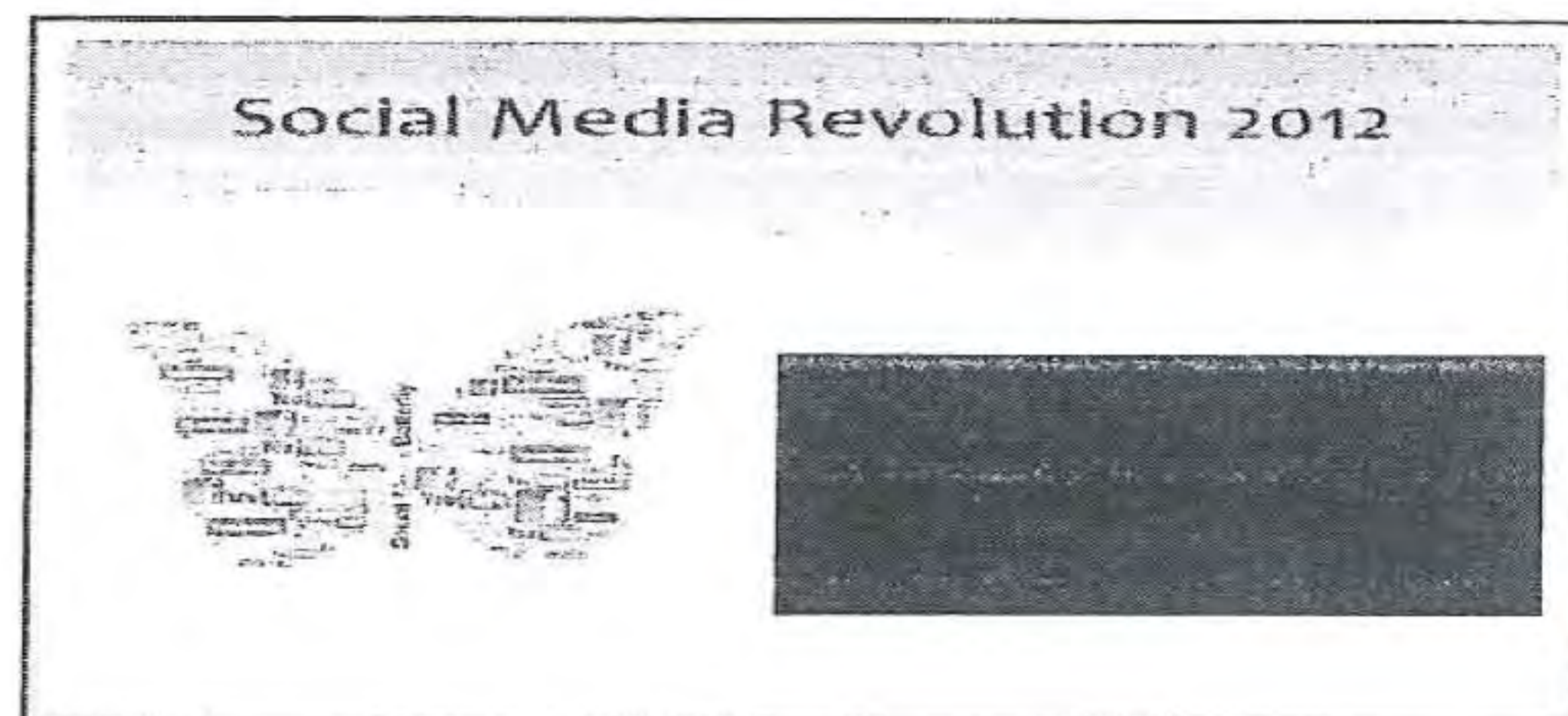
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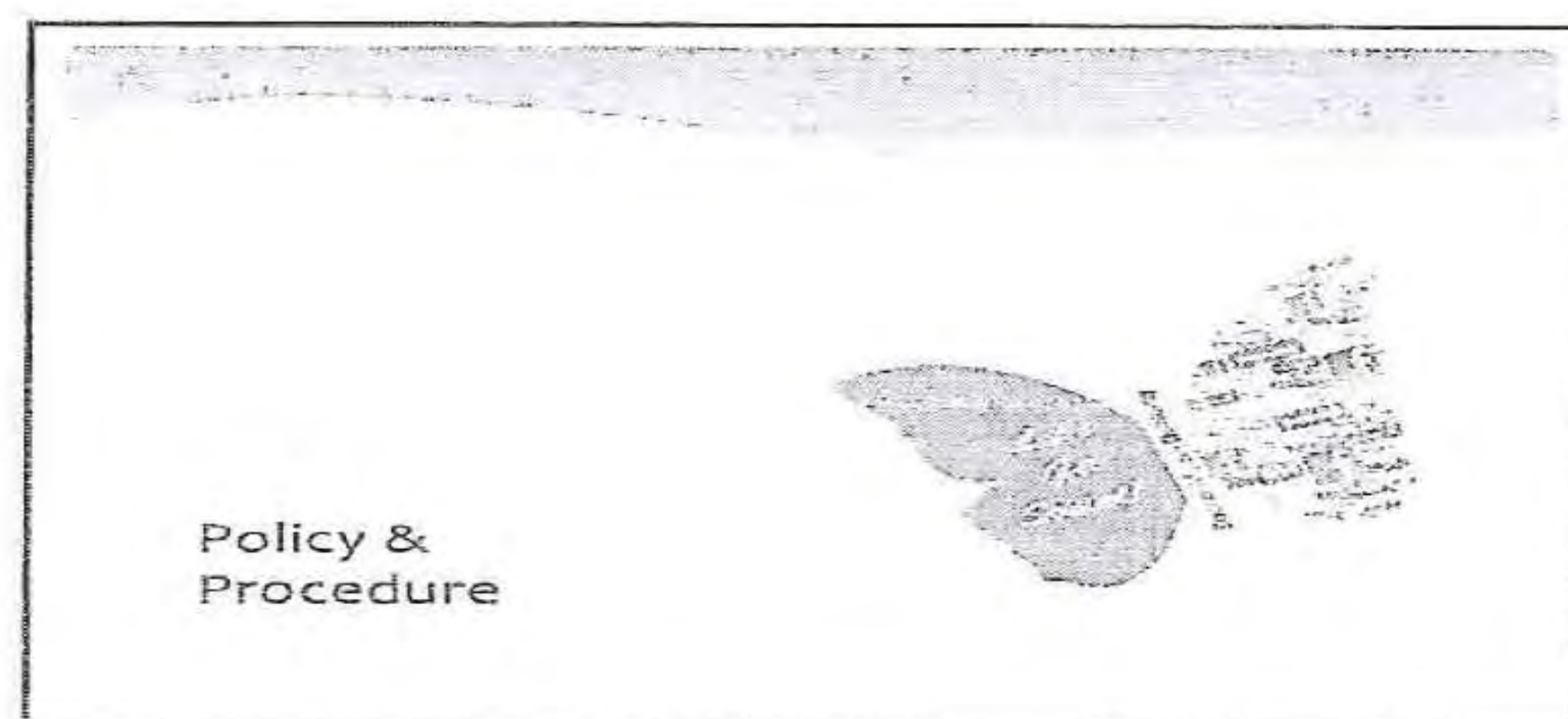
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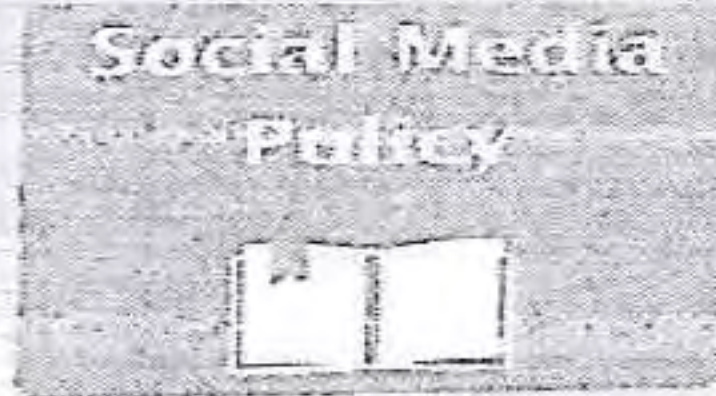
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**The purpose of our policy:**

(1) to ensure Departmental compliance with the Social Security Act and the Social Security Administration's policies regarding the use of social media;

(2) to ensure that all employees are aware of the Department's policies regarding the use of social media;

(3) to ensure that all employees are aware of the Department's policies regarding the use of social media.

**Personal Use:**

We recommend that employees place a disclaimer on their personal accounts stating: "The comments expressed on this site should not be interpreted as those of [Business or organization name] or the State of Oklahoma."

We have to add the last part to ours because we are a state agency.

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**Records Retention**

All Social Networking and Social Media (SNSM) communications are subject to the requirements of the Office of Records Management. All content, comments and replies posted on any official OGC Web 2.0 or SNSM technology are subject to the Oklahoma Open Records Act.

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**The Dangers of Social Media Sites**

**Identity Theft:**

- ID theft made third party applications.
- False connection requests
- Hijacked accounts

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### The Dangers of Social Media Sites

#### Malware

- Suspicious URLs
- Third-party applications
- email
- Messages
- Fake security alerts

Malware is a type of software that is designed to cause damage to a computer system. It can be spread through various means, including social media sites. Malware can steal your information, damage your files, and even control your computer. To protect yourself from malware, you should be cautious of suspicious URLs, third-party applications, email, messages, and fake security alerts.

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### The Dangers of Social Media Sites

#### Social Engineering

- Phishing attacks
- Spear phishing

Social engineering is a type of attack that involves tricking a person into revealing sensitive information. It can be spread through various means, including social media sites. Social engineering attacks can steal your information, damage your files, and even control your computer. To protect yourself from social engineering, you should be cautious of phishing attacks and spear phishing.

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### Common Sense

Caution and skepticism are some of the strongest tools you have to protect yourself against any of the dangers with Social Media.

Remember that Social Media is NOT Information Technology.

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Content

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**The Top 5 in Social Media**  
 Be...  
 1. Legit  
 2. Relevant  
 3. Socially Active  
 4. Human  
 5. Fun

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**Be Legit**  
 Get buy in from your executive staff  
 Committed Resources  
 • Staff  
 • Time  
 • Money

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**Be Legit**

Policy/Strategy/Plan

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**Be Legit**

**Transparency\***

- 1. True from perspective of reader
- 2. Readily understandable
- 3. Free of distortion by validity or verifiability of information esp. concerning business practices
- 4. Transparency to all parties - Operations, Information and Accountability

**Openness**

You "have to make truth the cornerstone of anything you create. It should feature real people, real situations, genuine emotions, and facts. Your content is not about storytelling. It's about telling a true story well." - Ann Handley

\*Copyright (c) 2011, by Ann Handley. All rights reserved. Retrieved September 12, 2012, from <http://www.invisibleweb.net>

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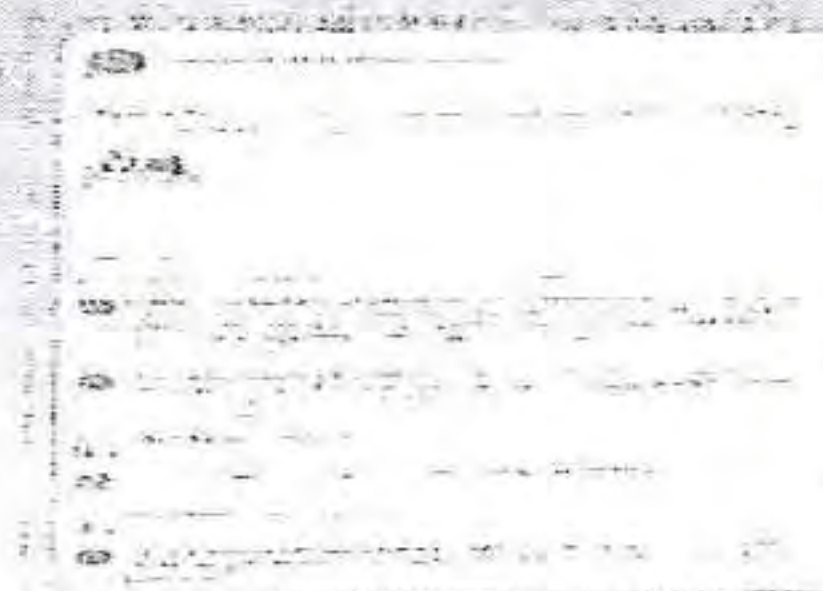
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**Be Legit**

**Transparency**

**Communication**

- Maintain two-way conversation
- Only delete posts that violate commenting policy or contain confidential information
- Correct misinformation
- Let others take up for you

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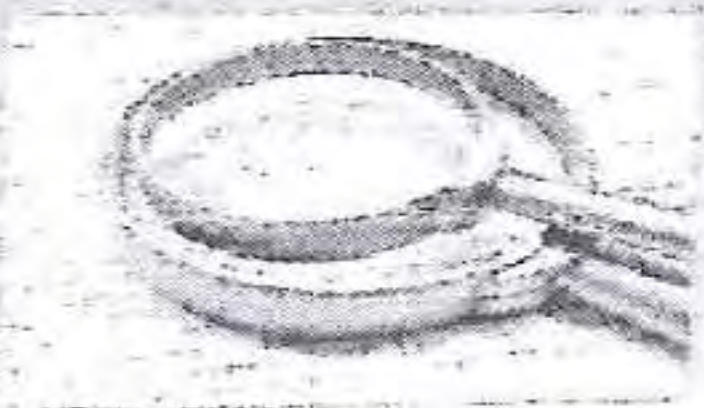
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**Be Legit**  
**Transparency**  
**Accountability**

- > Say what you're going to do and then DO IT!
- > This develops customer trust in you and your brand

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**Be Legit**  
**Analytics**

- > Measure results as a team
- > Know how you are spending money as clients
- > Make your team give a full Executive Staff
- > Give you tons of demographic data about your users

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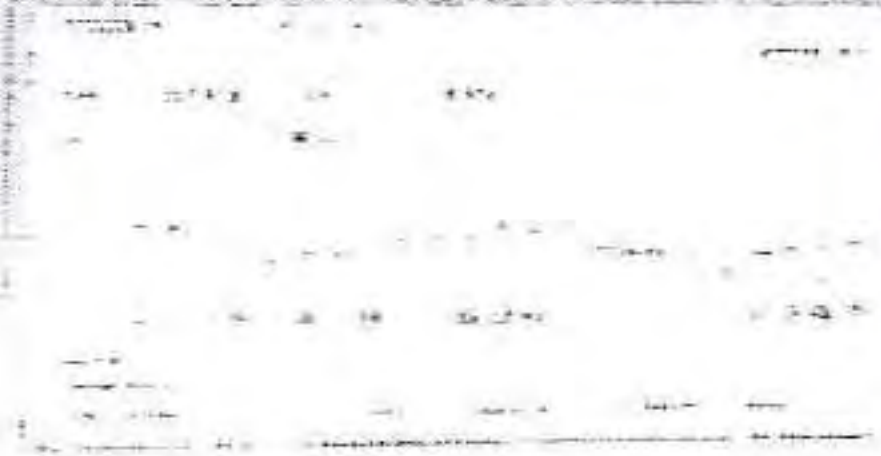
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**Be Legit**  
**Facebook Insights**

- > **Overview**  
 > Gives insight of how people interact with your website and page
- > **Likes**  
 > Shows how many people like your page
- > **Reach**  
 > Shows how many people see your page
- > **Talking About This**  
 > Shows how many people talk about your page

Facebook Page Insights Product Guide  
[http://ads.ak.facebook.com/ads/facebook-ads/Products/insights\\_en\\_US.pdf](http://ads.ak.facebook.com/ads/facebook-ads/Products/insights_en_US.pdf)

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**Be Relevant**  
Your Social Media Voice Is:

- 1. Shared, the person taking you a listen
- 2. Written in first person
- 3. Genuine: think people, not a little
- 4. For better or for bad, please report from
- 5. Age appropriate to you
- 6. Not being for your audience

© 2014

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**Be Relevant**  
Awareness

- 1. The values that connect to you
- 2. Awareness
- 3. Awareness of your own and others' values
- 4. Awareness of the values of the community
- 5. Awareness of the values of the world
- 6. Awareness of the values of the future

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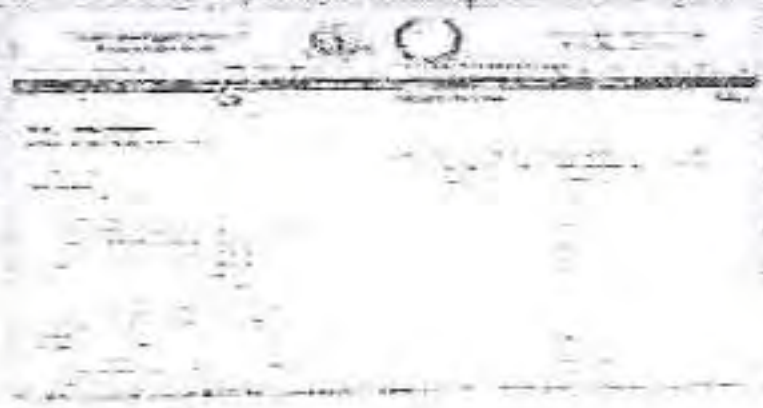
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**Be Relevant**  
Reimagine Content  
Educate

- 1. Reimagine: Reimagine your content with
- 2. Reimagine: Reimagine your content with
- 3. Reimagine: Reimagine your content with
- 4. Reimagine: Reimagine your content with
- 5. Reimagine: Reimagine your content with
- 6. Reimagine: Reimagine your content with

Reimagine, Reuse and Repurpose!

© 2014

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**Be Socially Active**

**Be Committed**

- 1. Traditional media campaigns are a full-time job
- 2. Social media campaigns = long-term effort
- 3. Create a social media team to help you establish and maintain your continued efforts
- 4. Network with other social media managers
- 5. Ask for help when you need it

**Have patience and stick with it!**

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**Be Socially Active**

**Don't Be Afraid – Bold & Fearless**

- 1. Don't let what you don't know hold you back
- 2. Focus on learning and what works for you
  - Experiment with others
  - Think long-term
  - Ask others for feedback and advice
  - Research tools

**Online Resources:**

[www.socialmediatoday.com](http://www.socialmediatoday.com)  
[www.socialmediaworkshop.com](http://www.socialmediaworkshop.com)  
[www.go-loop.com](http://www.go-loop.com)

**You can do it!**

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**"When deciding to follow your organization's account or not, one of the first things twittizens will do is look at your last tweet. If it's two months old, FORGET ABOUT IT!"**

**- Govloop**

**Be Socially Active**

**Post/Update Frequently\***

- 1. Post/update at least every other day
- 2. Don't forget to get an early start
- 3. Twitter stops at 140 characters
- 4. Give it a pat and say hello to others
- 5. Twitter is not your own
- 6. Do more than you are, including @replies

\*From Twitter, Inc. (2012, June 21). Social Media Posting Guide [PowerPoint]. Retrieved from Twitter's Social Media Posting Guide

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### Customer service

Excellent ☐

Poor ☐

### Be Socially Active

#### Respond Quickly

With the rise of the social web, the days between marketing, public relations, and customer service are blurring. Your customers are watching when department heads are talking to the way look at your company's singularity. - Ann Handley

- Respond within 24 hours or less (aim for less)
- Mark your response with a caret and your initials so they know they're talking to a real person (cc: 'hiw)

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### Be Socially Active

#### Engage\*

- To participate
- To involve somebody or become involved
- To attract somebody

People come to social media as unique, multi-faceted human beings. Show them why your content is important to them.

\*Engage (n.3), in American Webster's online dictionary. Retrieved September 12, 2012, from <http://www.americanwebster.com/>

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### Be Human

#### LISTEN!

- Monitor what others are saying about themselves and your group
- Online surveys and polling questions
- Gather feedback
- Assess needs

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**Be Human**  
**Identify and Engage Influencers**

- Influencers – people who are influential because of their status, knowledge, followers, etc.

90% of consumers trust peer recommendations while only 14% trust advertisements.\*

\*Pewmarc, L. (2012). 75 Social Media Statistics to Start 2012. Message posted to Socialnomics. World of Mouth for Social Media. <http://www.socialnomics.com/2012/01/03/75-social-media-statistics-to-start-2012/>

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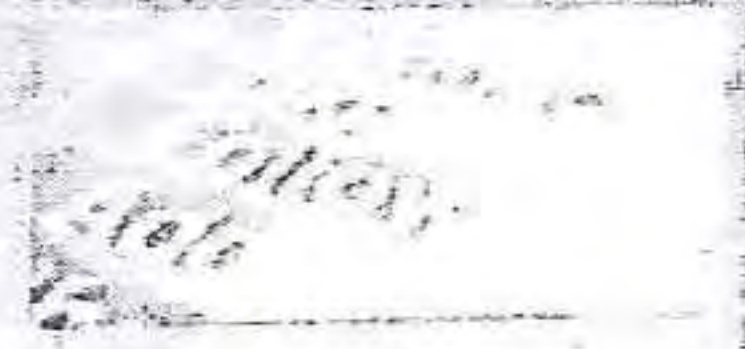
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**Be Human**  
**Develop Relationships**

- Find followers and fans who like to discuss whatever they are
- Ask questions
- Be open to ideas
- Tweet in their words
- Get them involved
- Share, mention and retweet their content

Just be mindful of who you follow and like. Lead is better agencies, coaches, certain other states, industry thought leaders (when appropriate), and individuals (unless it really makes sense), for-profit businesses, politicians.

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**Be Human**  
**Be Honest & Real**

- No one cares about your services or products – they just care about how you serve them. Be real and be there.
- Good content inspires trust and provides honest and real information and solutions.

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### Be Human

Sharing is Caring

- Share content that can benefit your team.
- Always give credit to the original owner.

Sharing = ❤️

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### Be Human

Keep it Positive - "Butterflies & Rainbows"

- Don't be a "bottle downer"
- Tweets are shared 36% more.
- Tweets are shared 12% less.\*

\*Source: Hootsuite, (2014, June 25). Social Media Postings Guide [Free Download]. Available posted to top range of social media groups at <http://www.hootsuite.com/posting-guide>

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### Be Fun

Contests

- Run contests
- Teach followers or fans (either through content or an event)
- Ask questions and choose an answer to feature

Always publicly acknowledge winners

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**Be Fun**  
**Free Stuff and Promotions**  
 Partner with local businesses and restaurants to give away products or services. Create and print coupons, cards, and more.

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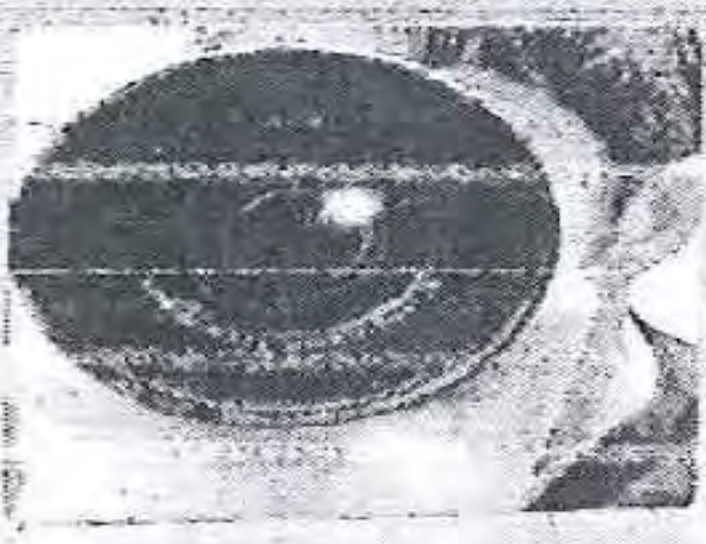
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**Be Fun**  
**Marketing through Photos and Videos**

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Marketing

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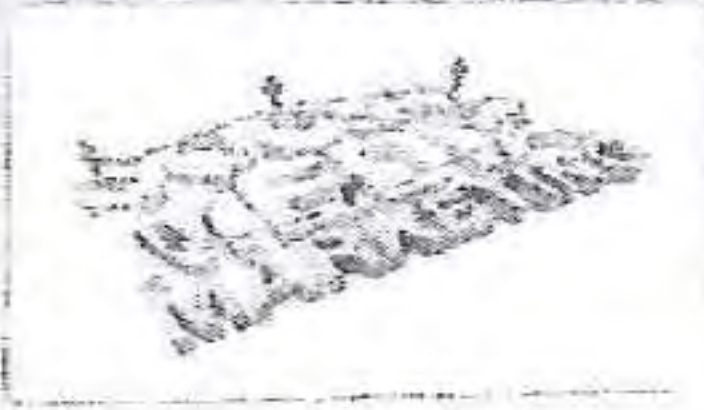
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### Social Media Marketing

- > Photo
- > Video
- > Events
- > Networking

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### Communicating through photo/video

- > Importance of Photos & Videos within Social Media
- > Profile & Cover photo cycles
- > Events
- > Stories
- > People
- > Places

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### Facebook Photo & Video Specifications

**PHOTOS**

Resolution: 1080x1080 pixels (square)

Aspect Ratio: 1:1

File Size: Up to 10 MB

Formats: JPEG, PNG, GIF

**VIDEOS**

Resolution: 1080x1080 pixels (square)

Aspect Ratio: 1:1

File Size: Up to 4 GB

Formats: MP4, MOV

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**YouTube Video Specifications**

YouTube video specifications include:

- Resolution: 1080p, 720p, 480p, 360p, 240p, 144p
- Aspect Ratio: 16:9
- File Format: MP4, FLV
- File Size: Up to 1080 MB
- Duration: Up to 15 minutes
- Frame Rate: 30 FPS
- Audio: AAC, MP3
- Bitrate: Up to 45 Mbps
- Codec: H.264

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**Twitter Photo & Video Specifications**

Twitter photo and video specifications include:

- Resolution: 1280x720 (HD), 640x480 (SD)
- Aspect Ratio: 16:9
- File Format: MP4, H.264
- File Size: Up to 5 MB
- Duration: Up to 2 minutes
- Frame Rate: 30 FPS
- Audio: AAC, MP3
- Bitrate: Up to 10 Mbps
- Codec: H.264

**How to Post Videos on Twitter**

1. Click on the "Post" button in the top right corner of the Twitter homepage.

2. Click on the "Video" icon in the bottom left corner of the post creation box.

3. Select the video file you want to upload from your device.

4. Add a title and description to your video.

5. Click on the "Post" button to upload your video.

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**Computer v Smartphone**

Uploading on each platform

Computer vs. Smartphone

Uploading on each platform

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