

# FIG Working Week 2013

Abuja, Nigeria 6-10 May

A new way of working for Surveying professionals - how  
the changes to communications and social media are  
creating new opportunities for connecting to others

TSO1AE-Paper

Leonie Newnham,  
Chair of Commission 1

Australia

## CONTENT

Why is social media important to professional work ?

- Is social media just a fad?

Social media's impact on professional work -

- Sources of inspiration and content
- Professionals staying connected and sharing ideas
- Professionals connecting to students
- Worldwide communities of land surveying professionals

Professionals and surveying organisations connecting  
outwards-

- customers, stakeholders, the general public

If Facebook were a country, it would be the third most populated in the world, ahead of the United States.



“ Social media is the ongoing conversation of the planet.

It is the source of news, it is the connector to the giant multi-celled organism called planet Earth. As time goes on, social media is my home on the internet. It is my home page, the place where I spend the most time. It is where I do business. It is where I hang out with friends. It's where I find out about new movies, television and other products. It is my diary. Looking back on my wall, I have a history that is far richer than any diary or journal.”

Kurt Sonderegger, VP Marketing, Ploom, <http://www.ploom.com>





“ Social media is the mainstream.

The average Facebook user age continues to rise. It's not just for kids anymore.

It moves the media mouthpiece and content distribution into the hands of the public.”

Emily White, Co-Founder, Whitesmith Entertainment  
<http://whitesmithent.com>



**NINETY-FIVE.**

The percentage of companies using LinkedIn to find and attract employees.

Will help build battle station for food 🍌



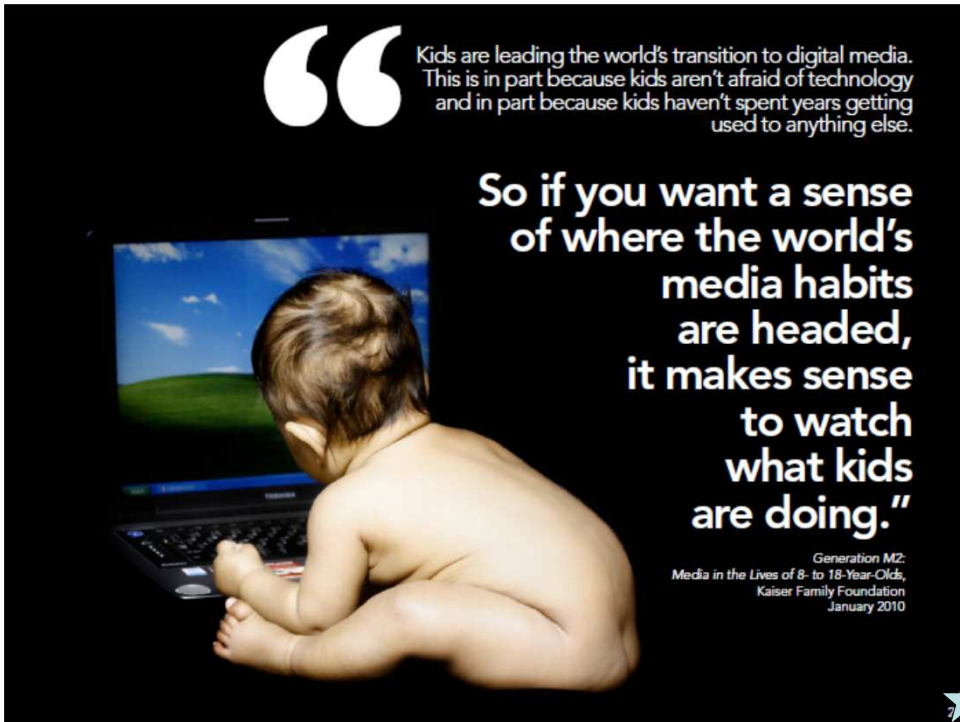


“ Social media is like water.

On its own, water does some cool things, but when combined with other compounds it enabled the evolution of all forms of life.

Social media on its own is nice, but when combined with other tools, it is enabling everything to evolve, from communications to business to politics to marketing.”


Mike Volpe, VP Marketing, HubSpot, <http://www.hubspot.com>

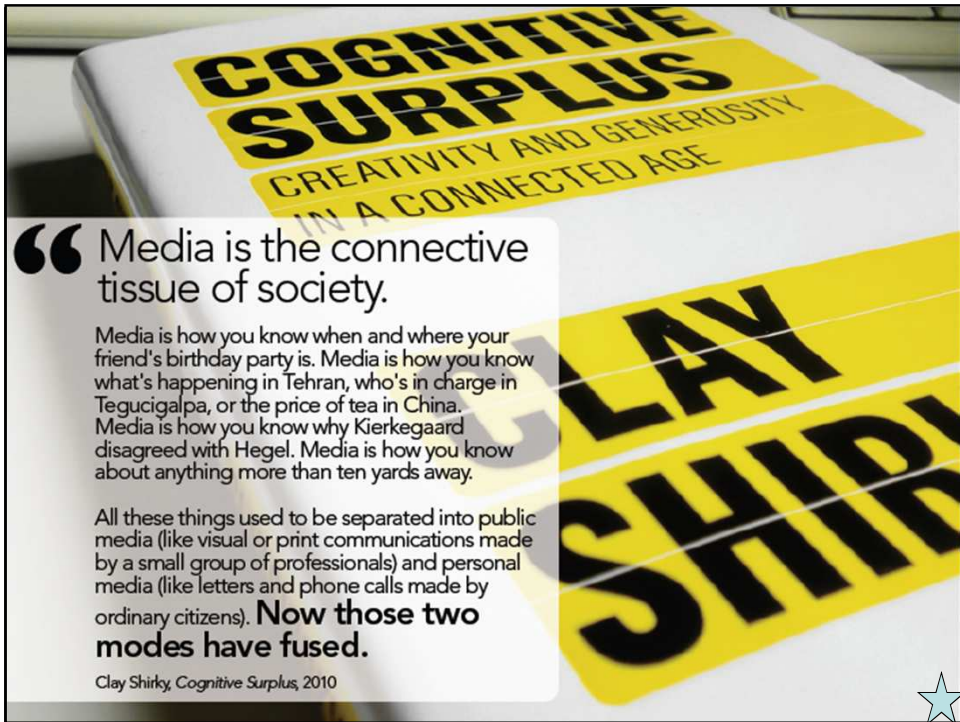


“ Kids are leading the world's transition to digital media. This is in part because kids aren't afraid of technology and in part because kids haven't spent years getting used to anything else.

**So if you want a sense of where the world's media habits are headed, it makes sense to watch what kids are doing.”**

Generation M2:  
Media in the Lives of 8- to 18-Year-Olds,  
Kaiser Family Foundation  
January 2010





## Social media's impact on professional work -

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**Dan Pink on the surprising science of**

**VS Ramachandran on your mind**

**Richard Dawkins on militant atheism**

**Dan Gilbert asks, Why are we happy?**

**Barry Schwartz on the paradox of choice**

**Tony Robbins asks why we do what we do**

<http://www.ted.com>

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This Week's Top Influencers

james kavanagh Shedding light on 'grey' areas - FT.com

These members have contributed to some of the most active discussions in the group. Why not join the conversation?

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Members (1,534)

Sorted by: most relevant Showing 1 - 20 of 1,534

**Leonie Newnham** (YOU)

Manager Innovation at DSE and Chair of Commission 1 - FIG - International Federation of Surveyors, Melbourne Area, Australia  
500+ followers | See activity >

**Louise Friis-Hansen** (1st)

Office Manager at FIG - International Federation of Surveyors, Copenhagen Area, Denmark  
324 followers | Unfollow | See activity >

**Brent Jones** (1st)

Global Marketing Manager - Surveying/Cadastre/Engineering, Greater Los Angeles Area  
500+ followers | Unfollow | See activity >

New Members: Last 7 Days

**Martin Andree** (GROUP)

Uvecklingschef at Lantmateriet  
Gävle, Sweden

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Leonie Newnham Find Friends Home

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Open Group  
Welcome to the FIG Young Surveyors group! For all spatial professionals under 35. But we also accept young at heart! 572 members

Aliona Scutelnic



9 hours ago  
2 people like this.

Nel Underwood  
Trimble Photo Competition — with Chris Underwood at The Colosseum.

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Kate Fairlie  
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A preliminary outcome from the FIG Young Surveyors Conference:  
Based on our workshop sessions, I have the following answers to our three questions. Please comment if you think there is anything further to add, if you disagree or wish to reward, or if you like them!!!

- The FIG and Member Associations can best support young surveyors by:
  - Encouraging each country to nominate a young surveyor representative to FIG and to each FIG Commission
  - Entrusting young surveyors with more responsibility, and delegating young surveyors with roles in decision making processes
  - Ensuring information flows between the FIG and young surveyors
  - Opening new doors of connection with international companies for internships and collaboration
- Young surveyors think the benefits of FIG are:
  - Opportunities (Professional development, access to industry leaders and peers)
  - Knowledge sharing (technical, cultural, problem identification and solving, mentoring)
  - Networking – forming an international community
  - Advocacy
  - Professional standards of practice
- The priorities for the FIG Young Surveyors network are ...
  - Motivating young surveyors by sharing skills and knowledge
  - Connecting young surveyors
  - Advertising the FIG and enabling young surveyor opportunities
  - Create a guideline for a mentoring scheme
  - Improving the visibility of the profession
  - To inspire.

4 hours ago

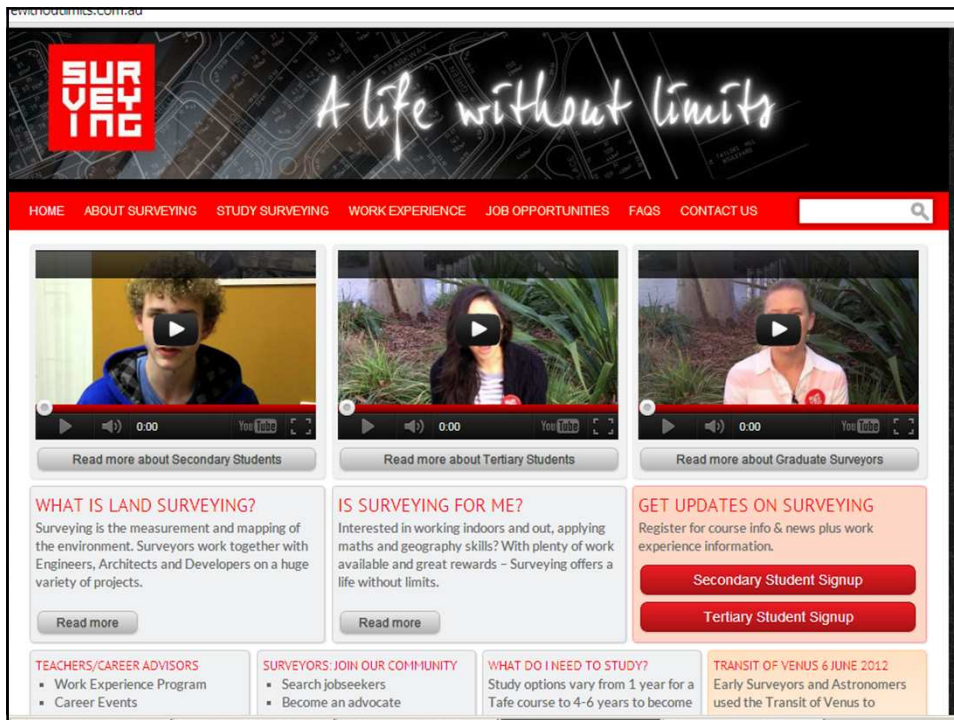
Latest Updates

- Aliona SCUTELNIC commented in the group on [A preliminary outcome from the FIG Young Surveyors Conference](#): that was a nice team work to found out all this opinion! I liked to discuss and to hear what the people from other countries expected to be...  
[Like](#) · [Comment \(1\)](#) · 4 hours ago
- 9 people have joined the group, including [Eva-Maria Unger](#), [Jan Tischer](#) and [Irene Maragos](#)  
4 hours ago
- Kate Fairlie is discussing: [A preliminary outcome from the FIG Young Surveyors Conference](#):  
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INNOVATION PROGRAMS

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## One new connecting network – How many do you know about ?

### Land Surveyors United

First social network in the world for land surveying professionals, GPS, GIS, mapping and geomatics community.

Virtual space to post comments, questions, experiences, tips, tricks and advice for the entire world to see.

Membership is professionals who enjoy what they do and are willing to share it and learn from other professionals.



landsurveyorsunited.com/about

# About Land Surveyors U

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## LAND SURVEYORS UNITED

Organizational Structure and Purpose on Land Surveyors United.

**United** is *not* your everyday surveyors forum. It is the first of its kind; **global social support environment** where professional land surveyors can find support for *virtually any type* of land surveying equipment or software on earth. It is a place where you, the surveyor, can join a geographically based group forum designed specifically for your area. Over the years, our members have created dedicated **group forums** for **Antarctica**, **all 50 US states**, translating into over 145 languages. To date, we have zero negativity on our network as members tune in each day to solve problems in both the field and office, while building their reputation online. With over 2300 members, we are the largest and most helpful online land surveyors. Join our community today and represent the **land surveying industry** from your area of expertise in your own local area.

S. America

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*It is a place for preserving surveying history, discussing surveying in the present and protecting the industry for the future through sharing practices and educating the next generation.*

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landsurveyorsunited.com/group/land-surveyors-australia

Will you be helping your fellow members on Survey Earth in a Day (June 20th)? [RSVP and Represent Your Region](#)

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## GEOSPATIAL SOCIAL SUPPORT MEGA-NETWORK

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### PROFESSIONAL LAND SURVEYORS AUSTRALIA

Created by [ePalmetto](#) | [View All Group Forums](#)

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**Formation**

Professional Land Surveyors of Australia is a social support group and forum for land surveyors who live and work in Australian localities, or even those who are considering a survey opportunity in Australia- It is the best place to live after all!

Geolocation: **Australia**  
 Members: **19**  
 Latest Activity: **Apr 1**

**Members (19)**

## Professionals and surveying organisations connecting outwards

- Surveying and land management organisations with their own social media sites – Facebook, Twitter, LinkedIn, Flickr and others.
- Networks supported by organisations to assist with their work – using local people to assist in their work preserving the environment

Using the wisdom of the crowds to add to professionals work-

- Ideas on uses for government spatial data use being sourced by online competitions.
- Governments releasing data to generate new products
- Beginning to see - Crowd sourcing of data from the general public

## How can you use social media in how you work



## Do you want to discuss this further ?

### Online:

- Share ideas for the Commission 1 workshop on 'The Changing Role of the Surveying Professional – Looking towards 2020'
- Melbourne Australia, September 11, 2013
- All ideas to:
  - **Twitter: #FIG Comm1workshop**
  - **Commission 1 LinkedIn page**
- OR – your favourite social media site !
- **Face to Face:**
- Young Surveyors Workshop with Comms 1,2,9 and 10 / Discussion on Crowd Sourcing and Social Media
- Today, 16.30 to 18.00, Benue Hall, ICC

## Sources

Wtfissocialmediayr3-100713150130-phpapp0131  
[http://www.linkedin.com/home?trk=hb\\_tab\\_home\\_top](http://www.linkedin.com/home?trk=hb_tab_home_top)  
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<http://www.alifewithoutlimits.com.au/>  
<http://landsurveyorsunited.com/group/surveyorsaustralia/>

If you are interested in Commission 1 activities contact me:

- send your ideas or discussion points to me
- join FIG and Commission 1 discussions on LinkedIn

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