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.”

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, Whitsmith Entertainment
http://whitsmithent.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.”


“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
“Media is the connective tissue of society.

Media is how you know when and where your friend’s birthday party is. Media is how you know what’s happening in Tehran, who’s in charge in Tegucigalpa, or the price of tea in China. Media is how you know why Kierkegaard disagreed with Hegel. Media is how you know about anything more than ten yards away.

All these things used to be separated into public media (like visual or print communications made by a small group of professionals) and personal media (like letters and phone calls made by ordinary citizens). Now those two modes have fused.

Clay Shirky, Cognitive Surplus, 2010

Social media’s impact on professional work...
A preliminary outcome from the FIG Young Surveyors Conference:

A preliminary outcome from the FIG Young Surveyors Conference.

1. 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
   - Ensuring young surveyors are more responsible 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

2. 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

3. The priorities for the FIG Young Surveyors network are:
   - Mentoring young surveyors by sharing skills and knowledge
   - Connecting young surveyors
   - Advertising the FIG and enabling young surveyor opportunities
   - Creating a guideline for a mentoring scheme
   - Improving the visibility of the profession
   - To inspire.

Latest Updates

- Ailla SCUFE:Inc commented in the group on a preliminary outcome from the FIG Young Surveyors Conference. That was a nice team work to find out all this iscker! I had to discuss and to hear what the people from other countries expected to be.

- 9 people joined the group, including Maria Olson, Jan Tischer and Irene Mangos.

See all updates.
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.
About Land Surveyors United

Land Surveyors 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 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 345 languages. To date, we have zero negativity on our network as members tune in to solve problems in both the field and office, while building their reputation online. With over 2,500 members, we are the largest and most helpful professional land surveyors. Join our community today and represent the land surveying industry from your area of expertise in your own local.
Professionals and surveying organisations connecting outwards

- Surveying and land management organisations with their own social media sites – Facebook, Twitter, LinkedIn, Flicker 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/groups
http://www.slideshare.net/
http://www.ted.com/talks
http://www.facebook.com/leonie.newnham
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

Leonie Newnham
Manager Governance, Innovation and Systems
Department of Environment and Primary Industries
Melbourne, Australia

Leonie.Newnham@dse.vic.gov.au
Tel: 61 3 9637 8651
Mob: 61 (0) 417 551 633