Social Media and the Professional
– How to decide which tool to use

TSO71 –Paper 7409

Leonie Newnham,
Chair of Commission 1

Australia

What Is Social Media?

• “A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations”
• (or professionals)

• Groundswell
• By Charlene Li & Josh Bernoff
If Facebook were a country, it would be the third most populated in the world, ahead of the United States.
Social Media: The online technologies and practices that people use to share opinions, insights, experiences and perspectives.

**why**
- Keeping in touch
- Displaying Creativity
- Making new friends
- Peer pressure
- Altruistic impulse
- Affinity to groups
- Getting validation
- Paying it forward

**how**
- Blogs
- User generated videos and podcasts
- Social networking sites
- Wikis
- Ratings and reviews
- Tagging
- Forums and message boards
- RSS
- Widgets
But this is kids stuff right? How does it effect my business?

*It is not Kidstuff!*

Social media is a tactic, not a strategy
- Start with an objective, create a strategy and determine the best tactics
- What do you want to accomplish?
  ✓ New job or promotion
  ✓ Increased industry visibility
  ✓ Knowledge
How Do You Want to Be Known?

Search Yourself
The Basics

- Reserve your name on social platforms: http://namechk.com
- Consistent photo and profile
- Be transparent
- State that opinions are your own
- Follow your company’s social media policy
  ✓ Roche example: http://www.roche.com/about_roche/at_a_glance/socialmedia

Does your company have one? Time you did?

What does your organization say?

[Image of a computer screen showing the Department of Environment and Primary Industries website]
What does your organization say? – be open about any rules


@Replies, Direct Messages, and Comments
We welcome feedback and ideas from all our followers, and endeavour to join the conversation where possible. ……. The Web Communications team reads all @replies and direct messages and ensures that any emerging themes or helpful suggestions are passed on to the relevant people within DEPI.

Moderation
DEPI welcomes the use of our social media channels as a place for the public to ask questions and engage in discussion. However, we expect all contributors to be respectful. Comments which include inappropriate language or personal abuse will be removed. We retain the right to determine which comments violate our comments policy at our discretion. We also reserve the right to remove violations.
Leverage LinkedIn

- Professional photo
- Personalized URL
- Link to all sites
- Embed blog
- Status updates
- Consider linking twitter
- Can show books, trips
- Personal note with invites
Facebook

- Claim Personal URL: [http://facebook.com/YourName](http://facebook.com/YourName)
- Friends & Family
- Causes/Communities
- Hobbies
The Value of YouTube

- Free, customized channel
- Second largest volume of searches
- Keyword-tagged video is 50 times more likely to appear on the first page of a Google search result versus traditional webpage (Forrester Research)
The Value of Blogging

- Excellent for search
- Enables thought leadership
- Leverage content fully
  ✓ Sites will repost content
- If too time consuming, consider:
  ✓ Guest blogging
  ✓ Combine forces with others
  ✓ Comment on other blogs

What's Twitter?

- A free social networking & microblogging service that allows users to send updates or tweets (text-based posts up to 140 characters long) to anyone who opts to receive them.

- Asks: What’s Happening?
Twitter: How to Get Followers

- Quality not quantity
- When you follow someone send a tweet
- Search on topic & answer questions
- Live-tweet conferences
- Engage, say thank you
- Add yourself to yellow pages
  www.twellow.com
  www.wefollow.com

SlideShare.net

- Free account, post and tag presentations
How Do You Find the Time?

– Fit it into what you’re already doing
– Small chunks of time
– Use social media to curate content
– It’s a worthy investment

Sources

Wtfissocialmdediaryr3-100713150130-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/
http://slideshare.net/sireninteractive
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 Diversity Programs and Innovation
Department of Environment and Primary Industries,
Melbourne, Australia

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

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