

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

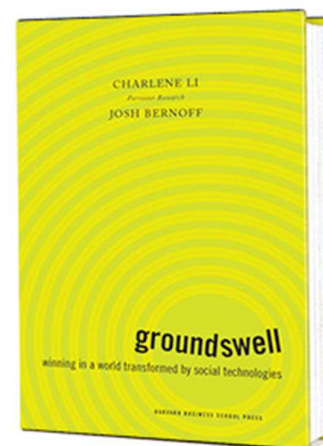
TSO71 –Paper 7409

Leonie Newnham,  
Chair of Commission 1

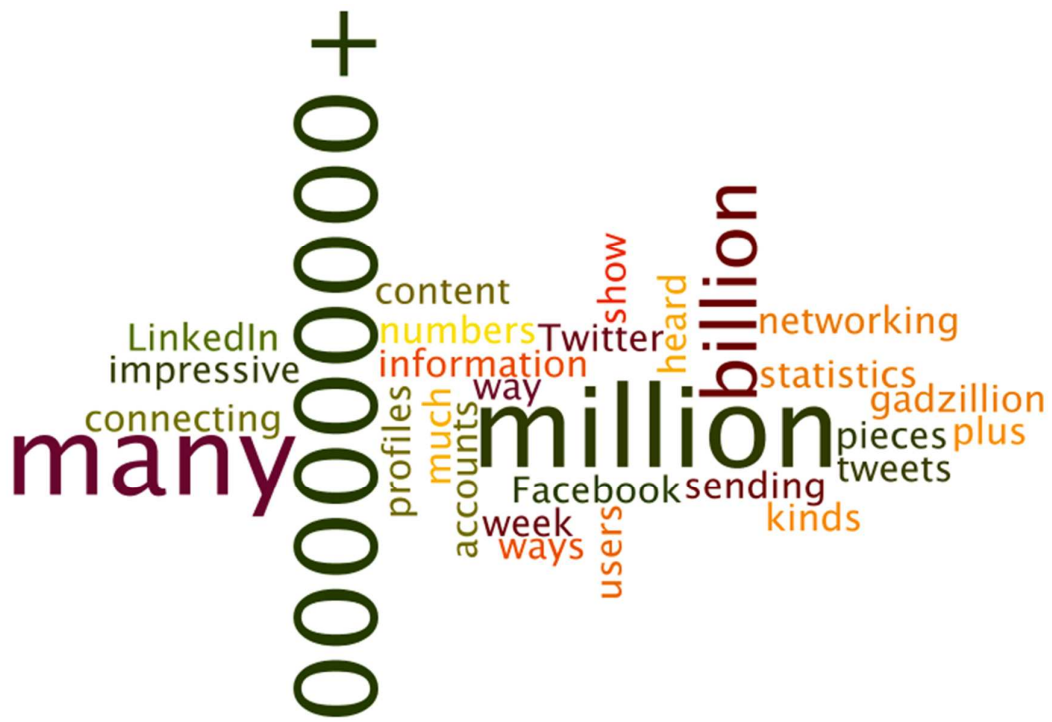
Australia

### What Is Social Media?

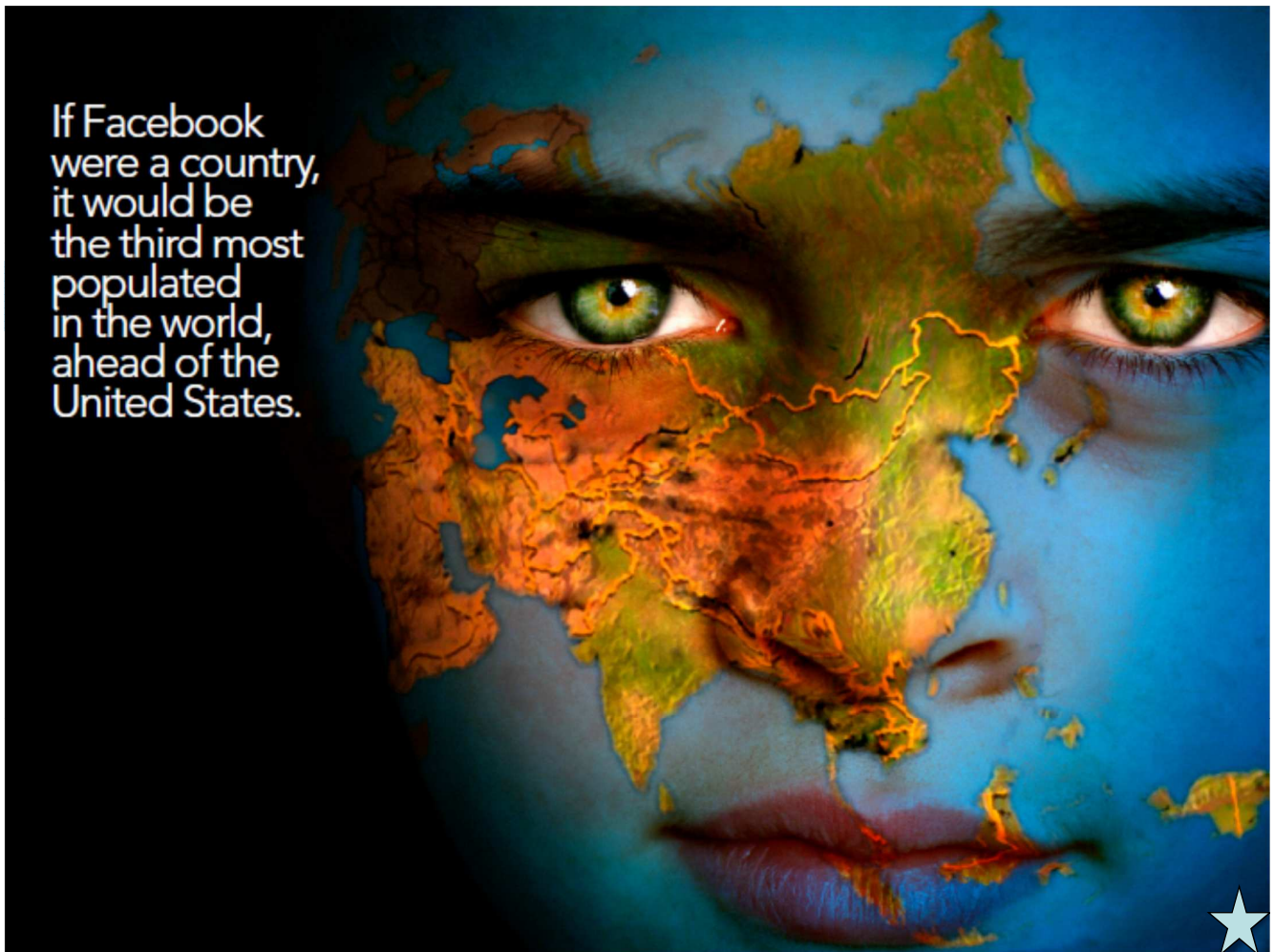
- “A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations”
- (or professionals)
- **Groundswell**
- By Charlene Li & Josh Bernoff



# Social Media Explosion



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**

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

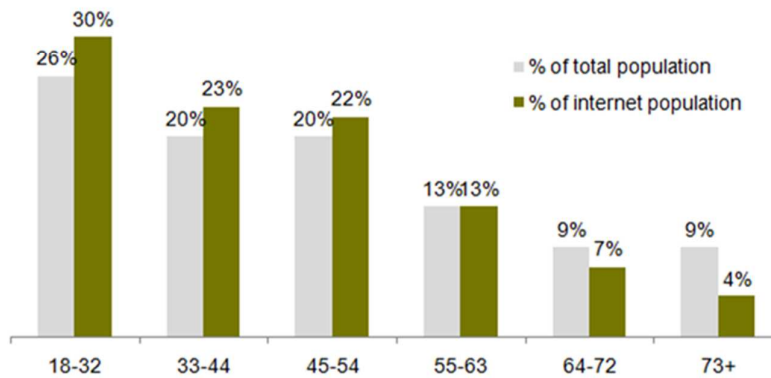
**how**

- Blogs
- User generated videos and podcasts
- Social networking sites
- wikis
- Ratings and reviews
- tagging
- widgets
- Forums and message boards
- RSS

But this is kids stuff right? How does it effect my business?

***It is not Kidstuff!***

Internet vs. real world population by age group  
United States, December 2008



Source: Pew Internet and Americal Life Project December 2008 Survey



## Social Media Is a Tactic

- 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 screenshot shows a Google search results page for the query "leonie newnham". The browser's address bar displays the search URL. The search results include:

- Web** (selected): About 166,000 results (0.34 seconds).
  - Leonie Newnham - Australia | LinkedIn**: au.linkedin.com/pub/leonie-newnham/8/8a6/966. Melbourne, Australia - Manager Governance, Innovation & Systems at DEPI and Chair of Commission 1 - FIG - International Federation of Surveyors. View Leonie Newnham's (Australia) professional profile on LinkedIn.
  - Images for leonie newnham**: Report images. A grid of six small images showing various photos of Leonie Newnham.
  - Leonie Newnham | Facebook**: https://www.facebook.com/leonie.newnham. Leonie Newnham is on Facebook. Join Facebook to connect with Leonie Newnham and others you may know.
  - PDF Leonie Newnham - FIG**: https://www.fig.net/admin/ga/2008/.../app\_20\_comm\_01\_newnham.pdf. Jun 19, 2008 - Leonie Catherine Newnham. Country: Australia. Contact Address: Department of Sustainability and Environment, Level 13, 8, Nicholson Street ...
  - Ms. Leonie Newnham - ZoomInfo.com**: www.zoominfo.com/o/Leonie-Newnham/234821354.

The Windows taskbar at the bottom shows the Start button, several open applications (including Google Chrome, Microsoft PowerPoint, and FIG DefinitionSurveyor), and the system tray with the date and time (4:56 PM, Wednesday).

# 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](http://www.roche.com/about_roche/at_a_glance/socialmedia)

■ Does your company have one? Time you did ?

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## What does your organization say ?

Our department	▶
Our regions	▶
Boards and governance	▶
Media centre	▼
Media contacts	▶
Media releases	▶
Social media	▶
Doing business with us	▶
Publications	▶
Legislation	▶
Volunteers	▶
Careers	▶

### Social media

#### facebook

- [DEPI Firefighter](#)
- [DEPI Fisheries](#)
- [DEPI Gippsland](#)
- [DEPI Barwon South West](#)
- [DEPI Gramplans](#)
- [DEPI Hume](#)
- [DEPI Loddon Mallee](#)
- [DEPI Port Phillip](#)

### Content

The Department of Environment and Primary Industries (DEPI) social media accounts are managed by the DEPI

- [Twitter.com/DEPI\\_Vic](#)
- [Flickr.com/DEPI\\_Vic](#)
- [Youtube.com/DEPIVic](#)
- [instagram/DEPIVictoria](#)

feedback

## What does your organization say ? – be open about any rules

<http://www.depi.vic.gov.au/about-us/media-centre/social-media>

### @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.

## Just Jump In





# Leverage LinkedIn

- Professional photo
- Personalized URL
  - ✓ [linkedin.com/in/name](http://linkedin.com/in/name)
- Link to all sites
- Embed blog
- Status updates
  - ✓ Consider linking twitter
- Can show books, trips
- Personal note with invites



**Eileen O'Brien**  
Director, Search & Innovation at Siren Interactive  
Greater Philadelphia Area | Marketing and Advertising

Eileen O'Brien #socpharm RT @rossinthesed : Stamford Behaviour tool on how to change behaviours <http://t.co/SX09vVC9> via Twitter  
5 hours ago · Like · Comment · Share · See all activity

**Current** Board of Directors at Healthcare Businesswomen's Association, Greater Philadelphia Chapter  
Director, Search & Innovation at Siren Interactive

**Past** Director of Search, Media & Insights at Compass Healthcare Communications  
Director of Interactive Media at Engel Publishing  
Director of eMarketing at Virtua Health  
[see all -](#)

**Education** University of Pennsylvania  
Brown University  
Our Lady of Mercy HS  
[see all -](#)

Recommendations 9 people have recommended Eileen

Connections 500+ connections

Websites Company Website  
Blog

Twitter EileenOBrien

Public Profile <http://www.linkedin.com/in/eileenobrien>

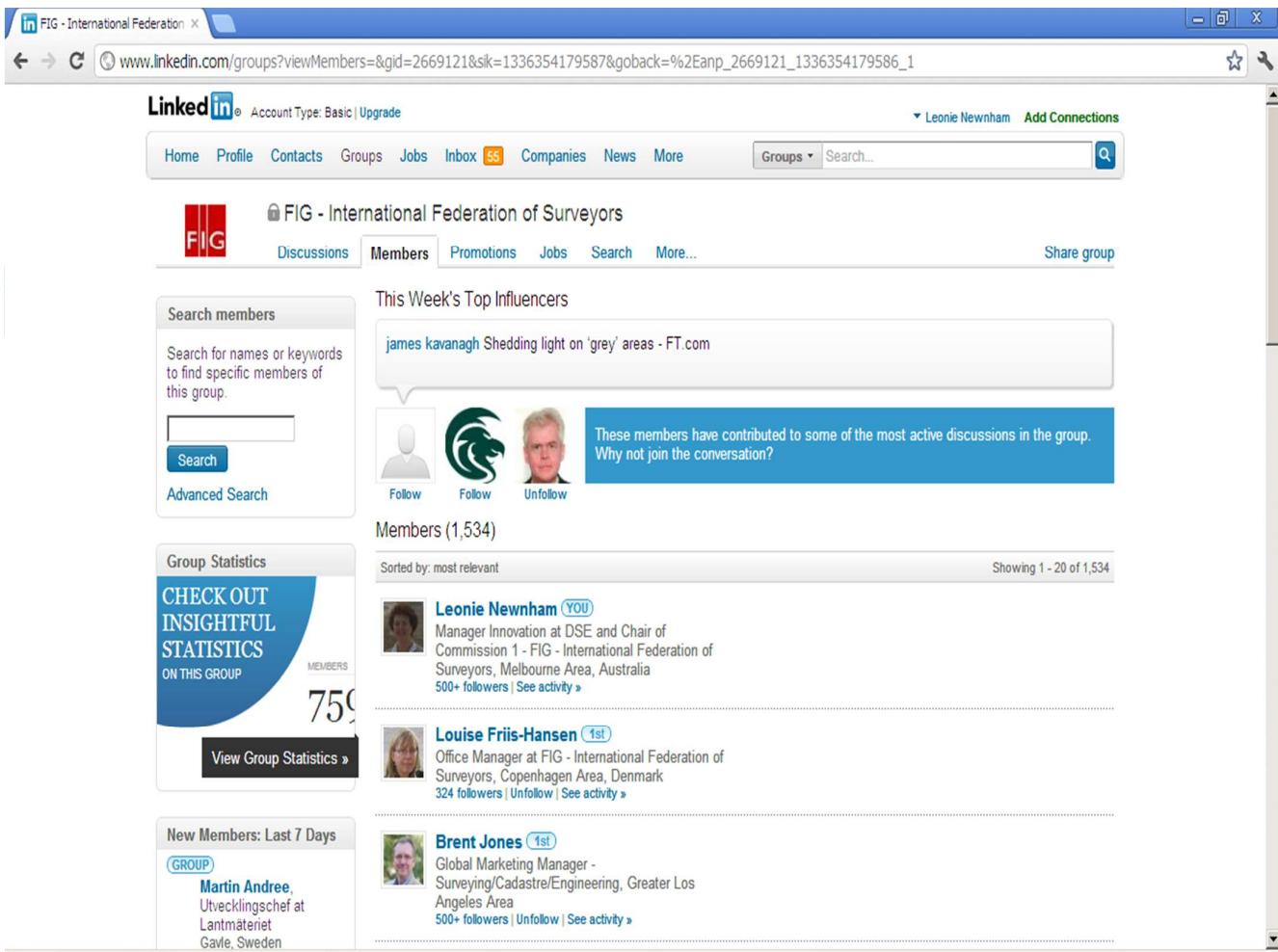


FIG - International Federation of Surveyors

Discussions Members Promotions Jobs Search More... Share group

Search members  
Search for names or keywords to find specific members of this group.  
Search  
Advanced Search

Group Statistics  
CHECK OUT INSIGHTFUL STATISTICS ON THIS GROUP  
MEMBERS 750  
View Group Statistics

New Members: Last 7 Days  
GROUP  
Martin Andree, Utvecklingschef at Lantmateriet Gavle, Sweden

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?

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



# Facebook

- Claim Personal URL:  
<http://facebook.com/YourName>
- Friends & Family
- Causes/Communities
- Hobbies



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//www.facebook.com/groups/200725658//101521921056958/8/?notif\_t=group\_activity

**Surveyors**  Leonie Home 20+ Find Friends

FIG Young Surveyors Members Events Photos Files  Notifications + Create Group

Write something...

**Paula Dijkstra** 5 mins  
Way to go FIG!



**Trees Planted to Offset Carbon of FIG Congress - GIM**

**ABOUT** 3,753 members

**Open Group**

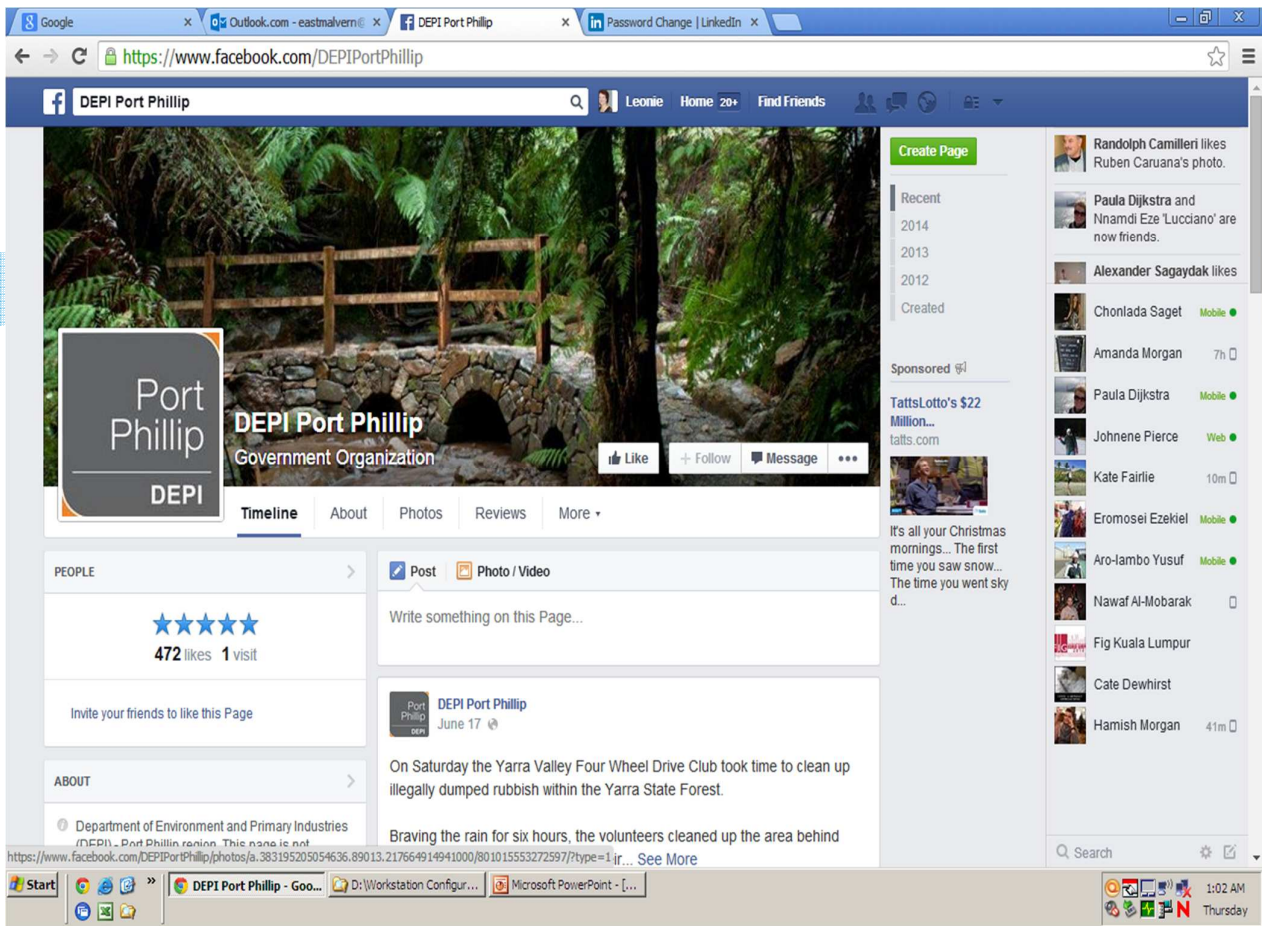
Welcome to the FIG Young Surveyors group!  
For all spatial professionals under 35. But we also accept young at heart!

3,753 members (49 new) · Invite by Email

+ Add People to Group

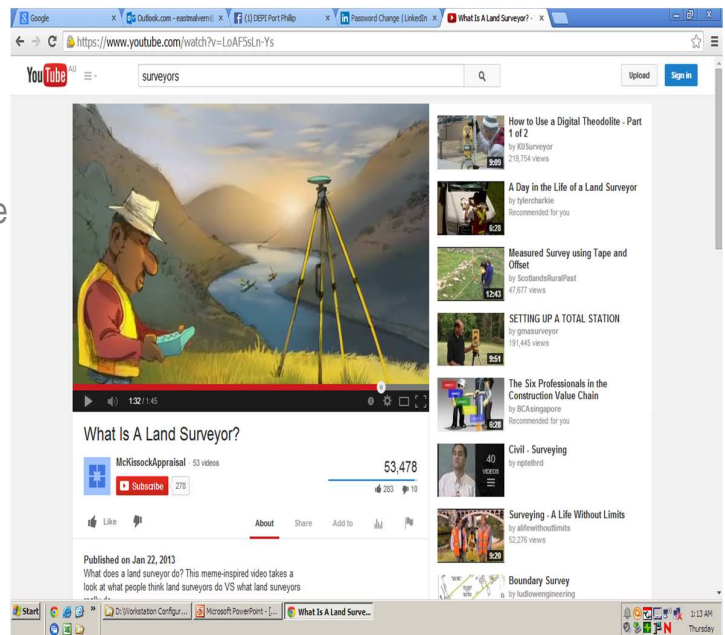
**SUGGESTED GROUPS** See All

- I Love HOT CROSSED Easter Buns**  
121 members
- Stop Offshore Processing of Asylum...**  
Bronwyn Hutchings joined
- Melbourne Football Club, The Might...**  
Hamish Morgan joined
- Yarra Ranges Noticeboard**  
13,027 members



## 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



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## 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?**



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## 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](http://www.twellow.com)

[www.wefollow.com](http://www.wefollow.com)



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## SlideShare.net

- Free account, post and tag presentations

A screenshot of the SlideShare.net website interface. The top navigation bar includes the SlideShare logo, a search bar, and links for "HOME", "GO PRO", "CHANNELS", "ZIPCAST", and "UPLOAD". A user profile for "Eileen OBrien" is visible in the top right. On the left, a sidebar menu lists "Personal information", "My Uploads" (highlighted), "Manage account", "Privacy Options", "Customize channel", "Social AutoShare", and "Analytics". The main content area, titled "My Uploads", shows a list of presentations. The first entry is "Branding: How to Set Yourself Apart Using Social Media", uploaded 3 months ago, with 18 slides, 108 views, and 2 downloads. It is marked as "Published" and includes options to "Edit / Delete", "Capture Customers Leads", and "Advertise Now!". The second entry is "Twitter 101", uploaded 2 years ago.

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## 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

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## Sources

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

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