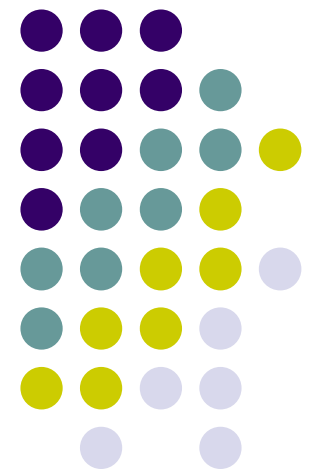
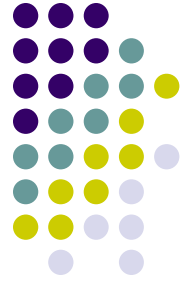


Social Media

What is it?
How to best utilize it?





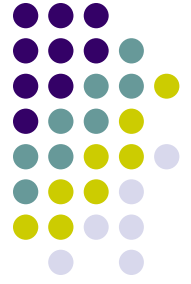
Social Media - Definition

- Use of technologies (web and mobile) to interact.
- Blending technology and social interaction to co-create value.
 - It includes email, Social Network Sites (Facebook, Twitter, LinkedIn), Instant Messaging (IM), blogs, forums, microblogs
- Any SM user can generate content – (CGM)
 - Become a “creator” not an “expectator.”



Strategy and Purpose

- An strategy has to have a purpose.
 - What is IMIA's purpose for having a presence on SNS's?
 - Then we decide the HOW and WHERE.
- Is it building trust, authority, promotion, marketing?
- Creating and maintaining relationships online.



Purpose of SM

- Becoming a trusted source of valuable information.
- Consistency and accuracy of information are key.
- Keeping users and members informed (in the loop) on IMIA's activities?
- Keeping “each other” informed as well?



SM is Not

- SM is not for “overt” marketing. Most users do not like direct marketing.
- SM is not broadcasting.
- SM is not vertical but horizontal.
- SM is not for posting information without thinking about engagement.

Social Network Sites – SNS's

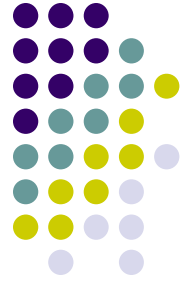


- Sites where individuals can:
 - Create individual or company profiles
 - Upload pictures
 - Post blog entries for others to read
 - Search for other users with similar interests, and
 - Compile and share lists of contacts
 - Most popular SNS's in the U.S. are Facebook, LinkedIn and Twitter.

Be a Creator not an Expectator

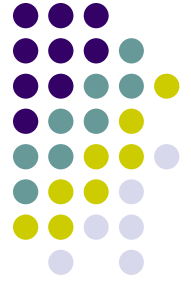


- Participate directly - simple post it!
- Share content: pictures, videos, stories.
- When posting, always provide:
 - a short paragraph (1-3 lines)
 - a link for website
 - visual content
 - picture or video
- Give it your personal spin.



Posting on SNS's

- Telling a story: What, When, Why it happened?
- We want UNIQUENESS
 - Telling stories in a unique way; with unique content; unique convenience (easy to access); unique package (interactive); unique experience (emotional appeal).



Good Examples of SM

- A great example of SM for non profits
 - Interpreting for California
<https://www.facebook.com/pages/Interpreting-for-California/162490307141927>
- NOW ONTO YOUR QUESTIONS