

## Establishing Your Social Image to Enhance Your Public Image

Alison Miller & Jill Hurst-Wahl

### Why Use Social Media?

- Communication
  - One-to-one, one-to-many
- Collaboration
  - In real time
- Education
  - In your space, at your time
- Entertainment
  - Everyone is an entertainer



## Benefits

- Trust
- Influence
- Personal conversations
- Social as real-time “search”
- Be on “the street”



## Choosing social media using an awareness study

- Awareness of:
  - Your audience
  - Your professional/organizational community
  - Social media tools

Your audience...



Photo by [joeshlabotnik](#), CC by 2.0

Your professional/organizational  
community



Photo by [jugglingnutcase](#), CC by 2.0



Photo by [grahamstanley](#), CC BY 2.0

## Tools for communication & feedback: Blogs

- The question is not “Why blog? but “What information need is there that a blog can fulfill?”
- Reasons to use a blog
  - Miniature content management system
  - Greater ability for discovery
  - Social aspects – comments, feedback, trackbacks

## Tools for communication & feedback: Wikis

- Reasons to use a wiki
  - Ease in creating web-based content
    - Real-time updates
    - Instantly collaborative
    - Creates an immediate archive (page revisions)
  - Documents don't clog-up email
  - Updated information is readily accessible
  - Access from anywhere with a web connection

## Using social media effectively to increase awareness and loyalty

- Don't give up.
  - Building an audience takes time.
- Engaging in multiple social media tactics will reach a much broader audience than one tactic alone.

**Start with 1-2 services ⇒ Learn ⇒  
Get comfortable ⇒ Add more services**

## Measuring the success of a social media campaign

- Try to prove the effort is worthwhile
- Cannot measure like other technologies
  - No meaningless counts (e.g., number of friends)
  - No H.I.T.S.
- Need to measure value & impact



## Rachel Happe

- What is the value of having a better conversation?
- What is the value of meeting someone?
- What is the value of getting more accurate information faster?
- What is the value of being able to drive consensus around an idea faster?
- What is the value of building trust?
- What is the opportunity cost of not innovating?

## Chuck Hollis, EMC Corp.

Not an hour or two goes by where I don't spot some sort of **high-value discussion** going on somewhere. These are discussions that either would have never happened, or would have happened much more slowly and less spontaneously than before.

***People finding people, talking about things they care about.***

We've got dozens of **active, thriving communities**, and more are popping up all the time. Early on, I despaired about the poor success rate of new communities, but that's not such a concern anymore....

## Information Week (3/23/2009)

- User adoption
- Lower vol. of emails ⇒ reduced storage costs
- New products to market faster
- Social tools entwined with daily work
- Highly integrated with other tools (not a silo)
- Process improvements
- ...and keep employees off of public systems

**Advice – Set modest expectations**

***Think big, start small and scale up!***

## Tips

- Create goals & guidelines, decide on analytics
- Learn & experiment with a few tools
- Change your tools as your needs change
  - Keep your audience in the loop
- Designate specific times in your day
- Don't just push information, engage
- Don't expect immediate results



## Final Thoughts – Remember Why

### S O C I A L M E D I A R O I



Source: Social ROI™, Shane Gibson

© Mark Sniicklas IntersectionConsulting/Blog

Photo by [intersectionconsulting](http://intersectionconsulting.com), CC BY 2.0



---

Alison Miller  
[millerlibrarian@infolibnow.com](mailto:millerlibrarian@infolibnow.com)  
<http://infolibnow.com/>  
@millerlibrarian (Twitter)

Jill Hurst-Wahl  
Hurst Associates, Ltd.  
[hurst@HurstAssociates.com](mailto:hurst@HurstAssociates.com)  
[www.HurstAssociates.com](http://www.HurstAssociates.com)  
@Jill\_HW (Twitter)