Lets Get Social!

A guide to using Social Media to leverage your organisation's message.

DSCAK Inc.

1st Edition

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Book design by Kuda Mangwe

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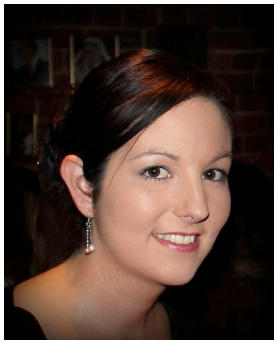
About the Authors

Shonelle Duthie

Since graduating from the University of Western Australia in 2007, Shonelle has worked in a number of interesting roles. These include working as an Associate to a Judge of the Supreme Court, a criminal defence lawyer for Legal Aid WA, and a commercial litigation solicitor for a medium size firm in the city. She has also volunteered for the Subiaco Community Legal Centre and at an orphanage in Banda Aceh following the 2004 Boxing Day Tsunami. Shonelle enjoyed the Engaging Young Leaders on Aged Care Boards Program, and was especially inspired to improve her use of social media after working on this team project.

Christelle Gibson



Christelle Gibson, 28 year old Registered Nurse working as Clinical Risk Manager at a private hospital in Perth. One of the reoccurring themes from conversations with CEOs and Senior Executives, during the Young Leaders in Aged Care Program, was their lack of knowledge about how social media could benefit them and their organisations. I hope that this ebook will prompt further interest, and provide an informative basis for these influential people to explore what forms of social media could work for them.

Ambreen Beg

I currently volunteer with a multicultural community centre in the Wanneroo area. I am Vice-President of the organisation and have worked with them for the past 5 years. I also work with the Department Of Health as a Recruitment Officer. My upbringing has taught me to always value, respect and learn from the elderly. Being an active member of society has taught me that there is a real need to understand aged care.

Kuda Mangwe

Kuda Mangwe is a social media strategist with a keen interest in establishing, growing, and maintaining online communities. Kuda entered the social media space a few years ago and has quickly become a sought after strategist and speaker on the subjects of social media, and online communities. Kuda hopes to one day become and consultant and speaker and work full time on helping others to learn how to take advantage of the online world.

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Also we would like to acknowledge Dr Nicky Howe, Mr Ray Glickman and Mr Stephen Kobelke for their openness and honesty when participating in our interviews.

We would also like to extend a special thank you to all the participants of the 'Young Leaders in Aged Care' program for all your support and encouragement.

Preface: Getting Started

How To Use This Book*

Before you begin to read this book you **MUST** do this first.

1. Take out your smartphone or find a tablet, laptop, or PC to use.

2. Type your name into Google

3. Then ask yourself these simple questions:

- How much of these results am I in control of?
- Do these results reflect accurately the sort of person I am?
- Do these results show me to be a leader?
- Do these results reflect well on the organisation I represent?

***This ebook can be accessed on all devices including e-readers and smartphones. For the best reading experience we recommend using a tablet.**

Who Should Use This Book?

If you're the CEO or senior leader of any organization, don't fool yourself into thinking that people don't have an interest in you or what you do. Whether it be your colleagues, family, or participants at a conference, people will look you up to learn more about you.

With the advent of Social Media many professionals have seen the importance of being in control of their image and reputation online. Not only is it important, but it is also achievable and relatively easy to do!

The idea of staying in touch in business has evolved from the simple exchange of business cards to the inter-personal exchange of online details. People now follow each others influence, views, and leadership skills on twitter, LinkedIn, blogs and various other channels.

This book will demonstrate some proven sites and methods that will help you have the control you need of your image and reputation online.

Introduction to “Lets Get Social”

It really is all about communication. Social media is just a different method. The social media revolution has changed the way that successful business people interact with clients and reach out to new networks. It really has put pressure on marketing teams and other key individuals in organisations to have a client/ customer centric way of communicating.

While blogging, Twitter and Facebook have brought new opportunities for conversation, knowledge gathering and relationship building, those opportunities may feel more daunting than dazzling to overloaded executives. The solution is to stop looking at social media as another platform you have to learn - yet another responsibility - and start seeing it as a way to leverage your messages.

The 2012 Fortune 500 Social CEO index found that 70% of participants had no presence on social media although customers believe CEOs who are on social media are more trustworthy. The study explained one of the trustworthy attributes were shown by a CEO who engaged with clients and colleagues on social media as they appeared to have "nothing to hide" and would be easily accessible, therefore increasing public confidence.

What is in it for Me?

Social Media Helps You Create Your Own Brand:

- Just be yourself
- Post regularly
- Respond promptly to questions, comments etc
- Build your reputation

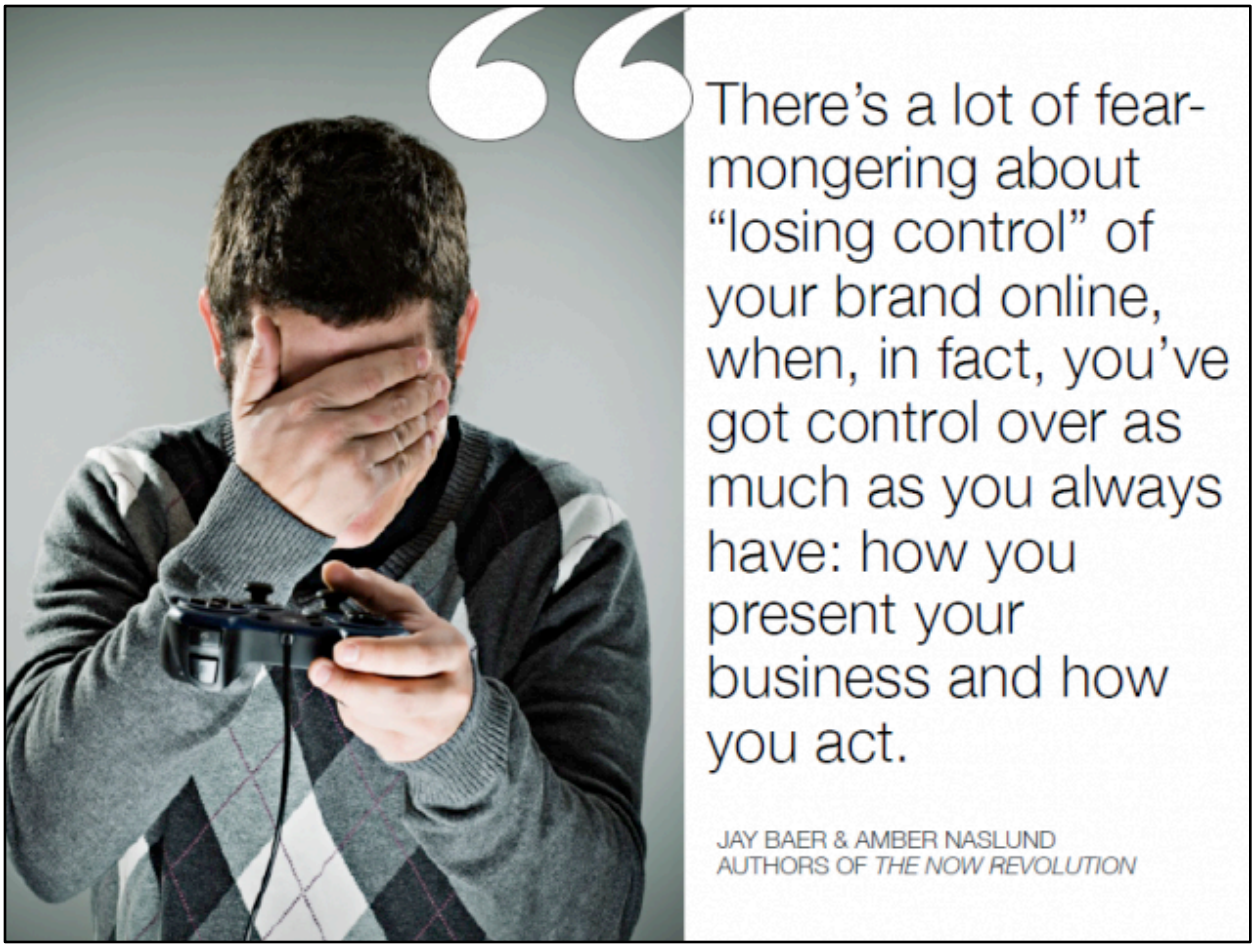
Social Media Helps You Connect with Others:

- Connect with other reputable professionals/entrepreneurs
- Make a point of following that highly select group on all the social networks you use

Social Media Can Improve Your Practise of Leadership:

- Blogs, columnists, and news searches offer insights into new leadership models, profiles of high-functioning executives, academic research on leadership and summaries of the latest business books.
- Learn to communicate with different audiences
- You can reap the benefits of a traditional marketing campaign without the huge costs of print advertising

- While you look for the right candidates, you are also positioning your brand in front of target markets



Reasons Why CEOs and Senior Executives are Not Using Social Media:

Before we get into the benefits of social media, it's important to explore some common responses CEO's and senior executives who are not using social media give for not using the mediums.

The statements below are just handful of the many reasons CEO's have for not using social media:

- I don't understand it
- I don't have the time
- I already feel overwhelmed with the amount of electronic information
- I am concerned about the risks of social media
- I have people who can do it for my organisation
- It is just social and personal, and has no business application

Although to a certain extent these reasons are valid, we find there is lost opportunity to connect using Social Media without at least checking it out yourself. We find that it starts with understanding what it could do for you.

Chapter 1

LinkedIn

Staying connected has never been this easy…

What is LinkedIn?

LinkedIn is a business-minded social networking site with over 100 million registered users globally. The main use of LinkedIn is for professional networking. The purpose of LinkedIn is to facilitate the online exchange of ideas, information and opportunities in a commercial environment. LinkedIn members are called 'connections', and as the name suggests the site provides a platform for you to stay connected with your colleagues and associates.

Why you should be on LinkedIn

LinkedIn offers many opportunities for CEO's and professionals to connect and network with likeminded individuals. The main reason why the network rose to such massive heights was because of its defined and controlled method of communication amongst its users. LinkedIn is targeted to professionals and for that

reason, the conversation and the behavior of LinkedIn users is as such. It shouldn't be confused as the Facebook of business, as it offers unique opportunities for people to learn, teach, lead, and cooperate in a professional manner that no other network can.

Like the majority of social media sites, LinkedIn is free to register, and the network provides an excellent forum for interaction with other professionals on a local, national and international level.

Keeping in touch in the digital age is more than just swapping business cards or mobile phone numbers, it's important to be able to profile a professional or an organisation before committing to a business relationship, and LinkedIn allows this to happen.

LinkedIn allows its members to recommend and submit written reviews of people, products, and businesses. This feature is great for getting endorsements and references from your fellow peers, which further enhances your professional reputation.

LinkedIn provides businesses in Australia and worldwide with a better opportunity to gain exposure for their products and services. It also allows business owners and CEO's to work together with professionals they admire and would like to influence and learn from. Watch this video to get a better understanding:

https://www.youtube.com/watch?v=3p9TqRA8APA

Best practice for LinkedIn

Complete your profile: Nothing screams "Rookie" or "Lazy" like an unfinished profile. Take the time and get it done, both for yourself and your company. Your profile should be 100% complete. Add work experience, schools, and other relevant information about yourself. People searching for contacts will make a decision to connect or not to connect based on the information you provide in your profile. A complete profile will increase your visibility and help you get found by your colleagues and other individuals.

Start building a strong network: Connect with people with whom you have worked or done business with, or generally people with similar interests or work in your industry. Invite thought leaders in your industry to connect so that you might establish a relationship with them and, eventually, gain access to their network.

Connect your accounts: LinkedIn allows you to connect your other social networks and blogs to your LinkedIn account. By doing this you can leverage your influence on all your networks and build your network by reaching out to new people in different places.

Ask the experts: It doesn't hurt to get a little help from time to time and social media is one of those areas where it certainly helps to reach out for a hand. There are many experts out there of various levels and expertise. You can either connect with the authors of this book on LinkedIn and start a dialogue or speak to people like Market Social or Gihan Perera for a more personal experience.

Chapter 2

Blogging

Spreading your message

one post at a time

What is Blogging?

A blog, short for weblog, is a type of website that consists of commentary and other content (such as pictures, video, and links) that a user posts periodically. Blog members are called readers, and as the name suggests blogs provide a platform for you to gain readers and subscribers; making you a publisher of sorts.

Why You Should Be Blogging

Research indicates that online behaviour has changed. Fewer people are visiting websites - especially young people - and citizens cannot engage in two-way communication on a traditional website. Yes, they can submit an inquiry or email, but they likely cannot post a question and receive a response in a fairly quick timeframe, nor can they see other questions and the agency's responses.

While many are not quickly swayed by the hype, one of the major reasons individuals like CEO's began blogging was to differentiate themselves from the media. Most CEO's rely on their very capable public relations and marketing teams to release media statements for them on a regular basis. While this can be sufficient in some cases, not all CEO's have the same opportunities to talk to the media, nor do those opportunities make themselves present easily.

Blogging is also a great way of increasing your digital footprint. Currently when you "Google" yourself what do you find? With a blog you will start to find your personal opinion coming up in search results as a part of your online portfolio. This means that people who look for you will not just find basic information about you, but will also find your voice. Relevant industry searches will over time (with enough work) begin to include your opinion in its results: provided your opinion is relevant to the search.

Helpful Blogging Tips:

- Find a neglected (or new) area of your industry that will appeal to your target audience.

- Grow your audience and continue your own learning through answering all the unanswered questions.

- Blogging should never feel like a chore. When you create a blog because you're interested in its topic, your readers will appreciate – and even reciprocate – your enthusiasm.

- Blogs don't have to consist of text alone. Video, images, and surveys can all add interest to your blog.

- Plan to make business blogging a regular part of your communication strategy for at least a year to ensure the most effective engagement and evaluation.

How to get Blogging:

- Define your goals. Your blog has a greater chance of success if you know from the beginning what you hope to accomplish with it.

- Research keywords related to your subject to help people find your blog.

- Decide where to create and host your blog. Blogger and WordPress are two of the most popular blog creation sites on the Web.

- Use social media to connect people to your blog. You can promote your blog on your personal social media accounts or on your business accounts.

- Many people like to read blogs from their mobile devices. Make sure that your blog site has a mobile version that is optimised for smartphone or tablet viewing.

- Check out these blogs to see how other CEO's have taken advantage of this form of communication:

- http://www.blogs.com/topten/top-10-smart-ceo-blogs-you-can-learn-from/
- http://www.writerscentre.com.au/bloggingcomp/greatblogs.html[1]

1

Chapter 3

Twitter

Contrary to popular belief…

twitter is not for twits!

What is Twitter?

Twitter is an online medium that uses a text-based format to write and read messages of up to 140 characters. Its popularity grew during the late 2000's when many relied on it for getting short, sharp updates on current affairs like elections, and global crises. Twitter members are called followers, and as the name suggests, twitter provides you with a platform where you can closely follow the professional development of your friends and colleagues.

Why You Should Be Tweeting

Twitter can be used as a fast and easy way of leveraging your message by way of text format. It is a good way of networking, by connecting to people that have similar interests and to share your ideas and thoughts on subjects that affect your

organisation. It is also a fast way of responding and commenting to others' ideas and thoughts.
Best practice for twitter would be to connect it to a blog or central platform from which your give your opinion on different subject matters. This will then allow you to quickly distribute your opinion to others who follow you.

If you observe in the media how twitter is used by politicians and other leaders, it is a great way to build and gain momentum over the things that you are doing. You will find that your twitter will be busiest when you're embarking on exciting projects and new ventures that people will likely want to follow you on.

Twitter enables you to dictate what people get to follow you, and what updates about yourself they get to see. Think of it as if you were continually texting your friend over the course of the day. By virtue of reading each other's texts, you stay up to date with what the other is doing and where they are. Substitute the casual conversation you would otherwise have with your friend, with more professional and leadership orientated one and you have Twitter.

Examples of Twitter users

Many organisations and public figures are currently using Twitter as a means of communication.

The following are a few CEO's and an Organisation that have engaged in Twitter:

1) **<u>Mr Stephen Kobelke -</u> CEO of Aged and Community Services, Western Australia**

2) **<u>Dr. Nicky Howe – CEO of Southcare</u>**

3) Baptistcare

4) Bethanie

5) Acorns

Chapter 4

Scoop.it

If content is king, then content curation is his personal aid

What is Scoop.it?

Scoop.it is a curation service that allows users to collect information about a topic of interest, and display it all on one attractive visual page. Members of the site are called curators, and as the name suggests, the site provides a platform for you collect information and give your audience the latest "Scoop" on what's happening in your area of interest.

Why you should use Scoop.it

One of the hardest things about becoming the "voice" of an organization is figuring out what in the world to say. Do you promote your group endlessly? Do you send out fun links you think your constituents will enjoy? Do you talk to your fans and figure out what they want? Well, the answer is yes to all the above. However, it's very easy to burn out and run dry of things to say. So how do you find a good balance?

Besides its attractive and visual format, one of the biggest differences between Scoop.it and a traditional blog, is that the creator can choose to simply collect and display content without having to write about it. Of course, users can add a post too, but if you'd prefer to simply share, Scoop.it will do the trick!

Scoop.it has the option of allowing you to share your content throughout every major social networking profile. Once you scoop an article of yourself or others, you can share it on all social media networks including your Facebook Fan Page, LinkedIn group, Blog, and Twitter account.

Lastly, it is extremely good for your credibility to recognise other thought leaders and CEO's. When you can demonstrate that your thoughts are well supported by other leaders advocating for the same thing as you, you really show a sound understanding of your subject. Recognising others also gains you support from your colleagues, and is a good way to increase your following among like-minded individuals. It also shows that you're well read and keep up to date with industry news and insights.

Take a look at these curators for an idea of what you can do to spread your influence:

- Kirrina Barry
- Uniting Care Australia
- Social Media for CEO's

How to get 'Scooping'

Step 1 : Watch this video:

http://www.youtube.com/watch?v=Bnr6QKKcsII

Step 2: Get started.

Scoop.it has a very user friendly system which is easy to learn and quick to get in to. Remember that it's a curation site and that the collection of articles and data is what people follow you for; so don't feel pressured to have original content on there.

The best thing to do would be to find leaders on the site in your various fields (it has some growing popularity with people in Eastern Australia) and observe what their curating.

It's also handy to see the variety of things that people scoop. It's not just about articles and blog posts but it can also be videos, websites, profiles, or photos; pretty much anything that is relevant to your chosen topic.

Step 3: Get creative and enjoy.

Chapter 5

Case Studies

CASE STUDY ONE: DR. NICKY HOWE

Dr Howe is the Chief Executive Officer of Southcare, and a leadership and management coach. Dr Howe has 25 years senior management experience working in government and not-for-profit sectors in the areas of employment, education, welfare, health, aged care and community services.

Southcare is a not-for-profit organisation based in South Perth which has been providing caring services to residents of the City of South Perth since 1982, and more recently to the residents in surrounding areas. Southcares' team of 80 employees and more than 95 volunteers have responsibility for providing a variety of Government sponsored aged care and family support programs.

Dr Howe shares her experience with social media:

1. ***What mediums of social media do you use and when did you start using them?***

I use Facebook, twitter, linked-in, Google+, blogging, and you tube. I started using linked-in, twitter, and Facebook in 2011, blogging in 2012, and Google+ and you tube this year.

2. ***Why did you start using each of those mediums?***

To leverage my expertise and create more compelling messages.

3. ***How did you learn how to use each of those mediums / who inspired you to use that form of social media?***

I was inspired by Alicia when we first started this project, she put me onto an expert in the area Gihan Perera and he has been mentoring me for four months.

4. ***How much time do you spend on each medium on average per week?***

I spend about 2.5 hours writing blogs, and about 6 hours reading, all my mediums are linked via buffer so that it does it automatically.

5. Why would you encourage prospective board members/CEO's to use social media?

- *Expertise - I think that we don't appreciate that we are experts and this is a way of us sharing our expertise;*
- *Listening - as a leader we need to listen to our clients, our customers, the world's trends, to markets, to competition, to boards, consultants, co-workers, staff , volunteers, etc. this is a vehicle for listening - we are open to learning new ways to achieve results;*
- *Learning - I see a key part of my role is to learn and this offer many opportunities to learn from others; and*
- *Advocacy - for our causes/ need that we are part of Building communities - with others in you sector – with clients, volunteers and the community.*

6. What do you consider to be the biggest benefit of using social media?

You have voice, it is immediate, it connects you across the world and to different generations and information, I gain knowledge.

7. What do you consider to be the biggest risk of using social media?

Not thinking before your act.

8. Are you able to give us an example of your use of social media?

On 12 March 2013 I posted a blog titled "Spending a weekend with young leaders – how lucky am I!!" on the Young Leaders in aged care website: http://youngleadersinagedcare.ning.com/profiles/blogs/spending-a-weekend-with-young-leaders-how-lucky-am-i.

The following is a screen shot of part of that post:

Spending a weekend with young leaders – how lucky am I!

Posted by Nicky Howe on March 12, 2013 at 11:52am View Blog

On the weekend I had the great privilege of participating in the Exceptional Young Leaders Retreat that Alicia Curtis ran at New Norcia for our Engaging Young Leaders in Aged Care Project.

The program was run over a weekend and gave me the opportunity to observe, interact and develop relationships with 18 Young Leaders. How lucky was I! The following are my observations and experiences.

9. How do you think that blog post helped leverage the message of your organisation?

I think it helps demonstrate:

- *Listening*
- *Learning*
- *Advocacy*

CASE STUDY 2: MR RAY GLICKMAN

Mr Ray Glickman is the Chief Executive Officer of Amana Living and the Chairman of Aged & Community Services WA (ACSWA). Mr Glickman has Masters Degree in Business, Applied Social Studies, and Psychology & Philosophy. He is a Fellow of the Australian Institute of Management and a Fellow of the Australian Institute of Company Directors. He came to the aged care sector following many years in local government, where he was most recently the CEO of the City of Fremantle.

Amana Living is the principal aged care agency of the Anglican Diocese of Perth, and is one of WA's largest aged and community care providers. ACSWA is the largest peak industry body for aged and community care providers in WA, representing a large number of church, charitable and local government organisations throughout the state.

Ray shares his experience with social media:

1. ***What mediums of social media do you use and when did you start using them?***

For the last couple of years or so, I have been active on LinkedIn and Twitter.

2. ***Why did you start using each of those mediums?***

At Amana Living, we were conscious of the rise of social media and its significance as a communications and marketing tool. I set up a group called (SNIGGER – Social Networking Interest Group Generating Electronic Relationships) and we invited younger people from across the organisation who were experienced and skilled at using social media to help us develop an Amana Living approach. We have put together a strategy that emphasises improving the organisation's use of a Facebook page as an external and internal marketing tool and using Twitter as an avenue for me as an individual to communicate ideas, which in turn helps to promote Amana living.

In recent times, we have brought onto staff for a while a young guy whose job title is "Innovator @ Large". Amongst other things, his role is to teach the rest of us about the internet and social media.

3. ***How did you learn how to use each of those mediums / who inspired you to use that form of social media?***

I wouldn't say that I am a great expert at either of them. Stephen Kobelke, the CEO of ACSWA, is my Twitter guru and mentor. I think Stephen has led the way on effective use of Twitter by our sector across the country.

4. How much time do you spend on each medium on average per week?

That depends essentially on how busy I am. I keep across LinkedIn a couple of times a week and go onto Twitter quite frequently, particularly if I have specific messages I am trying to communicate.

5. Why would you encourage prospective board members/CEO's to use social media?

I think use of social media is a strategic issue for each organisation to determine in light of its particular circumstances, skills and resources. Social media can be an important tool but you need to know what you are trying to achieve by getting involved and also need to analyse the potential of each individual media form to get the job done for you.

6. What do you consider to be the biggest benefit of using social media?

The answer to this question really depends on the business a particular organisation is in and on how it chooses to use social media. In the aged and community care sector, we have determined that the high level of Facebook use by older people presents marketing opportunities and that Twitter is useful to present thought leadership on key issues.

7. What do you consider to be the biggest risk of using social media?

The risks essentially lie in using the different media forms poorly and thereby putting people off your brand rather than attracting them. That's why it's important to be strategic about what you are doing and to build up slowly to avoid the "traps for young players", or in this case, this expression would more appropriately be "traps for old players".

8. Are you able to give us an example of your use of social media?

I find Twitter useful to canvass current issues impacting the sector. For some time now, I have been conveying the message via Twitter that "Living Longer Living Better" is not true and much-needed reform for the sector and that we need to get back to the framework developed in the Productivity Commission report into the aged care system.

The following is a screen shot of one of those posts:

9. How do you think that example helps leverage the message of your organisation?

I think it demonstrates that Amana Living is a proactive and forthright organisation that is deeply passionate about the interests of older West Australians.

10. If a board member / CEO was considering using just one medium of social media to leverage the message of their organisation, which medium would you suggest and why?

As I've said above, it is horses for courses and it depends entirely on what you are trying to achieve, how and when.

CASE STUDY THREE: MR STEPHEN KOBELKE

Mr Kobelke is the Chief Executive Officer of Aged & Community Services WA (ACSWA). ACSWA is the largest peak industry body for aged and community care providers in WA, representing a large number of church, charitable and local government organisations throughout the state.

Stephen shares his experience with social media:

1. ***What mediums of social media do you use and when did you start using them?***

I use facebook, twitter, and linked-in. I started using linked-in in 2006 and twitter in 2009.

2. ***Why did you start using each of those mediums?***

I started using twitter in 2009 to follow the Kevin 07 campaign. I began to use linked-in less when they decided not to take a direct link from twitter. I do not blog because I am not confident I can dedicate the time to it. I use Facebook for family - it can add to a great mix.

3. ***How did you learn how to use each of those mediums / who inspired you to use that form of social media?***

Twitter – two people @globalcopywrite (Sarah Mitchell) and @FiBendall (Fi Bendall) - both are social media experts in a professional sense. She knows as much about social media marketing as anyone in WA. I just started, watched and then got the hang of it.

4. How much time do you spend on each medium on average per week?

Twitter – 4 hours spread. Linked-in – 2 hours. I don't ask to connect now but get 20 requests a week and I send a different message to everyone who connects to me about something on their CV that's interesting.

5. Why would you encourage prospective board members/CEO's to use social media?

I think that they should take a look by signing on and start slowly. With twitter look at someone they know and see who they are following and follow ones who are interesting. Also, because the change in communication is moving so fast with all demographics (including those over 65) you will need to be part of it to be in the game of communication.

6. What do you consider to be the biggest benefit of using social media?

With twitter – you know what is happening immediately on major news. I think that you can enter the debate and make comment. In aged care you use the #agedcare hashtag on your tweets and you are in the debate – maybe creating news.

7. What do you consider to be the biggest risk of using social media?

When you put it out there its public – think about what you are saying. With twitter there is a delete tweet option but get it right first.

8. Are you able to give us an example of your use of twitter? We note that you have more than 650 followers!

9. How do you think that example helps leverage the message of your organisation?

This is a simple example. It shows that ACSWA has broad support (Dr Ken Michael). It shows that we are in the community spreading a message about healthy ageing. All of Australia following the #agedcare hashtag including Departments and Ministers know you are active with a message. Of course some tweets have a harder edge.

10.If a board member / CEO was considering using just one medium of social media to leverage the message of their organisation, which medium would you suggest and why?

If the organisation has a budget I would get some advice from a professional. For a Director or CEO doing this (I would recommend they have a disclaimer on their profile that the views they are expressing are their own) I would use twitter because it's manageable time wise and simple to use.

Where To From Here?

CEOs and senior executives have long overlooked social media as a key communications channel at the executive level, questioning its credibility and worrying about managing risk.

However social media platforms present broad competitive advantages that benefit business leaders, and one of the most critical is developing brand trust. We know that consumers are wary of brands, and show much more trust in people than in institutions.

14Clearly social media is becoming vital for business; however, the biggest rewards are available for companies whose commitment to social media comes from the top. Regardless the size of your organisation, why would any CEO or senior executive want to let such a strong potential competitive advantage go?

The conclusion is clear:

"Any leader who isn't engaged in social media today, is like the leaders of 50 years ago

who insisted on sending a telegram, instead of dialing a phone." *Steve Olenski,*