



SOCIAL MEDIA STRATEGIES WORKSHOP NOTES

T&T Conference, San Juan, Puerto Rico 1-25-17

Highlights from Social Media Video:

The Social Media Revolution 2016

https://youtu.be/N4znQDyz038?list=PLipGHv3r1IjF_xE6_HowfuppbXMt3Ctej

- Social Media is taking over
- If Facebook were a country, it would be the world's third largest
- Online students outperform those receiving face-to-face instruction
- We no longer search for news, news finds us- products and services will find us via Social Media
- Social Media is not a fad- it is a fundamental change in communication
- Social Media word of mouth = world of mouth- world voice
- Fastest growing segment on Facebook is 55-65 year-old women

Why use Social Media?

- Easy
- Quick
- Requires a short attention span
- Lots of people use Social Media - Facebook, Twitter, Instagram, Snapchat
- Many use for action

Ways to use Social Media to Communicate

- Know your audience and engage them!
- Keep up and get on board with the youth, millennials
- Some on Social Media 3-4 hours per day
- If not on Social Media, we are behind the company- they are on it
- Company has a Social Media policy
- Team monitors employee activity on Social Media –track call-ins – has resulted in reprimands
- Team monitors customer complaints, sells on Social Media, etc.
- Team monitors any “AT&T” posting to take action
- Use T-Space at work (similar to Facebook)
- Incorporate with existing communication processes

TO DO

- Do it MY way- Pictures-Snapchat, FB, etc.
- But still have to talk with the individual
- Educate through Social Media
- Know your Audience- multi media
- Engage with the audience in Real Time
- Update employee lists regularly

BELOW IS ONE LOCAL'S USE OF SOCIAL MEDIA

ART PLAS, Local 4390's Process

Tumblr	-gives us a larger look/presence
Tumblr	-links with Twitter, Facebook, Snapchat
WEBSITE	-highly recommended
WIX	-easy to use to make a website
Uber Conference Call	- free for local meetings (i.e. gotomeeting.com, freeconferencecall.com, etc.)
Speaker phone	-use at local meetings
Facebook	-for retiree communications
Facebook	-SEC Information Page
Facebook	-search names of individuals from employee lists to invite
Private FB page	-use for union pics, video, etc.
Google-FB-Twitter	-easy to move pics from one to another Social Media resource
Google	-search how to organize, AT&T, etc.

TIME COMMITMENT -TAKES 5-15 MINUTES A DAY TO MAINTAIN

DELETE INFORMATION - EASY TO DELETE

Notes respectfully summarized and submitted by Chris Deas, Alliance cdeas@employeeegrowth.com