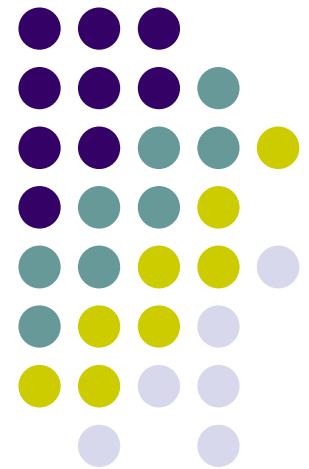


# Social Media and SNS's

Strategy - Purpose  
From Here On

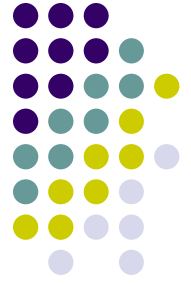




# What is Social Media

- The use of technologies--web and mobile--to interact.
  - Blending technology and social interaction to co-create value.
    - It includes email, Social Network Sites-SNS (Facebook, LinkedIn), Instant Messaging (IM), blogs, forums, microblogs (Twitter).
- The Content Generated Media (CGM)
  - Any user can generate content.

# Social-Network Sites



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



# Survey Results

- **Joined**

- Facebook – 7
- LinkedIn - 5
- Twitter – 3
- Other - 1

- **Active Users**

- Facebook – 6
- LinkedIn - 3
- Twitter – 1
- Other - 1



# Your Use of SNS's

## Why Do You Use SNS's?

- To Keep in Touch
- To Connect
  - Social: Family, Friends
  - Business: Professional
- To Keep Up
- To Get Updates
  - Trends, Events, Places, Activities, Products
- **SNS's Are Useful – 7**
  - Effective dissemination tool
  - Time-saving
  - Easy to use
  - Exposure – Connections
  - Exchange of Information
- **Not Useful – 2**
  - Time Consuming
  - Don't Use it for Work
- **Neutral - 1**

# SM for Organizations

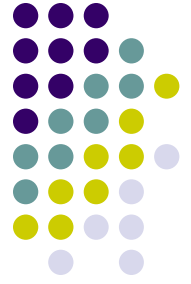


- Becoming a Trusted Source of Valuable Information.
- Keeping Connections or Users Informed.
- Execution of Communications and PR Campaigns.
- Consumer Research.
- Customer Satisfaction.

# Any communications Strategy Needs a Purpose.



- As your SM Director, I'd like to know **IMIA's purpose** for having a presence on SNS's.
- Is it:
  - Building and maintaining online relationships?
  - Creating international recognition?
  - Basically updating members?
  - Or, is there a particular campaign?



# Posting to IMIA's Profiles

- Please introduce yourself on FB.
- Share stories: What, When, Where it happened?
  - Give it your own spin: We want UNIQUENESS.
- Add content and enrich IMIA's profiles:
  - News articles, events, press releases.
- When posting, always provide:
  - a short paragraph (1-3 lines)
  - a link for website or blog with more information
  - visual content – pictures and video.



# Thank You!



Look forward to seeing you on LinkedIn,  
Facebook and Twitter.

**Mari D. González**  
Social Media Director at IMIA