



# Technology and Social Media

Mike Taylor, C.P.M.

www.mltweb.com



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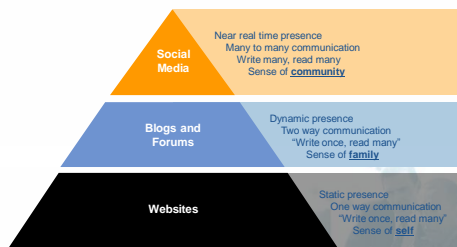
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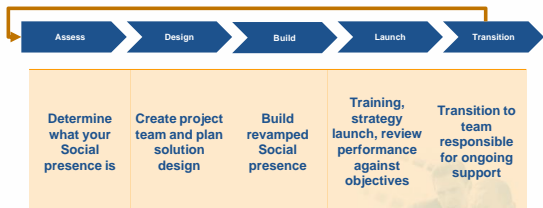
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Measure twice, cut once = success

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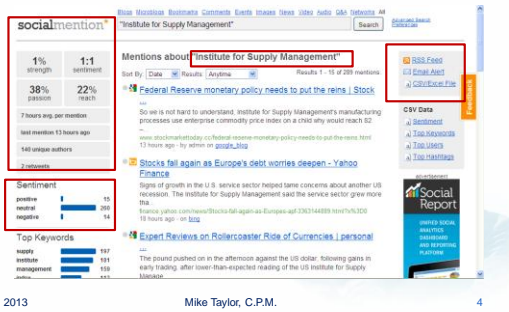
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# Assess Your Presence

> Are you being talked about?



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# Where to Listen

socialmention\* WHOS TALKIN XSAMEPOINT

↑ Relevance

LinkedIn YouTube

facebook myspace® a place for friends

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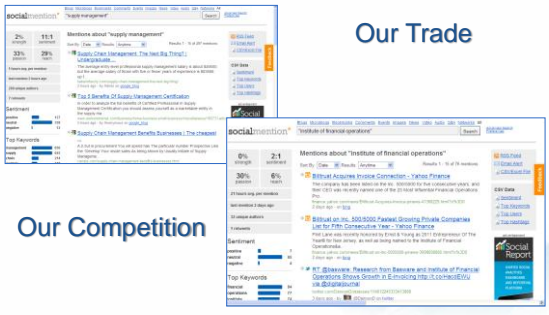
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# It's Not All About You



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## Social Media Strategy

### ➤ What's the purpose?

- ✓ Marketing
- ✓ Lobbying
- ✓ Customer Service

### How will you define success?

- ✓ Measures without results
  - ❖ Positive to Negative Ratio?
  - ❖ Number of Mentions?
- Measures tied to assumptions
  - ❖ Increased name presence will increase interest
    - Membership numbers
  - ❖ Visible listening will increase participation
    - Attendance at functions

Strategy: Automate electronic newsletter and let anyone and everyone who wants to join, be on the list.

*Only sensitive information or paid content should be restricted to members.*

Don't miss a chance for publicity

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## Critical Design Factors

- Allow for open and free conversation
- Embrace both positive and negative content
- Be responsive to every post
- Provide multiple media forms
- Provide added Value

Strategy: Establishing a social media presence would be a fun way for student members to get involved.

Warning: Make sure you share a common vision before they start

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## Social Media Success

- Remember that "It takes a village"
- Nothing will ever be "etched in stone"
- Ease of use should always be your number one focus
- The more integrated the better
- Better to have one focused presence than several scattered ones
- If you can't keep it current – don't do it.

Not all members will use the same services; and that's O.K.

Cross post and link as much as possible.

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## Samples & Examples

- Where to look? Keyword searches:
  - ✓ ISM, "Supply Chain", "Non-Profit Association"
  - ✓ APICS, IFPMM, IIA,
- Ideas to borrow
  - ✓ Site design & layout
  - ✓ Newsletters, educational programs
  - ✓ Member benefits
- Content, cross links & sharing
  - ✓ Trade newsletters with local organizations

Have a contest among members to find examples and other organizations to contact

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## YouTube ISM Channel



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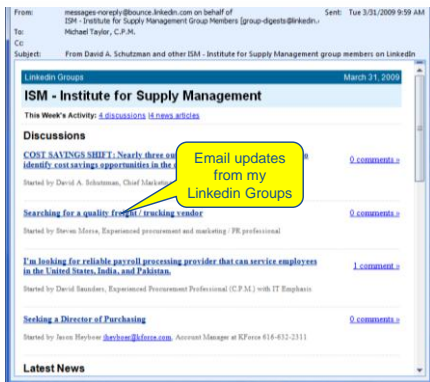
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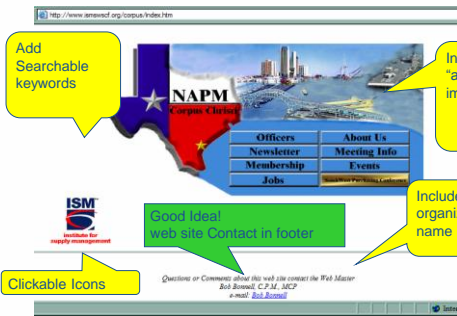
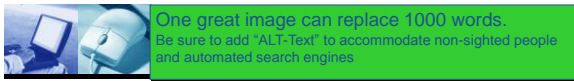
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**The LinkedIn Personal Trainer**  
Helping LinkedIn members succeed in their careers and businesses.

**Equal Discrimination In The Workplace**  
Posted by Steve Talbot on 03 Mar 2013 | Tagged as: Pale  
It's hard to believe, but have we gotten to an age where any one bit of discrimination is as common as another?  
I mean, if you're *White*, but not *Black*, does it really matter any longer?  
Here - read more...

**LinkedIn's New Czar: Remover Of Useful Things**  
Posted by Steve Talbot on 11 Feb 2013 | Tagged as: About the Service, Applications, Connections  
That's the position I have to believe is running the show these days.  
I mean - what else could explain all of the recent events?  
Answers - closed down.  
RSS - crippled and closing.  
Sending messages to your contacts through tags/labels - no longer functioning.  
Let's consider it...

**GET THE BOOK!**  
More info  
pdf ebook  
Kindle version  
Amazon paperback

**GET UPDATES!**  
Sign up for email updates.

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## Staying in Touch

- Newsletters
- Program Notices
- Survey requests
- Question: *Are affiliate newsletters and notices a member benefit or a marketing and advertising tool?*

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**makeuseof.com** presents

**You like this:**  
the **facebook** marketing guide.  
By Angela Alcorn  
netsavoir.com

**Facebook**  
the missing manual  
3rd Edition  
Free Sampler  
O'REILLY  
E. A. Vander Veer

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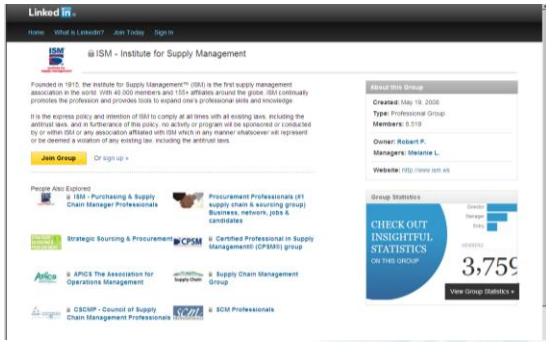
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➤ **ISM—Alabama, Inc. Uses LinkedIn as a Communication/Recruitment Tool**

- Created a group for its members in mid-2010
- 63 members use it for networking, job notices and professional development activities
- Used advanced search feature to seek out supply chain professionals with key words
- Limiting the search to a 100-mile radius
- Plans to do this at least once a year to locate potential members.

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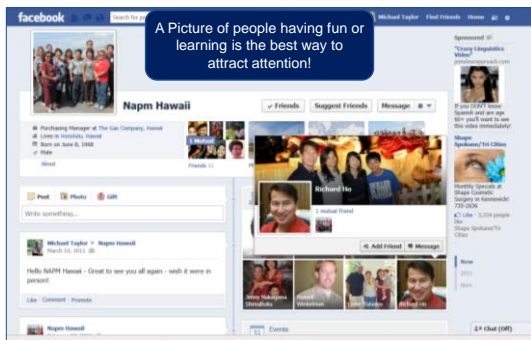
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## The Don'ts

- **Make it too wordy**
- ✓ You have 5 sec., for a viewer to decide if they are going to continue to read before they surf somewhere else.....
- **Limit access to 'sighted' users**
- ✓ Use ADA design guidelines
- **Spel badly**
- **Use a color scheme that won't print**
- **Overuse graphics and animations**
- **Play background music or sounds**

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## Process Improvement Opportunity

- **ISM No Longer Processes Affiliate Credit Card Transactions**
- **Result:** Affiliate Paypal account
- Members pay affiliate dues online using their personal credit cards. Receipts transferred directly to affiliate bank account
- Report and processing in real time instead of weeks
- Create a Paypal account: no charge and about 30 minutes
- Input Bank account routing and account numbers then process confirming transactions of <\$1 to validate accuracy. (3 days)
- Submit copy of incorporation document to request lower nonprofit rate, confirm organization identify and identify Tax ID number (scanned copy, about 3 days)
- Publicize link for members and start receiving payments.
- Potential drawback in withdrawals if you haven't gotten the Tax ID information correct

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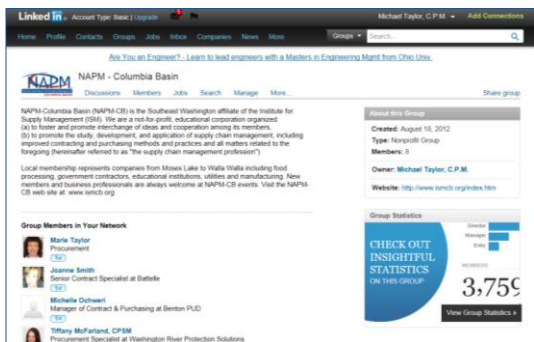
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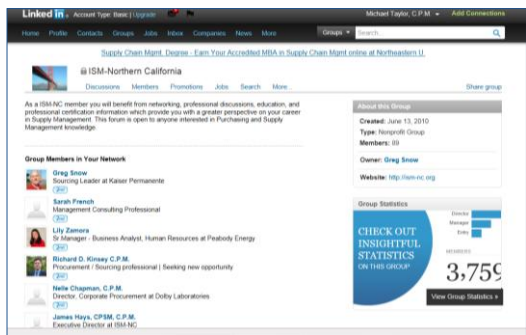




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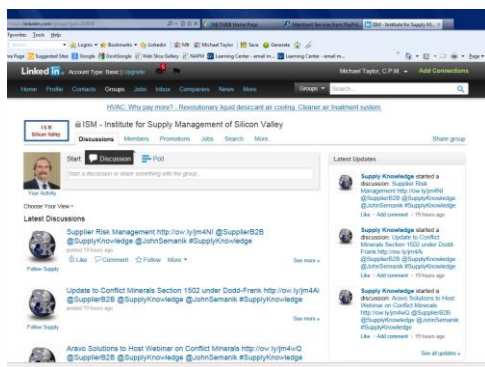
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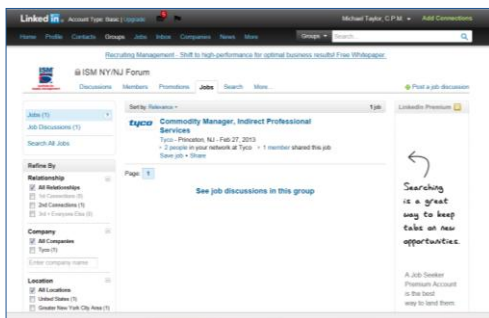
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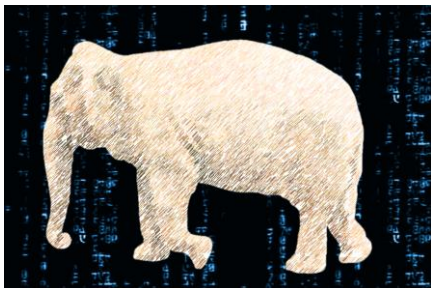
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