Breakout 2: How to Use a Public Social Network for a Professional Agenda

- **Uses**
  - Why use social media ?
    - Learn
    - Teach
    - Connect
  - Commit to your chosen social media outlet.
  - Moderate yourself!
  - Different audiences for different social media outlets.
- **Q1**
  - What concerns do you have about engaging with social media in a professional context?
    - Please add comments in chat box
    - or raise your hand and you can talk
  - Do you currently have a separation between your personal and professional online profiles?
    - don't have much personal presence
    - Checking social media can be addictive
    - think it is important to keep separation
      - may not care about personal issues
      - don't update from Twitter
    - Linked In - Professional
    - Facebook - Personal
    - 140 character limit for tweets
      - platform to learn and communicate
      - hold opinions closely
      - keep respectful tone
      - be professional
- **Q2**
  - How have you used social media for professional development?
    - Anyone using social media successfully?
    - Subtopic
  - What social media outlets would you recommend to other transportation professionals?
    - a professional tweet - what do you talk about?
      - wide variety of topics
      - ask question - where do I find?
      - what I read
      - Search on #TRBSMC today
      - Have you seen the new report?
      - Ideal network to connect
    - Google +
      - advantage - segregate contacts
        - professional
        - personal
      - doesn't have critical mass (yet)
    - Linked In
      - Professional
    - Facebook
      - Personal
    - YouTube
      - Many agencies are on YouTube
    - Flicker
    - Picassa
      - open site for pictures
      - field work
      - shared pictures
      - can comment
      - (Also protected site)
    - Ning
      - a professional site
      - with social media
      - a Facebook for committees
      - can we get members active?
      - more for members
    - Wiki
      - can interact and post
      - source of knowledge
- **Q3**
  - How do you get the most value out of your social media engagement?
    - there are so many outlets?
    - how do you spend your time in which one?
    - how do you get more widely read
  - Do you have any personal social media best practices?
    - twitter
    - Linked In
- **Q4**
  - How much time have you invested in creating your online profile and social media presence?
    - to do a blog is an investment in time
      - job announcements
      - event announcements
    - have goals
      - be able to measure progress
    - will post 2 times a month
  - Has this been a good use of your time?
    - can't do it all the time
    - what is the minimum?
- **Q5**
  - Do you have goals for your professional social media exposure?
  - What about goals for any professional organizations for which you manage social media outlets?

Mind Map by Frank Broen