

TRB Social Media Conference

September 21, 2011

Breakout Group Discussion:

How to Use a Public Social Network for a Professional Agenda

Shana Johnson, Foursquare Integrated Transportation Planning

(12:00 to 12:45 PM)

Professional Development Uses of Social Media

1. Why use social media ?
 - Learn
 - Teach
 - Connect
 2. Commit to your chosen social media outlet.
 3. Moderate yourself!
 4. Different audiences for different social media outlets.
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Question #1

- What concerns do you have about engaging with social media in a professional context? Do you currently have a separation between your personal and professional online profiles?
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Discussion Notes #1

Question # 2

- How have you used social media for professional development? What social media outlets would you recommend to other transportation professionals?
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Discussion Notes #2

Question # 3

- How do you get the most value out of your social media engagement? Do you have any personal social media best practices?
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Discussion Notes #3

Question # 4

- How much time have you invested in creating your online profile and social media presence? Has this been a good use of your time?
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Discussion Notes #4

Question # 5

- Do you have goals for your professional social media exposure? What about goals for any professional organizations for which you manage social media outlets?
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Discussion Notes #5
