

# 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

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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

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- 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

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# Question # 2

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- 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

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# Question # 3

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- 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

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# Question # 4

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- 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

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# Question # 5

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- 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

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