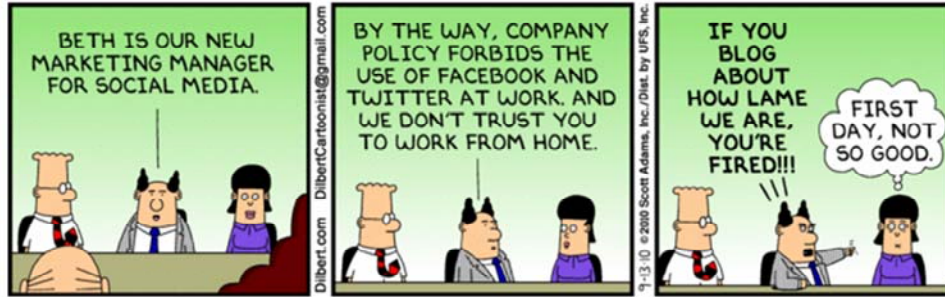


# Social Media

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# Dilbert's Take on Social Media



# Dilbert's Take on Social Media





Who's heard of a handful of these services?

Who has accounts with any of these services?

Which of these services are no longer available?

## Serendipity of Sharing

“Sharing is the new normal. There are too many benefits to living with a certain degree of openness for Digital Natives to ‘grow out of it.’ Job opportunities, new personal connections, professional collaboration, learning from others’ experiences, etc., are all very powerful benefits to engaging openly with others online, and this is something that Gen Y understands intuitively.”

*Matt Gallivan, senior analyst for NPR*

5

This compares to older generations of knowledge workers, that don’t share this intuition. They basically work in private, or in small groups of close colleagues, and only share our output – papers, reports, plans, presentations, analyses, and so on – once they consider it done. They sometimes see this trait as a narcissistic waste of time.

You do not need to be a digital native to benefit from sharing.

## Two Benefits of Sharing

- People who narrate their work **become helpful to the rest of the organization**, because the digital trail they leave makes others more efficient
- By airing questions and challenges work narrators open themselves up to good ideas and helpfulness from others, and so **become more efficient themselves**

*Andrew McAfee, Harvard Business Review*

6

This narration becomes part of the digital record of the organization, which means that it becomes searchable, findable and reference-able.

Share several examples about Twitter, Facebook, LinkedIn...

Whether you are a lurker, or actively engage in social media, there are dozens of ways to gains some benefits from social

How can this type sharing serendipitously help you?

## What's Your Goal?

- Staying in the know of industry trends
- Connecting with industry experts
- Finding a new job
- Connecting with co-workers
- Become an online expert on a topic

7

As in the hitch hikers guide the galaxy, the answer is the easy part. Finding the question is the challenge.

## Your Goal Will Help Determine the Platform/Tool

- Staying in the know of industry trends
  - Google Reader, digg, reddit, delicioius, LinkedIn
- Connecting with industry experts
  - LinkedIn, Twitter
- Finding a new job
  - LinkedIn, Twitter, Facebook
- Connecting with co-workers
  - Facebook, LinkedIn, Twitter, Yammer, wikis
- Become an online expert on a topic
  - Blog, Facebook, LinkedIn, Twitter



## A Warning about Finding Value in Social Media

“One of the hardest things to do for anyone is to find real value amidst the noise, and the massive volume means that people can get missed.”

*Louis Gray*, managing director of new media for Paladin Advisors Group

9

With more places to share content on more networks, each having their own diverse social character, connections and features, many people are splintering their online identities, choosing one or a few communities over others, and optimizing our sharing and consumption to fit the model that best works for us.

Find what's most important to you and dip your toes in when you can. Managing the noise is the only way to not sink under the social media information overload.