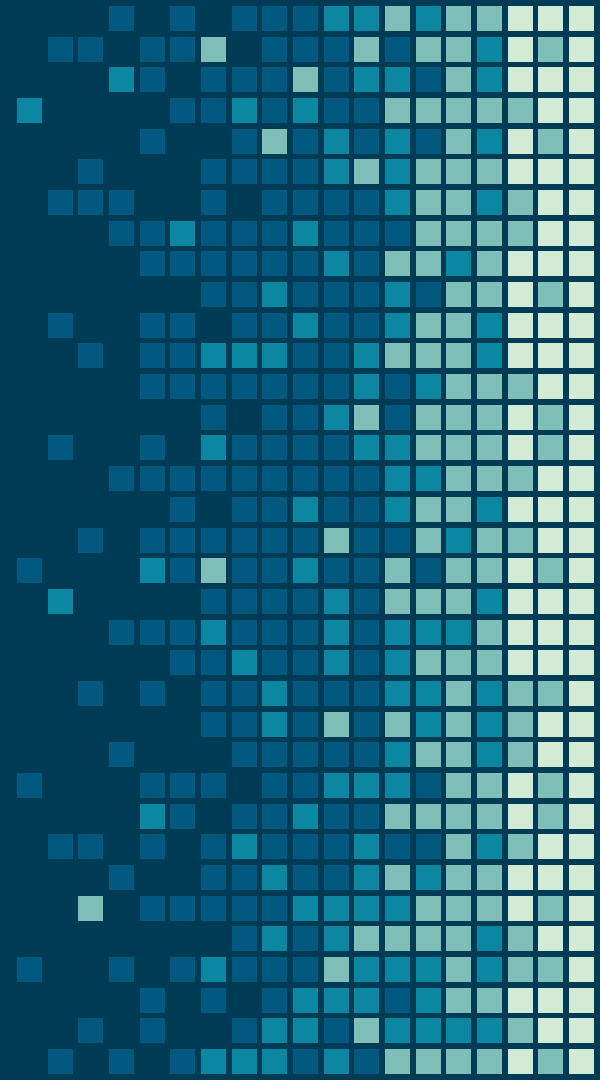


Social Media?  
For Professional  
Development?  
Yes, really!

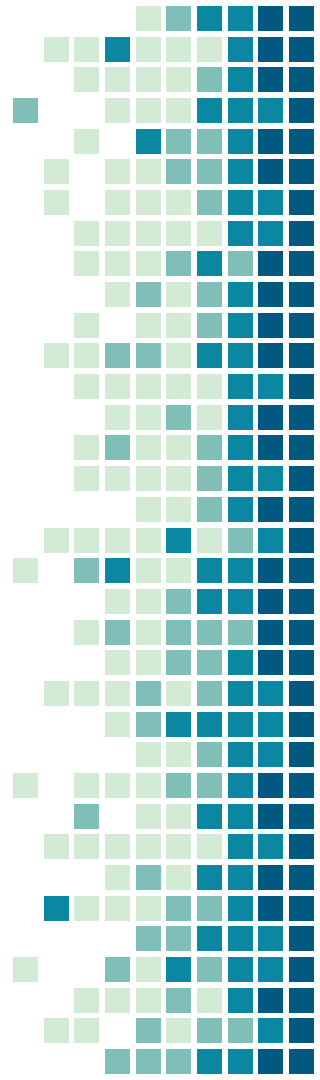




# WELCOME!

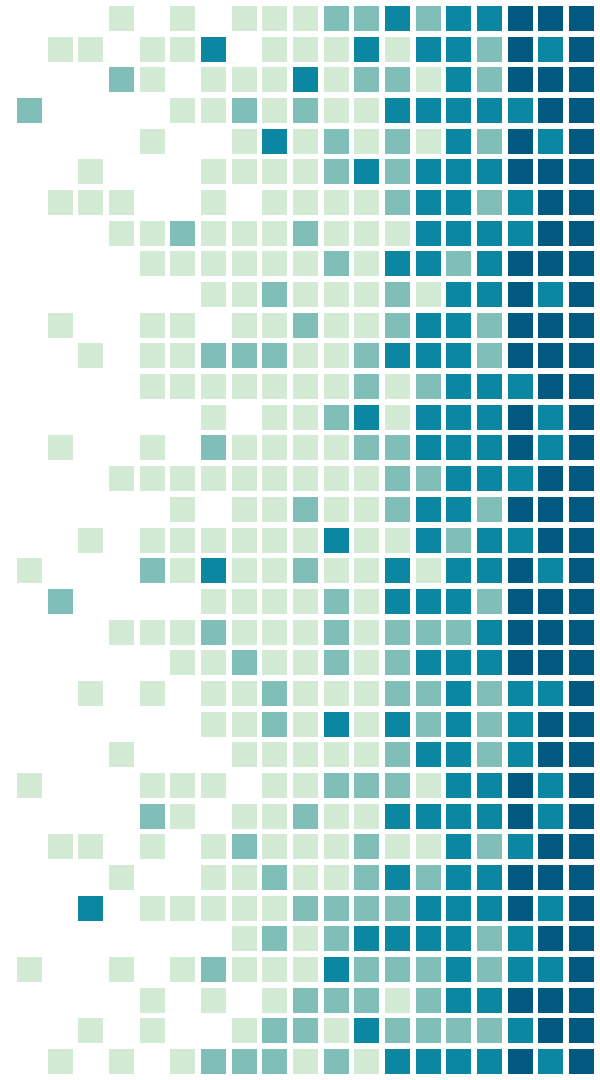
## Session Goals:

- **Discuss social media**
- **Get some tips on using social media effectively**
- **Learn to find, follow, and organize resources efficiently.**
- **Learn how to share what you do with others.**



1.

What IS social media?



# social media

*noun, plural in form but singular or plural in construction*

Popularity: Top 1% of lookups

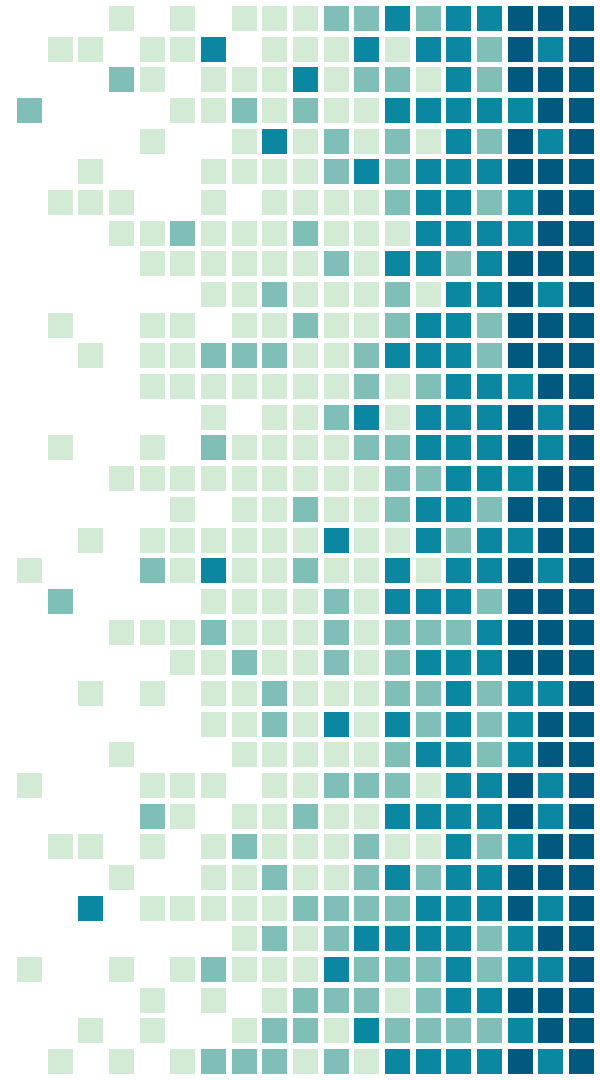
## Definition of SOCIAL MEDIA

: forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)

2.

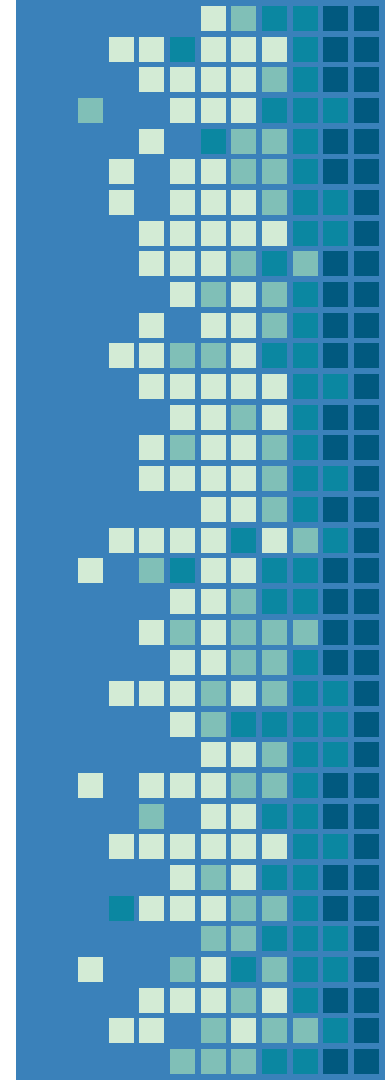
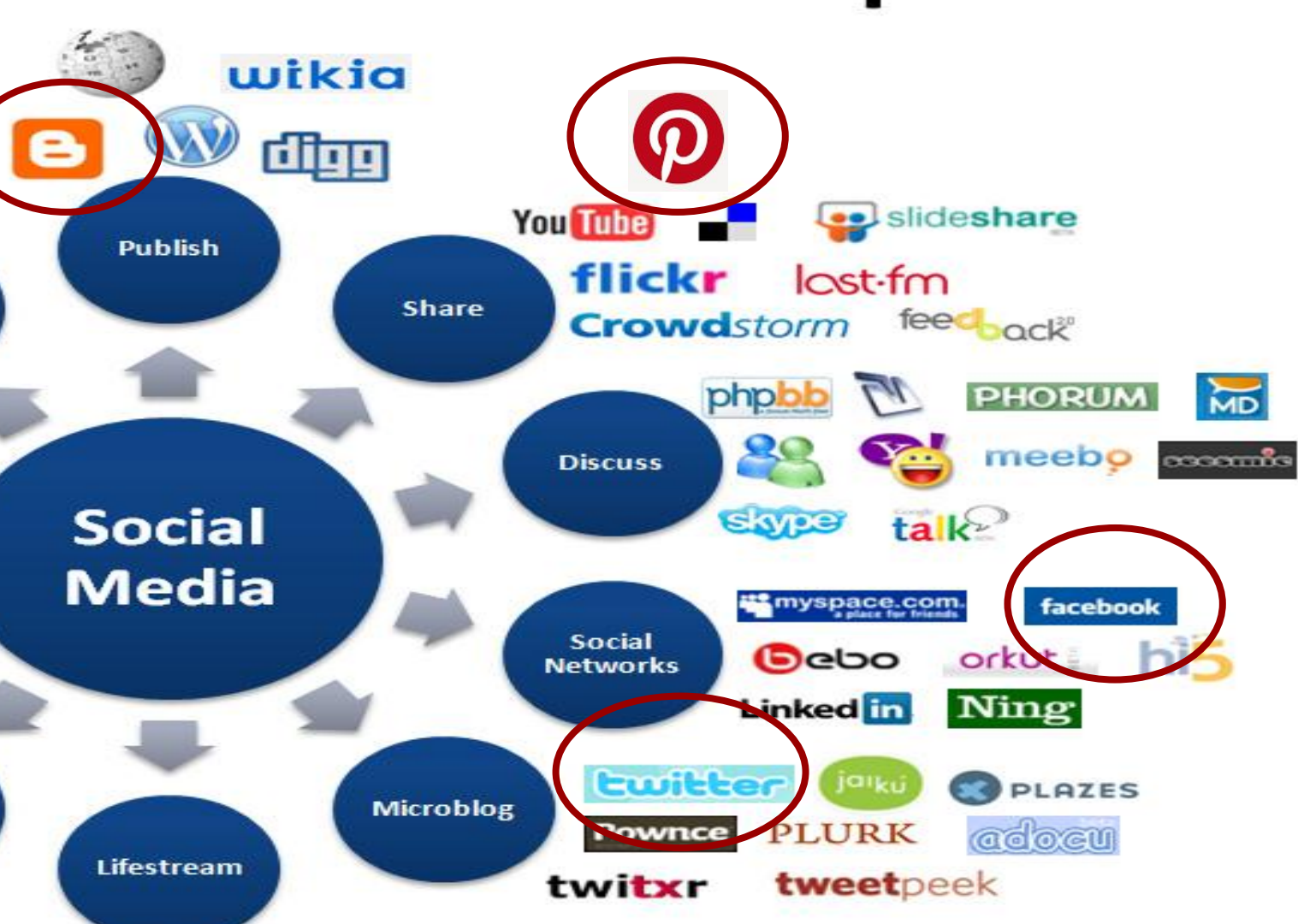
## What platforms are out there?

What are they used for & how do they work?



# Social Media Landscape



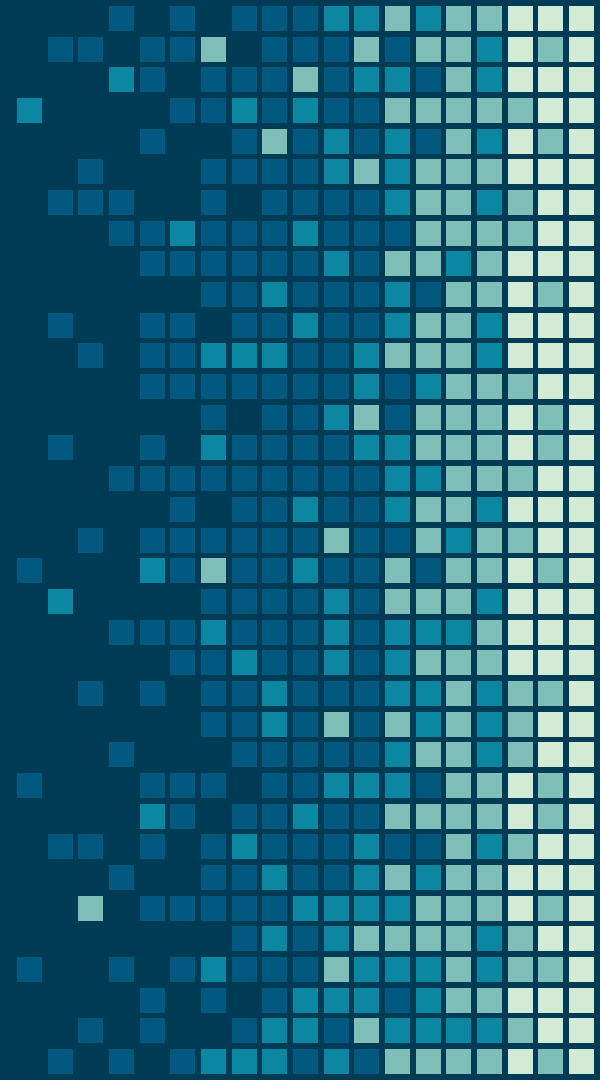


FACEBOOK





THERE ARE  
FACEBOOK  
GROUPS FOR  
*EVERYTHING!!*



# TWITTER

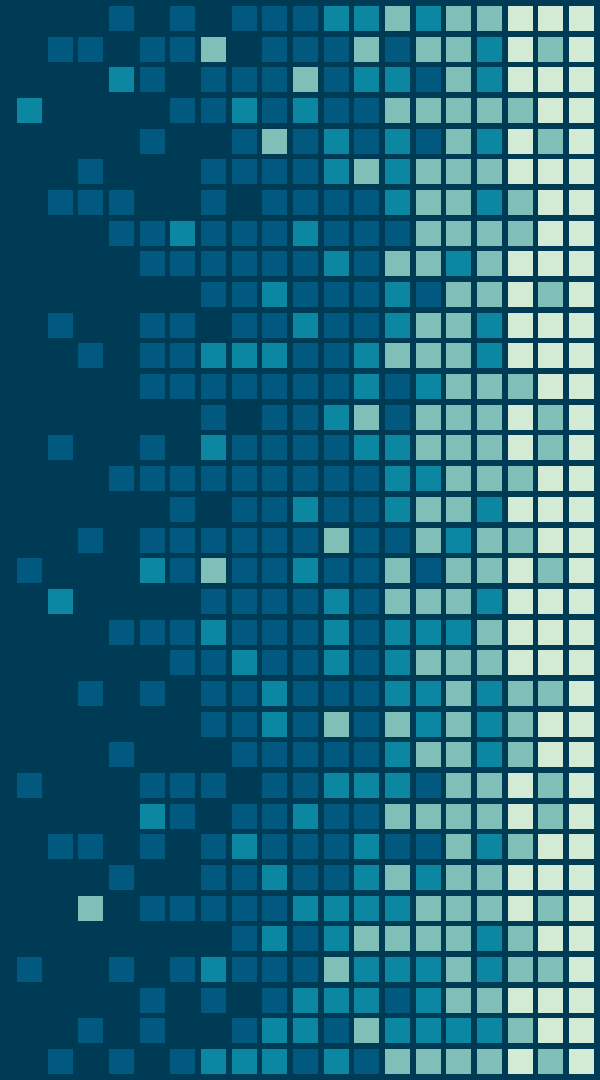


# The basics of Twitter

- Tweet.
- 140 characters.
- Photos. Videos. Links.
- Favorite
- Retweet
- Hashtags (#)



Follow a hashtag :  
#wafIt17



#langchat

Thursday evenings  
Saturday mornings



# KNOW THE LINGO

So you don't look like a noob.

## Guide to Twitter Lingo

at (mention) @

hashtag #

caret/hat sign ^

financial hashtag \$

as far as I know **AFAIK**

carbon copy **CC**

correction **CX**

direct message **DM**

Follow Friday **FF**

hat tip/heard through **HT**

in case you missed it **ICYMI**

Music Monday **MM**

modified tweet **MT**

**NSFW** not safe for work

**OH** overheard

**PRT** partial retweet

**RLRT** real life retweet

**RT** retweet

**SMH** shaking my head

**TFTF** thanks for the follow

**TIL** today I learned...

**TL;DR** too long; didn't read

**TMB** tweet me back

**TQRT** thanks for the retweet

**TT** translated tweet

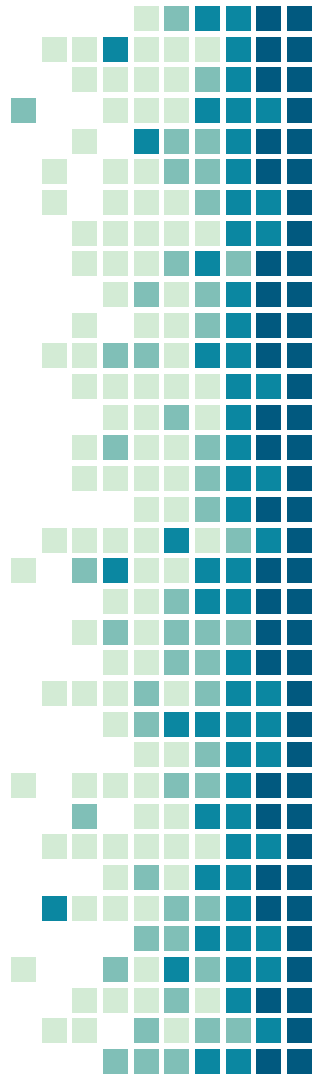
**W/** with

# Twitter is TOO HARD TO FOLLOW!

Go to the page of the person you want to follow

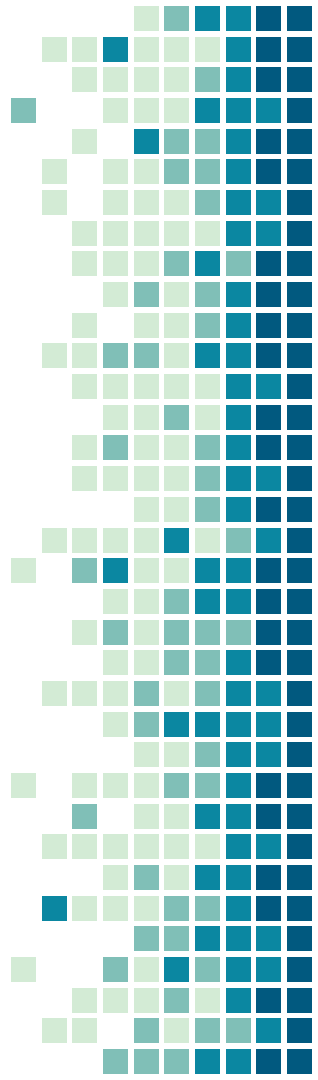
Search for a hashtag

Use Tweetdeck app to make sure you only see what you care about.



Lots of people don't know...

If you start a tweet w/  
@username, it's a private reply  
only visible to those following  
BOTH you and that person.







*Pinterest*

# The low-down on Pinterest

- Board
- Pin & Repin
- Follow
- Secret



# Pro Tips

- Install the Pinterest extension to Chrome so you can pin at a moment's notice, even without opening the page!
- You can move pins from board to board by editing them. You can also edit the description.
- Use descriptive descriptions
- Set a timer. Pinterest will suck time like nothing else.
- Check out pins first.



# BLOGGER (BLOGS & WIKIS)



# THANKS!

Any questions?

You can find me at:

@kelferg

[www.compellinginstruction.com](http://www.compellinginstruction.com)