

Social Media

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Dilbert's Take on Social Media



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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

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

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

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