

>> **Next Action** Digital

As Shared by the Team

Building and Demonstrating Culture with Social Media



@RDOLindsay



@FMWFKatieH



@CCRIMichelle



@FMWFTyler



@CCRIShannon



@OnsharpSamantha



@RDOICAdam



@CrystalCoLisa



@RDOJessi



@RMHCKKelly

>> What is a social
employee?

>> A Social Employee Uses Social Media To:



Grow
Professionally



Nurture
Relationships



Build Trust



Share Expertise



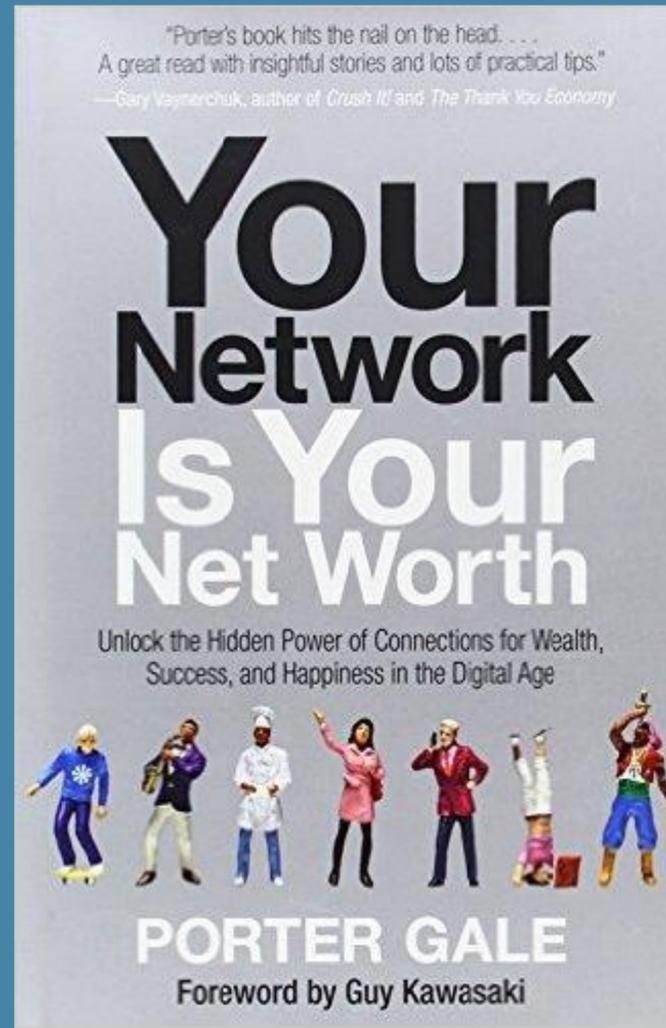
Achieve
Professional
Goals

>> Why be a social
employee?

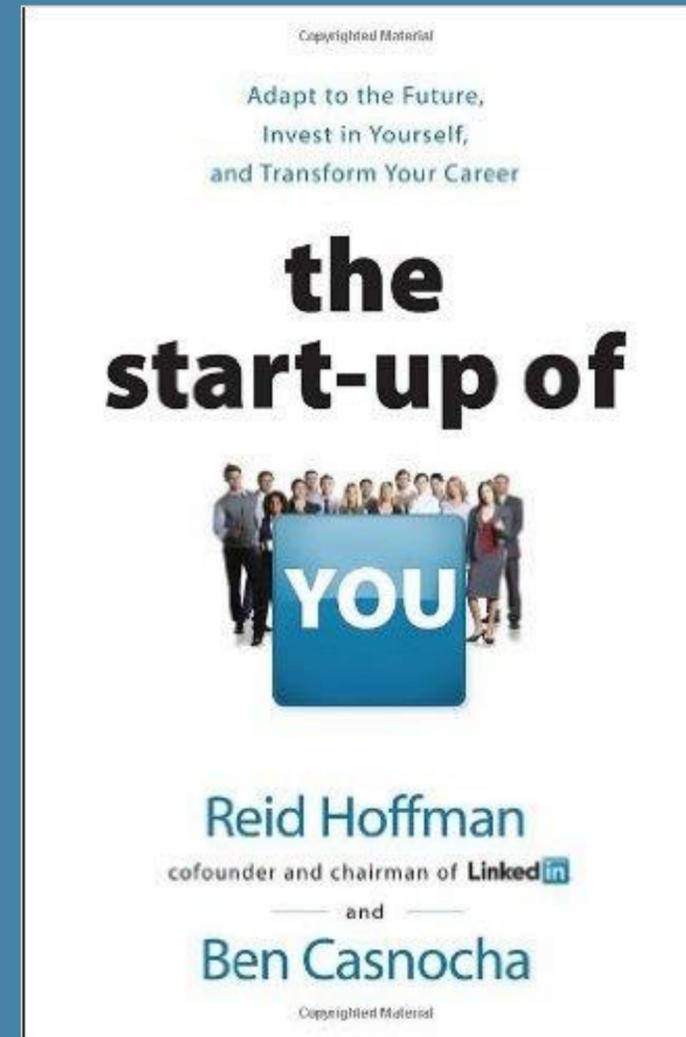
“Your **social capital** ... is
the most important asset in
your portfolio.”

Your Network is Your Net Worth by Porter Gale

@PorterGale



Your Network is Your Net Worth
Porter Gale
@portergale



The Start-Up of YOU
Reid Hoffman & Ben Casnocha
@reidhoffman @bencasnocha

“In the future, your **‘digital footprint’** will carry far more weight than anything you might include in your resume.”

Chris Betcher, #EdTech Blogger
@betchaboy

“Social media is a **skill**,
not a job.”

Jay Baer
@jaybaer

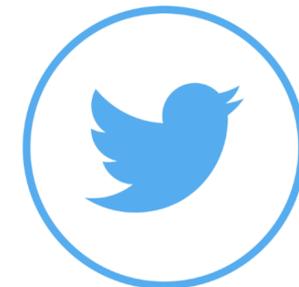
>> Social Tools



People you
know personally



People you
know professionally



People you
want to know

>> What is a social
employee program?

>> A Social Employee Program Includes:



Guidelines



Training



Tools



Content & Ideas

Your employees have

10x

More social connections
than your brand.

“Social media is about
people, not logos.”

Jay Baer
@jaybaer

“B2B and B2C no longer exist. All that matters now is **P2P – Person to Person.**”

Jeremiah Owyang
@jowyang



@RDOLindsay



@FMWFKatieH



@CCRIMichelle



@FMWFTyler



@CCRIShannon



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>> Build & Show a
Healthy Culture

>> Have Fun

“People rarely succeed unless they
have fun in what they are doing.”

Dale Carnegie

>> Have Fun

Show your sense of humor.



>> Have Fun

Share a fun project.



>> Have Fun

Share your team pride.



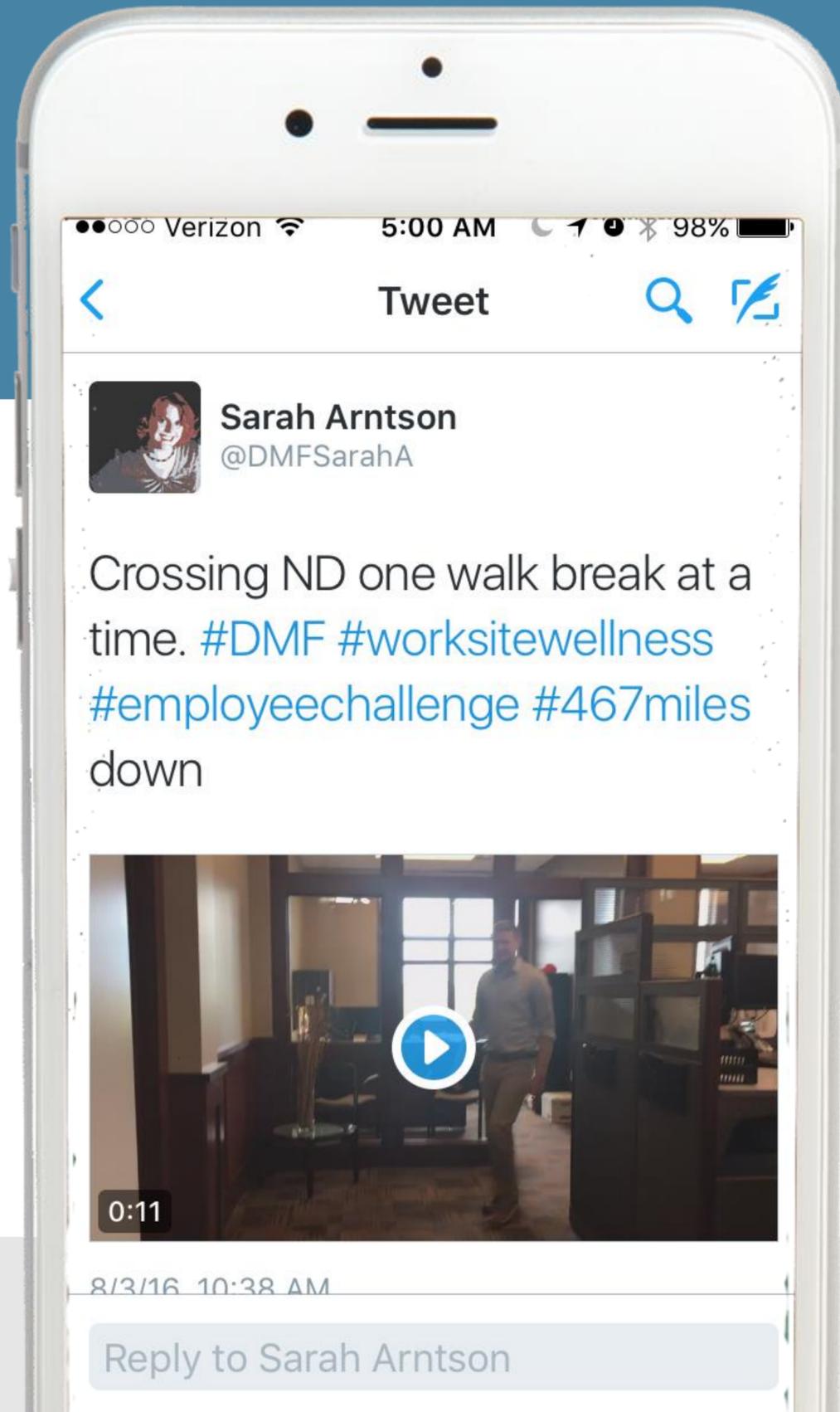
>> Have Fun

Take followers behind the scenes for events.



>> Have Fun

Show how your team focuses on wellness and having fun.



>> Have Fun

Show how you have fun together.



>> Have Fun

Show how you have fun together.



>> Have Fun

Show how you have fun together.



>> Have Fun



Share those fun moments
behind-the-scenes at “work.”

>> Have Fun

Show how you have fun together.



>> Have Fun

Show how you have fun together.



>> Have Fun

Show how you
celebrate success.



>> Say Thanks

>> Thank Your Team

< 1 in 3

Strongly agree: “In the last seven days, I have received **recognition or praise** for doing good work.”

Rodd Wagner & James K Harter
12: The Elements of Great Managing

@Rodd_Wagner

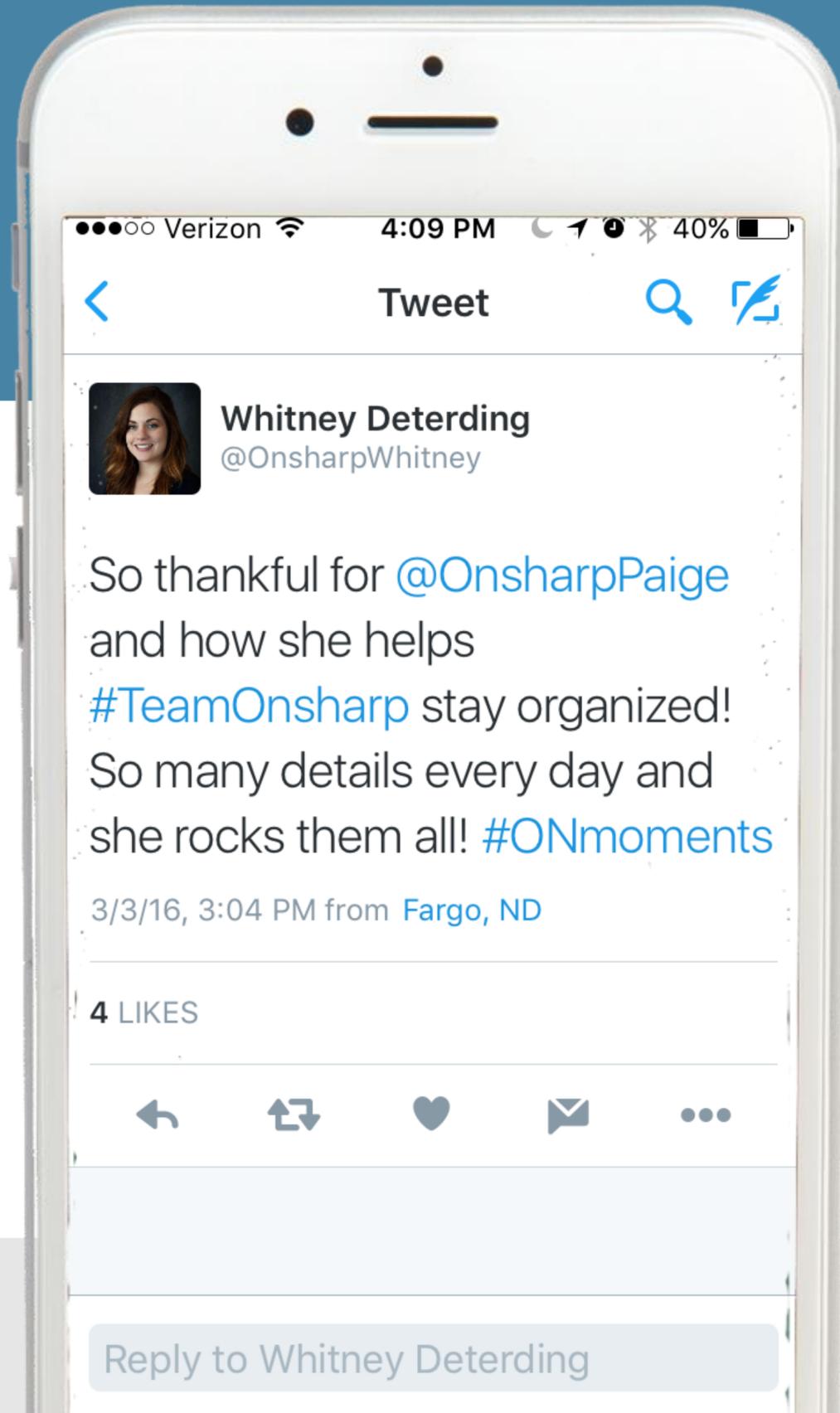
“The average benefit of a
shift in recognition is
6.5% greater productivity.”

Rodd Wagner & James K Harter
12: The Elements of Great Managing

@Rodd_Wagner

How you say “**thank you**”
tells a powerful story about
your team.

>> Say Thanks



Say thank you for the everyday moments that make co-workers special.

>> Say Thanks

Or, for everyday
partnerships that rock.



>> Say Thanks



Thank the team for their contributions.

>> Say Thanks

Thank the team for their contributions.



>> Say Thanks



Say thanks when your team makes you feel special.

>> Say Thanks

Say thanks for project collaborations.



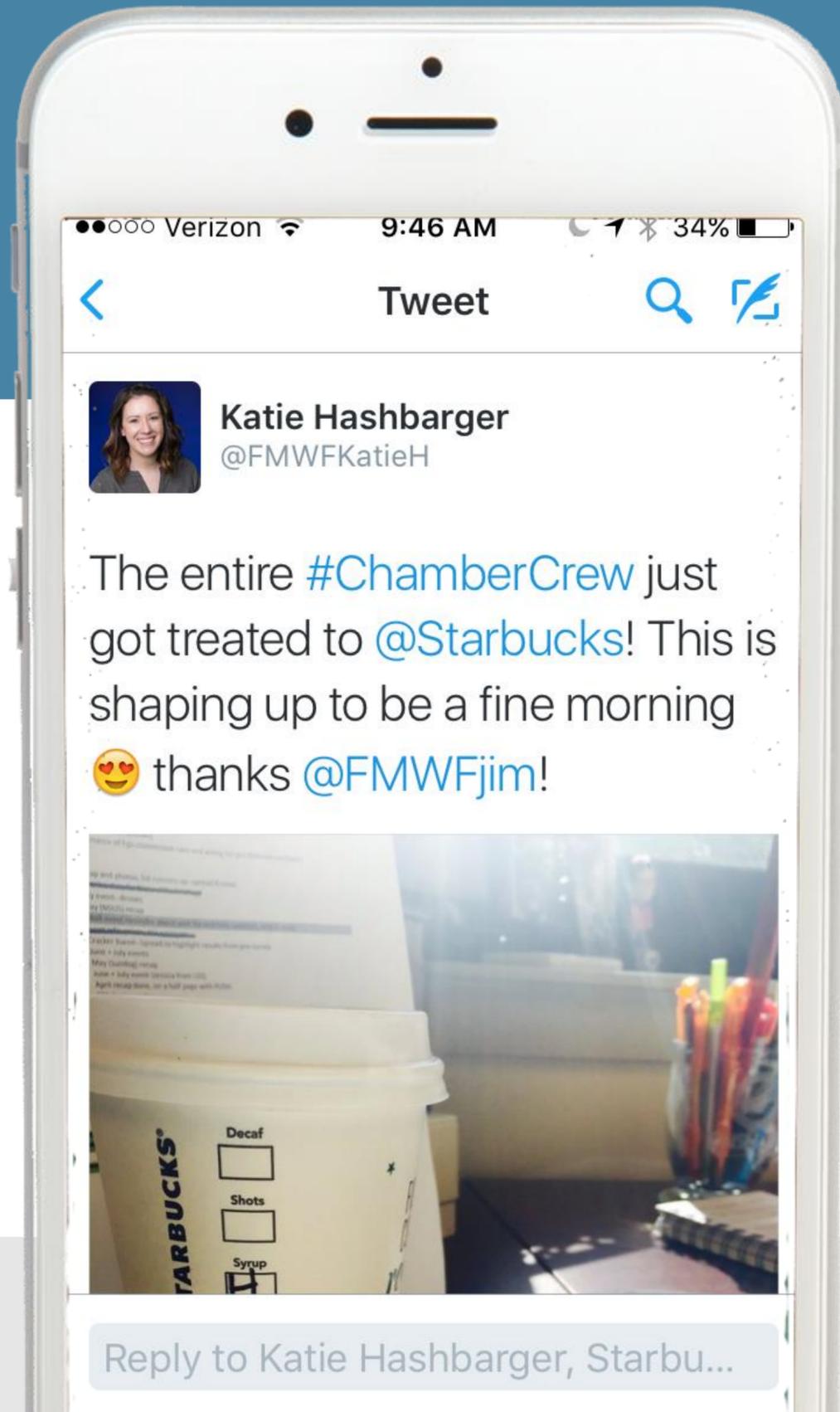
>> Say Thanks



Show how much you appreciate the benefits of your work environment.

>> Say Thanks

Share how much you appreciate being appreciated.



>> Say Thanks



Show how much you appreciate being appreciated.

>> Thank Partners

“Make those around you rock stars. **Promote others 12 times as much as you promote yourself.**”

Chris Brogan & Julien Smith, Trust Agents

@ChrisBrogan @Julien

>> Thank Partners

Take photos and tag the volunteer organization.



>> Thank Partners

Thank partners for sharing your message.



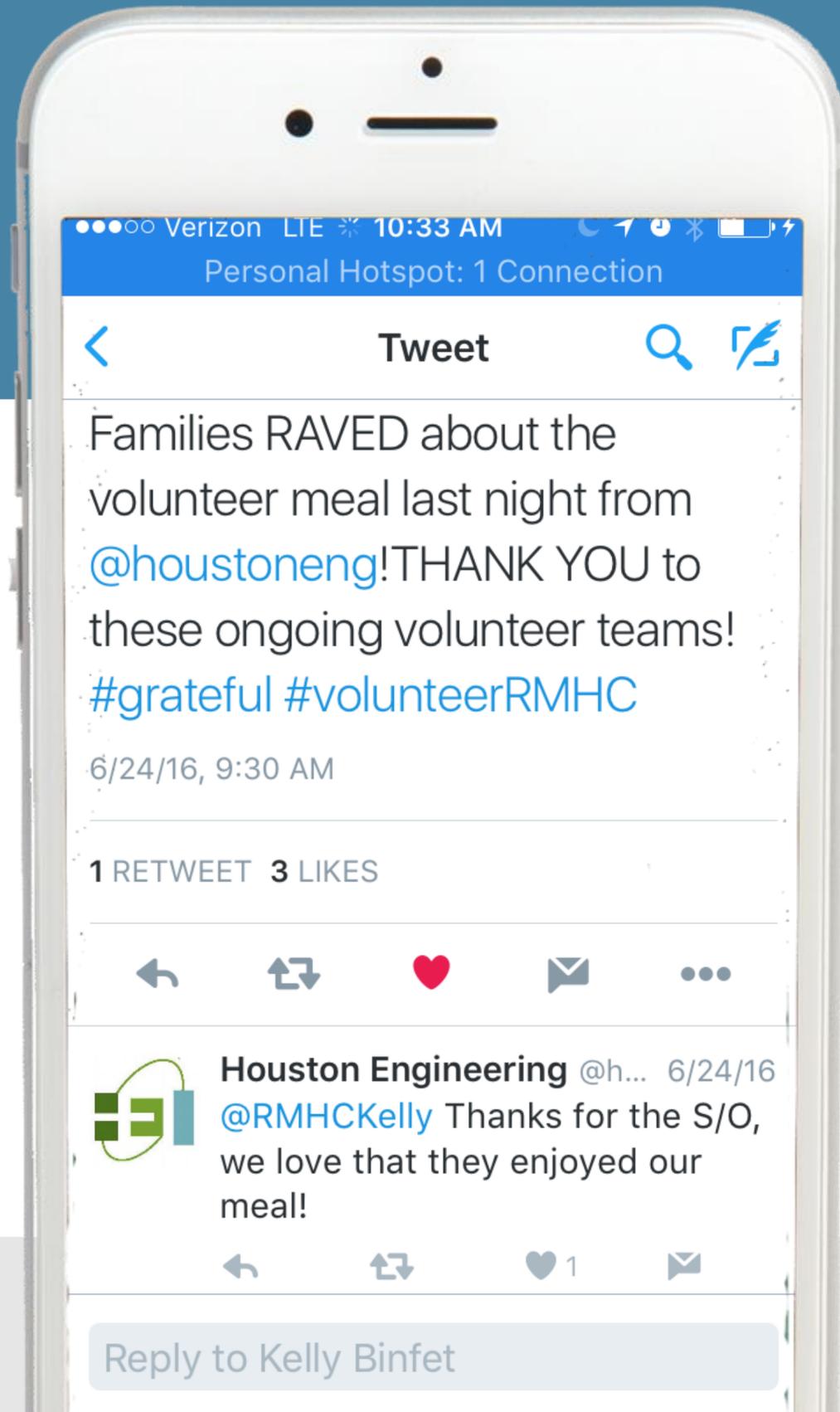
>> Thank Partners

Make the thank you personal.



>> Thank Partners

Be specific with your thanks (and tag the volunteer organization).



>> Thank Partners

Thank partners who
make great tools.



>> Thank Partners

Thank partners who
make great tools.



>> Thank Partners

Recognize vendors who
make great products.



>> Thank Partners

Thank and recognize clients.



>> Give Back

Giving back shapes how the
community sees you and
employees, too.

Sharing how you give back
provides social proof for those
causes and attracts potential
employees.

>> Give Back

Show how you give back
with donations.



>> Give Back



Show how employees come together to make a difference.

>> Give Back

Show how you give back with sponsorships.



>> Give Back

Show how you support the future of your industry.



Volunteering together can be
a powerful **team-building**
opportunity.

>> Give Back

Show the impact of
volunteering together.



>> Give Back

Show the impact of
volunteering together.



>> Give Back

Show the impact of
volunteering together.



>> Give Back

Show the impact of
volunteering together.



>> Give Back

Share volunteer moments.



>> Give Back

Share volunteer moments.



>> Love My Job

“The only way to do great work
is to love what you do.

Steve Jobs

>> Love My Job



Share the small things that make a big difference.

>> Love My Job



Share pride in the accomplishments of your organization.

>> Love My Job



Share pride in the accomplishments of your organization.

>> Love My Job



Share the amazing moments that inspire you.

>> Love My Job



Share the amazing moments that inspire you.

>> Love My Job

Share what makes your job unique.

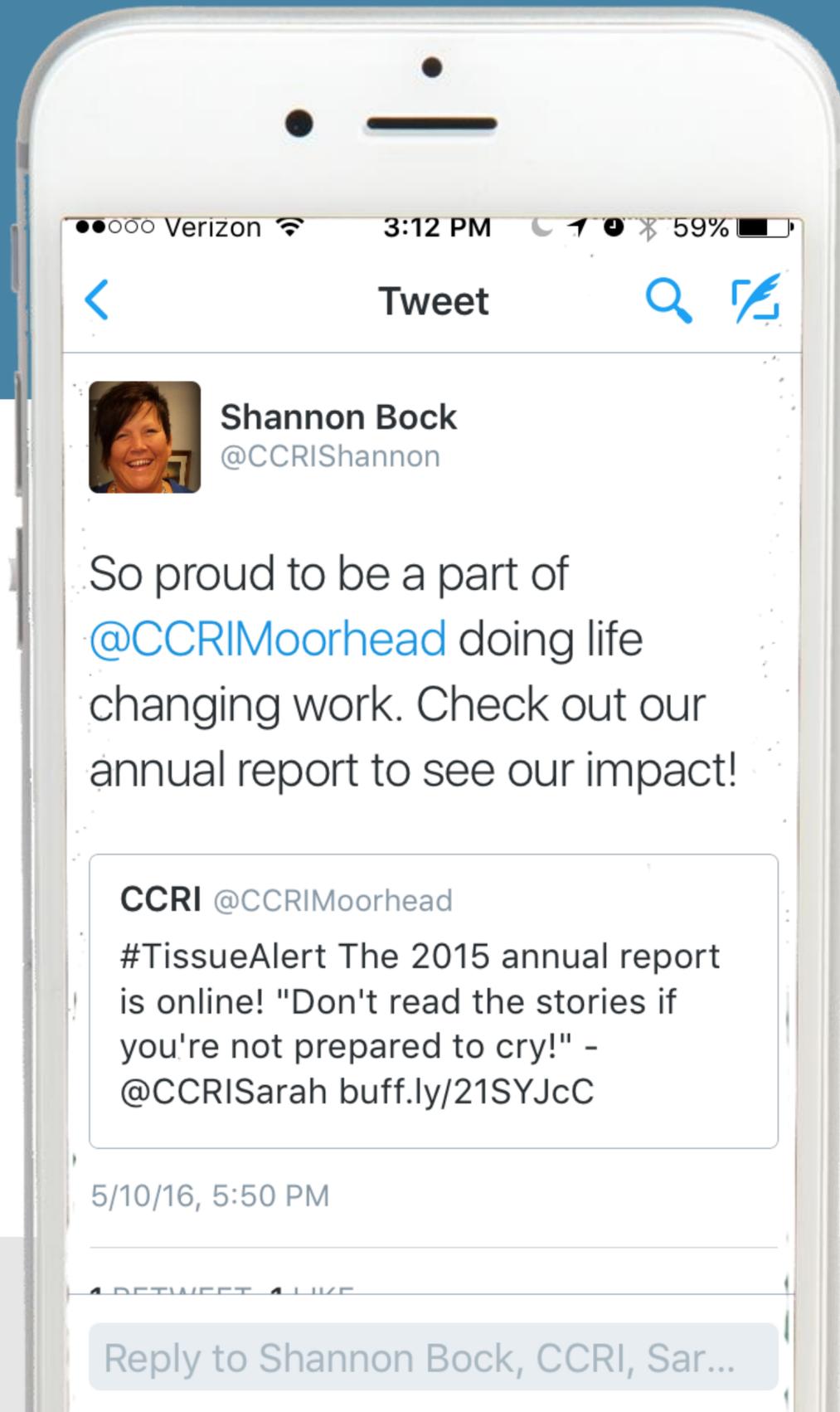


>> Love My Job



And, the moments that make you realize that what you do makes a difference.

>> Love My Job



Share the moments that show the impact of your work.

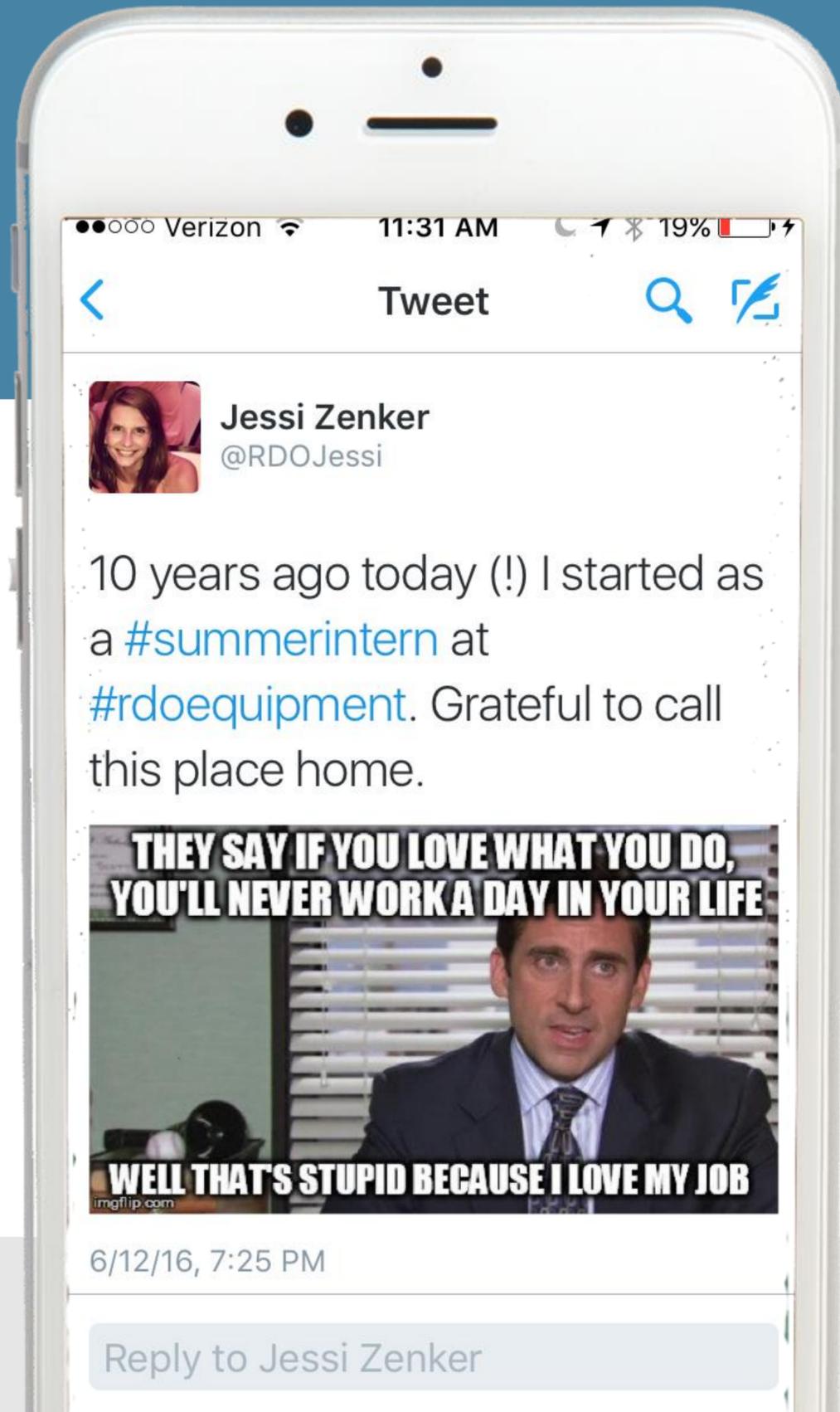
>> Love My Job



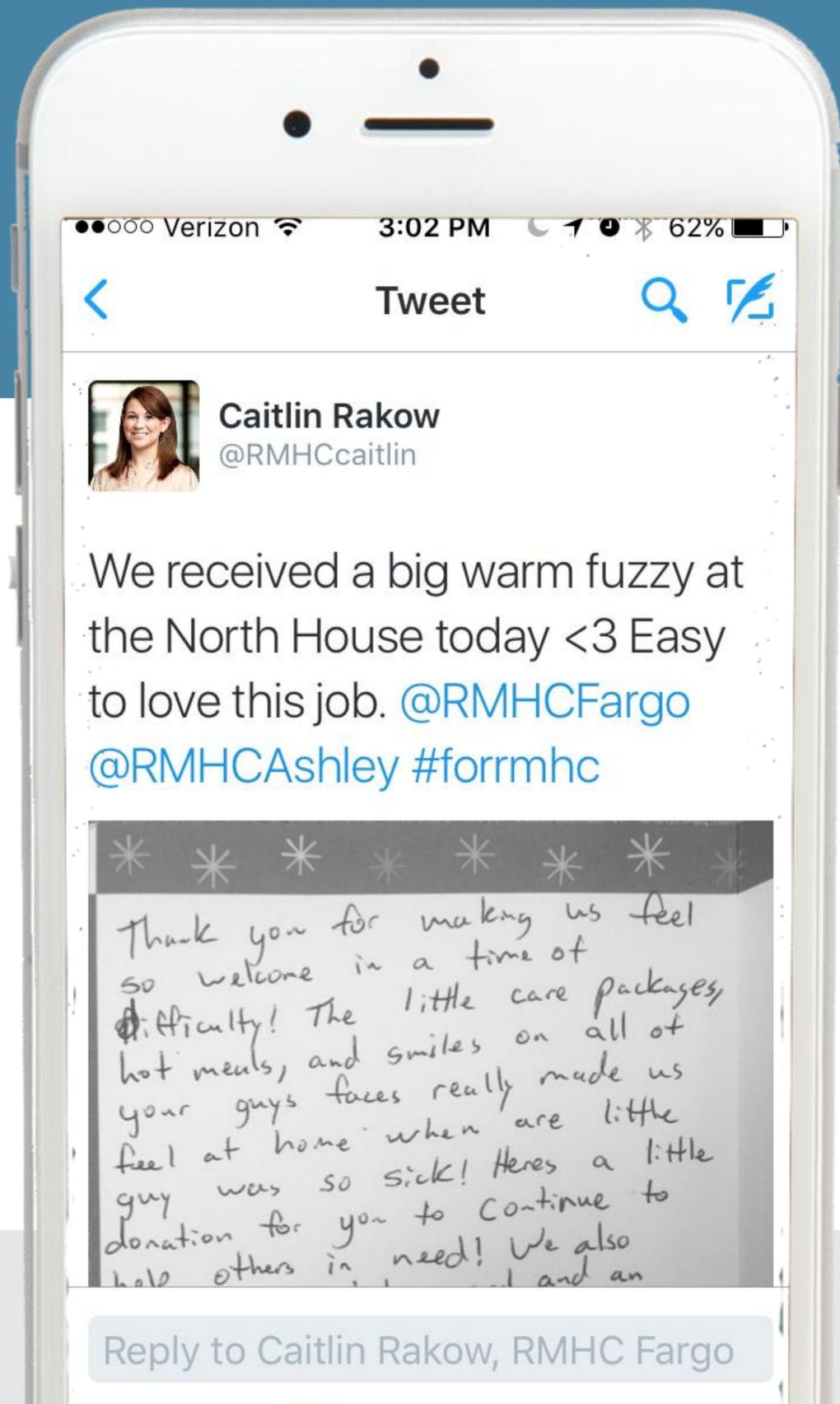
Share the best parts of
your job.

>> Love My Job

Share those milestones that give you a chance to reflect.



>> Love My Job



Share the moments that remind you why you do what you do.

>> Tell Your Story

“The social employee’s job becomes one of making the brand’s message **more granular.**”

Cheryl Burgess & Mark Burgess, *The Social Employee*

@ckburgess @mnburgess

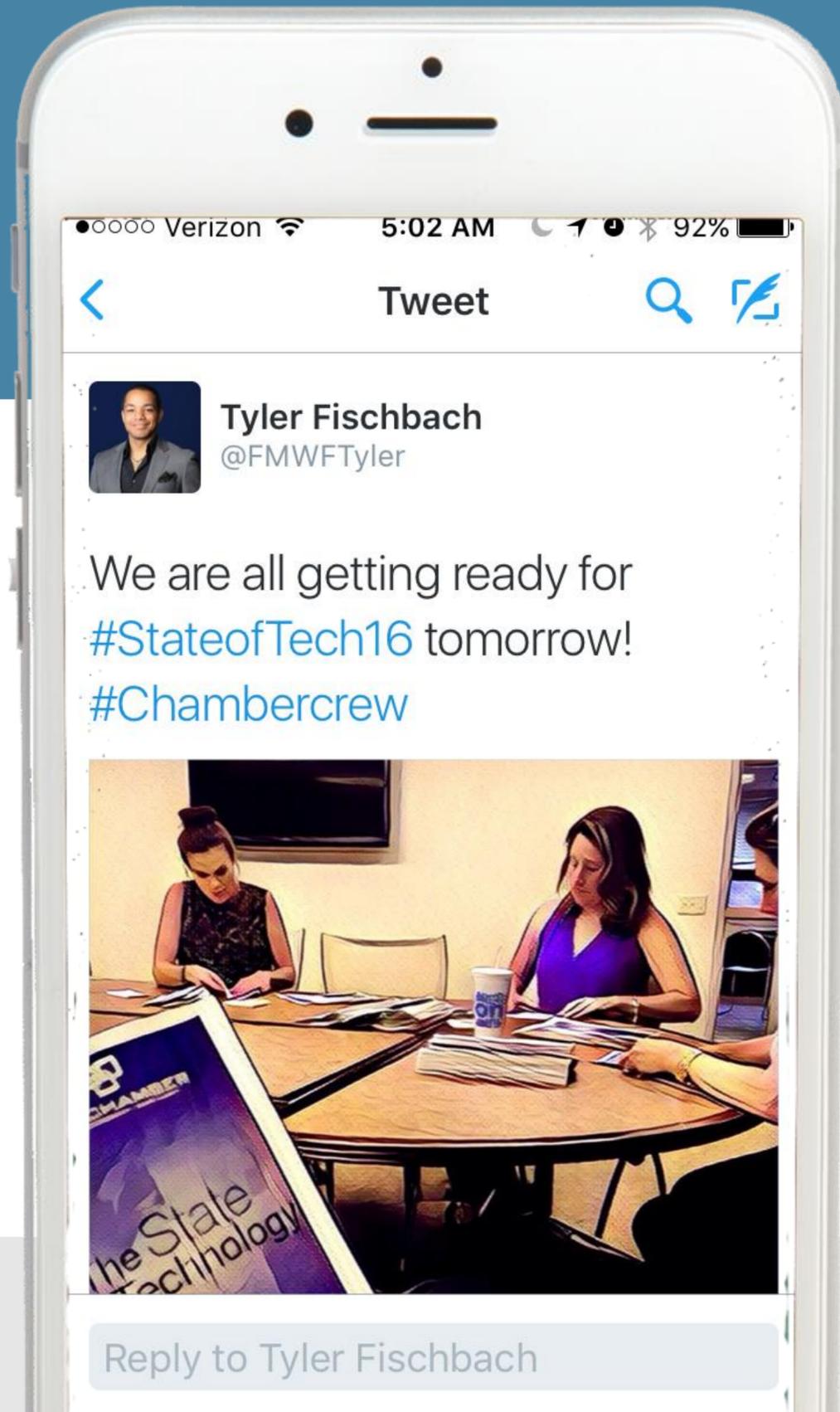
>> Tell Your Story

Take followers behind the scenes on a project.



>> Tell Your Story

Or, behind the scenes
for event prep.



>> Tell Your Story



Create anticipation for an event.

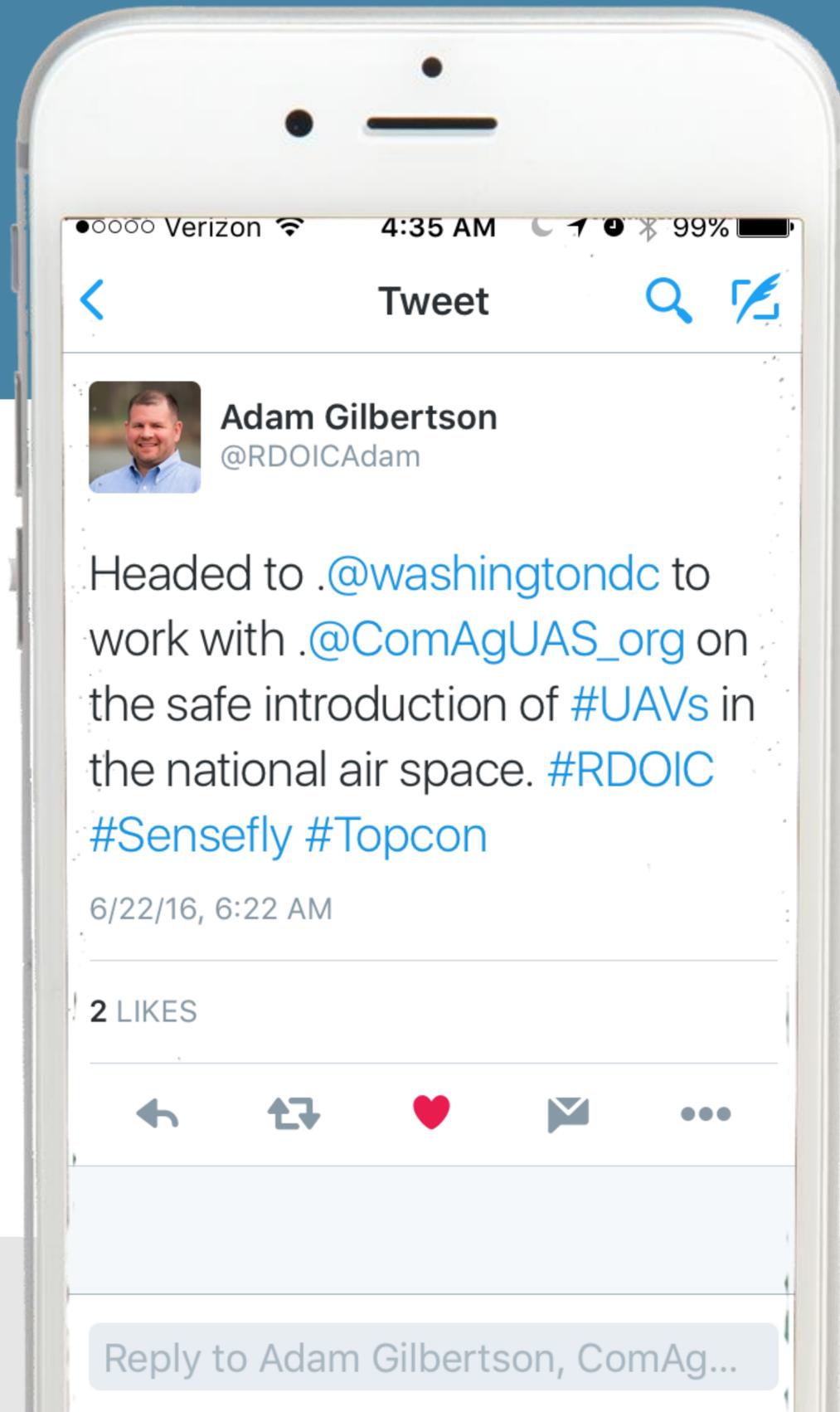
>> Tell Your Story

Or, share your perspective while you're at an event.



>> Tell Your Story

Share work you're doing
in your industry.

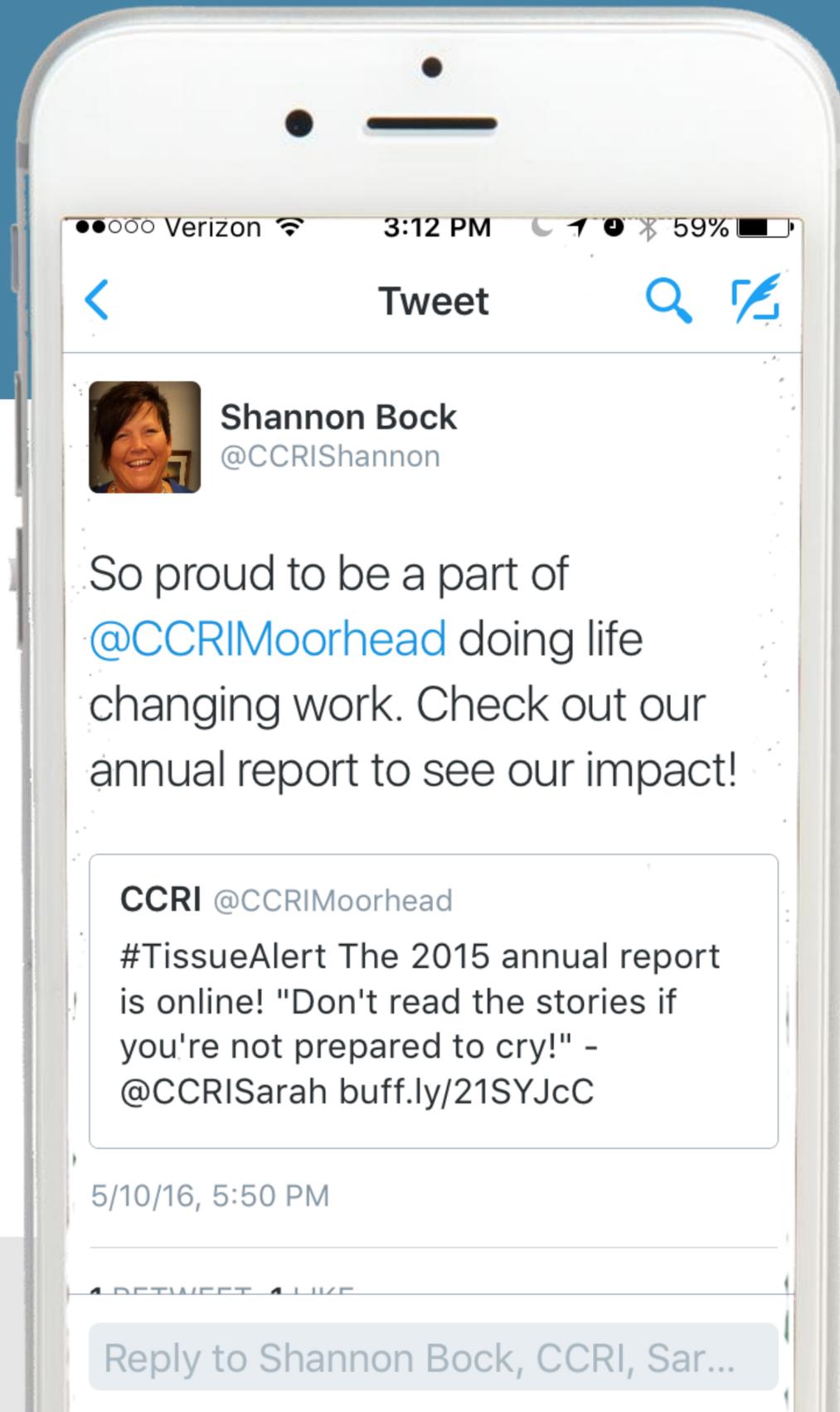


>> Tell Your Story

Share organizational priorities.



>> Tell Your Story



Share the stories that
communicate the impact
of your organization.

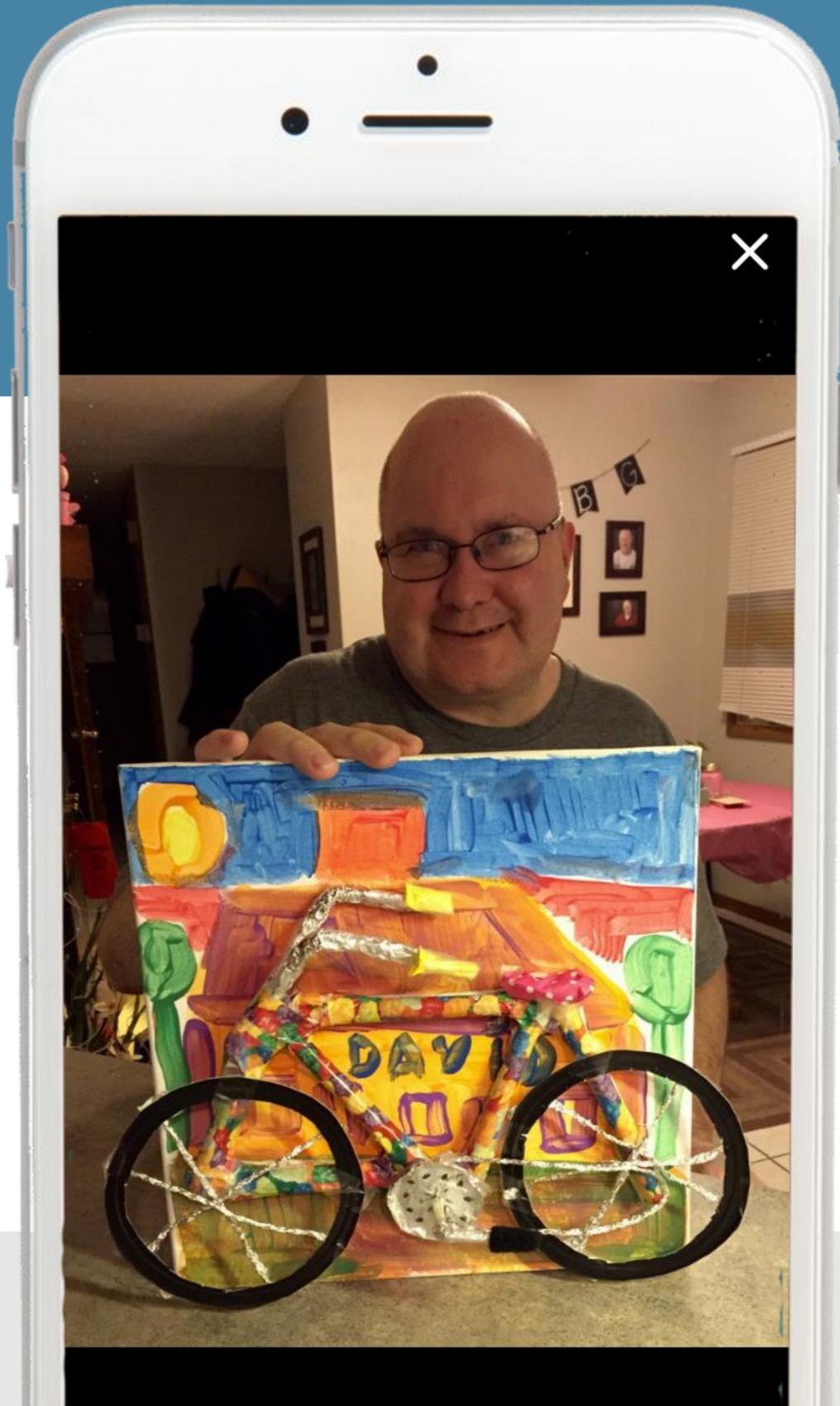
>> Tell Your Story



Share the activities that
comprise a day in the life
of your team.

>> Tell Your Story

Share the amazing experiences you get to be a part of.



>> Tell Your Story



Add your perspective to the stories of the people you serve.

>> Tell Your Story



Tell a story that
maintains anonymity.

>> Recruit for Cultural Fit

“Employees who fit well had greater **job satisfaction** ... and showed superior **job performance.**”

Harvard Business Review – *Recruiting for Cultural Fit*

@HarvardBiz

>> Recruitment



Encourage the team to share job openings.

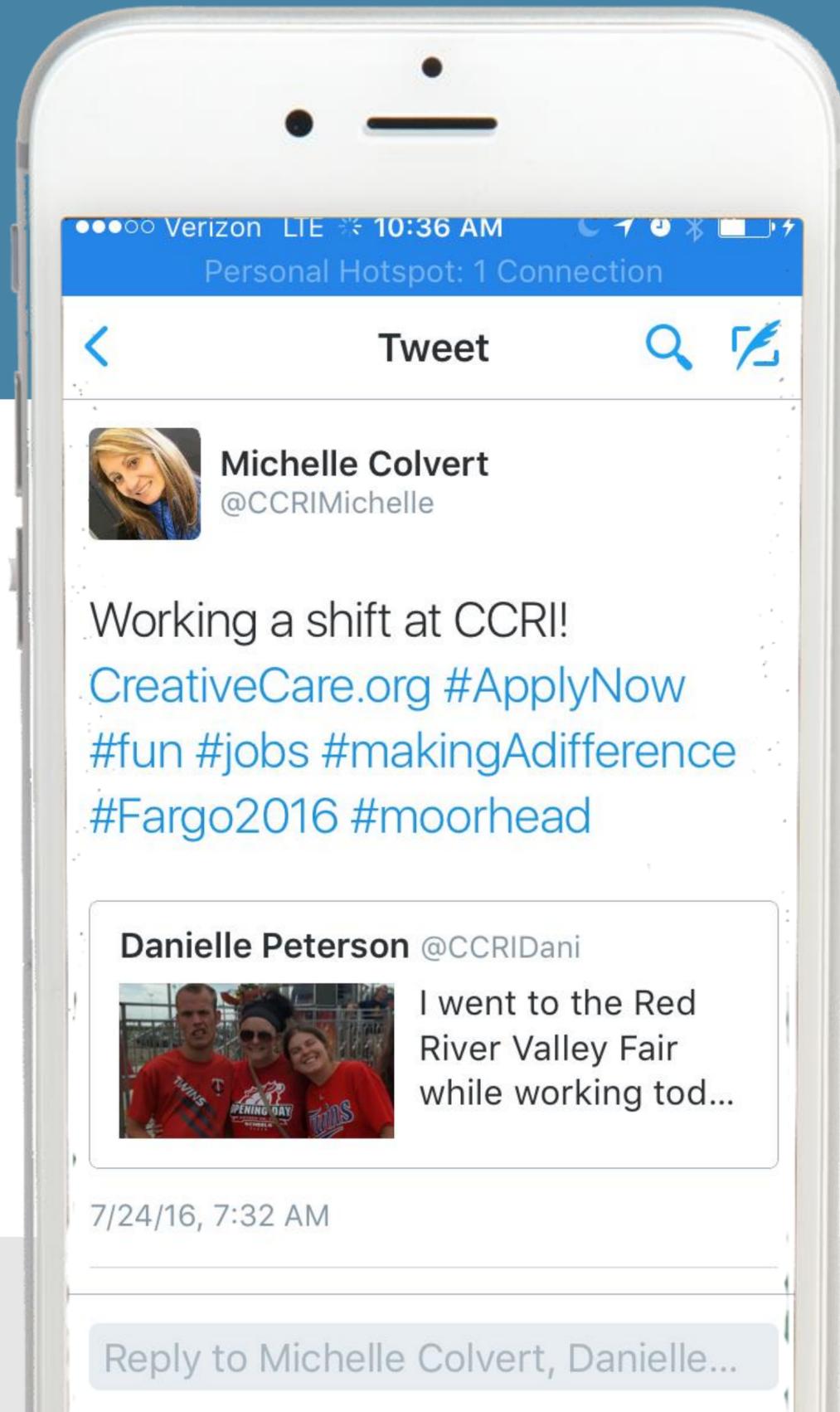
>> Recruitment

Connect moments that tell your story to recruitment hashtags.



>> Recruitment

Connect moments that tell your story to recruitment hashtags.



>> How do we get
started?

>> Starting a Social Employee Program



Define Guidelines



Identify the Team



Identify a
Team
Champion



Provide
Training



Create & Share
Content



@RDOLindsay



@FMWFKatieH



@CCRIMichelle



@FMWFTyler



@CCRIShannon



@OnsharpSamantha



@RDOICAdam



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