

Big Picture Value

- Share useful information
- Pay it forward
- Professional networking
- What are other's saying about you?



Make plans for lunch



Social Media Life Cycle

- Stage 1: Ridicule. Management initially think these technologies are silly.
- Stage 2: Control. Management grows concerned about abuse of the technology.
- Stage 3: Experimentation. Management begins experimenting with the technology themselves.
- Stage 4: Adoption. Management starts using the technology themselves.
- Stage 5: Dedication. Management wonders how the organization could function without the technology.



From: <http://michaelyatt.com/2009/08/where-is-your-organization-in-the-twitter-life-cycle.html>

Policy Issues

One approach:

- ❖ Agency anonymity
 - A unified "voice"
 - Multiple writers, same account
 - Lots of control

A better approach:

- ❖ Based on *trust*
- ❖ Three principles
 - Integrity
 - Competence
 - Confidentiality
- Example: Chartered Institute of Public Relations
(<http://www.cipr.co.uk/socialmedia/>)



Social Media Tips

What are you doing?

Be a real person

Know thy audience

... if your audience is not online you are wasting your time with social media



Cool Apps

CDC & WHO - a main source of communications right now for H1N1 feeds (Twitter)

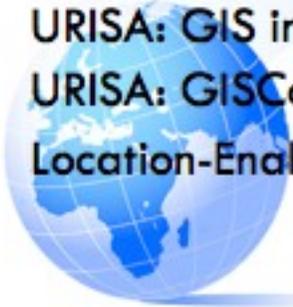
CDCemergency: RT @CDC_eHealth Sign up for text messages from CDC on H1N1 flu and more: text HEALTH to 87000. More info: <http://www.facebook.com/1/2d0bfjs.gd/3nlxg> Please RT.

Maps and Mapmakers of the Peace Corps - for maps made by PCVs (Facebook)

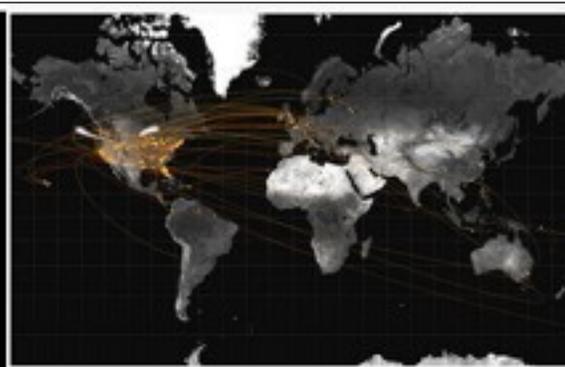
URISA: GIS in Public Health (Facebook)

URISA: GISCorps (Facebook)

Location-Enabled Visualizations (Twitter):



Good Morning



Just Landed





The Big Three



Linked 



Connect with friends and family
Facebook is for old fogies (according to Time Magazine)
Groups and fan sites
Photo sharing

Organize around issues of common interest





Business oriented

Groups of like-minded professionals

Extend your network

Job seekers/headhunters

Connect with colleagues

675 LinkedIn URISAns



▪ **LinkedIn Groups for the geospatial professional:**

- ❖ URISA
- ❖ Geographic Information Systems Professionals (GISP)
- ❖ GeoSpatial Entrepreneur
- ❖ GIS and Geo Technology Professionals
- ❖ Open Geospatial Consortium (OGC)
- ❖ Participatory Geographic Information Systems & Technologies
- ❖ Women in GIS

twitter

Why Twitter?

- If it's tech-based, it's on Twitter first
- Access to influentials
- Links
- Mobile



On Becoming a TwitStar

- Be interesting
- Be interested
- Be a resource for others
- Be controversial (not offensive)
- Create new connections



Twitter Add Ons

<http://twitterfeed.com/> Feed RSS feed to twitter

<http://www.twellow.com/> - a Twitter search directory

<http://twittercal.com/> - connect Twitter & your Google Calendar

<http://useqwitter.com/> - get an email when someone stops following you

<http://apps.facebook.com/twitter/> - feed your twitter to facebook (me: evil)

<http://search.twitter.com/> - search Twitter.com

<http://twitter.com/twinger> - create your own Tweet Community

<http://www.twibble.de> - location aware, mobile Twitter client

<http://m.slandr.net> - another terrific mobile Twitter client



h/t: Glenn Letham (@gletham)



Enhance Your TwitExperience

- TweetDeck - break your Twitter feed into manageable bits, also multiple accounts
- HootSuite - similar to Tweetdeck
- tinytwitter - a mobile Twitter app
- twitterfonem & tweetie - iPhone Twitter apps
- orangatame.com/products/twitterberry/ - Twitter from your BlackBerry
- localtweeps.com - ZIP code level Twitter directory
- GovTwit.com - Government twitter directory
- trendsmap.com - location-based keywords map
- tweetcongress.org - twittering congressfolks
- Twitblock.com - scans your followers for signs of spamminess



A Few GeoTweeters to Follow

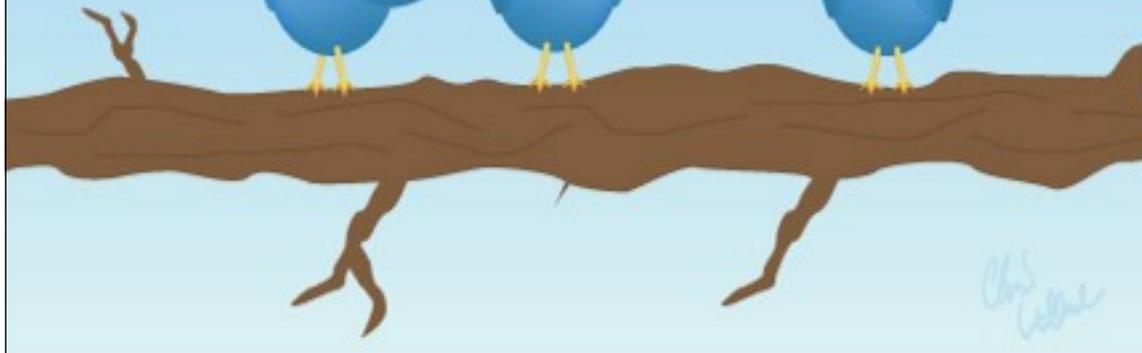
- 
- @cageyjames
 - @chrisspagnuolo
 - @douwman
 - @engis
 - @geobabbler
 - @GeoKaren
 - @GEOpdx
 - @gezjames
 - @gletham
 - @gotgeoint
 - @mapmaven
 - @mapicurious
 - @PetersonGIS
 - @pmbatty
 - @storm72
 - @Taliesn
 - @wyojeff
- Chris Webb*

Corporate GeoTweeters

- 
- @AztecaCityworks
 - @BentleySystems
 - @directionsmag
 - @erdas
 - @esri
 - @geospatialnews
 - @GISPublicSafety
 - @gisuser
 - @Intergraph
 - @navteq
 - @opengis
 - @Prof_Surveyor
 - @TeleAtlas
- Chris Webb*

Association GeoTweeters

- @Geodiscussion
- @opengis
- @nsgic
- @thegisforum
- @URISA
- @WHERE20



URISA

Thanks!

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