

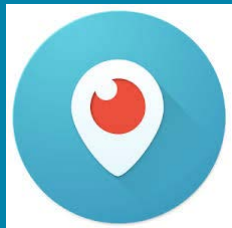
Social Media & Technology – How Is It Shaping the Profession?

YPSW 41st Annual mtg.

January 2016

Michael Rosenow - AIHA Director

Twitter Username: @Rosenow



Goals of This Session

- Introduce you to some social media basics, best practices, and some case studies
- Inform you of the social media channels that have the greatest impact on the OH/IH industry
- Inform you about AIHA's current social media strategy and how to compliment their social media efforts



Social Media Because...



Why Should We Care About Social Media?

- Rich knowledge base that enables people to find information quickly on virtually anything
- Facilitates greater collaboration through shared space, accessible 24/7, from anywhere in the world
- Enables interest-driven collaboration, enhanced creativity and productivity by connecting larger groups of people and their ideas
- Your peers and clients are using it!

SOCIAL MEDIA EXPLAINED



FACEBOOK

I like doughnuts



LINKEDIN

My skills include doughnut eating



TWITTER

I'm eating a #doughnut



PINTEREST

Here's a doughnut recipe



BLOGGER

Read about my doughnut eating experiences



LAST FM

Now listening to "doughnuts"



FOURSQUARE

This is where I eat doughnuts



INSTAGRAM

Here's a vintage photo of my doughnut



YOUTUBE

Watch me eating a doughnut



GOOGLE +

I'm a Google employee who eats doughnuts

emote

MARKETING+DESIGN

Because great marketing doesn't cost...it pays!

Major Social Media Channels

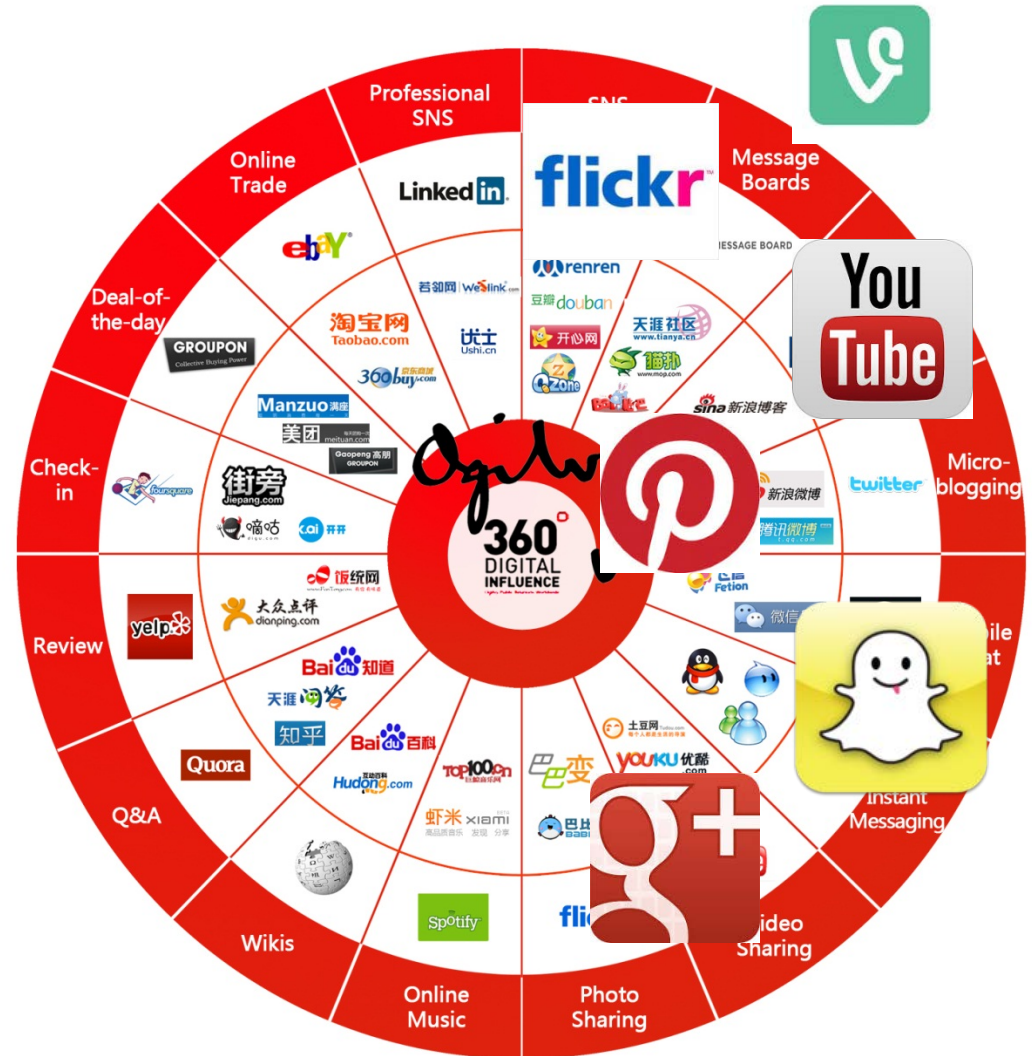
- Twitter



- Facebook



- LinkedIn

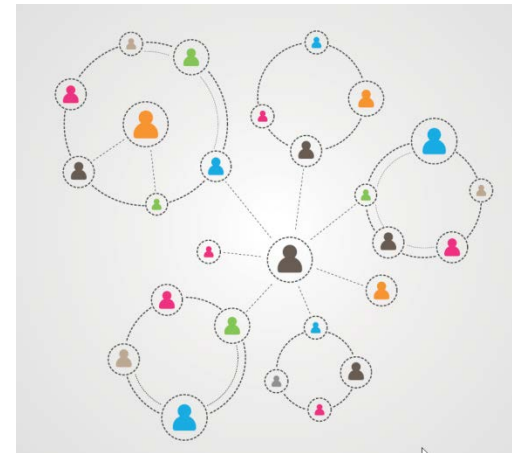


Social Media Basics

Growing your network too quickly can be hard to manage and control

vs
.

Building a strong network is good strategy that will ensure long-term success



Social Media Basics

- If you're too self-serving people tune out

VS.

If you provide great content your network will follow and share



Social Media Basics

DO

Be consistent and keep message on target



DON'T

Expect immediate results



The Social Media “Magic Formula”

- Talk about yourself – 10%
- Retweet/repost with attribution – 10%
 - *RT @AIHA: 60% of confined space deaths come from would-be rescuers. <http://bit.ly/skdfk49>*
- Engage – 80%
 - Talk to people
 - Discuss ideas
 - Ask opinions
 - Answer questions

What This Means For You?



How It Can Benefit You/Your Business/Local Section/AIHA

- Networking
- Professional education
- Sharing knowledge and expertise
- Direct engagement with companies/clients/peers

Twitter



How to Tweet

Twitter has specific constraints, so below are some guidelines when posting on Twitter:

- Every letter counts (literally!).
- Currently limited to 140 characters, therefore think strategically.
- **IF <100 characters.** Get more mileage.
 - Reserve up to 20 characters for a URL (web link)
 - Up to ~ 20 characters of blank space. (Retweeters, Quotes)
- The purpose of a tweet is typically to get people to
 - Click a link
 - Engage with you
 - Retweet your post.

Twitter Best Practices

- Create a private account and practice tweeting
 - Try adding a link to an online journal article and a short comment. No one else can see this tweet unless you have made your profile public, or have authorized someone to follow your private account
 - Under “Whom to Follow” find someone whose ideas and writings you want to follow. You will now see their posts and links to articles.
 - After you have added a few tweets, ask a friend or colleague who uses twitter to follow you. You will need to authorize this. They can give you feedback and show you some tips and tricks.
- Once you feel comfortable, you can unprotect your account (or leave it private) and create a global network for yourself!

Let's Sign Up...

- Getting Set Up
 - User name, bio, profile photo, etc.
 - Twitter on your SmartPhone
 - Privacy (protected tweets)

Analytics

Mar 2015 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 2,273 impressions

Our room is packed with [#wellness](#) folks here [@Argonne](#) for the [#TWHwebinar](#) !

↻ 1 ♥ 2

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 89.2K people



Erica Rhodes

[@ericarhodes](#) FOLLOWS YOU

I do inks. Also: Gotham Comedy LIVE. A Prairie Home

Top mention earned 22 engagements



Andrew Perkins

[@adpthatsme](#) · Mar 24

[@Rosenow](#) Have you seen the BOHS/3M/IOHA Young Occupational Hygienist submissions? IH/OH PPE perspectives worldwide![#3mcompetition](#) [#IOHA2015](#)

↻ 2 ♥ 1

[View Tweet](#)

Top media Tweet earned 577 impressions

President Elect [@DHA27](#) Dr. Dan Anna answers great questions from our outstanding [@aiha](#) volunteers [#AIHA_LW](#)

MAR 2015 SUMMARY

Tweets

70

Tweet impressions

11.4K

Profile visits

269

Mentions

22

New followers

6

Twitter Campaign Case Study

#CHIAIHAStuNight

<https://twitter.com/search?q=AIHACHIStuNight&src=typd>



Twitter Campaign Case Study



Michael Rosenow @Rosenow · Feb 19

Early career title, "Just EHS Manager" #AIHACHiStuNight

This evening is for you, aspiring young (and old) students!

#AIHACHiStuNight

pic.twitter.com/cV5DUUn4B4V

← Reply ↻ Retweet ★ Favorite ⋮ More



RETWEETS

3



The list of attendees in... manner was quite impressive. #AIHACHiStuNight

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More

Favorited ⋮ More



Margaret Sietsema @msietsema · Feb 19

Respect the certification. #aihachistunight

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



AIHA Chicago Section @AIHChicago · Feb 19

The doors are open and the posters are up! #AIHACHIStuNight pic.twitter.com/8pn3q3SGwT

Reply Retweeted Favorite

Flag media

Cautionary Tale...

- Covert propaganda
- Thunderclap
- #WOTUS rule

FCW
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RSS LinkedIn Facebook Google+ Twitter

POLICY MANAGEMENT EXEC TECH WHO & WHERE THE HILL

Like 5 Tweet G+

Social Media

EPA broke the law with social media push, says GAO

By Zach Noble Dec 15, 2015

In a **decision** published Dec. 14, the Government Accountability Office said the Environmental Protection Agency broke anti-lobbying and propaganda rules during its push to promote Waters of the United States rulemaking in 2014 and 2015.

It's a case that demonstrates the



Facebook



Facebook

- Primary use: creating a fun community
- Communicating through Facebook
 - Friends/Friending
 - Newsfeed
 - Status Updates
- Likes
- Comments

Facebook

AIHA's Facebook pages

- Purpose and primary content
 - [AIHA org](#)
 - Corporate, news and publications, industry happenings
 - [AIHce](#)
 - Conference news and updates
 - [American Industrial Hygiene Foundation \(AIHF\)](#)
 - Fundraising, grants, awards

Facebook Best Practices

Personal or Professional?

- How about both?
 - Personal: Limit your profile to friends, family, and colleagues -these are people that you don't mind following your day-to-day happenings, photos, life hacks, and videos
 - Professional: You may also share professional content on your Facebook page such as industry news, updates, or content you have contributed to industry publications

Facebook

Getting Set Up

- Username, profile, personal info
- Mobile
- Privacy



LinkedIn



LinkedIn

- Primary use: professional brand, digital CV
- Professional networking
- AIHA discussions and volunteer groups
- Stay in touch with AIHA and colleagues

LinkedIn Best Practices

- A home base for your professional brand. Other IHs and OEHS professionals have a place to go to learn about you
- Valuable tool to track the relationships you've developed or connections you want to make
- Helps you keep up with your professional world. Automated weekly summary tells you who's doing what and where. Provides a great way to keep tabs on career moves

LinkedIn

- Set up your profile
- Import your resume
- Public profile vs. in-network profile
- Build your network
- Share updates

LinkedIn

Michael Rosenow MPH, CIH, CSP 2nd
Industrial Hygienist - Nanomaterials
Greater Chicago Area | Research


Current Argonne National Laboratory, AIHA, Private Venture
Previous AIHA, Motorola, Caterpillar
Education University of Michigan

[Connect](#) [Send Michael InMail](#) 500+ connections

www.linkedin.com/pub/michael-rosenow-mp-h-cih-csp/5/b8a/b82 [Contact Info](#)

Background

Experience

Industrial Hygienist - Nanomaterials
Argonne National Laboratory 
March 2008 – Present (5 years 10 months) | Greater Chicago Area

Manage EHS aspects related to research and development projects involving nanoscale materials. Perform quantitative exposure assessments, program reviews, training development, and evaluate risk.

Director
AIHA
June 2013 – Present (7 months)

Independent
Private Venture
January 2000 – Present (14 years) | Aurora IL

Real estate industry. Providing safe, affordable housing for responsible citizens.

Local Section Regional Representative - Central
AIHA
August 2010 – June 2013 (2 years 11 months) | Greater Chicago Area

Working to facilitate communication between nine AIHA US-based Local Sections and National AIHA.

People Similar to Michael

Samuel Paik 2nd
Industrial Hygienist at Lawrence Livermore Nat...
[Connect](#)

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People Also Viewed

Kurtis Salter, MS, CIH, CSP
EHS Manager at GE Appliances

Anders Abelmann
Senior Health Scientist

Jennifer Dimitri
Industrial Hygienist at IBM

Bryan Hickman, MPH, CIH, CHMM
Certified Industrial Hygienist at Environmental Design International

Nancy McClellan, M.P.H., CIH, CHMM
Principal Occupational Hygienist- Abbvie Governance

Case Study

NIOSH Science Blog, 2007


- YouTube
 - 128 Videos
- Twitter
 - 267K followers
- Facebook
 - 74,574 likes
- LinkedIn

Case Study - Value in Social Media Reach

- Heidi Hudson & Jennifer Hall
- Total Worker Health
 - Increase awareness
 - Disseminate Info on TWH
 - Find new collaborators
 - Stakeholder feedback

Case Study - Social Media Strategy

- Part 1
 - Primary mediums for content
 - Webpage, case studies newsletter
- Part 2
 - @NIOSH_TWH
 - NIOSH TWH LinkedIn



The image shows a screenshot of the Twitter profile for Total Worker Health (@NIOSH_TWH). The profile header includes the NIOSH logo, the name "Total Worker Health", the handle "@NIOSH_TWH", a bio describing the strategy, the website "cdc.gov/niosh/twh", and the join date "Joined June 2012". Below the bio is a "Tweet to Total Worker Health" button and a list of 31 followers. The main content area displays a list of tweets, including a pinned tweet about nutrition, a retweet about a research symposium, another retweet about construction safety, and a tweet about future research input.

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
880	174	1,042	57	3

Total Worker Health
@NIOSH_TWH
Total Worker Health™ is a strategy integrating health protection with health promotion to prevent worker injury and illness and to advance health and well-being
cdc.gov/niosh/twh
Joined June 2012

31 Followers you know

34 Photos and videos

Tweets | Tweets & replies | Photos & videos

Pinned Tweet
Total Worker Health @NIOSH_TWH · Aug 27
Does Your Agency Need a Stealthy & Healthy Approach to Nutrition? Join @MorrisonHC Chef Neff at #HFW2014 to learn how bit.ly/1uSum8J

Total Worker Health retweeted
Safe Healthy Workers @NIOSH · Nov 24
Deadline is 12/1: Abstracts for the National Occupational Injury Research Symposium cdc.gov/niosh/noirs/20... #NOIRS2015

Total Worker Health retweeted
Construction @ NIOSH @NIOSHConstruct · Nov 21
Want to do it safer? @CPWR's #ConstructionSolutions tells you the tools and practices you need: cpwr.constructionsolutions.org

Total Worker Health @NIOSH_TWH · Nov 20
Before Dec 22 Voice Your Input on Future Research, Practice and Policy for Workers Safety Health and Well-being!

Case Study - Metrics

- Breadth
 - Community size & growth
- Engagement
 - Likes, retweets, mentions etc.

Case Study - Results/Outcomes

- SM effective to expand reach, build interest & gather stakeholder insight.
- Start small & do a trial to learn audience attributes.
- Took ~ year to build 49K subscribers to newsletter & 6 months to double community.

AIHA's Social Media Vision/Mission

Vision: To have all AIHA social media become a trusted and respected conduit of information and communication for IH/OH professionals that will drive members and non-members to greater and more regular community engagement that AIHA can use to monitor trends, listen for market needs, and, in turn, take appropriate action.

Mission: Through heightened industry social awareness, MarComm, along with Association staff and volunteers, strives to increase visibility of and revenue for AIHA products, services, events, and content by using current top-tier and identified optional social media channels. Through such activities, members exponentially increase their knowledge and experience, better protecting worker health and fulfilling AIHA's primary mission.

Follow AIHA on Social Media

- Twitter: [@AIHA](https://twitter.com/AIHA)
- Facebook:
<https://www.facebook.com/aihaglobal>
- LinkedIn:
<https://www.linkedin.com/company/aiha>
- YouTube:
<https://www.youtube.com/user/IHValue>

Questions

- How do I find the time?
- How do I separate business and personal on social media?
- How can I make it work for me/my local section/my business?



Important Reminder!

You're the best judge of your personal brand and how you want to be positioned within social media!

Vocal Fry?

- http://www.slate.com/articles/podcasts/lexicon_valley/2013/01/lexicon_valley_on_creaky_voice_or_vocal_fry_in_young_american_women.html



Resources

Michael Rosenow – AIHA Director

mr@anl.gov, @rosenow (630) 430-7362

Chanta' Stewart – AIHA PR Specialist:

cstewart@aiha.org, (703) 846-0700

Thank You!