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

YPSW 41st Annual mtg.

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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?

WHY?
Social Media Because...

IT'S KIND OF A BIG DEAL

ONE DOES NOT SIMPLY...

...IGNORE SOCIAL MEDIA

AIHA
Protecting Worker Health
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!
<table>
<thead>
<tr>
<th>SOCIAL MEDIA EXPLAINED</th>
</tr>
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<tbody>
<tr>
<td><strong>FACEBOOK</strong></td>
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<tr>
<td>![Facebook Icon]</td>
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<tr>
<td>I like doughnuts</td>
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<tr>
<td><strong>TWITTER</strong></td>
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<td>![Twitter Icon]</td>
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<tr>
<td>I’m eating a #doughnut</td>
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<tr>
<td><strong>BLOGGER</strong></td>
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<td>![Blogger Icon]</td>
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<tr>
<td>Read about my doughnut eating experiences</td>
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<tr>
<td><strong>FOURSQUARE</strong></td>
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<td>![Foursquare Icon]</td>
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<tr>
<td>This is where I eat doughnuts</td>
</tr>
<tr>
<td><strong>YOUTUBE</strong></td>
</tr>
<tr>
<td>![YouTube Icon]</td>
</tr>
<tr>
<td>Watch me eating a doughnut</td>
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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 a good strategy that will ensure long-term success.
Social Media Basics

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

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

- Microblogging
- Primary use: news, updates and link sharing
- Tweeting/retweeting/direct messaging
  - @Reply
  - 3rd Party Apps
    - Tweetbot
    - Hootsuite
    - Seesmic
  - Tweetdeck
- Trending topics (Hashtags)
- Started in 2006
- 1000 Tweet limit/day!
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!

Top mention  earned 22 engagements
Andrew Perkins  @adphalsme • Mar 24
@Rosenow Have you seen the BOHS/3M/IOHA Young Occupational Hygienist submissions? IH/OH PPE perspectives worldwide!#3mcompetition #IOHA2015

Top Follower  followed by 89.2K people
Erica Rhodes  @ericarhodes  FOLLOWS YOU
I do jokes. Also: Gotham Comedy Live, A Prairie Home

Top media Tweet  earned 577 impressions
President Elect @DHA27 Dr. Dan Anna answers great questions from our outstanding @aiha volunteers #AIHA_LW

AIHA
Protecting Worker Health
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/cV5DUN4B4V

Margaret Sietsema @msietsema · Feb 19
Respect the certification. #aihachistunight
Twitter Campaign Case Study

• Outcomes
  – Engagement
  • 11 unique Tweeters
  • ~ 73 Tweets
  • Reach ~ 1312 Followers

Institutions & their followers

AIHA Chicago Section @AIHACHicago ∙ Feb 19
The doors are open and the posters are up! #AIHAChiStuNight pic.twitter.com/8pn3q3SGwT
Cautionary Tale…

- Covert propaganda
- Thunderclap
- #WOTUS rule

EPA broke the law with social media push, says GAO

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

AIHA
Protecting Worker Health
Facebook
Facebook

• Primary use: creating a fun community
• Communicating through Facebook
  – Friends/Friending
  – Newsfeed
  – Status Updates
• Likes
• Comments
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
Michael Rosenow MPH, CIH, CSP
Industrial Hygienist - Nanomaterials
Greater Chicago Area | Research
Current: Argonne National Laboratory, AIHA, Priva... Venture
Previous: AIHA, Motorola, Caterpillar
Education: University of Michigan

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 2009 – 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 Pink
Industrial Hygienist at Lawrence Livermore Nat... Connect

Working for Argonne National Laboratory means you are in...

One of the nation's leading science and engineering research labs.
One of the best places for postdocs.

www.anl.gov

People Also Viewed

Kurtin Salter, MS, CIH, CSP
EH&S Manager at GE Appliances

Anders Abelmann
Senior Health Scientist

Jennifer Dinioti
Industrial Hygienist at IBM

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

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

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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
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
• 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](http://www.slate.com/articles/podcasts/lexicon_valley/2013/01/lexicon_valley_on_creaky_voice_or_vocal_fry_in_young_american_women.html)
Resources

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Thank You!