

# SOCIAL MEDIA

*What is it? What are the Benefits?*

## *What is it?*

*“Media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.”*

Wikipedia



*“Social media is today’s most transparent, engaging and interactive form of public relations. It combines the true grit of real time content with the beauty of authentic peer-to-peer communication.”*

Lisa Buyer, The Buyer Group



## *What is it?*

*"Social Media is the new Wild, Wild West of Marketing, with brands, businesses, and organizations jostling with individuals to make news, friends, connections and build communities in the virtual space."*

Deborah Weinstein, Strategic Objectives

# *What are the Channels?*

❖ Facebook

❖ Blogs

❖ MySpace

❖ WordPress

❖ Twitter

❖ Sharepoint

❖ YouTube

❖ Lithium

❖ LinkedIn

❖ Foursquare

❖ Your own vehicle

# Top 3 Channels

## **#1: FACEBOOK**

*Utility to connect people, upload photos, share links and videos. Top photo-sharing website and social network in the world with over 800 million active users.*

## **#2: TWITTER**

*Social networking and micro-blogging service utilizing instant messaging, SMS or a web interface. Worldwide users averaging 200 million tweets a day.*

## **#3: LINKEDIN**

*A networking tool to find connections to recommended job candidates, industry experts and business partners. Allows registered users to maintain a list of contact details of people they know and trust in business. The world's largest professional network on the Internet with more than 135 million members in over 200 countries and territories.*



## *B2B Social Media Objectives*

1. Increase visibility of your organization
2. Humanize your organization
3. Connect with your members/users
4. Find strategic partners that share the same ideas as your organization
5. Exposure of products and services

# *VBX Media Objectives*

## 1. Image Enhancement & Industry Awareness:

- ❖ Maintain presence with construction community
- ❖ Stay current with industry practices

## 2. Information Channel

- ❖ Industry Trends - what are the "hot button" topics, worries, etc.
- ❖ New Competitors?
- ❖ What is the competition doing/saying?
- ❖ Current and PRE-BID PROJECTS!

## 3. Interaction with Members & Prospects:

- ❖ Proactive communication with members and prospects
- ❖ Bi-lateral communication – they can talk to us



*Questions to Ask Yourself Before  
Starting A Social Media Program...*



# 1. *What do you want out of it?*

## 1. Industry Awareness

- ❖ Who's talking and what are they talking about?
- ❖ Become part of those conversations
- ❖ Make construction professionals aware of us

## 2. Pre-Bid Information

- ❖ New Projects being discussed
- ❖ Contact people

## 3. Apparent Lows & Contract Awards

- ❖ Interactive platform to let members be “reporters”
- ❖ Faster receipt of AL and CA information

## 2. *What message do you want to send?*

- ❖ VBX provides solutions to common problems in the construction industry by offering unique, high-quality products and services that address these issues or needs.
- ❖ “Let us manage your problems so you can manage your projects”
- ❖ CALL US

### *3. Do you trust your staff?*

Are you willing to let your staff play on Facebook and LinkedIn?

- ❖ If so, who, what sites and how much time
- ❖ What are the perimeters?
- ❖ Who will police it?

**VBX Philosophy:**

- ❖ If we can't trust an experienced staffer, they shouldn't be on the payroll.
- ❖ If management has to do all the thinking, why do we have employees?

## 4. *What are your perimeters?*

Sites authorized by VBX Only

Construction-related activity/discussions only

“Seek first to understand, then to be understood”

- ❖ Be a “lurker” for awhile
- ❖ Ask questions before interjecting your own opinions
- ❖ Remember, you are speaking on behalf of VBX

Would you want the CEO or COO to see a print-out of the discussion?

5. *How will you handle it when your staff screws-up and posts something stupid or insipid (and they will)?*

1. Seek first to understand their thought process.
2. Patiently explain why their commentary was idiotic.
3. Threaten to strangle them if they do it again.
4. Remember that people have short attention spans. This too shall pass.

## *6. How will staff interact with the new tool?*

1. Assign different people to try different media.
2. Have the staff report on activity at routine, frequent intervals

## 7. *Who is your best “point person”?*

1. Demonstrated interest/desire to take it on
2. Uses Social Media personally
3. Tech Savvy
4. Understands the goals
5. Will stay within the perimeters - not a “renegade”

## 8. *How will you know it's a success?*

### VBX Year 1:

- ❖ Number of "followers" keeps climbing
- ❖ Staff brings new information for discussion
- ❖ Process becomes routine

### VBX Year 2:

- ❖ 20% of Virtual Plan Room User "follow" VBX
  - ❖ Key Discussion Groups identified (20 or fewer)
  - ❖ Weekly interaction with each group
3. 20% of Apparent Lows/Contract Awards are derived from Social Media



## *Getting Started...*

### Select Your (Trusted) Social Media Team:

- ❖ Lead: Manager of Technical Services (1)
- ❖ Manager, Bid Facilitation Services (1)
- ❖ Associate Editors (4)
- ❖ Pre-Bid Reporter (1)
- ❖ Sales & Marketing Staff (2)
- ❖ Video Production Crew (2)

## *Select Your Channels*

### **1. LinkedIn**

- ❖ Industry News & Trends, Project Information, Expanded Contacts

### **2. Facebook**

- ❖ Image Enhancement, i.e. we're doing things, come see what they are

### **3. Our Own Vehicle**

- ❖ ConstrucTUBE - bring them to our universe and keep them there
- ❖ VBX Blog - feed them information (in process)

# *Develop Your Plan*

What Groups do we join and who joins?

## **1. LinkedIn**

- ❖ All Team Members

## **2. Facebook**

- ❖ Manager of Technical Services

## **3. Our Own Vehicle**

- ❖ Manager of Technical Services
- ❖ Video Production

## *Perimeters - What we **do** and do not post?*

### **Do Post:**

- 1. Industry News - projects, people, prospects**
- 2. Notice that we've received a project that looks "juicy"**
- 3. Apparent Lows & Contract Awards on "juicy" jobs, i.e. over 500 Unique Visitors**
- 4. Notices on Addenda issued on a "hot" job**
- 5. Response to discussions about comparisons between competitors**
- 6. Staff Activities & events, I.e. Halloween Contest, bowling outing, etc.**
- 7. Staff Achievements, CIT Certifications, etc.**
- 8. Record Breakers, i.e. numbers of active projects, etc.**

## *Perimeters - What we do and **do not** post?*

### Don't Post:

- 1. Your own political, social, musical, literary or religious views.**
- 2. Negative comments about the competition - EVER.**
- 3. Negative comments about members, design firms, owners, individuals - EVER.**
- 4. Comments that can be interpreted as “risqué”.**
- 5. Riffs on your own prognostications/prophicies about the future.**

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1. *What do you want out of the program?*
2. *What message(s) do you want to send?*
3. *Do you trust your staff?*
4. *What are your perimeters?*
5. *How will you handle it when your staff screws-up and posts something stupid or insipid (and they will)?*
6. *How will the staff interact with the new tool?*
7. *Who is your best internal Point Person?*
8. *How will you know if it's a success?*



*Questions?*

