



Changing how we communicate online

Alan Meban

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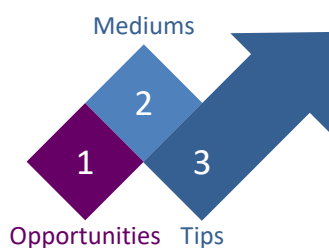
By the end of this session ...

- understand the opportunity social media offers you and your profession to talk about the great work you do in ways that are safe and effective



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Today's Topics



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There's a lot of it about ...

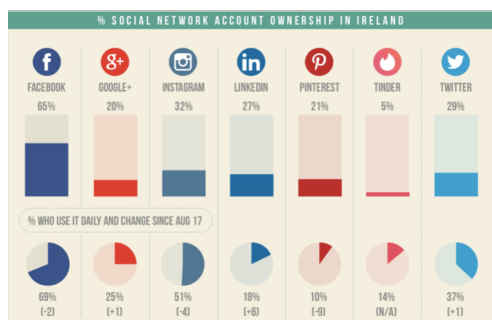


- Not just a question of how many of you are on these networks, but how many of your peers and clients



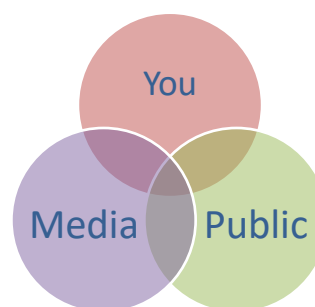
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Social Media in Ireland



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Opportunities?



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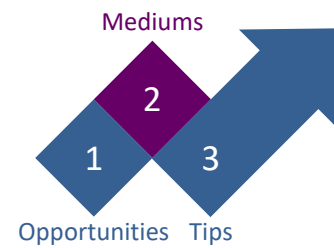
Communication 101



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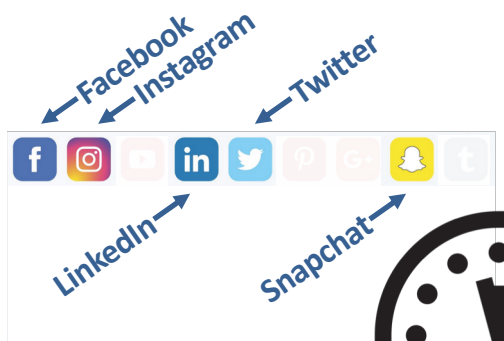
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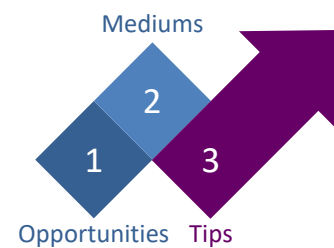
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How do they compare?



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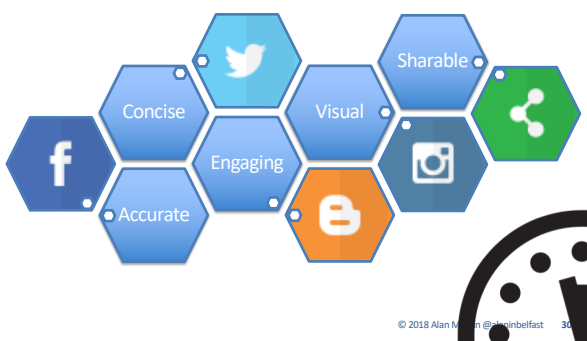
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What makes good (online) content?



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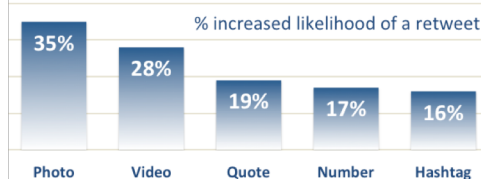
Brevity counts



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2 Use imagery



- **Never*** publish a social media post without an image or a link to a webpage that brings in a picture via the metadata or 'Twitter card'.

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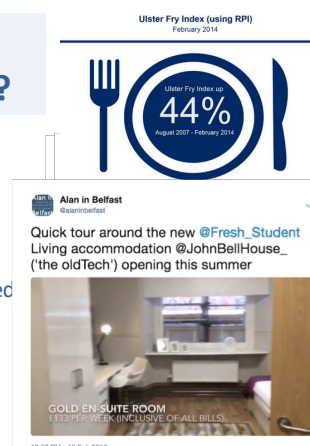
* rarely
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2 What type of imagery?

- Colourful
- Explanatory
- Creative

- Phone users need big faces
- Infographics
- Video

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3 Using #hashtags

- A hashtag collates together related yet disparate social media content, making it findable
 - #ae17
- Informal (no register)
- Hashtag wars
- Can be hijacked ...
- Twitter & Instagram, less used on Facebook

#speechtherapy
#speechtherapist
#speechpathology
#SLPeeps
#SchoolSLP
#speechgames

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4 Be findable

- What words or phrases or abbreviations will someone use when searching for you on a social media platform?
- Make sure they're in your name, profile or description no matter the service.



5 Be a radiator ... build profile

- Be known for sharing interesting news, comments, articles & events related to your interests or profession.
 - Monitor other people in your sphere.
 - Join in other conversations.
 - RT or Share and add your comment.
- Use any relevant #hashtags.
- Mention other @people and @organisations or tag them in pictures.

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6 Use Twitter Lists

- Timesaving **Lists** allow you to classify people: privately or publicly. They are like mini-timelines. You don't have to follow someone to add them to a list. You can follow other people's public lists.

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Pinning to the top

- Pin something to the top of your Twitter profile.
- Can pin to the top of a Facebook Page but not your personal Facebook Profile so use stories instead.



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Sharing content

- You may Retweet, Like or Share another person's or organisation's post because you think it is **interesting, humorous, agreeable or dodgy**.
- Other people's value judgement is likely to perceive that you support the statement or cause you have shared.



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Stop Look Listen THINK

- Never **drink** and tweet.
- And not when you're **cross**.
- Sarcasm is hard for others to detect.
- **Think twice** before tweeting or posting.
 - Spellings? (don't have to be perfect)
 - Does it make sense?
 - Are those the @people you meant to mention?
 - Facebook privacy: friends or everyone in world?
 - On Twitter: if you haven't read a chain of previous tweets, does it still make sense?
 - Could you be misinterpreted?

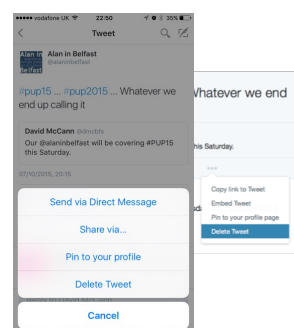
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Delete quickly

- If you do have regrets, delete within seconds rather than minutes ...
- ... before screenshots are taken and circulated.
- Practice deleting.



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Don't be disrupted

- **Ignore** – don't feed a troll.
- **Delete or correct** an objectionable update, apologising and/or showing remorse.
- **Reply** – defending or asking a question.
 - Potentially fuels fire with the oxygen of attention.
 - Attack is rarely the best form of defence.
 - Let other people counterattack on your behalf.
 - Moral high ground easily lost & hard to regain.
 - Your second reply should always take issue offline.

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Don't be disrupted

- **Make a general statement** about the issue without addressing (or replying to) the @disruptor.
- **Go silent & wait it out.**
- As an individual you might decide to set your Twitter account to **private** or **deactivate** your Facebook account.

Remember: basic crisis management suggests sticking your head in the sand is never the best option!

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