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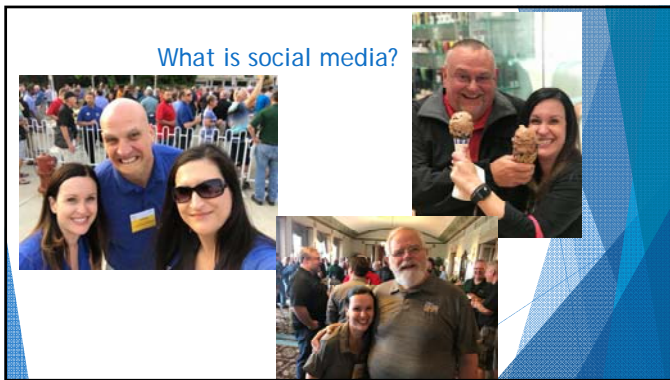
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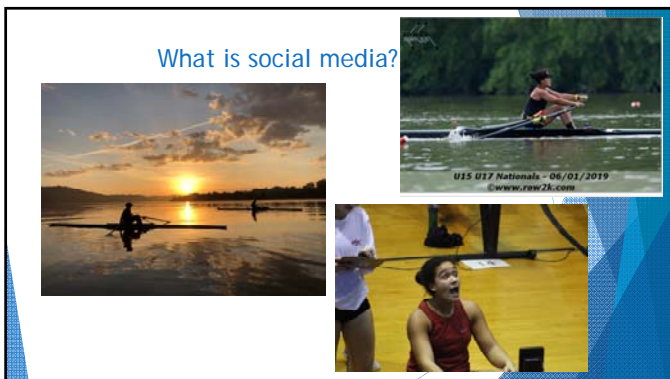
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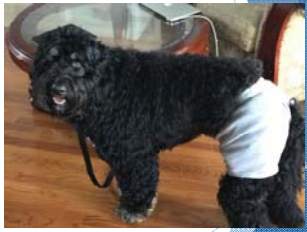
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### What is social media?



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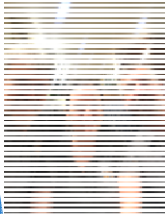
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### What is social media?



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### What is social media?



People go to social media for:

- ▶ an experience with your business
- ▶ a break from the norm
- ▶ some fun too

They want less flashy presentations and marketing;  
prefer authenticity.

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### What is social media?

- ▶ Getting a message across...
  - ▶ In as few words as possible
  - ▶ In as little time as possible
  - ▶ To as many people as possible
- ▶ Informal networking and content sharing
- ▶ Several platforms available to choose from



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### What are the platforms?

- ▶ Facebook
  - ▶ Fosters communication between people and groups
- ▶ Twitter
  - ▶ Broadcast views of companies, organizations, influencers
- ▶ Instagram
  - ▶ Share photos between people and groups that follow each other
- ▶ YouTube
  - ▶ Share videos and create online communities around those videos
- ▶ Snapchat
  - ▶ Share content privately or among small groups of people
- ▶ LinkedIn
  - ▶ Business focused for professional, social and career networking

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### Why is the *electrical training ALLIANCE* on social media?

- ▶ Recruitment and Awareness
- ▶ Information
- ▶ Credibility
- ▶ Connection and Engagement
- ▶ Build Relationships
- ▶ Support for JATCS
- ▶ It's where people are spending their time and getting information

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Where can you find the electrical training ALLIANCE?

Twitter@IBEWNECAetA



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Facebook.com/IBEWNECAetA



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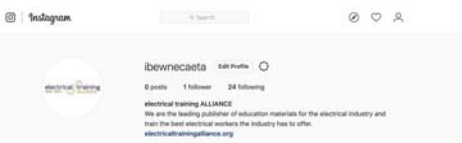
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Instagram.com/ibewnecaeta



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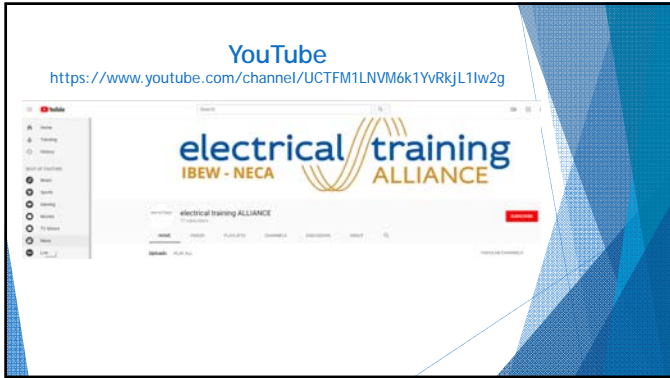
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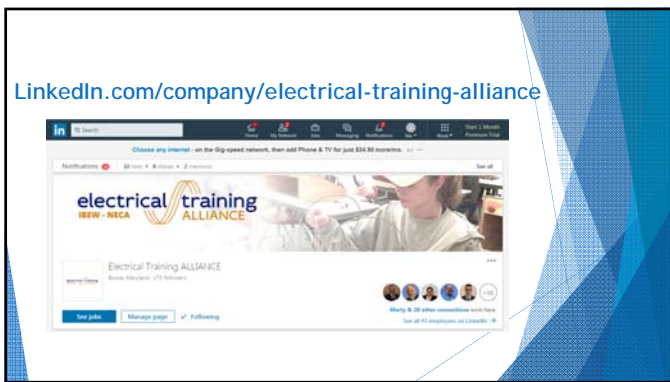
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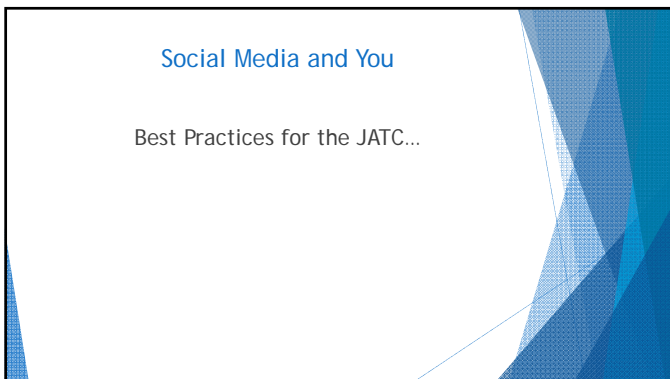
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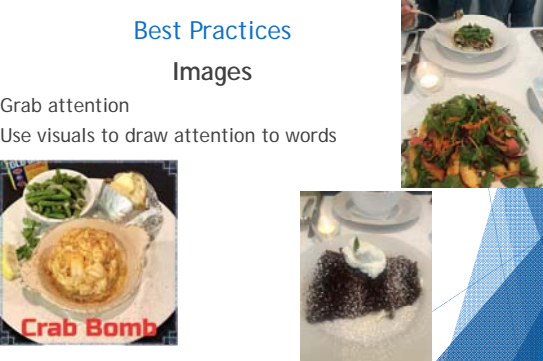
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**Best Practices**  
**Images**

- Grab attention
- Use visuals to draw attention to words



**Crab Bomb**

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**Best Practices**  
**Build Relationships**  
**Be Human/Engage Personally**

- Use the social aspect of social media to your advantage
- Show your personality
- Use I and We
- Don't be automated



**\*\*Mutually Beneficial\*\***

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**Best Practices**  
**Be Relevant**

- Connect with popular accounts in the industry
- Use content related to the industry



NECA National Electrical Contractors Association

IBEW International Brotherhood of Electrical Workers

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**Best Practices**  
**Stay on Top of Trends**

- Be creative
- Take advantage of trending topics



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**Best Practices**  
**Create & Share Content**

- Reference others (@handle and #)
- Share information from others in the industry & give them credit
- Allow others to share your posts

[@IBEWNECAetA](#) [#etATraining](#)

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**Best Practices**  
**Mix It Up**

- Blogs/written info
- Pictures
- Videos
- Slide Shows



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**Best Practices**

**Share Older Content**

- For those who are new
- Refresh those who haven't seen it in a while (throwback, remember this)

Caution...don't use trends past their prime or popularity

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**Social Media and You**

**Quality Content**

- Quality over quantity
- What you are doing is quality; highlight that



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**How Does Social Media Help You?**

- ▶ Relevant
- ▶ Recognizable
- ▶ Drive traffic
- ▶ Create awareness
- ▶ Increase Communication
- ▶ Find Quality Applicants

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### Social Media and Human Behavior

- ▶ Connection
  - ▶ Trust
- ▶ Transparency (no bait & switch)
  - ▶ Invested



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### Social Media and You

Does a JATC even have time to do this?

#### Frequency

-     
3-5 a week
-   
1 a week

Remember: quality over quantity  
Shares and retweets count!

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### Social Media and You

Don't feel overwhelmed

- ▣ Make it what you want it to be
- ▣ Options for scheduling posts



You are just translating your valuable content  
to social media

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How can you help the *electrical training ALLIANCE?*

- ▶ Like, Follow and Connect with us
- ▶ Share our content
- ▶ Send us pictures and information



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**Do's for Social Media**



- Get Permission
- Cover OSHA & Safety
- Be Yourself
- Use Humor
- Think Before You Speak (or Type)

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**Don'ts for Social Media**

- Forget Grammar & Spelling
- Feel Rushed
- Argue with Trolls
- Share Strong Personal Opinions
- Feel Overwhelmed



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**How can we help you?**



- ▶ Use our content
- ▶ Post pictures and information and we will like, comment and share **\*\*Tag/Mention/@ Us\*\***
- ▶ Reach out with questions
- ▶ Enroll in the Lynda.com classes available on the LMS (Facebook, Twitter, LinkedIn)

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**How can we help you?**

**Questions?**



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301.715.2356  
[csanderfur@electricaltrainingalliance.org](mailto:csanderfur@electricaltrainingalliance.org)

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