Social Media

What is social media?

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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.
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

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

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
Where can you find the *electrical training ALLIANCE*?

Twitter@IBEWNECAetA

Facebook.com/IBEWNECAetA

Instagram.com/ibewnecaeta
YouTube
https://www.youtube.com/channel/UCTFM1LNVM6k1YvRkjl1ivz2g

LinkedIn.com/company/electrical-training-alliance

Social Media and You
Best Practices for the JATC...
Best Practices

Images

• Grab attention
• Use visuals to draw attention to words

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**

Best Practices

Be Relevant

• Connect with popular accounts in the industry
• Use content related to the industry
Best Practices

Stay on Top of Trends
- Be creative
- Take advantage of trending topics

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

Best Practices

Mix It Up
- Blogs/written info
- Pictures
- Videos
- Slide Shows
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

Social Media and You

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

How Does Social Media Help You?
- Relevant
- Recognizable
- Drive traffic
- Create awareness
- Increase Communication
- Find Quality Applicants
Social Media and Human Behavior

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

Social Media and You

Does a JATC even have time to do this?

Frequency

- Facebook: 3-5 a week
- Twitter: 1 a week

Remember: quality over quantity
Shares and retweets count!

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
How can you help the electrical training ALLIANCE?

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

Do’s for Social Media

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

Don’ts for Social Media

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

Questions?

Cindy Sanderfur
301.715.2356
csanderfur@electricaltrainingalliance.org