



[The Dangers and Benefits of Social Media](#)

Presented by Lynne Wagner



How many social media sites are there?

Which ones can benefit me?

How will I know if I'm doing it right?

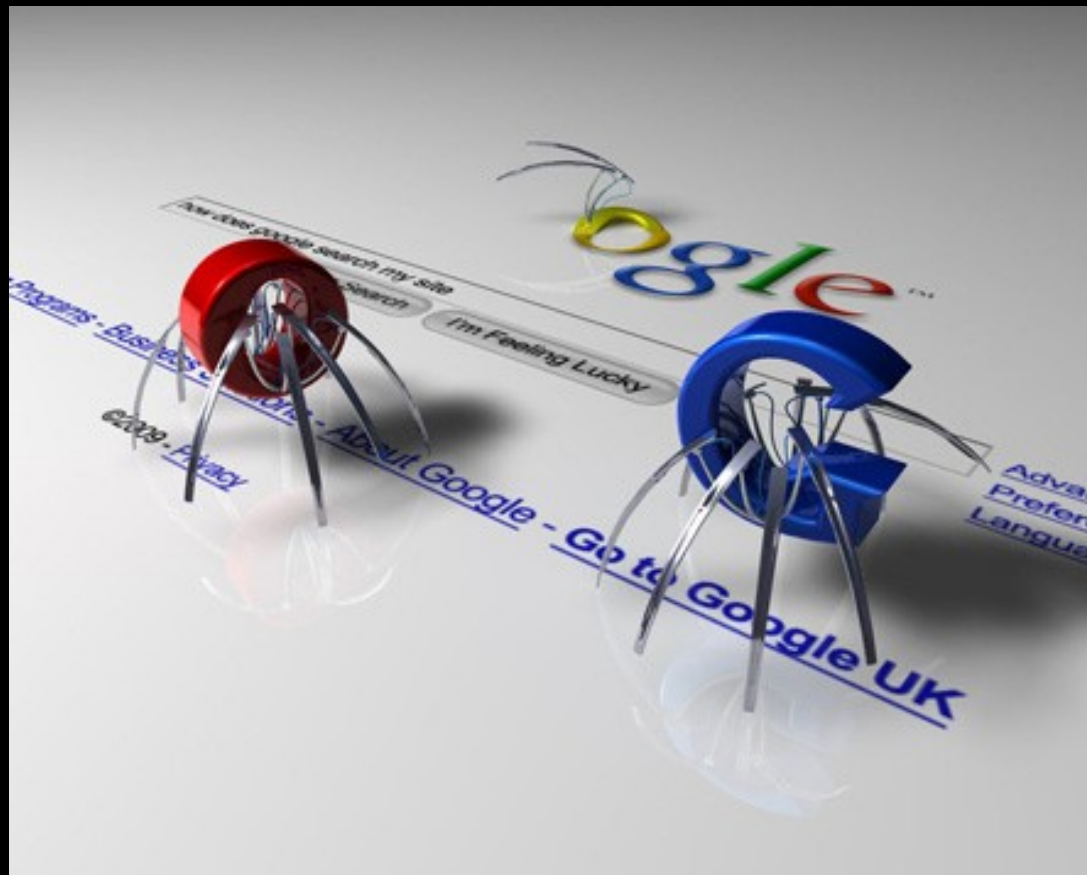




Everyone else is doing it...
does that mean it's safe?

- ✓ **Never release PRIVATE information in a PUBLIC forum.**
 - ✓ **Settle disputes IN PERSON.**
- ✓ **Never divulge too much information to those that connect ONLY through the Internet.**
- ✓ **Only those you PERSONALLY know will be privy to intimate details of your life.**

**But my Facebook profile is private...
so no one can see what I do anyway...**



Email



Social Media

If I can't say what I want, when I want, why should I bother?

10 Benefits of Social Networking for Students... according to Kansas State University

9. Experience global exposure

The Internet has massively decreased the size of the world. This has made the flow of ideas and information an easier process. With a social networking profile, you can be ahead of and potentially influence the next global trend.

10. Creating a positive impact on the world

Social networking allows users to band together and create strong alliances for a certain cause. These sites allow you to be a virtual part of change in the world and fight for your cause.

And we don't want to end up...



So social

Social Media

ed?



Business Applications



LinkedIn

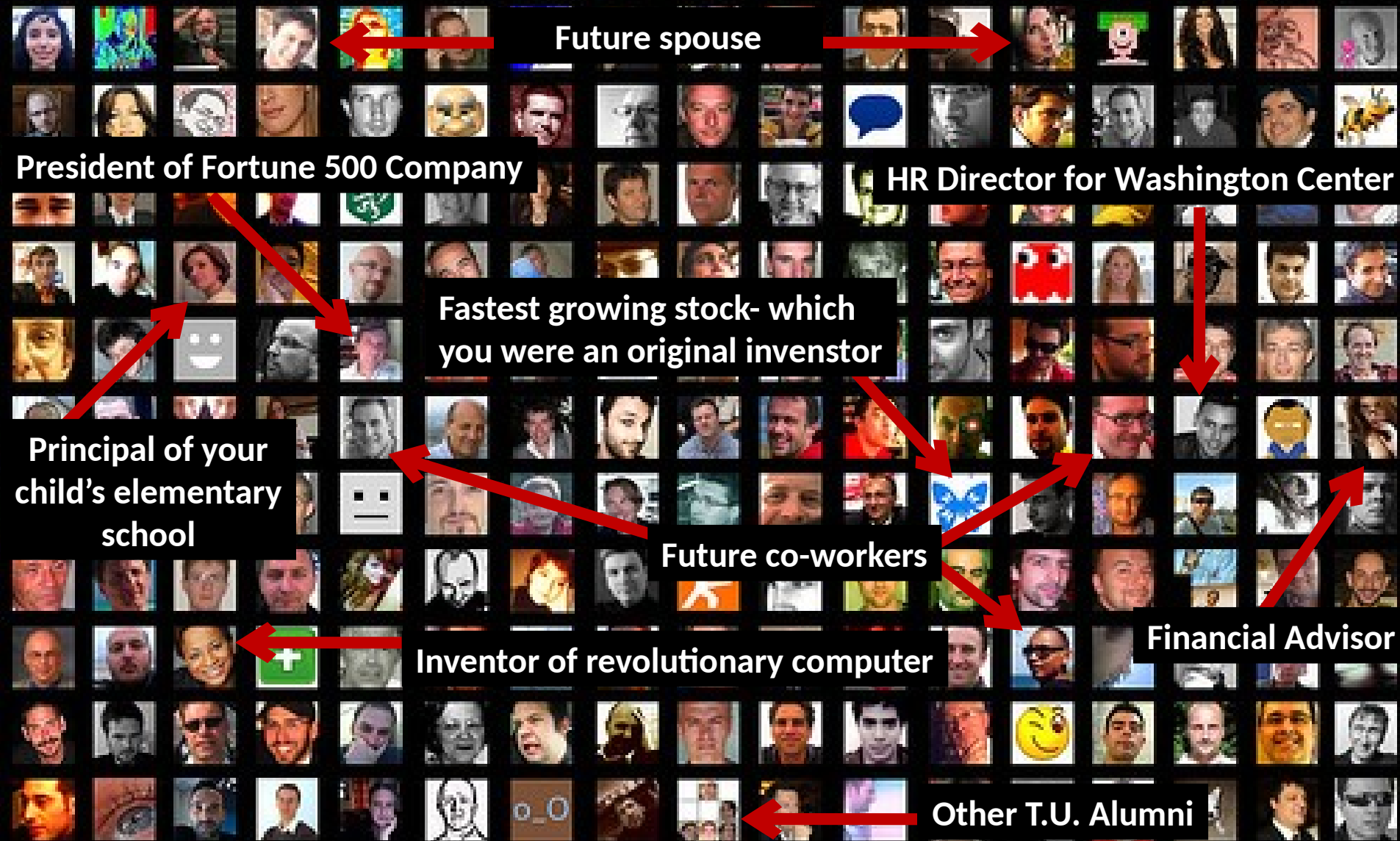
What do you
really do you
?



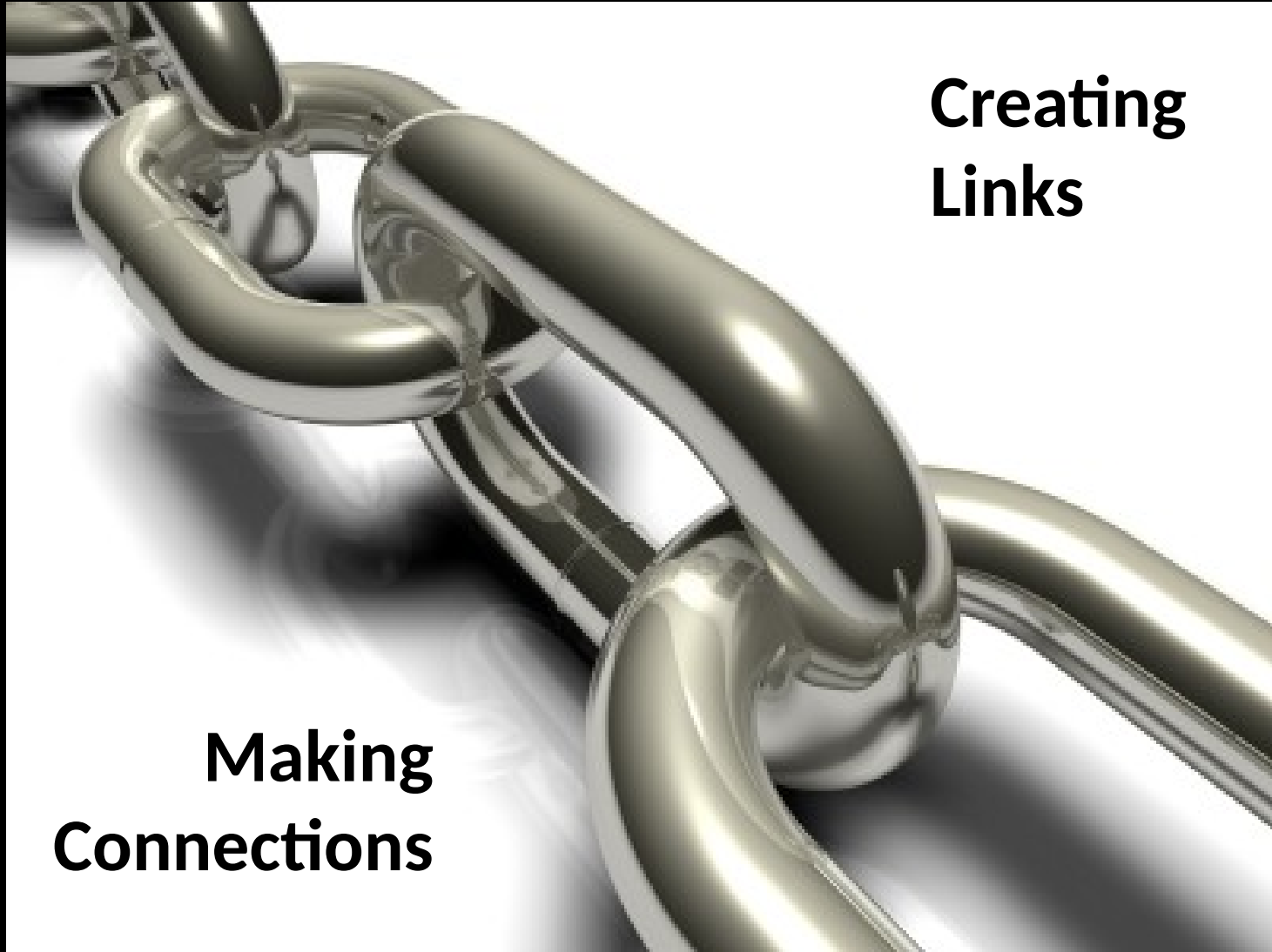
- What connection can I make in 140 characters?
- Can I really network with strangers?
- But my major isn't in PR or Marketing or Communications... does this apply to me?
 - How can I post up information to prove myself as an expert?

- What connection can I make if my profile is private?
- Should I network with strangers?
- What information shouldn't I post?
- Should I admit I have a Facebook during a job interview?

Who could I really meet?



So it's really just about...



**Creating
Links**

**Making
Connections**

Okay, it doesn't sound too hard but....

My Facebook profile is already public

**I don't feel comfortable messaging
someone I don't know**

I don't know where to start

How can I post articles on my Twitter?

First things first....



Google yourself!



**Now, it's learning to monitor....
in less than 15 minutes a day**

- ✓ **Check your Twitter for @mentions or messages**
- ✓ **Check your Facebook for friend requests or messages**
- ✓ **Check your LinkedIn profile for messages and to keep your profile current and updated**
- ✓ **Set up Google alerts with your name- check weekly**
- ✓ **Consider using a Social Media monitoring service- such as Hootsuite- to save time**

**But do allow yourself some time...
to make conversation!**



Start off small...
don't expect the world tomorrow



Any questions?