

Social Media Strategies for Speakers

ASTD International Conference and Exposition 2010

Social media is a very useful, powerful and growing form of communication and one that ASTD utilizes to promote its products and services to current members, potential members, the media, and anyone interested in learning more about the learning and development profession.

As a speaker attending ASTD 2010, you can benefit from utilizing this form of communication while taking advantage of the added attention our association will be receiving from conference attendees and others following the conference through social media outlets without attending the event.

Below is a breakdown of the most popular and relevant social media sites for ASTD's purposes and information explaining how to best leverage these sites for conversations about your sessions and other offerings. *Please note: our suggestion is to create dialogues about your offerings, not to create posts that simply advertise your offerings.*

Twitter

Twitter is a rich source of instant information. It allows you to stay updated on what's going on around the world. And it allows you to share information with the world as well. Users follow accounts that provide information of interest to them. Users also can search by topic and see a list of updates (also known as tweets) from sources globally regarding that topic.

ASTD uses twitter to announce news about the organization, our chapters, our events, our products and more. With just one short week until the International Conference and Exposition begins we are promoting all things ASTD 2010 utilizing our Twitter accounts now and will continue to do so at the conference.

Because ASTD's Twitter accounts will be quite active with updates from our staff and new followers due to promotions at the conference, over the next two weeks you may want to take advantage of our audience's attention and growth.

You can ensure your books and other offerings receive increased attention by following our accounts and updating your account with posts about your sessions and including references to our accounts in your posts.

Here are a few suggested questions to ask yourself as well as instructions on how to best leverage Twitter in conjunction with ASTD 2010:

Update your account 3 times per week, if not daily.

- Questions to ask yourself before updating your Twitter account:

- What do your sessions cover?
 - Do you have books to discuss?
 - Do you have video content to discuss?
 - Have you recently launched another new product?
 - Did you recently receive media attention on a training related subject?
- Once you've determined what type of information you'd like to share you'll need to create a sentence or two about it and update your account.

Here are a few things to remember about Twitter updates (or tweets):

- You must use no more than 140 characters. This includes spaces. So you'll want to make your tweets short and sweet!
- Using a link shortener will save precious characters! There are a variety of link shorteners online. ASTD uses <http://bit.ly>. A link shortener will allow you to enter a long url and will provide you with a shortened version. You use the shortened url in your tweet and save character space for a more descriptive tweet. Here is an example of how this works: long url: <http://www.astdconference.org/Exhibitors.html> ; same url: but shortened with bit/ly: <http://bit.ly/9ShzGg>
- Follow ASTD's accounts including:
 - astd
 - astdpressnews
 - tdmag
 - exhibitastd
 - salestrainingdrivers
- Utilize your Twitter account to follow your clients such as other speakers, exhibitors, authors, chapter leaders, etc. and engage in dialogues with these relevant audience members through your account. Be prepared with answers, or resources to send them. You can do this through a Direct Message (DM) or by responding to them using the @ symbol in front of their twitter name.
- Remember to allow room in your tweet for #astd10 so that all conference related tweets can be captured and searched.

Facebook

Facebook allows users to share information with selected "friends" or to share with a larger audience of Facebook members depending on that user's selected privacy settings. Much like Twitter, Facebook allows you to share updates and links to other sites.

ASTD utilizes Facebook to provide information to users who become fans of our various accounts. ASTD creates links to new products, courses and conferences. ASTD also uses Facebook to update fans about the organization itself and to update fans on recent news relevant to the learning and development industry.

With just one short week until the International Conference and Exposition begins we are promoting all things ASTD 2010 utilizing our Facebook accounts now and will continue to do so at the conference.

Because ASTD's Facebook accounts will be quite active with updates from our staff and new fans due to promotions at the conference, over the next two weeks you may want to take advantage of our audience's attention and growth.

You can ensure your sessions and other offerings receive increased attention by becoming a fan and updating our Facebook fan page walls with occasional posts about your products and services with links to your websites for more information. Post a question or statement relevant to training on our fan page walls to initiate a dialogue with other fans.

Here are a few suggested questions to ask yourself as well as instructions on how to best leverage Facebook in conjunction with ASTD 2010:

Post updates about your books and other offerings 3 times per week on our relevant fan page walls.

- Questions to ask yourself before updating Facebook:
 - What do your sessions cover?
 - Do you have books to discuss?
 - Do you have video content to discuss?
 - Have you recently launched another new product?
 - Did you recently receive media attention on a training related subject?
- Once you've determined what type of information you'd like to share you'll need to create a sentence or two about it and update the relevant ASTD Facebook fan page wall.

Here are a few things to remember about Facebook updates:

- Note that Facebook wall posts allow for more characters than Twitter.
- Links to other sites don't need to be shortened.
- Other fans can comment on your wall posts so you might want to monitor the pages after you've posted to, to see if you've received any feedback on that post. Good or bad, it's important to know what people are saying about your products and services. In some cases you may even want to respond.
- Consider whether your update should be shared on more than one ASTD fan page. Our accounts are:
 - Page Name: ASTD National; url: <http://www.facebook.com/amsocd>

- Page Name: ASTD Press; url: <http://www.facebook.com/amsocdpress>
- Page Name: T+D Magazine; url: <http://www.facebook.com/tdmagazine>

LinkedIn

LinkedIn is a professional networking site. The site allows you to post your online profile, similar to your resume and allows you to receive recommendations from trusted contacts regarding your professional experiences. You in turn may also offer recommendations regarding the work of others you've done business with. LinkedIn also offers organizations such as ASTD the opportunity to create groups relevant to that organization's mission. ASTD has a group on LinkedIn for ASTD National. As a member of a group, a user is able to create discussions, post articles and list job openings. That user is also able to select how often they may receive an email from the group with the latest updates to it – daily, weekly or not at all. As an owner of a group an organization is able to do all of those things as well.

You may choose to use your individual LinkedIn profiles to update content in the ASTD National group once you have joined it.

Because ASTD National's LinkedIn group will be quite active with updates from our staff and group members due to promotions at the conference, over the next two weeks you may want to take advantage of our audience's attention and growth.

You can ensure your sessions and other offerings receive increased attention by becoming a group member and updating the group with occasional posts about your products and services with links to your websites for more information. Post a question or statement relevant to training on the group pages to initiate a dialogue with other group members.

Here are a few suggested questions to ask yourself as well as instructions on how to best leverage LinkedIn in conjunction with ASTD 2010:

Update the group with discussion and news items (must not be repeat content – only unique content) twice per week with information about your books and other offerings.

- Questions to ask yourself before updating ASTD's LinkedIn group:
 - What do your sessions cover?
 - Do you have books to discuss?
 - Do you have video content to discuss?
 - Have you recently launched another new product?
 - Did you recently receive media attention on a training related subject?
- Once you've determined what type of information you'd like to share you'll need to create a sentence or two about it and update the ASTD LinkedIn group.

Note: LinkedIn group content should be original each time you post something. Simply posting reminders about content already listed will frustrate those members who receive daily updates and cause them to consider reducing the frequency of the updates to weekly or perhaps none at all.