Social Media for Real NDTers

Prepared for:

NDTMA

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we•ndt
marketing network
we• accelerate sales
WHY DO WE CARE?

Online communications channels focused on community-based interaction, content-sharing and collaboration.

Direct, Targeted Advertising & Engagement
Faster & Cheaper

- Reaches targeted, interested parties around the world in seconds
- Enables interaction with customers, experts, colleagues

With 1 LinkedIn Group post you can instantly reach
55,000 NDT Professionals!
What does it look like?

NDT IN SOCIAL MEDIA

NOT JUST FLUFF - knowledge transfer, help, recruiting, corporate communications, product launches, events, articles
For You and Your Customers

WHAT’S IMPORTANT?

Part of a Drip Marketing Plan

- Tell them why
- Tell them quickly
- Tell them again

COMPANIES GAIN
- Strategic, simple and affordable exposure
- A means of recruiting
- #values
- Direct engagement with customers

NDTers GAIN
- Networking, tips, help, knowledge
- Career advancement opportunities
- BD
Getting started is easy

HOW?

Set up an account

• Make sure you have two administrators but make sure one person is ultimately in charge
• Set up social media policy – strategic company goals

Post regularly without overload

• Company announcements
• Share knowledge
• Ask & answer questions
• Interact with customers & peers
Use a posting program to save time (pay and free)

- Hubspot, Hootsuite, Buffer, Tweetdeck, SocialPilot, Salesforce social, Social Oomph, IFTTT,
- Managers can review the posts, scheduling, auto-posting, monitoring feeds, tying to sales touch points, analytics, tying to emailers and website analytics

Analytics are important

- Justify ROI on time and resources
- Platforms and programs all include analytics
The Do’s and Don’ts

DO

• Be concise
• Make sure posts are consistent with company messaging and goals
• Mix in useful tidbits to keep people engaged, not just sales (80/20)
• Bragging about company is OK!
• Show your expertise & differentiators
• Congratulate colleagues, partners and employees
• Encourage employees/investors/whoever to repost something if they want to.

DON’T

• Offer exclusive discounts or other ways to engage
• Use it for recruiting
• Reach out to potential clients
• Get people to come to booth / events
• Interact with associations, publications, etc.
• Utilize groups
• Have fun!
The Do’s and Don’ts

DON’T

- Argue
- Disparage
- Post confidential information
- Post without approvals or QA
- Post with grammatical errors
- Like your own post
- Write your memoirs
- Delete negative posts
- Troll
- Ignore your account
- Post incorrect information
- Post to the wrong account

HELPFUL TIP!
Create a checklist to make sure policy guidelines are followed
WHERE IS EVERYBODY?

- LinkedIn
- Twitter
- YouTube
- Instagram
- Facebook
TOP PLACES TO ENGAGE FOR NDTers

- LinkedIn
  - Expertise
  - Industry News
  - Groups
  - Some Recruiting Executives, Managers
TOP PLACES TO ENGAGE FOR NDTers

- Facebook
  - Recruiting
  - Groups
  - Inspectors
TOP PLACES TO ENGAGE FOR NDTers

- Instagram
  Engaging with younger inspectors
  Visual interface

- Twitter
  Quick/short
  Immediate
So your team made a mistake

OOPS! NOW WHAT?

Have an official OOPS plan first, including how to reply to individual messages, comments, etc. If you have crisis communications plan, include it in that.

- Edit
- Delete
- Retract
- Apologize

12/18/18 - PG&E Fires Bigge Crane From Wildfire Recovery After Insensitive Social Media Posts
WHAT IS SOCIAL MEDIA DATA?

Mining the Data for ROI

- Most platforms have **built in analytics**
- Social media management programs have **enhanced analytics**
- **KPIs for brands** include audience reach, customer engagement, clicks to website, etc.
- **Take the time** to analyze trends from the data

Some examples of raw social media data include:
- Shares
- Likes
- Mentions
- Impressions
- Hashtag usage
- Keyword analysis
- URL clicks
- New followers
- Comments
- Types of posts
# Metrics, Statistics

## WHAT IS SOCIAL MEDIA DATA?

### LinkedIn Analytics Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks</td>
<td>Total clicks on a post, company name or logo.</td>
</tr>
<tr>
<td>Impressions</td>
<td>Total times your update was visible to other users.</td>
</tr>
<tr>
<td>Interactions</td>
<td>Total number of comments, likes, comments and shares.</td>
</tr>
<tr>
<td>Engagement</td>
<td>Interactions/Impressions</td>
</tr>
</tbody>
</table>
## TOP SITES FOR SOCIAL MEDIA HELP

### SOCIAL MEDIA POLICY
- [https://blog.hootsuite.com/social-media-policy-for-employees/](https://blog.hootsuite.com/social-media-policy-for-employees/)
- [https://searchcompliance.techtarget.com/definition/social-media-policy](https://searchcompliance.techtarget.com/definition/social-media-policy)

### 10 DOS AND DON'TS OF SOCIAL MEDIA FOR BUSINESS

### GOOD EXAMPLES
- [https://blog.sprinklr.com/industrial-companies-social-media/](https://blog.sprinklr.com/industrial-companies-social-media/)

### FREE SOCIAL MEDIA MANAGEMENT RESOURCES

### PAID SOCIAL MEDIA MANAGEMENT SITES

### USING ANALYTICS & DATA
- Using data for product launch
- [https://sproutsocial.com/insights/social-media-data/](https://sproutsocial.com/insights/social-media-data/)