

# Successes in Social Media

Kimberly Morrison, PE, RG

Mike Miller, PE

Matt Moler, PE

# FACT:



- Social media, like Facebook, Twitter, and LinkedIn, are not a fad or flash in the pan
- They give us the ability to tell our story faster, more economically, and potentially more effectively than ever before



Successes in Social Media

# **WHAT IS SOCIAL MEDIA TO YOU, THE MEMBERS OF ASFE?**



***ASFE-Squared:***  
*A Social Forum for  
Everyone in ASFE*

Successes in Social Media

**BUT BEFORE WE LAUNCH  
INTO SUCCESS STORIES...**



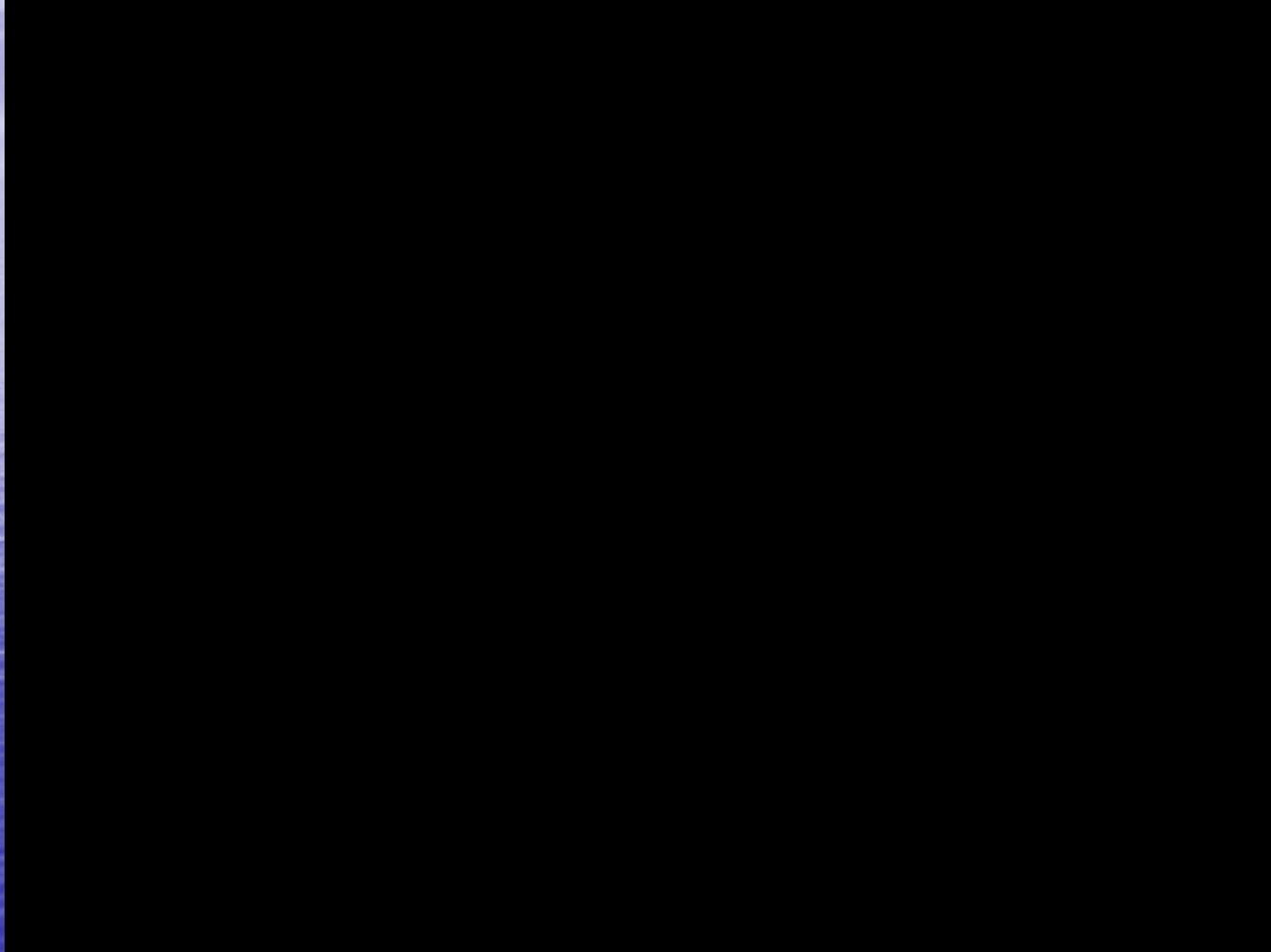
# A Recent Social Media Blunder...

- Twitter / FaceBook Link

how did you non see them tapping u  
[facebook.com/50946313906677](https://facebook.com/50946313906677)

- Strange message from reputable source,  
so I checked it out!

# Oh, no! Was this It?



# Fortunately & Unfortunately...

- Fortunately...
  - A video of me (unbeknownst) was NOT pasted somewhere on cyberspace
- Unfortunately...
  - ALL of my Twitter followers received a similar message

Thank you, David Lourie!



Successes in Social Media

**SOCIAL MEDIA IS POWERFUL  
STUFF, AND MOSTLY GOOD...**

# Some of my personal success stories...

- Changing employment status on LinkedIn resulted in immediate response
- Posted update on LinkedIn results in contracted work
- Webcast brings in more potential work



Successes in Social Media

# A TALE OF TWO TWEETS...



# A Little Background...

- NTH established a SoMe committee about 18 months ago
- Need for SoMe presence identified and effort headed up by Marketing and HR
- “To maximize NTH’s recruiting, marketing, promotions, and PR effectiveness...”

## Successes in Social Media

**Profile summary** ×



# NTH Consultants, Ltd.

**@nthconsultants** FOLLOWS YOU

*NTH Consultants, Ltd. is a nationally recognized engineering firm specializing in Geotechnical, Environmental, and Facilities Engineering.*

Detroit, MI · <http://www.nthconsultants.com/>

Followed by **ASFE TGBA** Nicole Cain and Bill Reader.

<b>163</b> TWEETS	<b>722</b> FOLLOWING	<b>238</b> FOLLOWERS
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**Twitter  
"handle"**



# Successes in Social Media



12 Apr

he



**Indiana Chapter  
American Concrete Institute**  
3000 DePue Blvd, Suite 1001, Indianapolis, IN 46208 PH 317-476-6008 Fax 317-473-6212

## *Outstanding Achievements in Concrete Project of the Year*



**2012  
Award Recipients**  
City of Indianapolis  
Citizens Energy Group  
Synthesis Incorporated  
Clark Dietz  
NTH Consultants, LTD  
F.A. Wilhelm Construction  
Heartland Ready Mix, LLC.  
CTL Engineering, Inc.  
Spurlino Materials

**Belmont North Interceptor Project**

NTH Consultants, Ltd



Send



Cancel



Address



Attach



## Successes in Social Media



**NTH Consultants, Ltd.** @nthconsultants

12 Apr

Belmont North Relief Interceptor Won ACI Indiana Project of the Year! Congrats: [@citizensenergy](#) [@FAWilhelm](#) [@clarkdietz](#)

[pic.twitter.com/TKx2lvPf](https://pic.twitter.com/TKx2lvPf)

 [View photo](#)



**NTH Consultants, Ltd.** @nthconsultants

12 Apr

BNRI Section 4 Project Won ACI Indiana Project of the Year! Congrats also to [@IndyDPW](#) [@MayorBallard](#)

[pic.twitter.com/XvMnPGaF](https://pic.twitter.com/XvMnPGaF)

 [View photo](#)

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Retweeted by Citizens Energy

View photo



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Retweeted by Mayor Greg Ballard

View photo



## Successes in Social Media

Profile summary



Water, se  
distributi  
Indianapol  
Followed b

**627**  
TWEETS

Profile summary



### Mayor Greg Ballard

@MayorBallard

*Official Twitter page for Indianapolis Mayor Greg Ballard.  
Follow to learn about city news, initiatives, events & more.*

Indianapolis, IN · <http://www.indy.gov/Mayor>

Followed by [NTH Consultants,Ltd.](#), [Indy DPW](#), [Citizens Energy](#) and [Nicole Cain](#).

<b>2,892</b> TWEETS	<b>986</b> FOLLOWING	<b>9,338</b> FOLLOWERS
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# Success?.....

- ROI is difficult to quantify, but.....
- The “I” is small
- FAST dissemination of info to a large audience
- Good example of promoting a client, and receiving client acknowledgement
- Success is relative

# Success is relative



Harry Hartounian: Boy, I wish I could get that excited about nothing.

Navin R. Johnson: Nothing? Are you kidding? Page 73....Johnson, Navin R!!! I'm somebody now. Millions of people look at this book everyday! This is the kind of spontaneous publicity – your name in print – that makes people. I'm in print! Things are going to start happening to me now.



# Social Media Survey



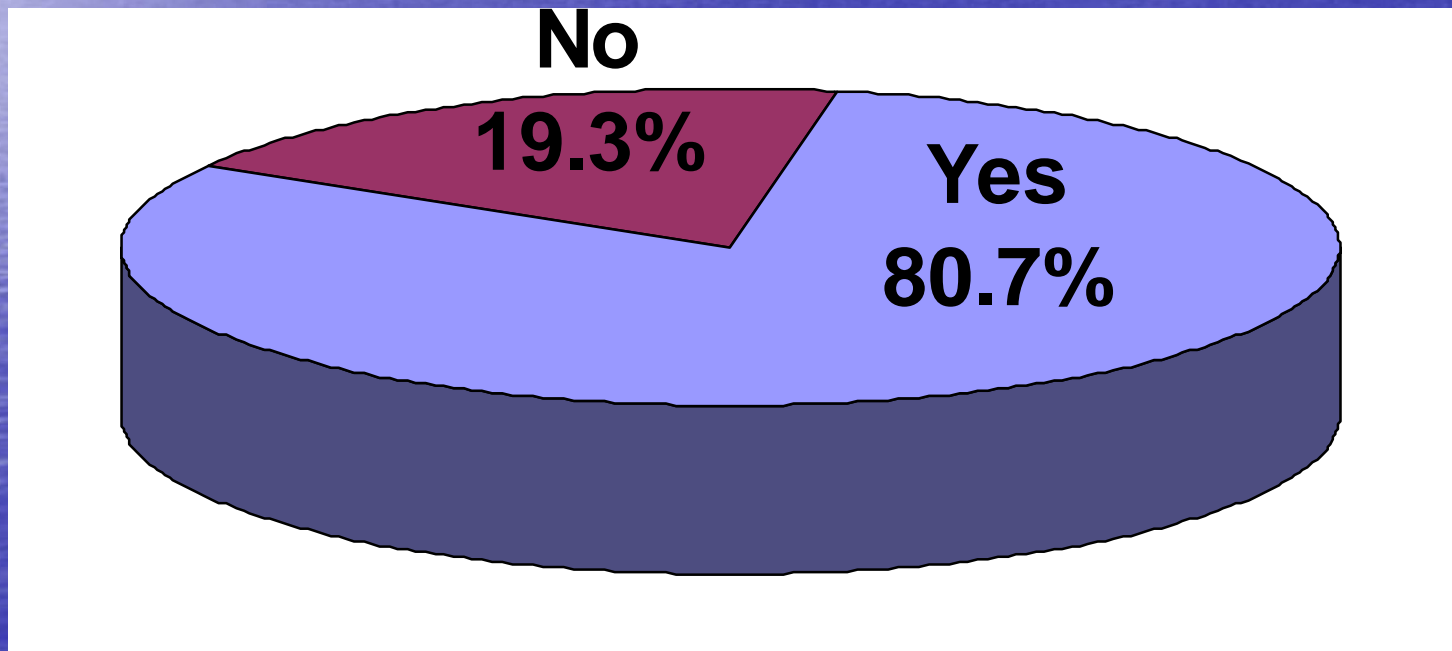


# Social Media Survey

1. Do you use Facebook, Twitter, and/or Linked In?

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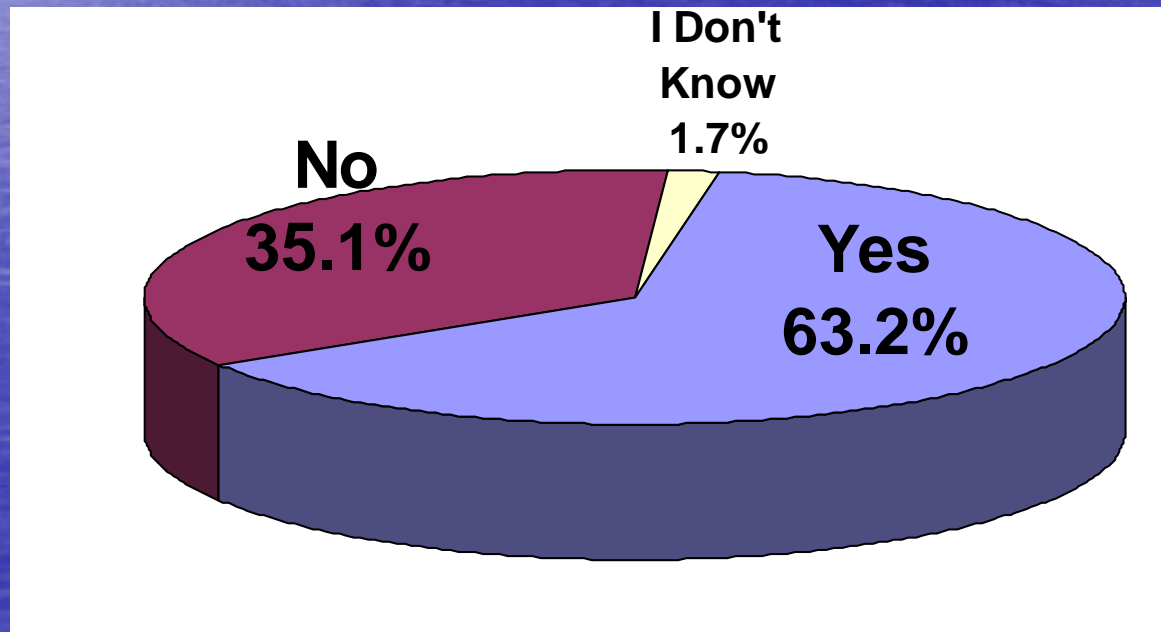


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2. Does your company have a Facebook, Twitter, and/or Linked In account?

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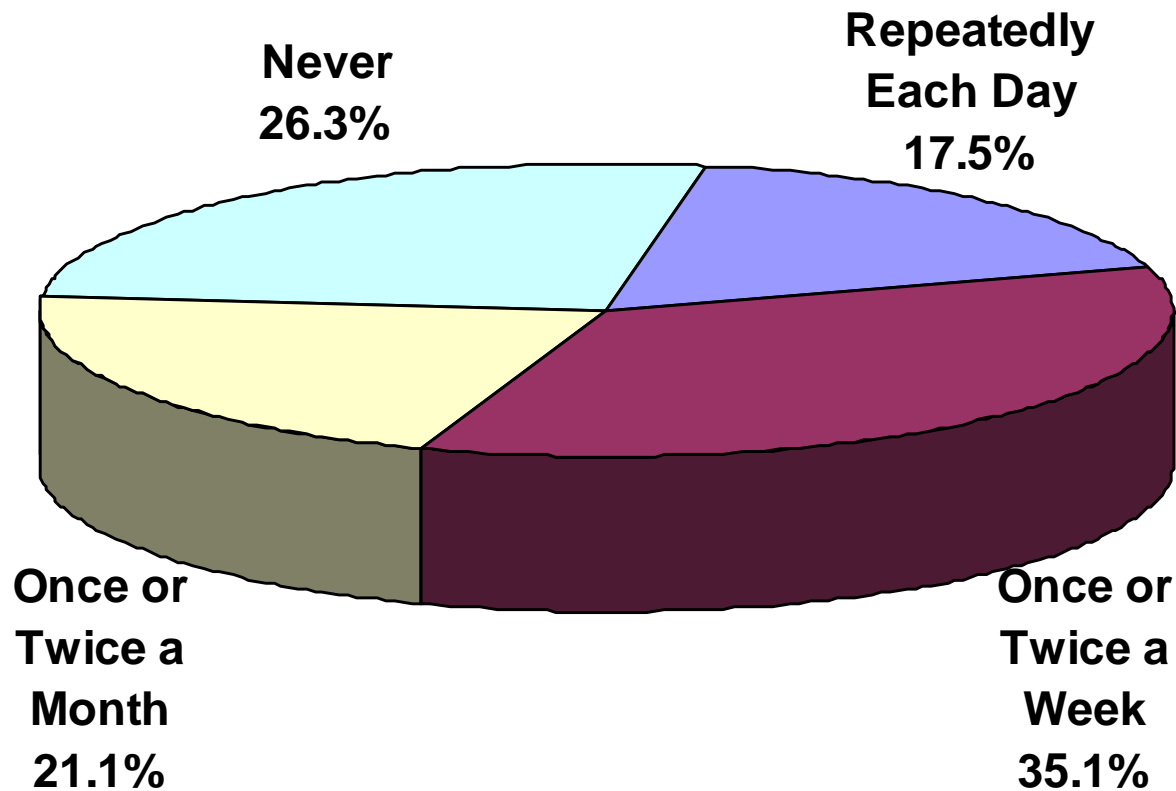


# Social Media Survey

3. If you are active with Social Media, how often do you:

- Post?
- Tweet?
- Update your account?
- Review what others are discussing?

# Social Media Survey



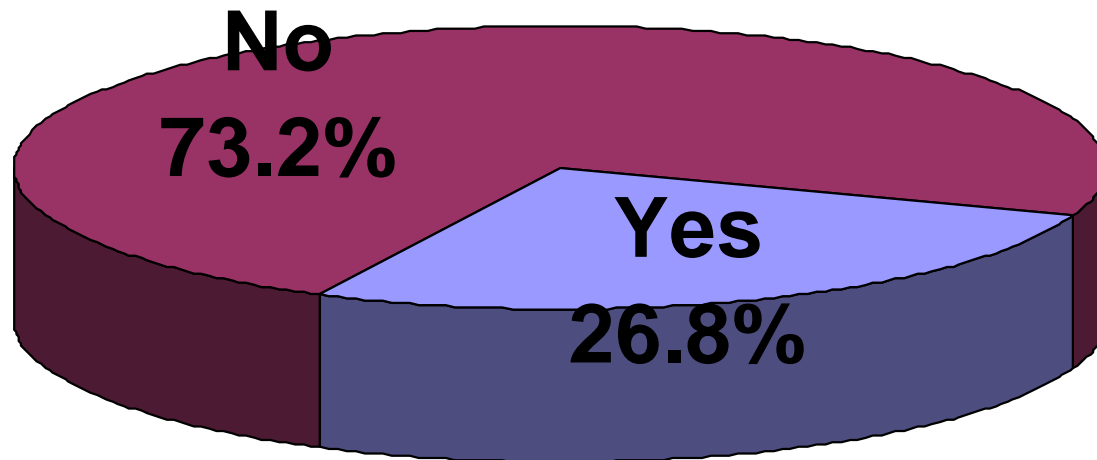


# Social Media Survey

4. Do you have any Social Media success stories?

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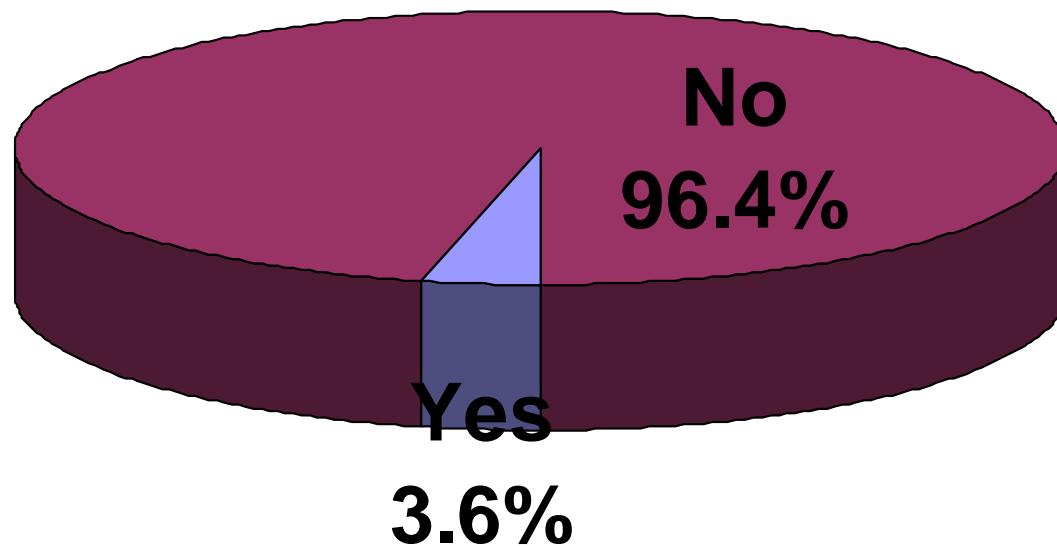


# Social Media Survey

5. Have you been involved in any Social Media blunders?

# Social Media Survey

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# Questions??

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