Put Social Media to Work

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flickr.com/photos/jasonahowie/
What has social media done for you lately?

“... the largest-ever drop in trust across the institutions of government, business, media and NGOs. ... the credibility of leaders also is in peril ...”
2017 Edelman Trust Barometer

“Less than half (49%) of Canada's general population trust key institutions – government, media, business & NGOs.”
Not to be exclusive or anything but you're not invited.
17 ways to make social media more of a hassle:

- Branded social media is **not** the real MVP
- Adding social media to things adds more work
- Adding all the social media to all the things adds even more harder work
- The more social media we add the less each social media does
- Social media is constantly changing
- Social media is a daily habit
Why? WHY?

• Reach actually hundreds of thousands of students, staff, faculty & alumni via websites & apps that they choose to use on a daily basis
• Hear from ^
• Build and maintain relationships with ^
Not to be exclusive or anything but you're not invited.
You vs Me:

- You are twice as trusted
- You have more friends
- It’s your party

WOOOHOOOO!

YOU'RE GETTING A GREAT DEAL!!!!
Peers, Colleagues, Mentors or Friends?

#pseweb

60 Years
3,000 Kilometers

#outeastbro
#GrowingUpWithGlasses
Mat the hat Mchobnob @mwilliamson5014 · 2h
#MakeMusicCleaner Baby got vac

CK @charley_ck14 · 2h
Lysol Her Standing There #MakeMusicCleaner

JoAnne M Strongman follows
im here all week @wayne_robb · 1h
Florence and the washing machine #MakeMusicCleaner

Roberto Blizard and 2 others follow
Bunnibolla @bunnibolla · 4h
Sweep, Child O’ Mine! #MakeMusicCleaner

neilneil orange peel @kearns_neil · 3h
#MakeMusicCleaner Live and let l Dyson

Garth Squair @GarthTheDeltier · 36m
When I think about you, I dust my shelf #MakeMusicCleaner

Rick @nwads · 2h
Love Potion 409 #MakeMusicCleaner

Daniel Ashley @DanielAshley13 · 3h
While My Guitar Gently Sweeps #MakeMusicCleaner
10 Biggest Twitter Mistakes:

1. Broadcasting
2. Choosing the wrong name
3. Having a bad bio
4. Bogus location
5. Leave out your website
6. Following the wrong people
7. Limiting yourself to real time
8. Too much Twitter junk
9. Tweeting blind
10. Being boring

By: @PhilPallen, author of *Shut up and Tweet*

http://www.fullsailblog.com/10-twitter-mistakes-you're-making
Peter Aceto
CEO @TangerineBank, Author @Weology.
I write about leadership, innovation & customer experience. I love interacting with our Clients! #ForwardBanking #weology

Tweets 15.1K
Following 1,211
Followers 21.5K
Likes 61
Lists 3

Peter Aceto @PeterAceto - 23 Oct 2015
#weology -- explained visually. tangerine.ca/weology

Who to follow: Riley Kennedy @Rileykennedy
Follow

Brooke Charalinski @brookecharalinski
Follow

Maye Sall @maeyelsal
Follow

Weology
How Everybody Wins When We Come Before Me
How to Stand Out on LinkedIn:

1. Strong Profile Picture
2. Powerful Headline
3. Elevator Pitch Summary
4. Detailed Work & Education History
5. Include Skills & Expertise
6. Request Recommendations
7. Strategic Group Memberships
8. Add websites & contact info
9. Set up your URL
10. Connect!

By: Perry Monaco, @elvisrun, and Western Alumni Career Management

http://www.alumni.westernu.ca/benefits/career/learn/common-linkedim-mistakes-and.html
Melissa Cheater
Digital Content Manager at Western University
Western University • The University of Western Ontario
London, Canada Area • 590+ 📚

Proudly #PSEWEB, #HighEdWeb & #WesternUI am digital strategist & speaker, specializing in post-secondary education and social network theory. I've been building & studying community longer than ER was a TV… See more

64 Who’s viewed your profile
89 Views of your post

Your Posts & Activity
729 followers

University College Update
Melissa commented

#GomezGold: The Selena Gomez Social Media Test
Melissa Cheater on LinkedIn
August 3, 2016

See 1 more post
See all activity
Perry Monaco
Customer Success Leader, Storyteller, Speaker, Runner, Elvis Fan, Barista, Husband, Father, Human
Linkedin • Western University
Toronto, Ontario, Canada • 500+  

Customer success, talent acquisition and social media are passions of mine and have been part of my day-to-day routine for years. I'm most proud of being a trusted adviser to my clients & my team, helping companies and individuals achieve professional and personal success. My teams deliver a high ROI, reduce churn, develop and implement new talent acquisition strategies, increase NPS whilst expertly managing internal and external expectations. I leverage my experience in SaaS, recruiting and branding to build and implement strategies, focusing on customer success.

I have experience with change management, project management, facilitation, education and training. I do everything with a sense of humour and humility and a glam rock soundtrack on in the background. I enjoy building things, achieving stretch goals and creating raving fans.

I'm a veteran of ten marathons so I have tremendous intestinal fortitude. I enjoy working with community and corporate groups speaking about the power of LinkedIn, social media recruiting and employment branding. I am a LinkedIn Certified Professional - Recruiter, Certified Training Practitioner (CTP) and a HootSuite Certified Professional. I am currently pursuing my PMP certification.

Media (2)
Sarah Dawson
Helping Leverage the Western Alumni Experience
Western University • Xavier University
London, Canada Area • 398 RA

When I look at my professional career—from establishing a faculty based career services program to starting an Alumni Career Management initiative, from having students as clients to alumni clients, from meeting operational goals of a small team to working on teams from multiple units—there is one common denominator: it's all about helping people reach their goals.

As a career coach with clinical training, I tend to use a "solution-oriented" approach to help clients see what concrete steps they can take to reach their targeted career goals. As a natural collaborator, I rely on this same approach with individual and team projects.

Core areas of my work include program planning and consultation, relationship development and operationalizing "the big picture." Known as a creative problem solver, I have cultivated creativity and innovative thinking to make hard to reach goals a reality.

See less
the privacy myth
Make the dream come true

http://youtu.be/O49_MYph0f8

Todd Sanders, www.twitter.com/tsand
Mercedes-Benz Tweet Race Case Study

http://vimeo.com/22300987

Digital Buzz Blog
93 ways to kickstart your personal social media experience:

• Social ≠ Private or Personal. 👀
• Pick your priorities – and make sure you like them.
• Sign up.
• Tag!
• Play.
• Make it a habit.
• Hootsuite.com – it’s free, it’s purple and it helps.
• LinkedIn.com – copy/paste your CV and enjoy.
• It’s OK if you just comment and like – you don’t need to be a writer.

www.hootsuite.com/education:
- free, quick, online courses in social media.
- optional certification
Thank you

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www.melissamae.ca