Welcome to Social Media

Tip: Revealing one key point at a time is the best way to communicate through social media.

Our mission
To help people easily create compelling social media information for new generations of code officials.

We will share some favorite tips and information for sharing your experience effectively.
Please feel free to have an open mind to explore social media from a perspective of someone learning a profession you know everything about.

What story would you tell to future generations?

What is Social Media?

Social Media is a general term for using an online service to communicate with...
• Friends
• Colleagues
• Clients, Etc.
There’s an APP for that.

Social Media is

- An APP (Phones & Tablets)
- Webpage (Computer)
- A Voice (Expression)
### Social Media – Common Terms

**Comment** – make a statement on a shared message.

**DM** – Direct Message within the Social Media service (instant messenger)

**Emoji** (a.k.a. Emoticon) – Picture expressions 😊

**Follow** – track a person/group on the same social media platform

**Hashtag** (#) – Keyword phrases used to describe your comment.

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### Social Media – Common Terms

**Like** – approve a message that someone else shared with an Emoji (thumbs up, thumbs down, heart, etc.)

**Meme** – A humorous image, video, piece of text, etc., which is copied to mimic something

**Post** – write a message on your account (Tweet or Share)

**Tag** – give credit to a person/group by referencing their name or share on their message board
Purpose of Social Media

- Share your Own Ideas
- Share Someone Else’s Ideas
- Connect with Groups of Common Interest
- Activism
- Advertising & Marketing
Social Media: A Tool in Promoting Code Officials

www.facebook.com/InternationalCodeCouncil
@InternationalCodeCouncil
@IntlCodeCouncil

Facebook, You Tube, and Twitter are the most popular Social Media Networks in the world Today

ICC's most Popular Social Media are
Facebook and Twitter

2017 ICC Annual Conference Education Programs
Columbus, OH
Social Media: A Tool in Promoting Code Officials

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International Code Council
17 hrs ·

The keynote speaker for this year’s Members’ Luncheon at ICC’s Annual Conference will be the only two-time winner of the prestigious Heisman Trophy, Archie Griffin. Find out more here: http://bit.ly/2sPVyLn #ICCAC17

Ohio State’s Archie Griffin a keynote speaker at ICC’s Annual Conference

The keynote speaker for this year’s Members’ Luncheon will be the only two-time winner of the prestigious Heisman Trophy, Archie Griffin. A three-time All-American, he is included in the NCAA’s 100...

MEDIA.ICCSAFE.ORG

Emerging Leaders Membership Council
@ICC.ELMC

Send Message

Nonprofit Organization

4.5

Write something on this Page...

Reviews

4.5

2 Reviews

Community

Invite your friends to like this Page

44 people like this

44 people follow this
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ICC Government Relations
@ICC_GR

Join Us! Go to www.icc SAFE.org/conference for details and to register.

COLUMBUS
INTERNATIONAL CODE COUNCIL 2017
ICC’s Annual Conference | Sept 10–13

ICC YouTube

2017 ICC Annual Conference Education Programs
Columbus, OH
Social Media: A Tool in Promoting Code Officials

2017 ICC Annual Conference Education Programs
Columbus, OH
Why Use Social Media?
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<th>Social Media Benefits &amp; Challenges</th>
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<tr>
<td><strong>Benefits</strong></td>
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<tr>
<td>• Reach a large Audience</td>
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<td>• No distance is too far</td>
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<td>• Time zones are irrelevant</td>
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<td>• Control your message</td>
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<td>• Stay in touch</td>
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<th>Social Media Benefits &amp; Challenges 4 Government</th>
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<td><strong>Benefits</strong></td>
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<tr>
<td>• Ability to Influence Public Conversation</td>
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<td>• Polling and Surveys</td>
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<td>• Crisis Communication</td>
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<td>• Real-time Information &amp; News</td>
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Different Types of Social Media

- Collaborative projects (Wikipedia).
- Blogs and microblogs (Twitter).
- Content communities (Youtube).
- Social networking sites (Facebook).
- Virtual game worlds (World of Warcraft).
- Virtual social worlds (Second Life).

Different Uses of Social Media

- Networking
- Information Sharing
- Information Gathering
- Enhance ideas
- Surveys
- Marketing – Market testing
- Advertising
- Online Business
- Reviews & Ratings
Different Social Media Users

- Social Media Wall Flower
- Active Participant
- Reality TV Superstar
- Low Exposure
- Social Media
- High Exposure
- Passive Participant
- New User
- Staged Model

First Time User?
“

How to Get Started Using Social Media?

1. Create an Account with the Social Media that suites your purpose
2. Find members in you network
3. Follow groups of interest
4. Share your thoughts via comments to get comfortable
5. Share a message of your own
6. Be consistent with the information you share.

Future Code Officials Want to Know...

What does a Code Official do?

What does it take to become a Code Official?
How did you become a Code Official?
Code Official experience tips & tricks?
What historical knowledge can you share?
Who do you follow on your social media?

What groups do you connect with on Social Media?
How are you going to tell your story?

- Reality TV Superstar
- Staged Model
- Code Official

Talent within your Organization & Network
Information Gathering & Scheduling

Share Upcoming:
Events & Trainings
Networking Opportunities
Job Opportunities
Or
Tell us what you are working on!

Connecting Social Media with Other Online Platforms

Social Media
Website
Online Info
twitter
Social Media: A Tool in Promoting Code Officials

Connecting with Your Audience

Tips & Tricks to Social Media

Multiple Accounts?
Social Media Dashboards (Managers)

Reoccurring Events
• Schedule Post in the Future
  • Use Images to Post
• Share, Like, and Comment
• Tag Other People/Groups
  • Friend and Follow

Questions?
Social Media
A TOOL IN PROMOTING CODE OFFICIALS!

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