

# Social Media & Technology – How is It Shaping the

Profession?  
**#CIHC2014**

December 4, 2014

AIHA Director @Rosenow



# Why Should We Care About Social Media?

- We are in the engagement era of communication
  - Arab Spring, Ebola (15MM tweets)
- #CashMoney to be made
  - YouTube Millionaires (rev sharing)  
<http://www.therichest.com/rich-list/world/10-richest-self-made-youtube-millionaires/>
- Customize info consumed
- Rich knowledge base that enables people to find information quickly on virtually anything

CDC @CDCgov Following

#Ebola is spread by direct contact w/bodily fluids of a sick person or exposure to contaminated objects, like needles

← ↻ ☆ ⋮

**Facts about Ebola**

You can't get Ebola through air

You can't get Ebola through water

You can't get Ebola through food

You can only get Ebola from:

- Touching the blood or body fluids of a person who is sick with or has died from Ebola.
- Touching contaminated objects, like needles.
- Touching infected animals, their blood or other body fluids, or their meat.

Ebola poses no significant risk to the United States.

RETWEETS 4,253 FAVORITES 1,102

6:23 PM - 30 Sep 2014

# Why Should We Care About Social Media?

- Facilitates greater collaboration through shared space, accessible 24/7, from anywhere in the world
- Enables interest-driven collaboration, enhanced creativity and productivity by connecting larger groups of people and their ideas
- Your peers and clients are using it!
- AIHA Social Media Strategy
  - Maina Tran, Digital Marketing Specialist

# Social Media Basics

Growing your network too quickly can be hard to manage and control

vs.

Building a strong network is good strategy that will ensure long-term success



# Social Media Basics

- If you're too self-serving people tune out

VS.

If you provide great content your network will follow and share



# Social Media Basics

## DO

Be consistent and keep message on target



## DON'T

Expect immediate results



# What this means for me

The goal of this session is to:

- Inform you about the how the various social media options impact EHS
- Show you how some examples

# Major social media channels

- Twitter
- Facebook
- LinkedIn



# How it can benefit you/your business/your local section/AIHA

- Networking
- Professional education
- Sharing knowledge and expertise
- Direct engagement with companies/clients/peers

# Twitter



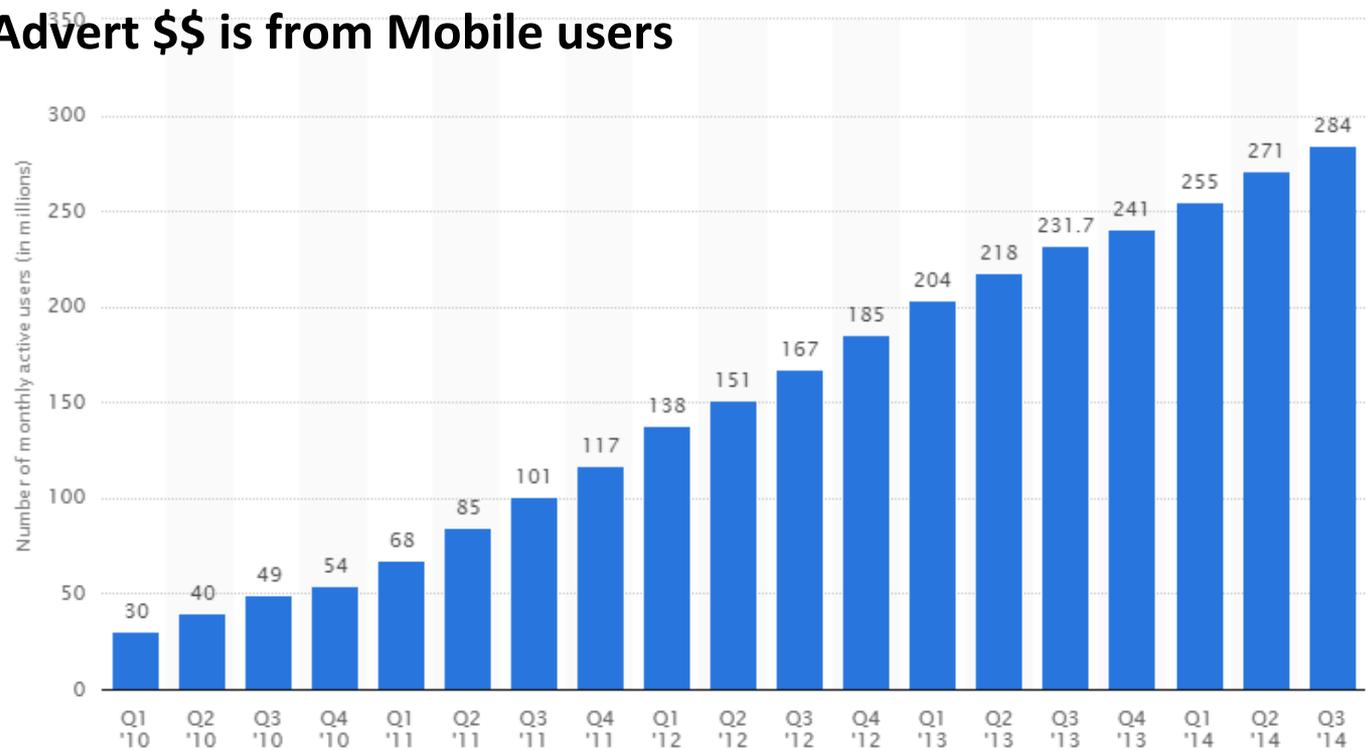
# Twitter

- **Twitter usage**
  - 284 million monthly active users
  - 500 million Tweets are sent per day
  - 80% of Twitter active users are on mobile
  - 77% of accounts are outside the U.S.
  - Twitter supports 35+ languages
  - Vine: More than 40 million users
- **Company facts**
  - 3,600 employees in offices around the world
  - 50% of employees are engineers
  - Incorporated April 19, 2007
  - Went public a year ago.
  - At Twitter HQ consume 1440 hard boiled eggs/week.
  - Drink 585 gallons coffee/week

# Twitter

- **Twitter financials**

- **Expecting \$1.4BB in revenue 2014**
- **\$25BB Market Capitalisation**
- **~\$75% of Advert \$\$ is from Mobile users**



# AIHA on Twitter

Home Notifications Messages Discover



**AIHA**  
@AIHA FOLLOWS YOU

AIHA: Protecting Worker Health | 3141 Fairview Park Drive Suite 777  
703.849.8888 | Social Media Disclaimer: [bit.ly/aihadisclaimer](http://bit.ly/aihadisclaimer)

Falls Church VA 22042 USA  
[aiha.org](http://aiha.org)  
Joined January 2009

Tweet to Message

183 Followers you know



# Discover AIHA

**AIHA\_Registry @AIHA\_Registry** Following  
Your quality work - backed by sound practices. Keep yourself relevant...enroll today.

**AIHA Chicago Section @AIHChicago** Following  
74 years of industrial hygiene in Chicago. 1940-2014

Sensidyne, LP follows  
**日暮愛葉 @Aiha\_higurashi** Follow  
Seagull Screaming K.H.K.H /THE GIRL/solo 新生シーガルのライブ次は、Uhnellys企画12/22代官山ユニット! これが年内最後! 日暮愛葉デビュー18周年オールタイムベスト絶賛発売中! 愛葉ソロや楽曲提供など仕事のご依頼はaiha@aryjpn.comまで

**AIHA Education Team @AIHAEdTeam** Following

Kate Cole and 3 others follow  
**GLS-AIHA @AihaGls** Follow

**ItalAmerStudiesAssn @AIHA2** Follow  
The Italian American Studies Association is an association of scholars, writers, artists and others producing work on Italian American Experience.

**AIHA @AIHA** Following  
Your quality work - backed by sound practices. Keep

# Who to Follow?

- Businesses
- Organizations
- Institutions
- News Sources
- Individuals
- Entertainment
- IAQ
- Industrial Hygiene

AIHA

AIHA: Protecting Worker Health | 3141 Fairview Park Drive Suite 777 703.849.8888 | Social Media Disclaimer: [bit.ly/aihadisclaimer](http://bit.ly/aihadisclaimer)

Falls Church VA 22042 USA  
[aiha.org](http://aiha.org)

Joined January 2009

TWEETS	PHOTOS/VIDEOS	FOLLOWING	FOLLOWERS	FAVORITES	VIEW
2,021	35	169	3,265	95	Lists

Following

Tweets

RETWEETED 12H AGO

UQAM @UQAM · 15h ago

Santé au travail: Karen Messing remporte un prix de l'American Industrial Hygiene Association @AIHA [bit.ly/Nj2APd](http://bit.ly/Nj2APd) #UQAM

RETWEETED 12H AGO

Michael Rosenow @Rosenow · 13h ago

@AIHA President-Elect Chris Lorenzo kicks off #AIHA\_LW with forward [hvr.me/tS07s](http://hvr.me/tS07s)

Ottawa, ON  
[inairenvironmental.ca](http://inairenvironmental.ca)

# Let's sign up...

- Getting Set Up
  - User name, bio, profile photo, etc.
  - Twitter on your SmartPhone
  - Privacy (protected tweets)

# Welcome to Twitter.

Start a conversation, explore your interests, and be in the know.



[View other devices](#)

Dr. Hygiene

.....

Remember me · [Forgot password?](#)

**Sign in**

New to Twitter? Sign up

Indy Hygiene

IH\_Rockstar@amazing.com

.....|

**Sign up for Twitter**



d\_password





Have an account? [Sign in](#) ▾

### Full name

Indy Hygiene

✓ Name looks great.

### Email address

IH\_Rockstar@amazing.com

✓ We will email you a confirmation.

### Create a password

•••••

✗ Password must be at least 6 characters.

### Choose your username

IndyHygiene

✓ Username is available.  
You can change it later.

Suggestions: [ih\\_indy](#) · [ih\\_indy](#) · [indy\\_ih](#) · [indy\\_ih](#) · [HygienelH](#)

Keep me signed-in on this computer.

Tailor Twitter based on my recent website visits. [Learn more.](#)

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email notifications,

Printable versions:

[Terms of Service](#) · [Privacy Policy](#) · [Cookie Use](#)

Create my account



AIHA

[View my profile page](#)

- Account >
- Security and privacy >**
- Password >
- Mobile >
- Email notifications >
- Profile >
- Design >
- Apps >
- Widgets >

© 2013 Twitter [About](#) [Help](#) [Terms](#) [Privacy](#)  
[Cookies](#) [Blog](#) [Status](#) [Apps](#) [Resources](#) [Jobs](#)  
[Ads](#) [Advertisers](#) [Businesses](#) [Media](#)  
[Developers](#)

## Security and privacy

Change your security and privacy settings.

### Security

- Login verification  Don't verify login requests  
 Send login verification requests to my phone  
 You need to [add a phone](#) to your Twitter account to enable this feature on the web.
- Send login verification requests to the Twitter app  
 Approve requests with one tap when you enroll in login verification on Twitter for iPhone or Twitter for Android. [Learn more](#)
- Password reset  Require personal information to reset my password  
 By default, you can initiate a password reset by entering only your @username. If you check this box, you will be prompted to enter your email address or phone number if you forget your password.



### Privacy

- Tweet privacy  Protect my Tweets  
 If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more](#).
- Tweet location  Add a location to my Tweets  
 When you tweet with a location, Twitter stores that location. You can switch location on/off before each Tweet. [Learn more](#)
- [Delete all location information](#)
- This will delete all location information from past Tweets. This may take up to 30 minutes.
- Discoverability  Let others find me by my email address
- Personalization  Tailor Twitter based on my recent website visits  
[Preview](#) suggestions tailored for you (not currently available to all users). [Learn more](#) about how this works and your additional privacy controls.



# How to Tweet

Twitter has specific constraints, so below are some guidelines when writing for a Twitter feed:

- Every letter counts (literally!).
- Limited to 140 characters, therefore think strategically.
- **IF <100 characters.** Get more mileage.
  - Reserve up to 20 characters for a URL (web link)
  - Up to ~ 20 characters of blank space. (Retweeters, Quotes)
- The purpose of a tweet is typically to get people to
  - Click a link
  - Engage with us
  - Retweet our post.

# Best Practices: Twitter

- Create a private account and practice tweeting
  - Try adding a link to an online journal article and a short comment. No one else can see this tweet unless you authorize it.
  - Under “Whom to Follow” find someone whose ideas and writings you want to follow. You will now see their comments and links to articles.
  - After you have added a few tweets, ask a friend or colleague who uses twitter to follow you. You will need to authorize this. They can give you feedback and show you some tips and tricks.
- Once you feel comfortable, you can unprotect your account and create a global network for yourself!

# Account Cautions

- What are your metrics?
  - # of followers
  - Response Rate
  - Reach
  - Engagement
  - Overuse

<http://simplymeasured.com/blog/category/guide-to-twitter-analytics/>

# Media Campaign Case Study

- #CHIAIHASTuNight

<https://twitter.com/search?q=AIHACHiStuNight&src=typd>



# Media Campaign Case Study



**Michael Rosenow** @Rosenow · Feb 19  
Early career title, "Just EHS Manager" #AIHACHiStuNight

This evening is for you, aspiring young (and old) students!  
#AIHACHiStuNight  
[pic.twitter.com/cV5DU4B4V](https://pic.twitter.com/cV5DU4B4V)

← Reply ↻ Retweet ★ Favorite ⋮ More



RETWEETS

3



**Margaret Sietsema** @msietsema · Feb 19  
Respect the certification. #aihachistunight

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More

← Reply ↻ Retweet ★ Favorite ⋮ More



**AIHA Chicago Section** @AIHChicago · Feb 19

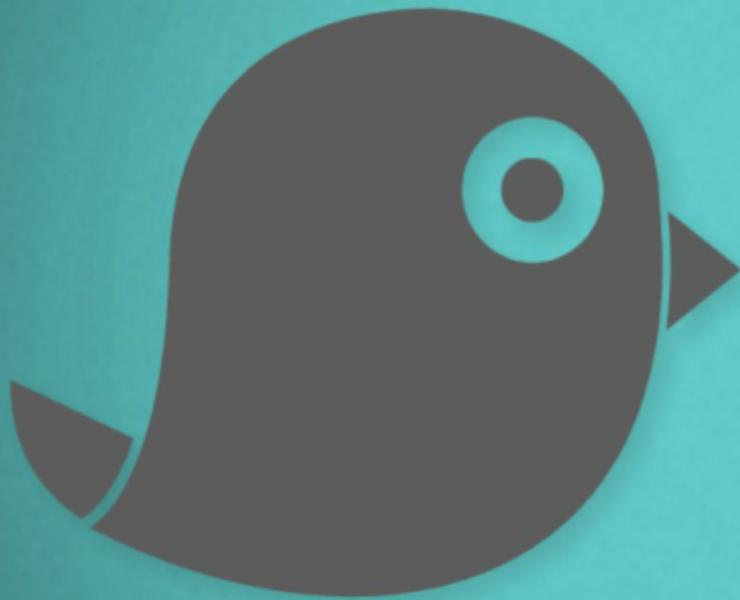
The doors are open and the posters are up! #AIHACHiStuNight [pic.twitter.com/8pn3q3SGWT](https://pic.twitter.com/8pn3q3SGWT)

Reply Retweeted Favorite

Flag media

RETWEETS

<http://voice.adobe.com/videos/Shb8CtSwnGd>



#TheCanary  
#occupationalhygiene  
#industrialhygiene  
#bestjobintheworld



## Occupational Hygiene

Created by Alex Wilson

Get Adobe Voice



# <http://younghygienist.com/>

## The Young Occupational Hygienist

blog by Kate Cole, COH [Guest bloggers Alex Wilson, Holly Fletcher & Brooke Best, Kristy Thornton, Kerrie Burton]

About

Guest Bloggers

What is an Occupational Hygienist?

### Who will win The Canary?

POSTED ON **NOVEMBER 25, 2014** UPDATED ON **NOVEMBER 23, 2014**

The AIOH launched The Canary this year which is all about **Communicating Awareness – a New Approach** Representing us on **YouTube**. It involves creating a short video (less than 5-minutes) that helps any or all of a series of questions, basically all revolving around raising awareness of our profession. This year's entries have now closed and they are in the process of being judged. The winner (and runner up) will announced next week at the Annual AIOH Conference in Melbourne.

Here are all the entries which I think are fantastic...so I am glad that I'm not on the judging panel! They are presented in the order in which they were uploaded & promoted on Social Media...good luck to everyone!

<http://voice.adobe.com/videos/Shb8CtSwnGd>

*(The only one I couldn't get to embed into this post...sorry you will have to click the link above!)*

Caring For People At Work



### Follow Blog via Email

Enter your email address to follow this blog and receive notifications of new posts by email

Join 710 other followers

Follow

 Search

Follow

# Account Cautions

- What are your metrics?
  - # of followers
  - Response Rate
  - Reach
  - Engagement
  - Overuse

<http://simplymeasured.com/blog/category/guide-to-twitter-analytics/>

# Facebook

- Primary use: creating a community, identity
- Communicating through Facebook
  - Friends/Friending
  - Newsfeed
  - Status Updates
- Likes
- Comments

# Facebook

## Getting Set Up

- Username, profile, personal info
- Mobile
- Privacy



# Facebook

## AIHA's Facebook pages

- –Purpose and primary content
  - AIHA org
    - Corporate, news and publications, industry happenings
  - AIHce
    - Conference news and updates
  - American Industrial Hygiene Foundation (AIHF)
    - Fundraising, grants, awards

# Best Practices: Facebook

- Personal or Professional?
- How about both?
  - Personal: Limit your profile to friends and family- these are people that can follow your day-to-day happenings, photos and videos
  - Professional: Set up your public persona that peers can view.

# LinkedIn

- Primary use: professional brand, digital CV
- Professional networking
- AIHA discussions and volunteer groups
- Stay in touch with AIHA and colleagues

# LinkedIn

- Set up your profile
- Import your resume
- Public profile vs. in-network profile
- Build your network
- Share updates

# LinkedIn

The screenshot shows the LinkedIn profile of the American Industrial Hygiene Association (AIHA). The profile includes the AIHA logo with the tagline "Protecting Worker Health", the organization's name, location (Washington D.C. Metro Area), and type (Nonprofit Organization Management). It also displays "500+ connections" and an "Edit Profile" button. Below the header, there are tabs for "Activity" and "Background". The "Background" section is expanded to show a "Summary" and "Experience" section. The "Summary" text states that AIHA is the premier association of occupational and environmental health and safety professionals, founded in 1939. The "Experience" section lists "Protecting Worker Health" as the current role, with a description of the organization's mission and a list of its goals. On the right side of the page, there are sections for "People You May Know" featuring profiles of Chris Figueroa, Elizabeth Reid, Cynthia Ostrowski, and Todd Hogue, and "Ads You May Be Interested In" featuring advertisements for a Master of Public Health, Study Occupational Safety, and a Master of Social Work.

**American Industrial Hygiene Association (AIHA)**  
American Industrial Hygiene Association (AIHA)  
Washington D.C. Metro Area | Nonprofit Organization Management  
Current American Industrial Hygiene Association  
500+ connections  
Edit Profile

www.linkedin.com/pub/american-industrial-hygiene-association-aiha/13/213/532/ Contact Info

**Activity**

**Background**

**Summary**

Founded in 1939, the American Industrial Hygiene Association (AIHA) is the premier association of occupational and environmental health and safety professionals. AIHA's 10,000 members play a crucial role on the front line of worker health and safety every day. Members represent a cross-section of industry, private business, labor, government and academia.

**Experience**

**Protecting Worker Health**  
American Industrial Hygiene Association  
January 1939 – Present (75 years) | Falls Church, Virginia

The American Industrial Hygiene Association is one of the largest international associations serving the needs of occupational and environmental health professionals practicing industrial hygiene in industry, government, labor, academic institutions, and independent organizations. We:

- are devoted to achieving and maintaining the highest professional standards for our members;
- work in conjunction with the American Board of Industrial Hygiene to promote certification of industrial hygienists;
- administer comprehensive education programs that keep occupational and environmental health and safety professionals current in the field of industrial hygiene;

**People You May Know**

- Bunch and James
- Chris Figueroa  
Professor at UNA
- Elizabeth Reid  
Student at University of North Alabama
- Cynthia Ostrowski  
Certified Industrial Hygienist at CAO Consulting, LLC
- Todd Hogue  
Health, Safety, Security & Environmental Manager at BP

**Eric Ayres** 2nd  
GC Lab Group Leader at EMSL Analytical, Inc  
Connect 5

**Ads You May Be Interested In**

- Master of Public Health**  
Pursue a Public Health Masters Online at George Washington Univ. Get Info!
- Study Occupational Safety**  
Earn an BS or MS Online from Top-Ranked EKV. Fully Accred. Free Brochure!
- Master of Social Work**  
Online Master of Social Work from USC. Top Ranked, Online Format.

# LinkedIn

**Michael Rosenow MPH, CIH, CSP** 2nd  
Industrial Hygienist - Nanomaterials  
Greater Chicago Area | Research

Current Argonne National Laboratory, AIHA, Private Venture  
Previous AIHA, Motorola, Caterpillar  
Education University of Michigan

[Connect](#) [Send Michael InMail](#) 500+ connections

[www.linkedin.com/pub/michael-rosenow-mph-cih-csp/5/b8a/b82](http://www.linkedin.com/pub/michael-rosenow-mph-cih-csp/5/b8a/b82) [Contact Info](#)

### Background

#### Experience

**Industrial Hygienist - Nanomaterials**  
Argonne National Laboratory  
March 2008 – Present (5 years 10 months) | Greater Chicago Area

Manage EHS aspects related to research and development projects involving nanoscale materials. Perform quantitative exposure assessments, program reviews, training development, and evaluate risk.

**Director**  
AIHA  
June 2013 – Present (7 months)

**Independent**  
Private Venture  
January 2000 – Present (14 years) | Aurora IL

Real estate industry. Providing safe, affordable housing for responsible citizens.

**Local Section Regional Representative - Central**  
AIHA  
August 2010 – June 2013 (2 years 11 months) | Greater Chicago Area

Working to facilitate communication between nine AIHA US-based Local Sections and National AIHA.

**People Similar to Michael**

**Samuel Paik** 2nd  
Industrial Hygienist at Lawrence Livermore Nat...  
[Connect](#)

**WORKING FOR ARGONNE NATIONAL LABORATORY means you are in...**

One of the nation's leading science and engineering research labs.  
One of the best places for postdocs.  
[www.anl.gov](http://www.anl.gov)

**People Also Viewed**

**Kurtis Salter, MS, CIH, CSP**  
EHS Manager at GE Appliances

**Anders Abelmann**  
Senior Health Scientist

**Jennifer Dimitri**  
Industrial Hygienist at IBM

**Bryan Hickman, MPH, CIH, CHMM**  
Certified Industrial Hygienist at Environmental Design International

**Nancy McClellan, M.P.H., CIH, CHMM**  
Principal Occupational Hygienist-Abbvie Governance  
Kara Reyes Lindgren

# Best Practices: LinkedIn

- A home base for your professional brand. Other IHS and OEHS professionals have a place to go to learn about you
- Valuable tool to track the relationships you've developed or connections you want to make
- Helps you keep up with your professional world. Automated weekly summary tells you who's doing what and where. Provides a great way to keep tabs on career moves

# Blogs...

- NIOSH Science Blog, 2007
- YouTube
  - 128 Videos
- Twitter
  - 267K followers
- Facebook
  - 74,574 likes
- LinkedIn

# Value in Social Media Reach

- Heidi Hudson & Jennifer Hall
- Total Worker Health
  - Increase awareness
  - Disseminate Info on TWH
  - Find new collaborators
  - Stakeholder feedback

# Social Media Strategy

- Part 1
  - Primary mediums for content
    - Webpage, case studies, newsletter
- Part 2
  - @NIOSH\_TWH
  - NIOSH TWH LinkedIn

**Total Worker Health**  
@NIOSH\_TWH

Total Worker Health™ is a strategy integrating health protection with health promotion to prevent worker injury and illness and to advance health and well-being

cdc.gov/niosh/twh  
Joined June 2012

31 Followers you know

34 Photos and videos

Tweets 880 | Following 174 | Followers 1,042 | Favorites 57 | Lists 3

Tweets Tweets & replies Photos & videos

**Pinned Tweet**  
Total Worker Health @NIOSH\_TWH · Aug 27  
Does Your Agency Need a Stealthy & Healthy Approach to Nutrition? Join @MorrisonHC Chef Neff at #HFW2014 to learn how bit.ly/1uSum8J

Total Worker Health retweeted  
Safe Healthy Workers @NIOSH · Nov 24  
Deadline is 12/1: Abstracts for the National Occupational Injury Research Symposium cdc.gov/niosh/noirs/20... #NOIRS2015

Total Worker Health retweeted  
Construction @ NIOSH @NIOSHConstruct · Nov 21  
Want to do it safer? @CPWR's #ConstructionSolutions tells you the tools and practices you need: cpwrconstructionsolutions.org

Total Worker Health @NIOSH\_TWH · Nov 20  
Before Dec 22 Voice Your Input on Future Research, Practice and Policy for Workers Safety, Health and Well-being!

# Metrics

- Breadth
  - Community size & growth
- Engagement
  - Likes, retweets, mentions etc.

# Results/Outcomes

- SM effective to expand reach, build interest & gather stakeholder insight.
- Start small & do a trial to learn audience attributes.
- Took ~ year to build 49K subscribers to newsletter & 6 months to double community.

# Social media best practices for industrial hygienists and AIHA members

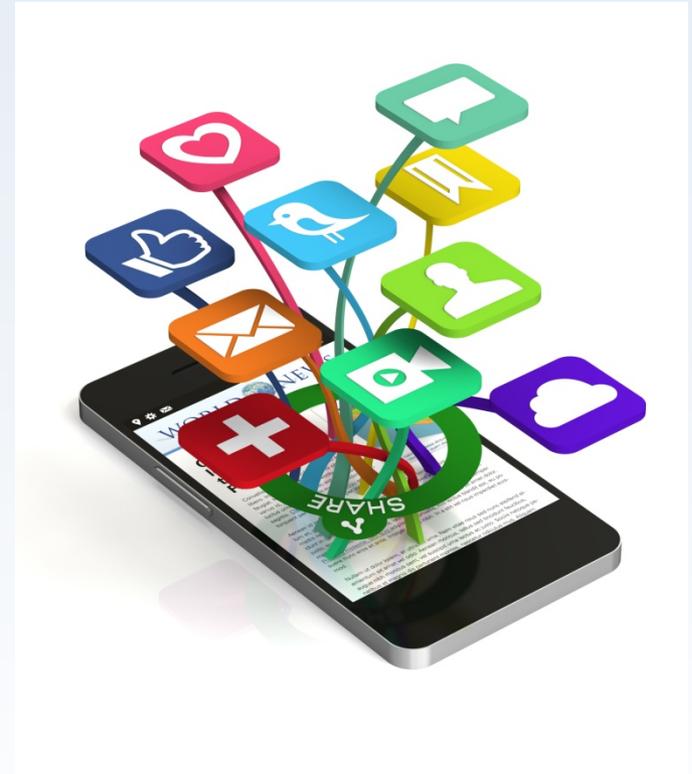
- Listen/follow
  - Peers/colleagues
  - Friends
  - Influencers
- Engage
- Influence and shape communication

# The Social Media Magic Formula

- Talk about yourself – 10%
- Retweet/repost with attribution – 10%
  - *rt @AIHA: 60% of confined space deaths come from would-be rescuers. <http://bit.ly/skdfk49>*
- Engage – 80%
  - Talk to people
  - Discuss ideas
  - Ask opinions
  - Answer questions

# Questions

- How do I find the time?
- How do I separate business and personal on social media?
- How can I make it work for me/my local section/my business?



# Important reminder!

You're the best judge of your personal brand and how you want to be positioned within social media!

# More Information

- Follow-up resources
  - Michael Rosenow: [mr@anl.gov](mailto:mr@anl.gov) @rosenow  
6304307362
  - Nicole Racadag (AIHA PR Specialist):  
[nracadag@aiha.org](mailto:nracadag@aiha.org), (703) 846-0700