

Social Media Optimization (SMO)
Applications and Challenges for
Vocational Forensics

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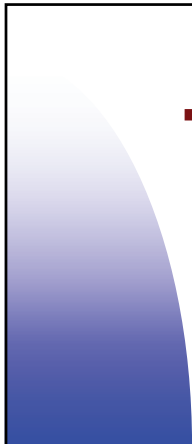
American Board of Vocational
Experts, 2012

Introduction

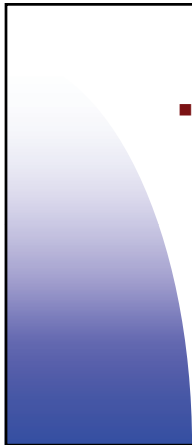
The participant will be able
to optimize Social Media usage
for communication,
collaboration,
research,
marketing/branding, and
maintaining knowledge
currency.

Topics of Discussion . . .

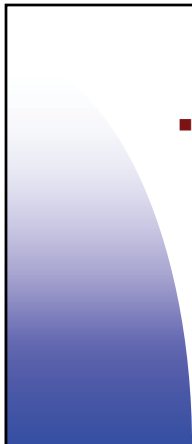
- Will discuss evolution
of online searching
up to and through
social searching.



- Will discuss implications of our choices to partake or not partake in Social Media in our professional endeavors.



- Will review Social Media applications for Vocational Forensics.



- Will discuss privacy and security when using Social Media for professional purposes.

To know how emerging dynamic and interactive Internet tools work and are trending is to have a productivity and expertise advantage.

Pull Searching

- By keywords in search box
- By keywords in Advanced Search box
- By niche and meta (aggregator) search engines
- By category or date search tools
- By query in search box
- By Boolean search

“ Basic Search Tips and Advanced Boolean Explained”
<http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Boolean.pdf>

Pull Search Features

- Searches by web crawlers/spiders/agents
- Placement by search engine algorithms
- SEO and advertising \$ influence placement
- Google archives

Push Searching

- Email alerts
- Subscription
- RSS feeds
- Readers

Push Search Features

- Rely on computer agents



Social Search and Social Media



Social Media: the Silo Buster

- Social media enables broader access for obtaining and disseminating information



Social Search and Social Sharing

- Internet forums
- Wikis
- Blogs
- e-mail
- Instant messaging
- Crowdsourcing



Examples of Social Media Software Applications . . .



Communication:

- **blogs, micro-blogging**
(Twitter, TextPlus)
- **social networking**
(Facebook, LinkedIn, JAN, Disability.gov, Getting Hired.com, CareerOneStop, Google+, Yammer, Jive)



Communication (continued)

- **Location based social media**
(Foursquare)

Collaboration:

Wikis

- Wikipedia
- ATWiki
- Google + Hangouts

Multimedia:

- video sharing
(YouTube)

Research:

- community Q&A
(Yahoo Answers,
WikiAnswers, Askville,
Quora, Fluther, Mahalo
Answers, Worldatwork.org,
Linkedin)

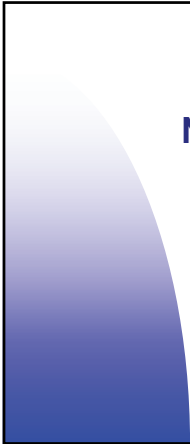
Social Media for News

- LinkedIn
- Facebook
- Google +
- Twitter


Search Engine/Social Media Social Media/Search Engine

- Blekko/Facebook
- Bing/Facebook
- Google +/Google plus Your World

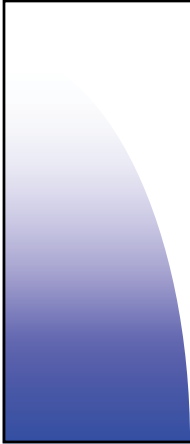
Social Media Optimization (SMO) trumps Search Engine Optimization (SEO)



Network Effect:
the effect one user of a good or service has on the value of that product to other people.



When network effect is present . . .
the value of a product or service increases as more people use it.



Online Social Networks

- Positive network externality
- Negative network externality



Positive Externality

- Access interdisciplinary knowledge
- Collaborate across disciplines
- Build interdisciplinary knowledge bases



Insights from Evolutionary Research



Exploiting and Balancing Interfaces Between External Social Media and Web Content



How to Simplify Our Social Media Usage

- 
- ## How Social Media can Increase our Productivity
- It's in the way that we use it.
 - Social media used properly is a tool to find, consume and act upon the most relevant, reliable information on the web in real-time.



Social Data has Portability

**Online Productivity
Services which use
Social Components**

**Use of Social Media
Evidence in Courts**

Twitter – Just the Facts

**Gaining Online
Influence**

**Facebook –
Just the Facts**

**Facebook
for Searching**

**Facebook's Network
for Professionals**

**Google +
Just the Facts**

**Google +: The
Complete Guide**

LinkedIn Features

Interest Networks

**Government Web
Sites Using
Social Media**



Know the Risks



**Online Privacy
Control Tips**



Secure Accounts

1 Social Media for Research

- ◆ Facebook/Twitter
- ◆ Google+
- ◆ JAN YouTube video
- ◆ ATWiki
- ◆ Community Q&As
- ◆ Linkedin
- ◆ GovLoop
- ◆ Quora, Proformative

2 Social Media for Job Search

- Facebook, Twitter, LinkedIn
- InTheDoor
- BranchOut
- CareerOneStop
- GettingHired
- YouTube
- Quora
- Blogs

3 Social Media for Retraining

4 Social Media for Collaboration

- Facebook
- Google+
- Ask.com
- Wikis
- Crowdsourcing

5 Social Media for Marketing

- Facebook
- Google+
- Twitter
- LinkedIn
- YouTube
- Blogs

Blogging Tips

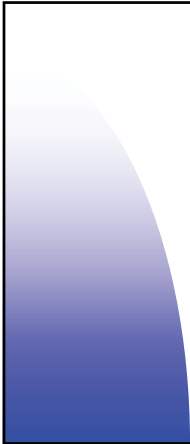
Small Business Social Media Marketing

Social Media Optimization is the next generational use of Internet technologies to generate traffic to a small business web site.

Small Business Accomplishments through Social Media

- Stay engaged with current customers.
- Gain new customers.
- Find more effective ways to collaborate externally.
- Build company's reputation.

Customer Engagement



Create Content



Keep Content Dynamic



Managing Our Personal e-Reputation

- Whether we use social media or not, mentions of us and/or our business can appear online in Twitter, Facebook, LinkedIn, Yelp, other sites, and in legal actions or complaints.



Protecting Our e-Reputation



Make it Positive



Break-out Groups

- Social Media for Research
- Social Media for Job Search
- Social Media for Retraining
- Social Media for Collaboration
- Social Media for Marketing
- Use of Social Media Evidence in Courts

News You Can Use

- Follow technology, search engine and social media news regularly to stay current.

What This Means

- Whether we choose to or not, we are passive or active participants in online Social Media.
- We benefit to the extent that we effectively manage our Social Media participation.
