


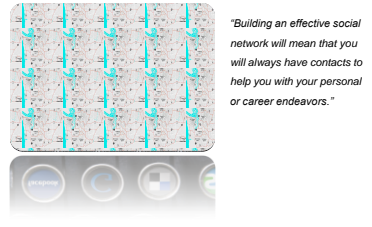
Slide 1



Mapping our Future: Making Network Connections to Reduce Driving Time
Peggy Hoffman

ON THE ROAD TO DIABETES EDUCATION BEST PRACTICES
WASHINGTON STATE AADE 2011 Conference
April 1 and 2nd 2011

Slide 2



"Building an effective social network will mean that you will always have contacts to help you with your personal or career endeavors."

Slide 3



insight
participants story
international online fieldwork respondents
social media panel specialists
forum social networks video things
community internet penetration panels mobile
feedback future access panels facebook real time
social networking data quality decision
surveys opinions
listening

www.marketingintelligenceblog.it

Slide 4

the world spends over 110 billion minutes - or 1 in every 4-1/2 min! - on social networks and blog sites ... and 1/4 of global consumers go online

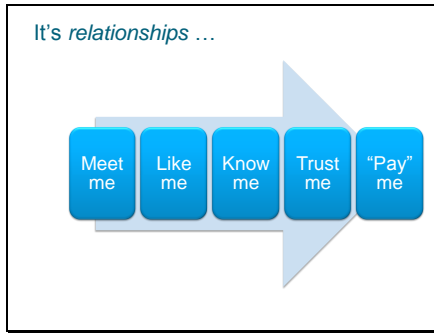
#2 largest search engine in the world is YouTube ... and as we talk 100+ hours of video will be uploaded to YouTube

80% of companies use social media for recruitment ... 95% of these use LinkedIn

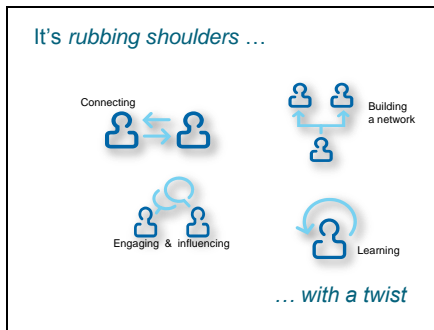
Facebook has 60 million status updates daily

Over 50% of the world's population is under 30-years-old ... 96% of them have joined a social network

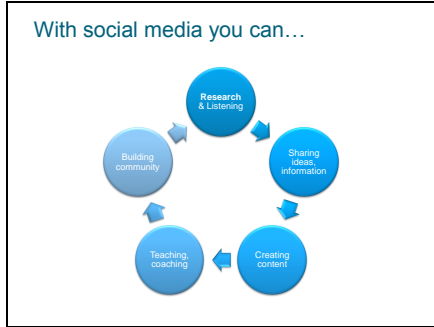
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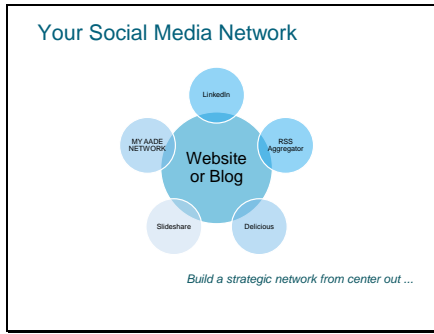
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Slide 7



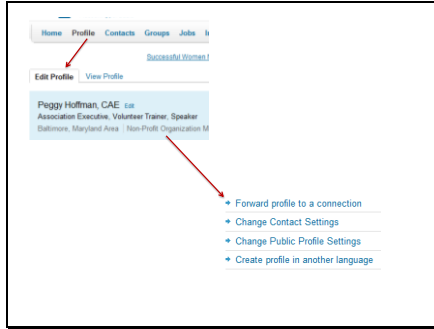
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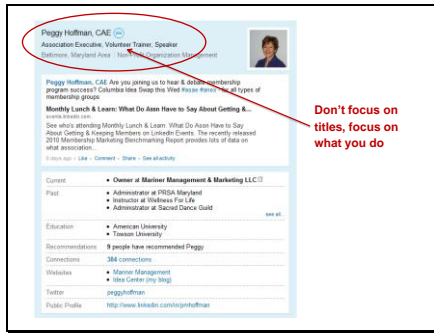
Slide 9

- Getting started ...
- **Create your profile**
 - Strong photo
 - Rich content
 - Status updates
 - Feeds (blog, Twitter, Slideshare)

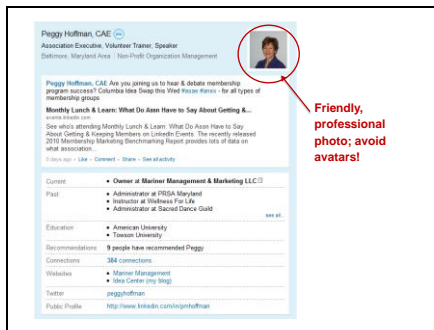
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Slide 11



Slide 12



Slide 13

Peggy Hoffman, CAE
Association Executive, Volunteer Trainer, Speaker
Baltimore, Maryland Area · Non-Profit Organization Management

Peggy Hoffman, CAE Are you joining us to hear & debate membership program success? Columbia likes Snap the Wind Asses from: for all types of membership groups

Monthly Lunch & Learn: What Do Asses Have to Say About Getting A...
- events · events · 2014
See who's attending Monthly Lunch & Learn: What Do Asses Have to Say About Getting & Keeping Members on LinkedIn Events. The recently released 2010 Membership Marketing Benchmarking Report provides lots of data on what association...

Connections: 9 people have recommended Peggy

Volunteered: 1
- Member Management
- Idea Center (my blog)

Public Profile: <http://www.linkedin.com/in/peggyhoffman>

Provide links that give insight into you & point people to your "home base"

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Connections: 384 connections

Volunteered: 1
- Member Management
- Idea Center (my blog)

Public Profile: <http://www.linkedin.com/in/peggyhoffman>

Create memorable, easy profile url

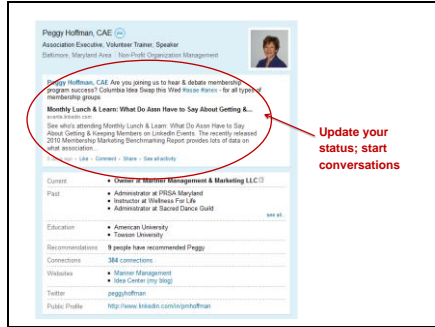
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Summary

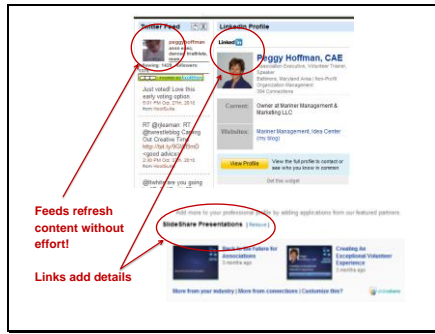
- Founder of **Member Management**, an association management company providing full management services to small associations and consult to global associations seeking to improve member communities and volunteer development.
- Member in more than 20 organizations to whom we provide support services, guidance and advice on **strategy**.
- Member community strategic **advisor**, **coach**, consultant, national speaker and advisor to volunteers and staff.
- National **member training** instructor for Association of Diabetes Educators, American Academy of Physical Education, American Occupational Association, The Ass. of Municipal AEOs, International Association of Paid & Spa Professionals, Club Managers Association, Member Society, International Public Management Association, Meeting Planners International and a number of regional and state **associations**.
- Co-creator of the **Future Model**.
- Previous roles include director of **communications**, director of **communications** and state affairs and director of public relations, trade associations, professional society and non-profit charitable organization.
- Active member of **ASAE** & **The Center**, past chair of the Component Relations Council, currently on the **Executive Management** Section Council, served on the Decision To Volunteer team, co-creator of the Provision of Component Relations web-based course and author of a chapter in the **Component Relations Handbook: Tools & Tips for the Component Relations Professional**. Recent contributor to ASAE's e-journal, **Associations Now and Next**.
- Co-founder of **Association Network Exchange**, networking group for association executives in suburban MD.
- Active **member** **volunteer** and involved with the state guild, Mid Maryland Trailblazers Club and church, **Cardinal High** Cycling club.
- **Speaker**.
- **Association**, **business**, **management**, association component relations & management, **communications** & management, strategy planning, marketing.

Outcome oriented; Highlight key words

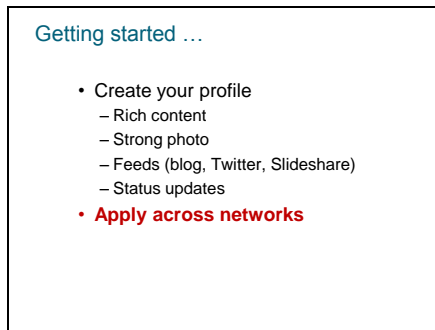
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Slide 17



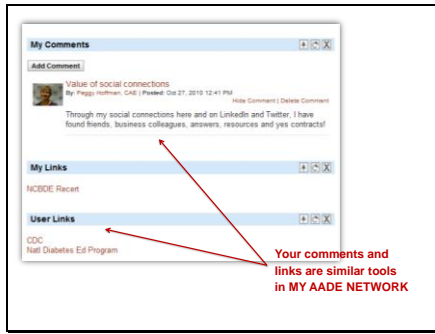
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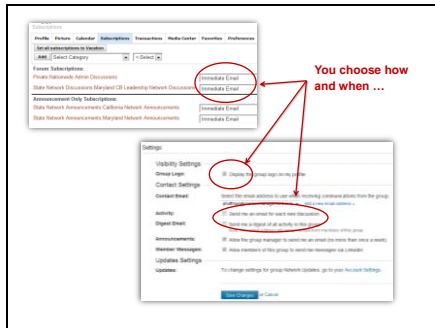
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Slide 20



Slide 21



Slide 22

Connecting ...

- Search for colleagues & connect
- Invite your colleagues to join you

Slide 23

Invite Stuart to connect on LinkedIn

How do you know Stuart?

- Colleague
- Classmate
- Who we share business together
- Friend
- Contact
- Association: Association Forum of Chicagoland
- Other
- I'd like to contact

Include a personal note (optional):
Hi Stuart, we've connected at ASAE & I follow your blog, so would like to add you to my professional network on LinkedIn.
Peggy Hoffman, CSE

Important: Only invite people you know well and who know you. Find out why.
[Send invitation](#) or [Cancel](#)

Make the requests personals

Slide 24

LinkedIn

Home Profile Contacts Groups Jobs Inbox More

Add Connections

See Who You Already Know on LinkedIn

Enter Email Addresses

How you're connected to Kathleen Rakestraw

- You
- Amy Leffler, CSE
- Debra Shelton
- Karen Wharton
- Gregory Fink, CSE
- Scott Oyar
- and 5 others
- Kathleen Rakestraw

Find people & connect

Slide 25

Connecting ...

- Search for colleagues & connect
- Invite your colleagues to join you
- **Join 2-7 strategic groups & engage**
 - MY AADE NETWORK
 - LINKEDIN GROUPS

Slide 26

Participate in LinkedIn groups, MY AADE NETWORK State, Local Networking Groups & COIs

Slide 27

Engage in discussions, share ideas, share documents

Slide 28

Connecting ...

- Search for colleagues & connect
- Invite your colleagues to join you
- Join 2-7 strategic groups & engage
- **Be active ... daily invites, introductions, Q&A, updates**
- Make it easy with widgets on your browser / mobile phone

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Connecting ...

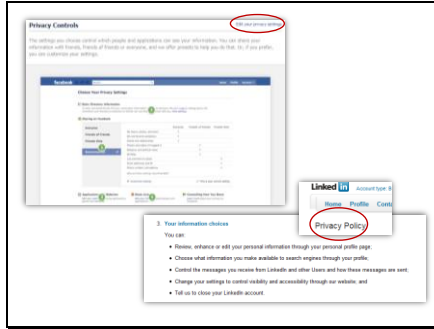
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Slide 30

Be safe & secure ...

- Know the security settings

Slide 31



Slide 32

Be safe & secure ...

- Know the security settings
- Follow a few recommendations
 - Keep detailed information off the social network. (street addresses, birthdates)
 - Know who you accept
 - Set strong passwords & change frequently
 - Be careful what you say/post
 - If on unsecure network/shared computer, log out

Slide 33

Tools you can use

Network,
information,
resources

Sharing,
branding,
learning

Slide 34

Contact Me

Email: phoffman@marinermanagement.com
Phone: 301-725-2508
Website: www.marinermanagement.com
Twitter: @peggyhoffman
LinkedIn: Peggy Hoffman

*It is the people who
figure out how to work simply in the present,
rather than the people who mastered the
complicities of the past,
who get to say what
happens in the future."*

-Clay Shirky, author,
professor
