Mapping our Future: Making Network Connections to Reduce Driving Time

ON THE ROAD TO DIABETES EDUCATION BEST PRACTICES
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“Building an effective social network will mean that you will always have contacts to help you with your personal or career endeavors.”

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the world spends over 110 billion minutes – or 1 in every 4-1/2 min! – on social networks and blog sites … and ¾ of global consumers go online.

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.

It’s relationships …

Meet me
Like me
Know me
Trust me
“Pay” me

It’s rubbing shoulders …

Connecting
Building a network
Engaging & influencing
Learning

… with a twist
With social media you can…

- Research & Listening
- Sharing ideas, information
- Creating content
- Teaching, coaching
- Building community

Your Social Media Network

- Website or Blog
- LinkedIn
- MYAADE NETWORK
- Slideshare
- Delicious
- RSS Aggregator

Build a strategic network from center out…

Getting started …

- Create your profile
  - Strong photo
  - Rich content
  - Status updates
  - Feeds (blog, Twitter, Slideshare)
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Don’t focus on titles, focus on what you do.

Slide 11

Friendly, professional photo; avoid avatars!
Slide 13

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

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- Create memorable, easy profile url.

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- Outcome oriented; Highlight key words.
Slide 16

Update your status; start conversations

Slide 17

Feeds refresh content without effort!
Links add details

Slide 18

Getting started …

- Create your profile
  - Rich content
  - Strong photo
  - Feeds (blog, Twitter, Slideshare)
  - Status updates
- Apply across networks
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Connecting …

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

Make the requests personals

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

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

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Engage in discussions, share ideas, share documents

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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

Be safe & secure ...

- Know the security settings
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

Tools you can use

- Network, information, resources
- Sharing, branding, learning
"It is the people who figure out how to work simply in the present, rather than the people who mastered the complexities of the past, who get to say what happens in the future."

- Clay Shirky, author, professor