



How Hazardous Materials Professionals Can Use Social Media to Increase Public Awareness and Value of Our Credentials

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Presented by:
Heather M. Coleman, MBA
Richard Cartwright PE, CHMM*, CPIM*

About the Presenters



Heather M. Coleman, MBA
 ❖ Currently the Strategic Communications Advisor for the Defense Technical Information Center's (DTIC's) IAC Program (contractor for Millennium Corporation)
 ❖ More than 15 years of marketing experience; 10 years government consulting experience
 ❖ Marketing strategist, website administrator, social media advisor



Richard T. Cartwright PE, CHMM*, CPIM*
 ❖ Half a century of HMM experience
 ❖ Third of a century of environmental experience
 ❖ Quarter of a century CHMM Exam Prep Course trainer
 ❖ Senior VP/Owner @ MECX SDVOSB solving hazardous materials management problems on 5 continents

What is Social Media Networking?

1. Engaging online with a community of people and organizations
2. Sharing common interests
3. Using digital media tools (e.g., LinkedIn, Twitter, Google+, Facebook)



Advance Your Career with Social Media



It's no longer enough to just do your job.

You have to do it well and make sure others **know** you're doing it well!

Become known as a "Subject Matter Expert"

Social Media Networking

Be Prepared!

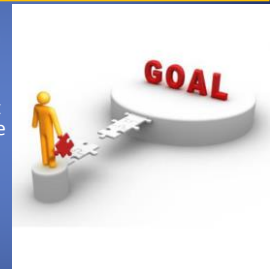
- Establish a social media policy
- Establish a social media plan
- Establish a hazmat crisis communications plan
- Don't leave the social media to the intern



Social Media Networking

Be sure social networking tools are tied to your mission

- **Mission, Tool, Metrics, Teach!**
- If your target audience isn't active on a specific tool, use another tool
- Measure results against your specific goals
- Adjust your tactics as necessary to reach your goals



Social Media Dos & Don'ts

DOs	DON'Ts
Use your real name and professional photograph	Get into arguments publicly, take them offline
Identify the organization you work for	Wait too long to be responsive to criticism
Announce if you have a vested interest in what you are promoting/sharing	Start using a tool without a goal in mind
Adhere to policies for internal and external social media	Start a social media project without a plan in place for maintaining it
Get started, JUMP IN!	Forget to listen to what others are saying about you

Quality Over Quantity

- Be sure to add value
- It's a conversation: Don't talk at people, talk to people
- Be responsive to your followers that are engaged with you by providing feedback



Personal vs. Company Branding

- Remember people buy from people they know & trust, so personal branding (or your reputation) is important
- Determine up front if you are acting on behalf of yourself or your organization and act accordingly
- Own your company profile and login information, so that when employees leave, your followers don't quit following

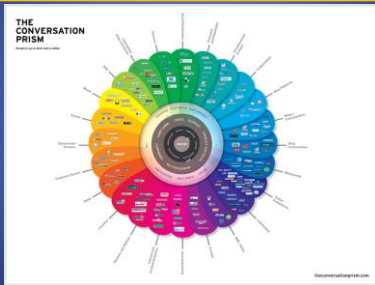


Social Media Publishing Tools



- Post to multiple social media tools
- Schedule posts for future dates/times
- Measurement/analytics features

Social Media Landscape



Source: <http://www.theconversationprism.com/>

Social Media Resources

- Mashable (Social Media): <http://mashable.com/social-media/>
- Social Media Examiner: <http://www.socialmediaexaminer.com/>
- Social Media Today: <http://socialmediatoday.com/>
- Hubspot Social Media Marketing Hub: <http://www.hubspot.com/social-media-marketing-hub>
- SmartBrief on Social Media

Organic Growth is Best

- Start small and grow
- Consider the expectations of the audience on each tool
- Pick one tool to start with & try it for six months
- Evaluate if the tool is supporting your goals



Better to have 100 quality followers who are engaged with you and your brand, than a 1,000 that are not listening to or acting on your message!

Benefits of Knowledge Sharing

You become known as a: "Hazardous Materials Subject Matter Expert"

- Tooting your own horn works
 - Share presentations (Slideshare)
 - Post event photos (Facebook, Flickr)
 - Post videos (YouTube, Instagram, Vine)
 - Write blog posts (Wordpress, Tumblr)
- Be seen as a resource & a connector
 - Listen first
 - Make suggestions based on people's needs
 - Recommend others you've connected with



Hazardous Materials Professionals

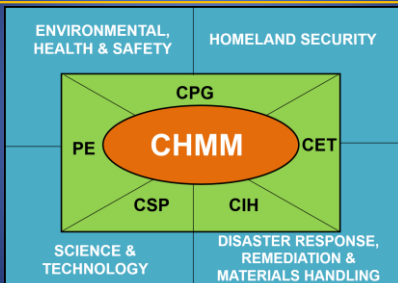


Body of Knowledge



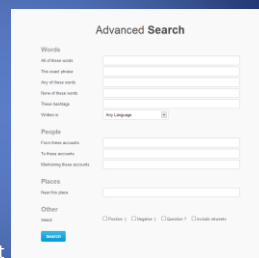
Think Product Stewardship

Cross Functional Team Leadership



HMM Social Media Networking Opportunities

- Start by listening
 - Advanced Twitter Search: <http://twitter.com/#/search-advanced>
 - Set up Google Alerts for your name, your company, and industry topics
- Join your HMM peers:
 - AHMP LinkedIn Group
 - IHMM LinkedIn Group
 - CHMM Facebook Group
 - Local HMM Chapter Group
- Comment on other relevant discussions



Examples of Local Discussion Groups

WI CHMM of FET	Indiana AHMP	Rocky Mountain CHMMs	AHMP Mid-Continent	AHMP Cyber Chapter
NEOCHMM	AHMP of Mississippi	Kentuckiana-KCHMM	Finger Lakes ACHMM	Gateway Society-GSHMM
Three Rivers ACHMM	Pacific Southwest AHMP	Georgia AHMP	DFW AHMP	Pacific Northwest AHMP
Linked in	Buffalo Bayou CHMM	AHMP North Star	AHMP-NJ	Linked in

HMM Social Media Networking

Long-term relationships are two-way streets

- Just like the real world they have to be built
- You get out of social media what you put in
- Give more than you take when it comes to social media



Are You Socially Impaired?



“At a party of total strangers, 75% of all adults feel some form of social anxiety, while 40% are definitely interaction impaired.”
 ~ University of Virginia

Member of the Mushroom Club



Contact Networking

- Turn “cold contacts” into “warm contacts”
- Turn “warm contacts” into “hot contacts”
- Develop life-long friendships & professional relationships
- Find a career mentor & develop your protégés
- Share win/win career development & business opportunities

Google Yourself

- Use Google Analytics on your website to identify how visitors are finding you
- Use Google Insights for search (see URL below) to identify related search terms that people are using to find you, your industry, competitors, etc.
- Type in your name or brand into Google Search to see if there are negative associations:
 - Richard Cartwright (murderer) Texas Death Row Inmate executed via electric chair on 5/19/2005 (Wikipedia)



<http://www.google.com/insights/search/>

The Cartwright Blogs

- Hazardous Materials 365 Days a Year
- 101 Places a Hazardous Materials Professional Should Visit Before They Die!
- CHMM Career Planning & Survival Guide



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Systematic Networking

- Try social media networking for 15 minutes a day
- Schedule “face-to-face” meetings with “virtual” connections you’ve made online
- Attend professional meetings once or twice a month
- Stay connected with personal associations through online groups



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Become an AHMP Networker!

- Leverage AHMP conference site before the event
- Connect with attendees and schedule “face-to-face” meetings before, during, and after the event
- Always make sure to complete your online profiles and keep them up-to-date
- Most importantly:
 - Be a friend
 - Be a buddy
 - Be a CHMM!



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Any Questions?



Email: Heather.Coleman@millgroupinc.com

LinkedIn: [linkedin.com/in/heathermcoleman](https://www.linkedin.com/in/heathermcoleman)

Twitter: [@heathercoleman](https://twitter.com/heathercoleman)



Email: Richard.Cartwright@mecx.net

LinkedIn: [linkedin.com/in/richardcartwright](https://www.linkedin.com/in/richardcartwright)

Facebook: www.facebook.com/#!/groups/chmmfb/

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