

GSE and Social Networks

The purpose of this document is to provide a reference of using Social Networks in the context of GSE.

The main purpose of GSE's use of social media will be to reach new audiences and to generate interest in GSE beyond the traditional segments. Social Media will specifically be used to

- redirect traffic to GSE's web site www.gse.org,
- increase the participation in GSE events,
- eventually get new GSE members.

All GSE members as well as people interested in IT, are encouraged to use these platforms as described in the first chapter of this Guide. GSE staff as well as GSE Region Managers will be asked to actively contribute to these platforms, as described in the second chapter.

As of today, the following platforms have been set-up to serve specific purposes:

- LinkedIn - acting as central engine. Most of (potential new) GSE members are profiled at LinkedIn
- Twitter and Facebook - acting as platforms in collaboration with LinkedIn mainly for “automatic” posting
- YouTube(Videos), Slide Share(Powerpoint/PDF) and Picasa(jpg's) - acting as
 - content, useable for automatic posting to all platforms above and
 - as central content repository to be used on GSE's WEB Sites

Other platforms or Social Media function engines can be planned and used in the future as well, such as www.tweeddeck.com, blogs, digsbly , ShareIT etc.

The main objective is to spread GSE information as wide as possible and to save time and resources in editorial work at the same time. A disclaimer seems appropriate at this point. Due to the nature of Social Media Platforms, where changes in functionality and appearances are the norm rather than the exception, some of the actions and effects described may no longer be the same as they were as of September 2011.

Use cases for all GSE Members ...

1. Get (new) "followers" (Twitter) or "friends" in FACEBOOK and LINKEDIN

The objective is to increase the number of friends and followers of GSE's pages and to generate traffic on GSE's "Walls" (FACEBOOK, LINKEDIN) and "Timelines" (TWITTER).

As a first step, all **GSE members are encouraged to open their personal accounts** on TWITTER, FACEBOOK and LINKEDIN. Once they are registered, they can use these platforms to keep abreast of all kinds of events and news, notably of course also those, which concern GSE. To this, they need to "... make friends with GSE".

FACEBOOK:

All GSE members and their friends should be encouraged, once they are registered on FACEBOOK, to "LIKE" entries on the GSE Page and GSE User wall. Such a LIKE will show up on their personal wall and will consequently be seen by their friends. To do this:

1. Go to your personal facebook homepage
2. Search for "Guide Share Europe" and select the result below "people" (not below "pages"!)
3. "Suggest friends" and select persons from your own "friends"

In a similar vein, if GSE members and friends of GSE "SHARE" an entry, the entry itself will be (re)-posted on their wall and also be seen by all their friends.



Figure 1: Examples of "LIKE" ing an entry on GSE's facebook wall

LINKEDIN:

To generate a snowball effect similar to the one in FACEBOOK, friends of GSE in LINKEDIN will have to be encouraged to (re) Post them onto their personal wall.

1. Go to your "LinkedIn Home" (and select "Add Connections")
2. Search for and find "GSE Guide Share Europe" and select "FOLLOW" and "SHARE".
3. "FOLLOW" will have the effect of being informed about all GSE Guide Share Europe Tweet entries (see next paragraph)
4. Enter a message like " ... I'd like to encourage you to have a look at Guide Share Europe, an association of IBM customers who share their experience and have privileged access to IBM" and SHARE it with all your contacts

TWITTER:

The objective of Twitter is to post short messages (max 140 characters) which contain links to interesting content. The content itself can reside on other websites (i.e. <http://www.gse.com>). To observe the 140 character constraint, short-links for Twitter will have to be generated and used in the tweet. To generate these short-links use <http://tinyurl.com> and copy the long URL there; it will generate a short link for you, which you can subsequently copy in your own "tweet".

Again, all GSE members are encouraged to establish their own Twitter userid and to "follow" "GuideShareEurop", which means, to "make friends with GSE on TWITTER"

2. Post own news or forward those of others on Twitter, FACEBOOK and LINKEDIN.

TWITTER:

Tweets by GSE members and other people on their own TIMELINE for that matter, can be directed to GSE if they use "@GuideShareEurop" in their tweet provided that GuideShareEurop "follows" them! The effect of "@" is that GuideShareEurop will be informed of being mentioned in a tweet Recipients of "tweets" are able to "retweet" them, i.e. make all their "followers" aware of these news items.

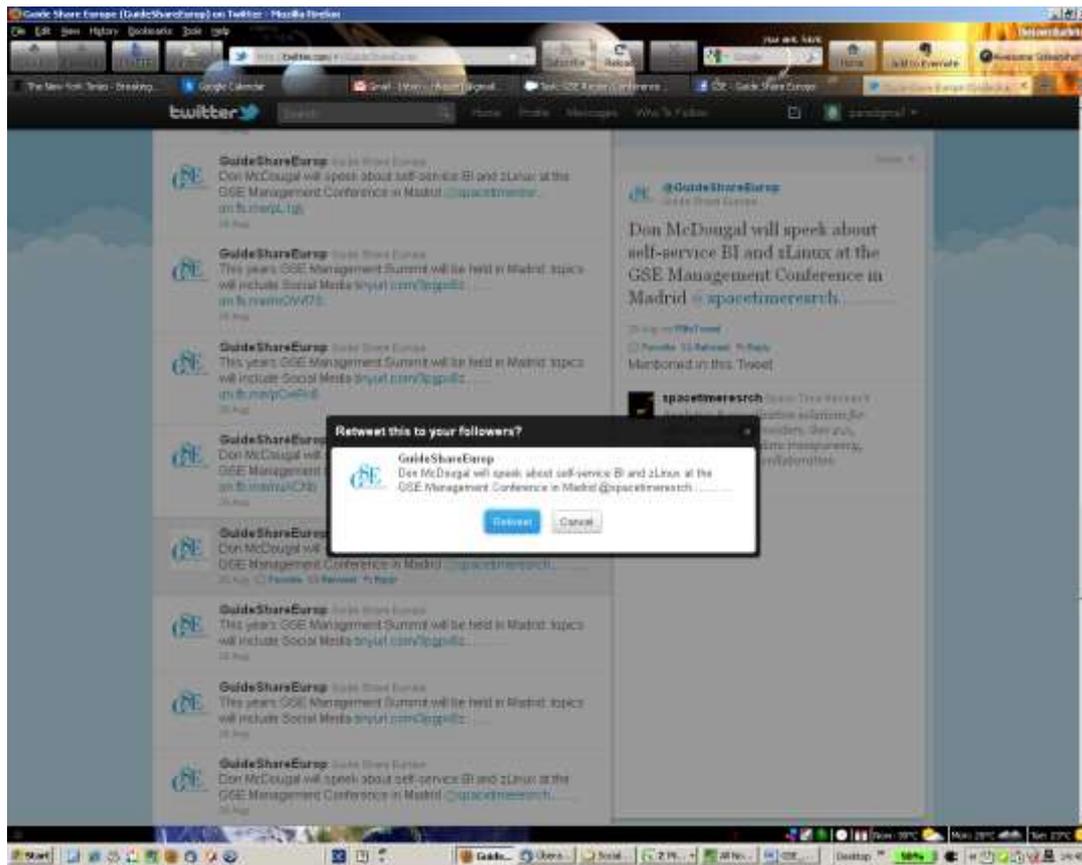


Figure 2: Example of "RETWEET" of a GSE related tweet of someone else on Twitter

FACEBOOK

Entries on FACEBOOK or anywhere else on the Web for that matter, where pages feature a "LIKE" or "SHARE" button, which you would like to bring to the attention of others, need to be "SHARED" by you.

Any of your entries, which you "SHARE" will be posted top left below "News Feed" of GSE's FACEBOOK User (or by selecting "Home" top right) if you have made friends with GSE. Notifications about your entries will appear on your personal "PROFILE" under "Recent Activities".

If you are a GSE FACEBOOK user's friend you will be able to make entries on GSE FACEBOOK user's wall, too.

LINKEDIN

Either use "Tweets" and "Re-Tweets" on GSE's TWITTER (see entry above) to promulgate news to GSE'S LINKEDIN "Home" (if you are authorized as administrator), or manually enter your new entry in the "share an update" box (menu item HOME) and "SHARE" it with all your friends. This entry will then also be visible on the GSE LINKEDIN Home Page, if you "have made friends with GSE".

YouTube:

<http://www.youtube.com/user/guideshareeurope>

It is configured as a YouTube Channel. Video Uploads and Subscriptions on other Youtube sources by administrators will be published automatically to Twitter, Facebook and LinkedIn. YouTube Videos can also be imbedded in GSE - WEB Sites.

SlideShare:

<http://www.slideshare.net/gse-atcee>

It is configured as a regional platform “Austria&CEE” as an example for other GSE regions. MS Powerpoint will be converted as Flash movie and can be

1. Used directly for presentations in full screen mode and
2. Imbedded in GSE WEB Sites.

Uploads will be published automatically to Twitter, Facebook and LinkedIn.

PICASA:

<https://picasaweb.google.com/102416389304557759597>

It is configured as a regional platform “Austria&CEE” as an example for other GSE regions. JPG’s will be uploaded and stored in “WEB Album’s” and can be

1. published directly via email or other postings, or
2. Imbedded in GSE WEB Sites.

A desktop version of PICASA (http://picasa.google.com/intl/en_us/) is available for free to organize and publish pictures on your desktop.

Use cases for all GSE Administrative Staff and Region Managers.

This chapter describes some of the tasks which are expected to be performed by GSE officers and GSE Region Managers. This group of people ought to monitor activities on a regular basis, and to stay in contact with GSE's followers and friends.

1. Maintain GSE profiles on the social media sites:

We have so far established the following profiles and administrators. The table below displays userids and passwords, which have been initially set up on behalf of GSE. Using these identities the following use cases can be executed. As an alternative to using these identities, GSE officers and GSE Region Managers will have to be authorized as administrators (FACEBOOK, LINKEDIN, TWITTER, GOOGLE, YOUTUBE, PICASA and SLIDESHARE) by GSE officers.

	USERID	PASSWORD
FACEBOOK	guideshareeurope@gmail.com	Gse-atcee!
LINKEDIN	guideshareeurope@gmail.com	Gse-atcee!
TWITTER	guideshareeurop	GuideShareEurope!
GOOGLE	guideshareeurope	GuideShareEurope!
YOUTUBE	guideshareeurope	GuideShareEurope!
PICASA	guideshareeurope	GuideShareEurope!
SLIDESHARE	guideshareeurope@gmail.com	GuideShareEurope!

2. Relationship management:

Send welcome note to new followers and friends on FACEBOOK and LINKEDIN, like for instance:

“Welcome to GSE's social media site, where you will not only find genuine GSE information but also interesting links and news found elsewhere. Your own contributions will certainly be appreciated by the GSE community.”

3. Publish GSE news

1. Publish news on GSE's web site (www.gse.org) or your region's web site; put videos on Youtube.
2. Generate short links to these pages using "http://tinyurl.com"
3. Tweet as "GuideShareEurop" and include the short links in the message

TWITTER:

If tweets are posted by GSE, they will be seen on the GSE Timeline by all people (and platforms) which "follow" GSE. Thus the increase of the number of followers is key. One strategy to get there is to find others, whom GSE finds interesting and would like to "Follow". These people and organizations should subsequently be addressed with tweets, by entering their "@Name" in the tweet.

Tweets posted by GSE (assuming the identity of "GuideShareEurop) will be automatically copied to to GSE's FACEBOOK user and to GSE's LINKEDIN shared updates (menu item HOME).

FACEBOOK:

If your authorized as administrator of GSE's FACEBOOK page, entries inserted on the wall by you (in your role as a personal user or GSE user) will be automatically copied to GSE's TWITTER TIMELINE, to GSE's LINKEDIN shared updates (below "All Updates") and recopied to GSE's FACEBOOK user by GSE TWITTER.

LINKEDIN:

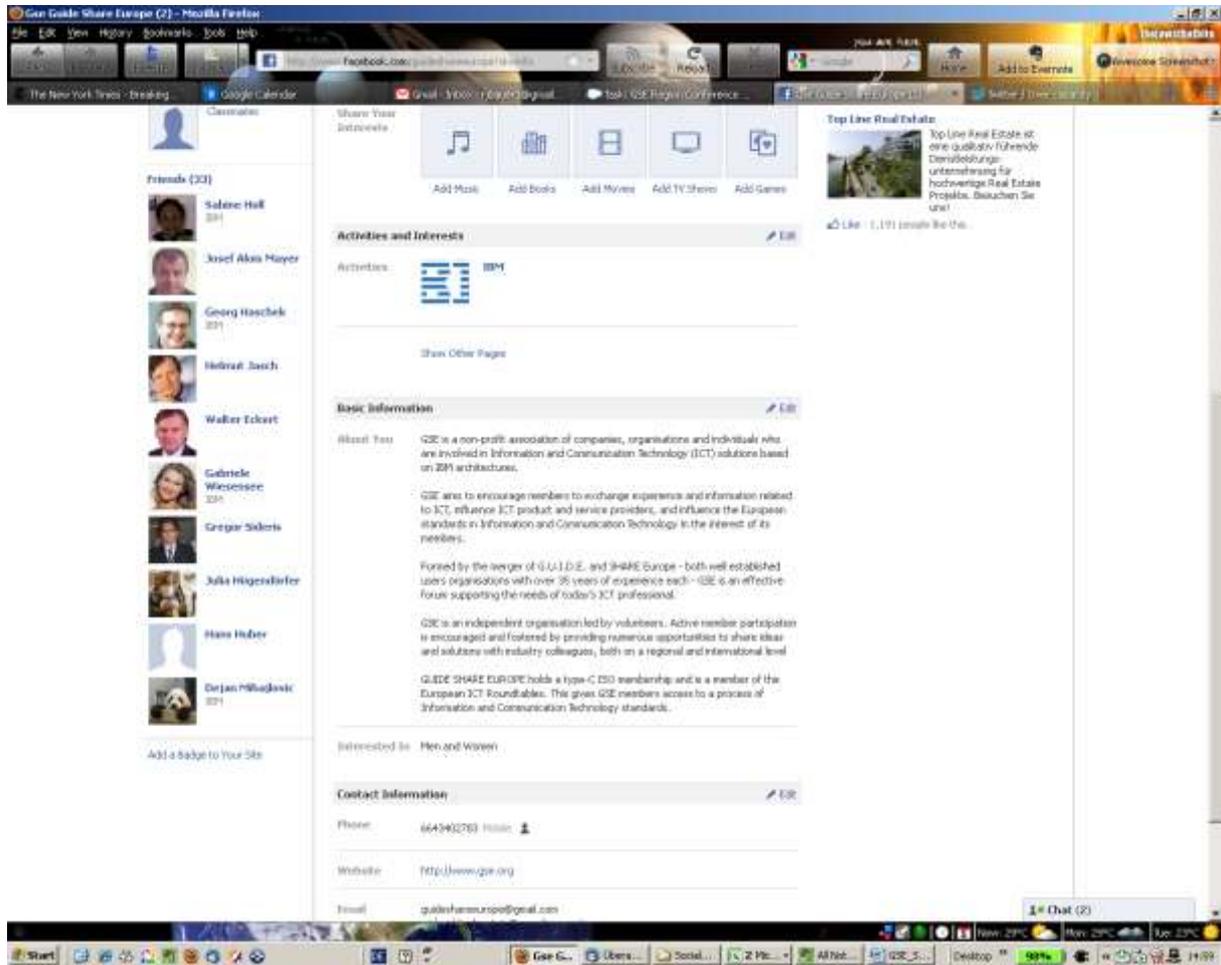
Updates shared on LINKEDIN (don't forget to activate the blue TWITTER icon next to the "Share" button) will be automatically copied to GSE's Twitter TIMELINE and to GSE's FACEBOOK user by TWITTER.

4. Relate news found elsewhere

Use retweet or tweet interesting articles as a private person and use "@GuideShareEurop" to direct the tweet to GSE as well.

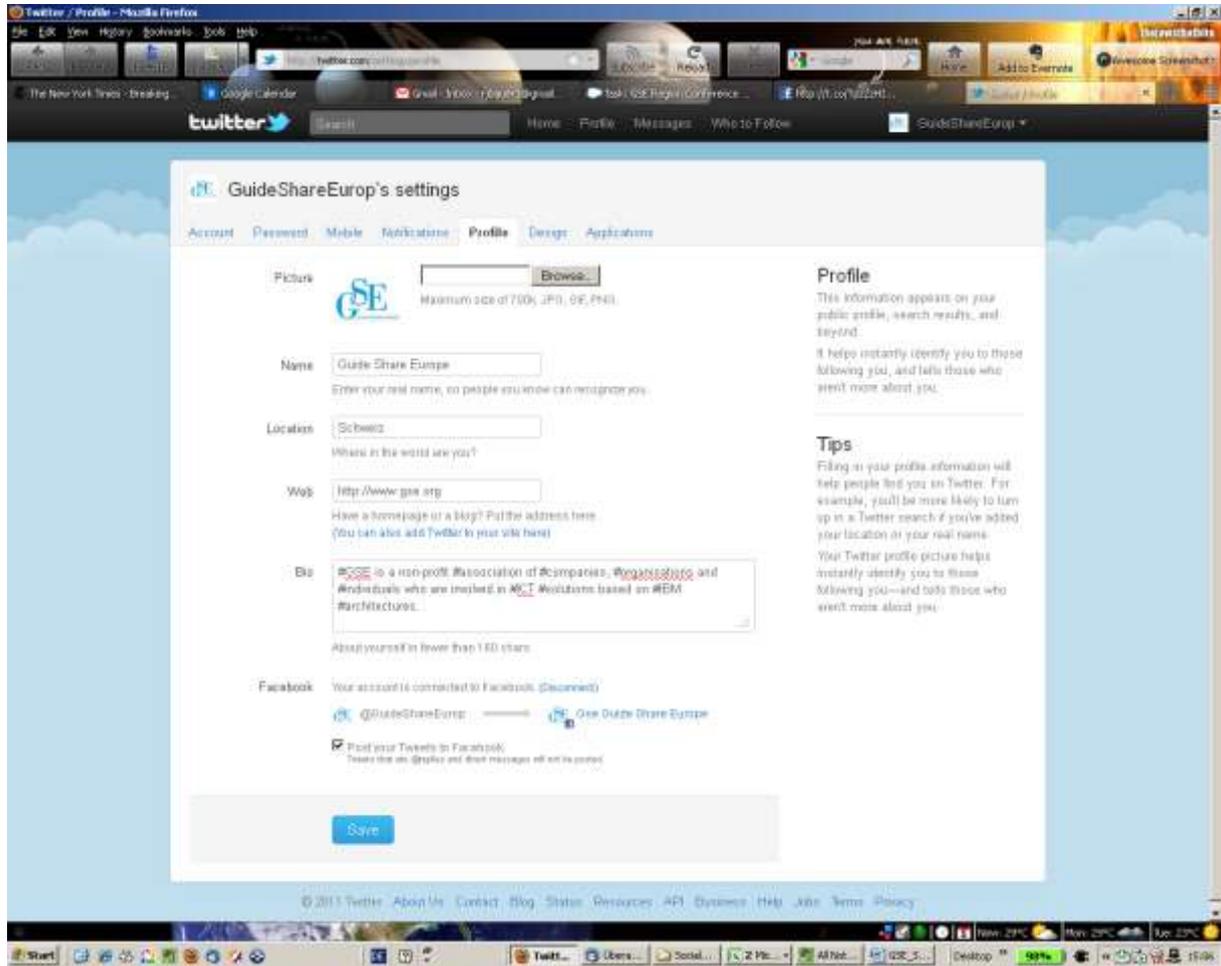
GSE Profiles

FACEBOOK: PROFILE/INFO:



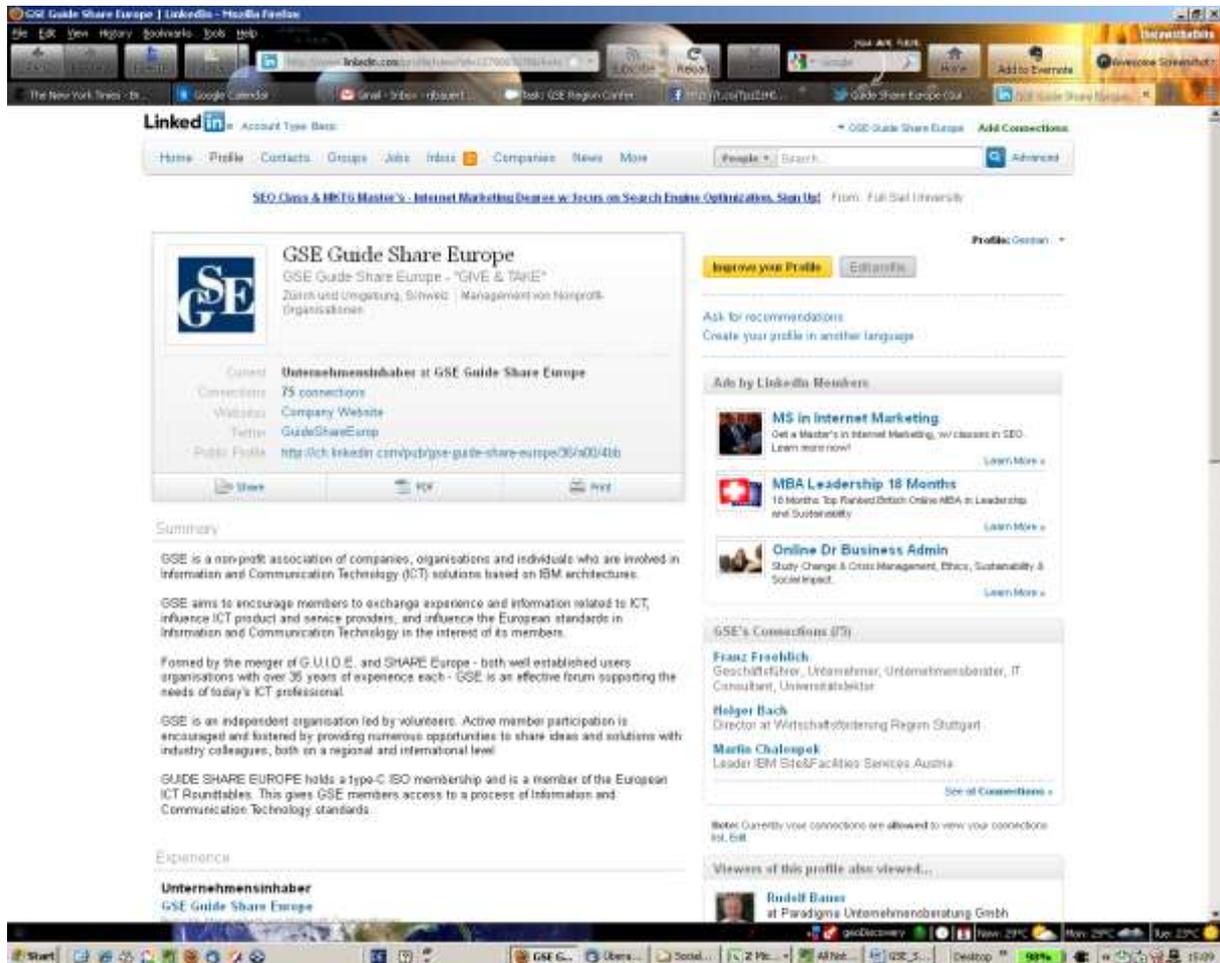
As of September 1st GSE has 33 friends on FACEBOOK.

TWITTER:



As of September 1st GSE has 29 Followers on TWITTER and “follows” 147 others on Twitter.

LINKEDIN: Profile



As of September 1st GSE has 79 direct connections on LINKEDIN.