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Point/Counterpoint: Social Media and Associations

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**Themes in
Social Media**

CONTROL



IMPACT



A photograph of a person from behind, wearing a dark suit jacket and a white shirt. Their hands are behind their back, with the left hand raised and palm facing forward, and the right hand lower and palm facing down. A silver ring is visible on the ring finger of the left hand. The background is a light, textured wall. Overlaid across the center of the image is the word "AUTHENTICITY" in a large, bold, blue, sans-serif font.

AUTHENTICITY



FAD

COMMUNITY



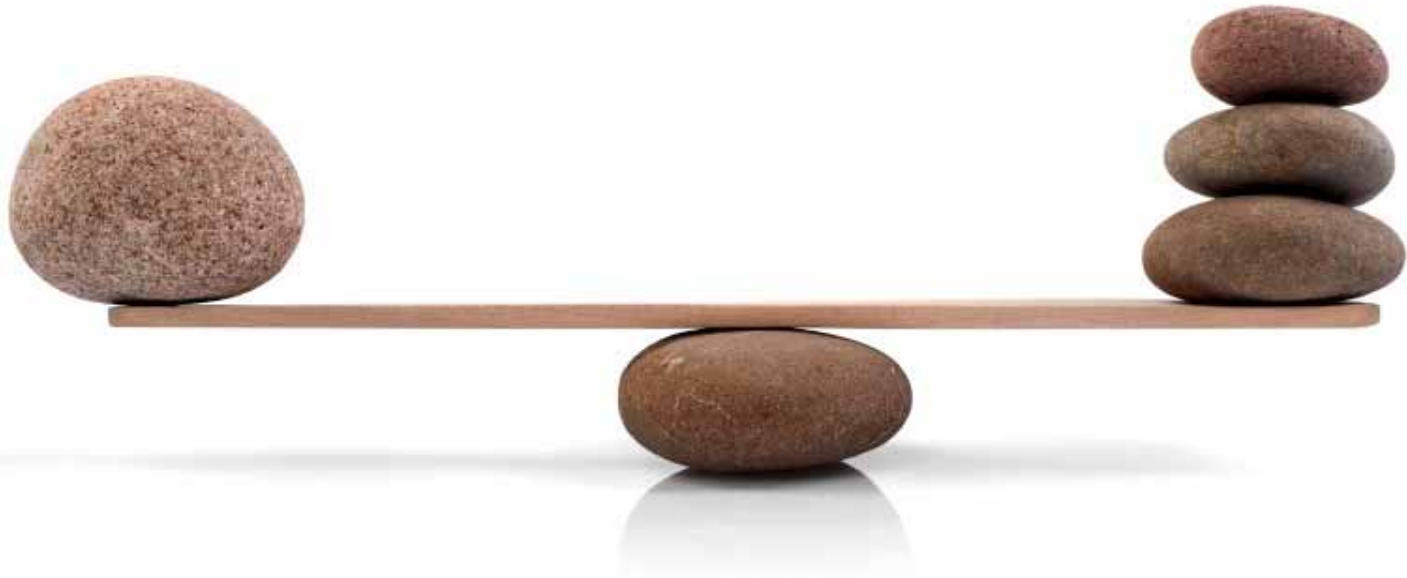


NEWS MEDIA

LEISURE



EXERCISE



BALANCING RISKS & OPPORTUNITIES

OPPORTUNITIES...

TO REPOSITION THE ORGANIZATION

TO CREATE GROUNDSWELL

TO ENGAGE COMMUNITIES



**TALKED TO CUSTOMERS THROUGH
BLOGGING, FACEBOOK AND TWITTER**



**CREATED RELATIONSHIPS WITH
INFLUENTIAL BLOGGERS AND FORUMS**



**MITIGATED CRISES BY
MONITORING AND RESPONDING**

RISKS

LOSS OF CONTROL

MEDIA SCRUTINY

RIGHT PLACE, WRONG TIME

A black and white portrait of Justin Bieber. He is wearing a dark, quilted vest over a dark shirt. He has a serious expression and is looking directly at the camera. A dog tag is hanging from a chain around his neck. The background is a plain, light-colored wall.

JUSTIN BIEBER

MY WORLD 2.0

A portrait of Justin Bieber with a serious expression, wearing a black leather jacket and a dog tag necklace. The image has a monochromatic orange-brown tint.

OPENNESS ISN'T ALWAYS A GOOD THING.

JUSTIN BIEBER
MY WORLD 2.0



**Do the opportunities apply?
Can you live with the risks?**

Final Lessons

Begin by listening.

Be clear on WHY.

**Use the tools your
audience uses.**

**Understand your public
and the technology
before jumping in.**

**Set goals, measure
and adapt.**



**In the end, it all
comes down to
communication.**

A photograph of a dandelion seed head in the lower-left corner, with numerous seeds blowing away in the wind towards the upper-right. The background is a clear, light blue sky. The text is overlaid on the right side of the image.

**Social Media are a
new set of tools
that can help us
communicate better.**

OVER TO YOU.



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