
SOCIAL MEDIA

TOOLKIT ONE: What is Social Media?



Social media refers to interaction among people in which they create, share, and/or exchange information and ideas in *virtual communities* and *networks*. [Andreas Kaplan](#) and [Michael Haenlein](#) define **social media** as "a group of Internet-based applications that build on the ideological and technological foundations of [Web 2.0](#), and that allow the creation and exchange of *user-generated content*. Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals.

Information provided by wikipedia.org.

Introduction:

The purpose of this template series is to provide a resource for HR Professionals in Mississippi (but anywhere for that matter) who have filled the Social Media and/or Communication Director role on their local chapter board. This is the first in a series.

This particular piece was prepared for distribution at the 2014 Mississippi SHRM Leaders Retreat where it was presented to the Mississippi SHRM State Council and to participants in breakout sessions. It can be found online at <http://msshrm.shrm.org>.

The information included in this toolkit and any subsequent published items is intended for informational purposes only. The mention and/or lack thereof of any particular product and/or website does not endorse or disapprove of the referenced.

Connect with us online:

<http://msshrm.shrm.org>

<http://facebook.com/MississippiSHRM>

<http://twitter.com/MSSHHRM>

<http://twitter.com/kylemj6977>

<http://twitter.com/suzyq912>

<http://www.linkedin.com/groups/Mississippi-SHRM-3868651/about>



What are my social media duties?

Some of the key duties of the social media role include the following. Please contact your chapter president for a social media description for your chapter.

Promotes awareness of the purpose and actions of the chapter through ongoing communication efforts and branding initiatives, using the social media tools. Makes sure that HR professionals, both within and without of SHRM are fully informed of chapter resources and activities by using existing and developing social media. Works closely with other chapter leadership to ensure that the chapter is portraying a consistent and professional image to its members and to the business community at large.

Evaluate the social media landscape and decide what platforms will be good tools for the state council.

Develop a cyberspace persona and become immersed in the culture and use of new media as a representative of the chapter.

Work to educate other chapter leaders about the use of new media, both from a technical perspective and from a business approach.

Work with State Council Social Media Director(s) and other local SHRM chapters to gather understanding about the use of new media, both from a technical perspective and from a business approach.

Communicate with State Council Social Media Director(s) regarding questions and issues about the use of social media.

NOTE: Not every chapter will be the same. **Do what works for YOUR chapter.**

Does my chapter need to be on every social network?

No your chapter does not have to be on every social network; however, a presence on the major networks is important. As of 2014, those include the following:

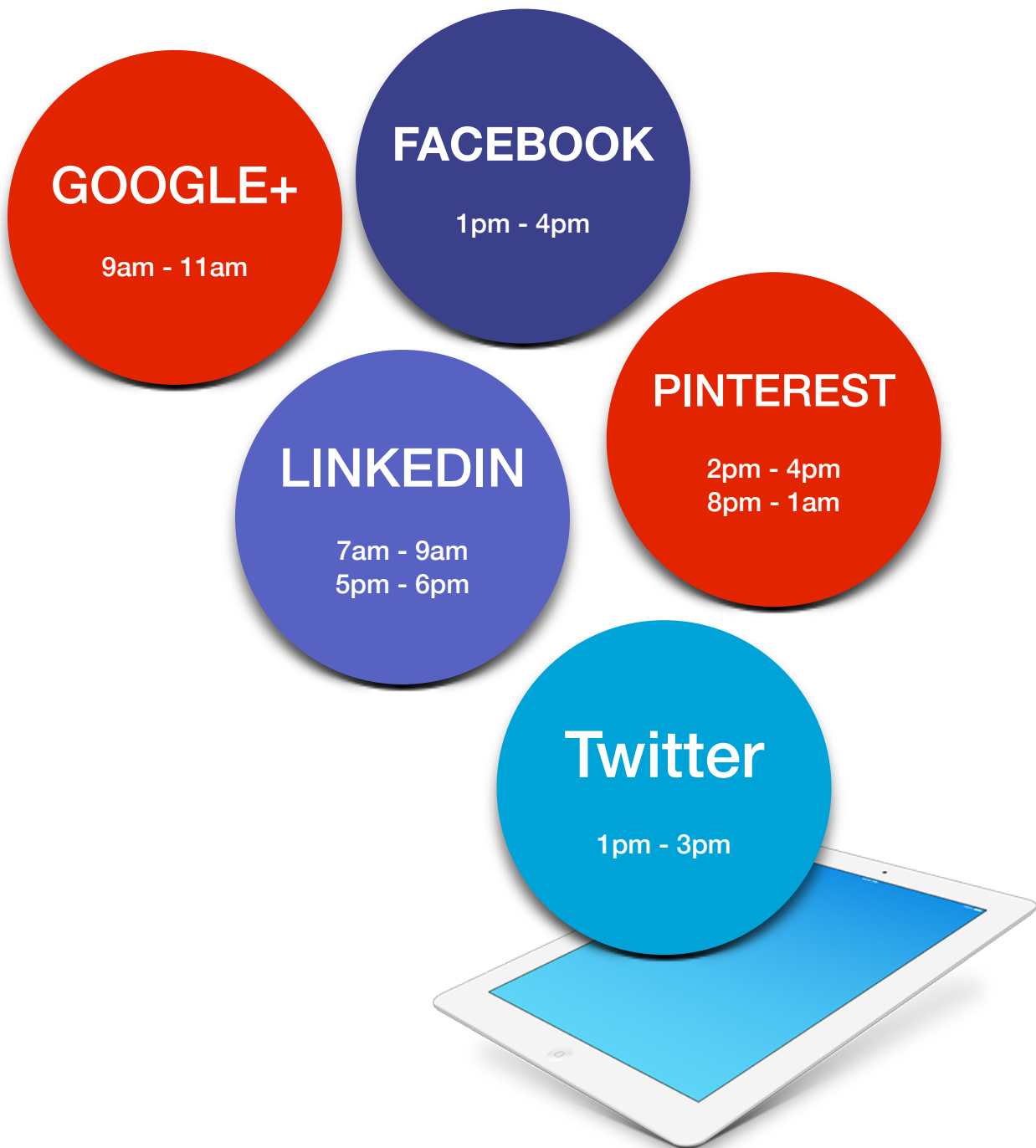
- Facebook
- Twitter
- LinkedIn
- Pinterest
- Google+
- YouTube

We recommend a 2-1 formula for choosing which of the above works best for your chapter. Facebook and LinkedIn (2) and another of your choice (1).

“In a nutshell, what’s the difference between Facebook and Google+?”

Both networks have similar features such as Pages (on both) and Communities (Google+) and Groups (Facebook). An easy comparison would be Coke and Pepsi - both are colas but just with different tastes.

Best Times to Post



Links & Resources

SHRM Resources



The SHRM Volunteer Leaders Resource Center (VLRC):

<http://www.shrm.org/Communities/VolunteerResources/Pages/default.aspx>

SHRM Website Hosting:

<http://hosting.chapters.shrm.org/>

Social Media Primer from Chapters:

<http://www.thehumanracehorses.com/2011/01/17/a-social-media-primer-for-shrm-chapter-leaders/>

SHRM Graphics Guide:

<http://www.shrm.org/Communities/VolunteerResources/graphicsguide/use/Pages/default.aspx>

SHRM Logo Approval Form:

<http://fs16.formsite.com/robgatesshormorg/form17/index.html>

Social Media News and Resources

Mashable - Social Media and Technology News

<http://mashable.com/>

Social Media Today - Social Media News

<http://socialmediatoday.com>

Social Media Quickstarter

<http://www.socialmediaquickstarter.com>

BloggingPro - News, Plugins and Themes for Blogging Applications.

<http://www.bloggingpro.com>



ADDITIONAL INFORMATION

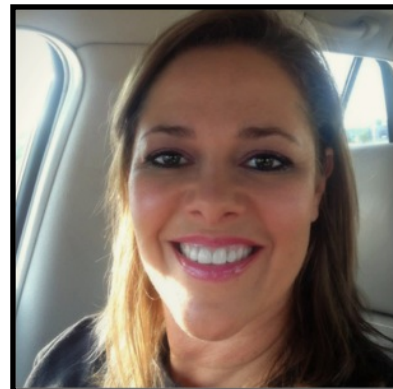
The information found in this toolkit can also be found on the Mississippi SHRM website. More information will be provided as the year progresses. Please contact us if you have any questions regarding your website or any social media networks. **We are here to help.**

Mississippi SHRM Social Media Team

Susan Holland, SPHR

Susan has served on the Mississippi State Council of SHRM since 2010 representing the Golden Triangle HRA and joined the Social Media Team in 2013. She is currently the 2014 chapter president for GTHRA. Susan is an HR Business Partner / Corporate Benefits Manager with Ansell Healthcare.

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Kyle Jones

Kyle has served on the Mississippi State Council of SHRM since 2007 as a chapter president, Southern District Director and helped create the Social Media Team in 2010. He is currently the 2014-2015 Social Media Director of South MS SHRM. Kyle is the Human Resources Manager with MegaGate Broadband, Inc.

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