Developing your Networking Skills

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NETWORKING SKILLS FOR PROFESSIONAL SUCCESS

Gary L. Blank, Ph.D.
President IEEE-USA
1. INTRODUCTION
2. WHAT IS NETWORKING?
3. HOW DO YOU CURRENTLY NETWORK?
4. HOW TO INCREASE YOUR NETWORKING SKILLS
5. IEEE CONSULTANTS NETWORKS
6. IEEE EMPLOYMENT NETWORKS
7. OTHER IEEE NETWORKS
8. NETWORKING EXERCISES
9. CONCLUSION
2. WHAT IS NETWORKING?

- PURPOSE
- MAKING CONTACTS
- MULTIPLICATION
- PROGRESSION
- EXPANSION
3. HOW DO YOU CURRENTLY NETWORK?

- Go to functions
- Meet new people
- Present/former colleagues
- Fellow IEEE members
- Old school friends
- Family, neighbors
- Internet
4. HOW TO INCREASE YOUR NETWORKING SKILLS

- Set Goals
- Be Proactive
- Take Control
- Comfort Zone
- Set a goal – New People (5+)
- Set a goal – New Groups (2+)
- Business Cards
- Use Networking Time
- Where to Sit
- Pretend you are the host
- Give to receive
- Smile
- Ask Questions
- Listen
- Say their name
5. **IEEE CONSULTANTS NETWORKS**

- HISTORY
- STATUS
- CREATION OF NETWORKS
- NETWORKS AND SECTIONS
- DATABASE
6. IEEE EMPLOYMENT NETWORKS

- HISTORY
- STATUS
- START-UP
- NETWORKS AND SECTIONS
7. OTHER IEEE NETWORKS

- AFFINITY GROUPS
- ENTREPRENEURS
Supporting Local Efforts with Digital Resources

Monica Naureckas & Mickey Young
Integrated Marketing & Communications
Agenda

- Who is Integrated Marketing and Communications?
- Services & Tools for Digital Presences
- Services & Tools for Social Media
- How We Can Help You
Integrated Marketing & Communications (IMC)

- Create and drive innovative and effective corporate marketing and communications strategies and plans
- Develop IEEE partnerships and leverage subject matter expertise
- Accelerate collaboration to promote IEEE’s vast offerings
Digital Innovations
How many of you have a website for your Section?
Do you manage that site and its content?
Do you wish you could *improve* audience engagement and performance on your websites?
Services & Tools for Digital Presences
Site Exercise

- Open up your site on your laptop, tablet, or mobile device

- Using the checklist in front of you, see how many items you can identify on your site in the next minute
Digital Tools: Planning  
www.ieee.org/digital-innovations

- **Planning objectives:** Help creating strategy, metrics, and goals

- **Create a new site/redesign:** Development and implementation of WordPress and HTML templates for use by Regions, Sections, Chapters, and Student Branches, as well as technical programs

- **Personas:** Help with understanding your site’s audience and their needs

- **Branding:** Ways to align with the IEEE brand to maximize your efforts

- **Content and information architecture:** Understanding how to plan content and structure for your website

- **Image optimization:** Recommended free tools, file sizes, and imagery
Digital Tools: Execute & Measure
www.ieee.org/digital-innovations

- **Improve search ranking**: Optimize your content to get the most out of search

- **Self-evaluations**: Guides you through evaluating your site

- **Analytics**: Understanding how to measure the success of your digital presence

- **Site review**: Can review your site for branding, design, accessibility, search optimization, and content

- **User testing & research**: Understanding best practices derived from known user behavior and assistance with validating key task paths

- **Integration with social media**: Tips on how to best incorporate your social media presence into your website
Example: Site Templates & Search

- Google “IEEE Regions”
- What are the top results?
- Highest ranked Region sites are using the templates
When to Contact Us

- **Digital consultation for site managers** through industry best practice recommendations and guidelines, domain management, design resources, search engine optimization, content review, and special functionality

- **Content and site management tools** such as site creation and project processes, sub-site templates, IEEE style guides, and content and accessibility checklists

- **Evaluations/site reviews and usability services** to optimize the user-experience and better represent the IEEE brand

- **digital-innovations@ieee.org**
IEEE Marketing
IEEE Marketing: Overview

- Overview
- IEEE Marketing Successes
- Content Curation: Focus on What Matters
- Engagement
- Analysis
IEEEorg Social Media Statistics

**Facebook**
Q1 2012 – Q1 2014

- Engagement: 5,495.94%
- Total Page Likes: 1,037.03%

**Twitter**
Q1 2012 – Q1 2014

- Engagement: 472.42%
- Total Page Followers: 414.68%

**Google+**
Q3 2013 – Q1 2014

- Average Weekly +1s: 365.36%

**LinkedIn**
Q2 2013 – Q1 2014

- Average Engagement: 231.92%
IEEE Marketing Successes

- **2014 PR News’ Social Media Icon Award**
  - “Best Facebook Game & Contest”

- **2014 PR News’ Social Media Icon Award**
  - “Honorable Mention in Best Community Engagement on Facebook”

- **2013 Gold Bulldog Award**
  - “Digitally / Socially Engaging Brand of the Year”

- **2012 Silver Bulldog Award**
  - “Best Use of Social Media Tools – Business / Consumer”

- **2012 Bulldog Award**
  - “Honorable Mention in Best Campaign Under $25,000”
What is the most important thing on social media?

BIG NUMBERS!
What is the most important thing on social media?

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What is the most important thing on social media?

AUDIENCE ENGAGEMENT
What is Audience Engagement?

Audience Engagement
- Active Responses from an Audience
- Communication & Discussion
- The Desire to Listen & Interact
- Demand
- Stimulation of the Mind
The Engagement Relationship

Content

Analytics

Positioning

Tailored to your audience

This is your best friend

How you say it can make a difference
Building Audience Engagement

Building Engagement

Value  Targeting  Timing  Listening  Integrating
Building Audience Engagement

Building Engagement

Value → Targeting → Timing → Listening → Integrating
How do you make meaning from data?
How do you make meaning from data?

YOUR AUDIENCE WILL LOVE THIS!
Focusing on What’s Important

How do you make meaning from data?
Tactics for Analyzing Data

- Filtering & Ranking
- Categorizing
- Pinpointing commonalities
- Searching for Anomalies
- Identifying User Behaviors
- Hypothesizing
- Trial & Error
- Cause and Effect
- Cross-referencing
Imagine that these blue boxes represent your posts
At first, you just have a chunk of data.

You might be able to tell what individual posts did well, but what does that mean on a larger scale?
Start categorizing your posts by topic
Analyzing Data
Analyzing Data
Now you have a list that is broken down by topic
Run the numbers for those topics
You might see that posts about light blue squares...

Have a **2.02% Virality**

*Industry Average = 1.50%*
Analyzing Data

And that posts about red squares...

Have a $1.33\%$ Virality
And that posts about green squares...

Have a 2.55% Virality
Analyzing Data

And that posts about yellow squares...

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Have a **0.89% Virality**
Analyzing Data

Run a comparison

2.02%  1.33%  2.55%  0.89%
Revise Your Content Strategy

Give your audience more of what they love
Apply This Tactic Elsewhere

If you really want strong audience engagement, do this process for all your metrics to pinpoint all your strength areas

– Post timing
– Messaging, keywords, photos, videos, text
– Topics that generate more comments, likes or shares
– Topics that may have a correlation with higher follower growth
Focusing on What’s Important

How do you cut through all the noise?
How you say your message is just as important as the message itself...
Positioning

Content is nothing without proper positioning.
Content must be positioned and worded in a way that pulls the audience in. This can be done by positioning the story as a “must read” through interesting facts, appealing words and engaging phrases. Such phrases can include: new, record-breaking, first ever, next generation, can impact the future of, etc.
In some cases, the overall theme of the story may be very interesting, but there isn’t enough pull to engage the audience. Supplemental information on the story can provide unique value, enhanced knowledge, greater initial appeal, stronger relation to the audience, and generate excitement for the content.
How the story is approached can make a huge difference on the outcome. Data analyses show that an unappealing picture or caption can turn a great topic into a disaster. The “spin” is how we approach a story and select the information that will best resonate with the audience. In many cases, this is NOT the headline, and the headline should not be used as our headline. Sometimes the “spin” can be the inclusion of “supplemental” data and “pulling” phrases to enhance the overall message. This is how we show that the content is of value to our audience.
Content must be positioned in a fashion that shows relevancy to our audience. Why should they care? How does it affect them? How does it impact the technologies and topics that they are interested in? “Relevancy” can be paired with “Pulling” phrases to show value in the content and drive engagement. This also plays a role in integrating traditional and digital efforts. Content must support and be relevant to traditional activities such as exhibitions.
The call-to-action is what drives our audience to engage with the content. Positive impacts have been observed from CTAs such as: What do you think? Share this to cheer her on! Like this to show your support! Although a CTA is not suitable for all posts, it is the driving factor for engagement. The content may be good enough to make our audience stop and read, but the CTA is what causes them to engage. Analyses show a consistent relationship between CTAs and the type of behavior that CTA is driving in addition to higher engagement than posts with no CTA.
Key Takeaways

- True **audience engagement** is better than big numbers
- **Stimulate** an emotional response from your audience
- Listen to the story that the **data** is telling
- Provide **value** to your audiences
- Create an experience that they **can only get from you**
- **How** you say your message is just as important as the message itself
- Integrate **content**, **analytics** and **positioning**
- Try **new** things and **analyze** the environment for ideas
- **Test**, **test** and **test** again
- Don’t be afraid to fail
When to Contact Us

- If you’re looking for **insight or consultation** on any digital or traditional marketing campaigns
- If you need help with **contests or campaigns** with a social media component
- If you need help with **analytics, best practices** or anything **regarding the brand**
- You’d like to **partner** with another entity of IEEE
- If you need help **cross-promoting** a product/service/event
Contact Information

- marketing@ieee.org
- digital-innovations@ieee.org
- branding@ieee.org
- socialmediahelp@ieee.org

We’re here to help!

www.ieee.org/imc