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# Navigating the Social Media Maze: Making It Work for You

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# Agenda

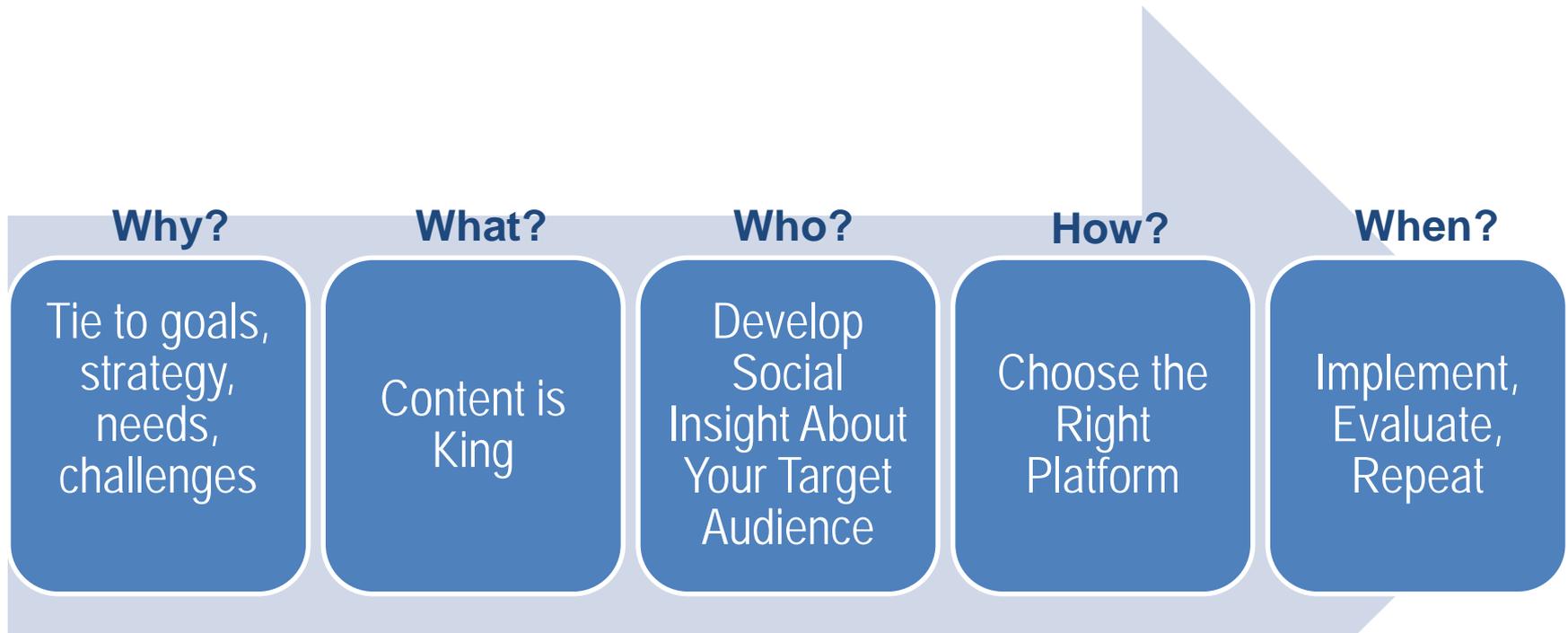
- Social Media Myths Debunked
- Using Social Media Effectively
- Example: Employee Engagement and Knowledge Sharing
- Example: Media Relations and Brand Building
- Next Step: Make It Work for You

# Social Media Myths

- It's only for Millennials
- It's just Facebook<sup>®</sup> and Twitter<sup>®</sup>
- It's time-consuming
- It's just a fad
- It's all "social" and not for business

*Have you fallen victim to any of these?*

# Make a Plan and Set Yourself Up for Success



*Using Social Media Effectively Requires an Integrated Approach*

# Why Use Social Media?

## Define Your Need

- Employee communications
- Internal training
- Recruiting
- Reaching constituents
- Media relations
- Brand building and name recognition
- Thought leadership

# Content is King...

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**"I'm not getting many visitors to my blog.  
I thought more people would want to  
read about my infected pinky toe!"**

# Developing Social Insight

- What audiences do we want to reach?
  - Employees and potential employees
  - Constituents
  - Public via media outlets
  - Industry stakeholders
- Where are they online?
- What are they saying online?
- What do we want them to do or say?

# Choosing the Right Platform(s)

✓ Facebook

✓ Twitter

✓ LinkedIn

✓ GovLoop

✓ Flickr

✓ Slideshare

✓ Wordpress

✓ YouTube

✓ The above mentioned examples are all registered trademarks in the US and/or other countries.

• Wikis

• Discussion boards

• Microsites

• Blogs

• Podcasts

• Webinars

# Goal: Internal Knowledge Share

- Objective:
  - Engage 3,500 employees in energy, environment, and infrastructure business unit to better share ideas and collaborate
- Leveraging social media:
  - Connect with the right internal experts and groups
  - Share ideas and knowledge easily, quickly, efficiently
  - Post information, tools, resources in multiple formats
  - Keep people in the know and engaged in the right topics
  - Empower employees: give them trust and transparency
  - Utilize current web technology and application software

# Goal: Find the Media in Social Media

- Objective:
  - Build relationships with energy media to foster brand building and thought leadership platform
- Leveraging social media:
  - Developed Twitter<sup>®</sup> plan to enhance traditional outreach
  - Follow editors and reporters at target publications/outlets
  - Secure article series, interviews, speaking engagements, and media mentions

# Your Next Steps

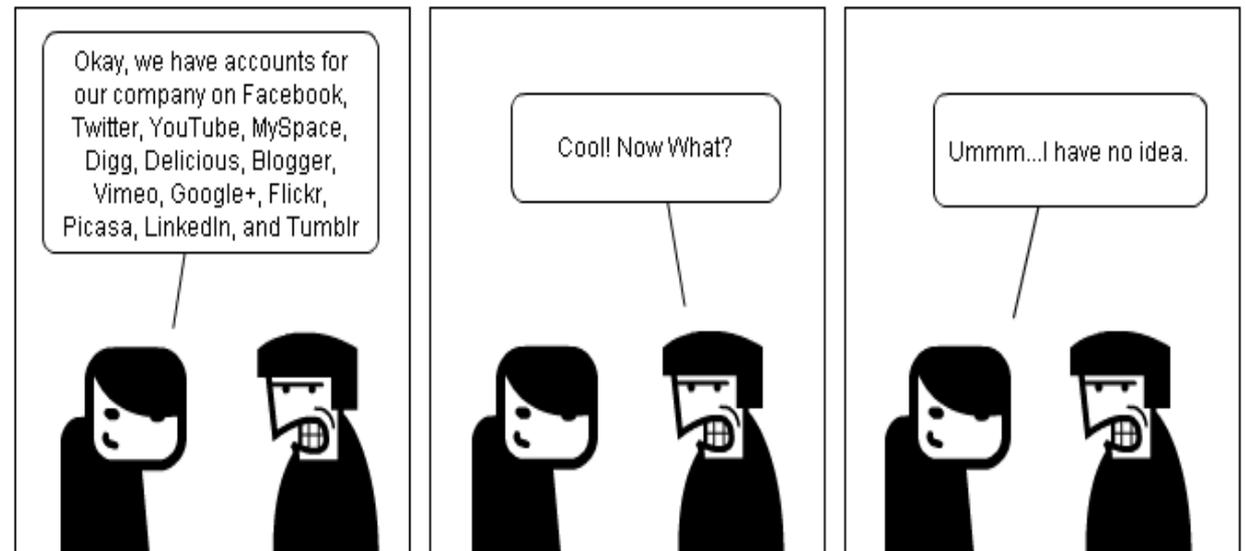
- Get going and join in – watch, learn, get help
- Make a plan – tied to your mission
- Start small

## Social Media Overload

seanricholson

View more social media cartoons at

[www.socmedsean.com](http://www.socmedsean.com)



# Thank You!

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