The Counselor & Social Media: Yes, You Can!

Connecticut Counseling Association
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YOU WORK HARD

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OUR HOPES

- Share information about tools and resources
- Identify potential content areas and benefits of social media
- Practice skills about how to develop content
- Match tools with tasks

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Facebook
Twitter
LinkedIn

THE BIG 3

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Facebook: 800 million users

Twitter: 100 million users

LinkedIn: 140 million users

United States population: 307 million

Connecticut population: 3.5 million

Source: facebook.com/press, bits.blogs.nytimes.com, blog.linkedin.com, U.S. Census Bureau, Accessed 3/29/12

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Our clients are in these spaces

What do we need to do to carve out our space, our voice?

What do counselors have to say?

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What do counselors do?

- Sounding board
- Listening ear
- Define themes and patterns
- Ask questions
- Neutral listener
- **Information source**

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Counselors as an Information Source

- Job Search Data, Trends, Success Tips
- Resume and Letter Writing Success Tips / Job Postings / Employer Connections
- Coping & Wellness / Grief Strategies
- Bullying / Domestic Violence Resources

And more!

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What's the connection between information source and social media?

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Social Media =

Online Bulletin Board

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Why We Use Social Media & Benefits

- Meet clients where they are
- Top-of-Mind awareness of programs & services
- Save time & resources
- Reduce costs
- Share information to a larger audience
- Raise awareness about counseling

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Social Media is a **blank slate** where we fill in the content…

What do we want to say?

What do we want our clients to know?

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What's in the social media toolbox?

Facebook Twitter LinkedIn

What supports social media?

WordPress SurveyMonkey Bit.ly
Delicious Tumblr Hootsuite
MailChimp Google Docs

How to tie these together? Content!

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One Approach = Many Tools

Our Approach = Share Resources & Information Source

What's your approach?

How do we make sense of the tools?

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Our Use of Social Media

Front & Center

- Facebook Fan Page & New Timeline view
- Twitter Feed
- LinkedIn Group

Supporting Cast

- MailChimp
- Delicious
- Google Docs
- Bit.ly
- Survey Monkey

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WHAT ARE THE TOOLS?

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What are these tools?

WordPress & Tumblr: Blog platforms

Delicious: Bookmarks platform

MailChimp: E-Mail Marketing & List Management

SurveyMonkey: Online Surveys

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More tools

Bit.ly & Hootsuite: Behind-the-scenes posting management & tracking

Google Docs: Online word processing, spreadsheets, forms

Google Groups: Online groups, content sharing

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Tools Defined by Word Count: Shortest to Longest

Microblogs

Twitter: 140 characters – avg 25-30 words

LinkedIn Group: 200 characters – avg 40-50 words & 4000 characters max – 500-600 words

Facebook Fan Page: 465-500 characters – avg 100 words

Blogs

Tumblr / WordPress: 600-1400 words

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Our hope:

First – Raise Awareness

Second – Maintain Top-of-Mind Awareness

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What do we need to do to maintain awareness?

Put content on your social media sites! Each day, every day, regularly!

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Counselors are subject matter experts!

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How to Develop Content

What do we do to help our clients succeed?

Think about 15-20 tasks that reflect your definition of counseling.

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How do we post every day?

- Break larger tasks into smaller tasks
- Link to other articles / websites
- Link to your existing website content
- Link to content and provide your point-of-view
- Discuss available services
- Share info from partner offices

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Content Planning Exercise = 2 weeks of posts

- Your office has a career fair scheduled for one month from today.
- Your office has an individual employer visit for Accounting students in 3 weeks.
- Your office is featuring a domestic violence panel presentation.
- Your office is celebrating Counseling Awareness month in April.
- You are a new counselor in town and seeking clients.

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In Summary…

- We are subject matter experts!
- Blank slate -- Plan content in advance
- Post. Content. Regularly.
- Maintain Top-of-Mind Awareness
- The right tool for the task
- Online free and low-cost available resources

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Let's keep the conversation going!

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Twitter: @amccareercenter
LinkedIn: http://www.linkedin.com/in/sywall

Facebook: Connecticut Career Counseling & Development Association

Facebook: Connecticut Counseling Association (CCA)

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