



Getting Started in Social Media



OPM Social Media & Government Recruitment Forum
May 13, 2010



Asking the Right Questions



Asking the Right Questions

Why social media?

What do you want to accomplish?



Asking the Right Questions

What are your resources?

“Free” isn’t free!



Asking the Right Questions

Whose approval will you need?

How are you going to get it?



Asking the Right Questions

What social media sites are best for your goals?



Asking the Right Questions



“If it doesn’t happen on Twitter, it probably doesn’t matter.”
BRAD NELSON - Social Media Guru, Starbucks



Navigating Social Media in Government



Navigating Social Media in Government

Know the Rules

- ✓ User agreements
- ✓ User agreements
- ✓ Seriously, user agreements
- ✓ Privacy & comment policies



Navigating Social Media in Government

Empowerment vs. Responsibility

- ✓ Creating a playbook
- ✓ Talking points and FAQs
- ✓ Staying on message



Navigating Social Media in Government

Recruiters on the Ground

- ✓ Implementing the plan
- ✓ From social media to one-on-one
- ✓ Tools beyond standard social media



Become a Social Media Guru



Become a Social Media Guru

✓ <http://www.usa.gov/webcontent/>

✓ <http://govsocmed.pbworks.com/>

✓ <http://go.usa.gov>

✓ <http://mashable.com/>

✓ <http://www.hitwise.com/>

✓ <http://www.seomoz.org/article/social-media-marketing-tactics>

✓ <http://webdesignledger.com/freebies/the-best-social-media-icons-all-in-one-place>





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