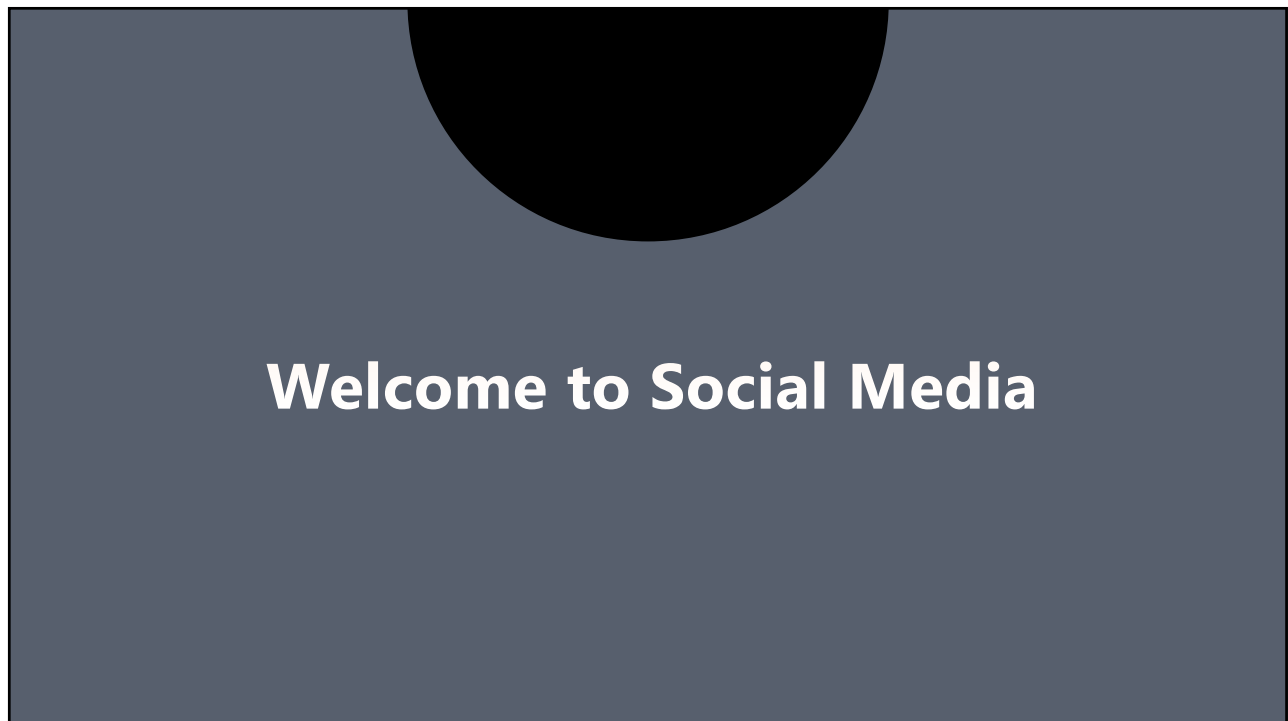


# **Social Media: A Tool in Promoting Code Officials**

**Presenter: Jesse DeAnda**

**Tuesday, September 12, 2017**

**1:30 PM - 3:00 PM**



## Welcome to Social Media

**Tip:** Revealing one key point at a time is the best way to communicate through social media.

### Our mission

To help people easily create compelling social media information for new generations of code officials.

### We will share some favorite tips and information for sharing your experience effectively.

Please feel free to have an open mind to explore social media from a perspective of someone learning a profession you know everything about.

**What story would you tell to future generations?**

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## What is Social Media?

Social Media is a general term for using an online service to communicate with...

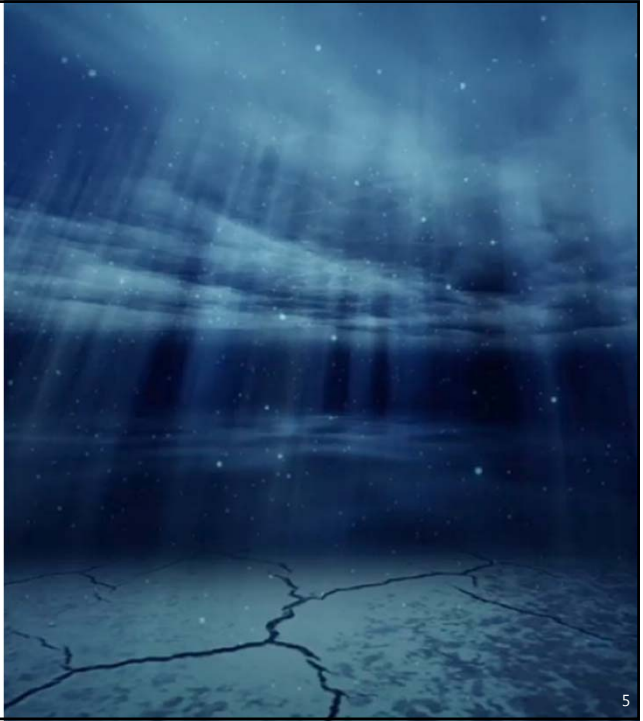
- Friends
- Colleagues
- Clients, Etc.



There's an APP for that.

### Social Media is

- An APP (Phones & Tablets)
- Webpage (Computer)
- A Voice (Expression)



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## Social Media – Common Terms

**Comment** – make a statement on a shared message.

**DM** – Direct Message within the Social Media service  
(instant messenger)

**Emoji** (a.k.a. Emoticon) – Picture expressions 😊

**Follow** – track a person/group on the same social media platform

**Hashtag** (#) – Keyword phrases used to describe your comment.

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## Social Media – Common Terms

**Like** – approve a message that someone else shared with an Emoji (thumbs up, thumbs down, heart, etc.)

**Meme** – A humorous image, video, piece of text, etc., which is copied to mimic something

**Post** – write a message on your account (Tweet or Share)

**Tag** – give credit to a person/group by referencing their name or share on their message board

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## Purpose of Social Media

**BRANDING**

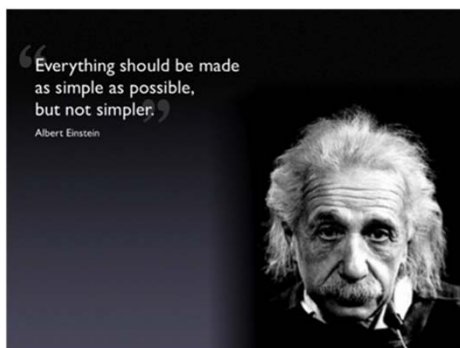
### Sharing Bright Ideas

- Share your Own Ideas
- Share Someone Else's Ideas
- Connect with Groups of Common Interest
- Activism
- Advertising & Marketing

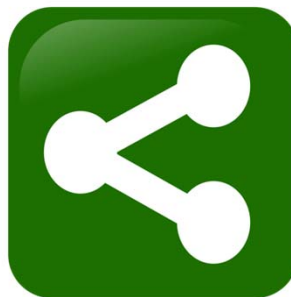
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## Uses

### Gather Information



### Share Information



### Marketing



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[www.facebook.com/InternationalCodeCouncil](http://www.facebook.com/InternationalCodeCouncil)  
[@InternationalCodeCouncil](https://www.facebook.com/InternationalCodeCouncil)

[@IntlCodeCouncil](https://twitter.com/IntlCodeCouncil) 

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Facebook, You Tube, and  
Twitter are the most popular  
Social Media Networks in the  
world Today

**ICC's most Popular Social Media  
are  
Facebook and Twitter**

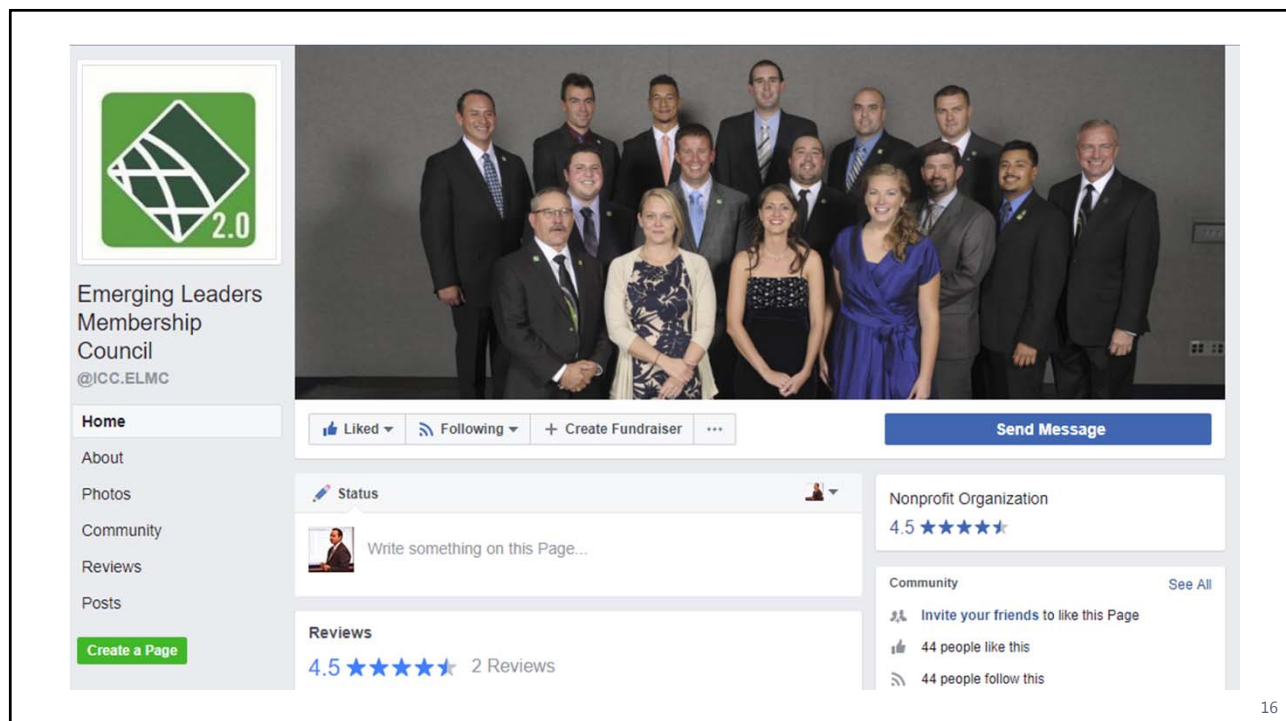
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# ICC Facebook





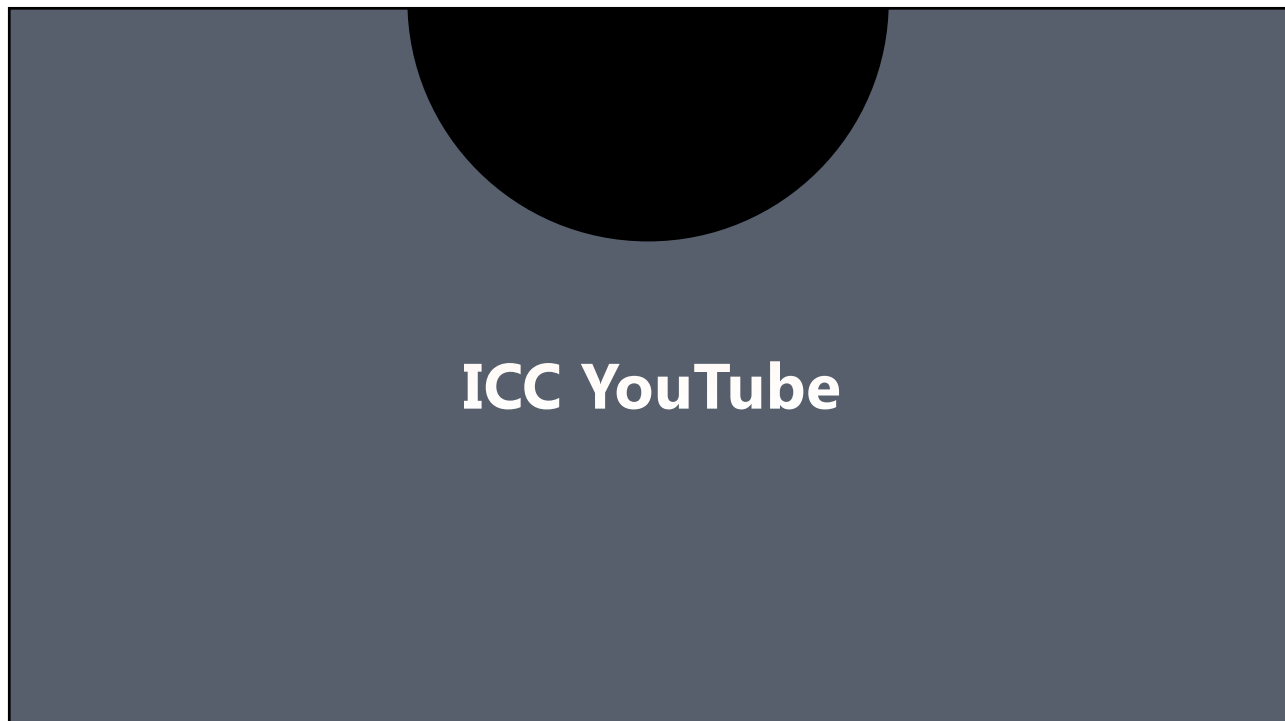
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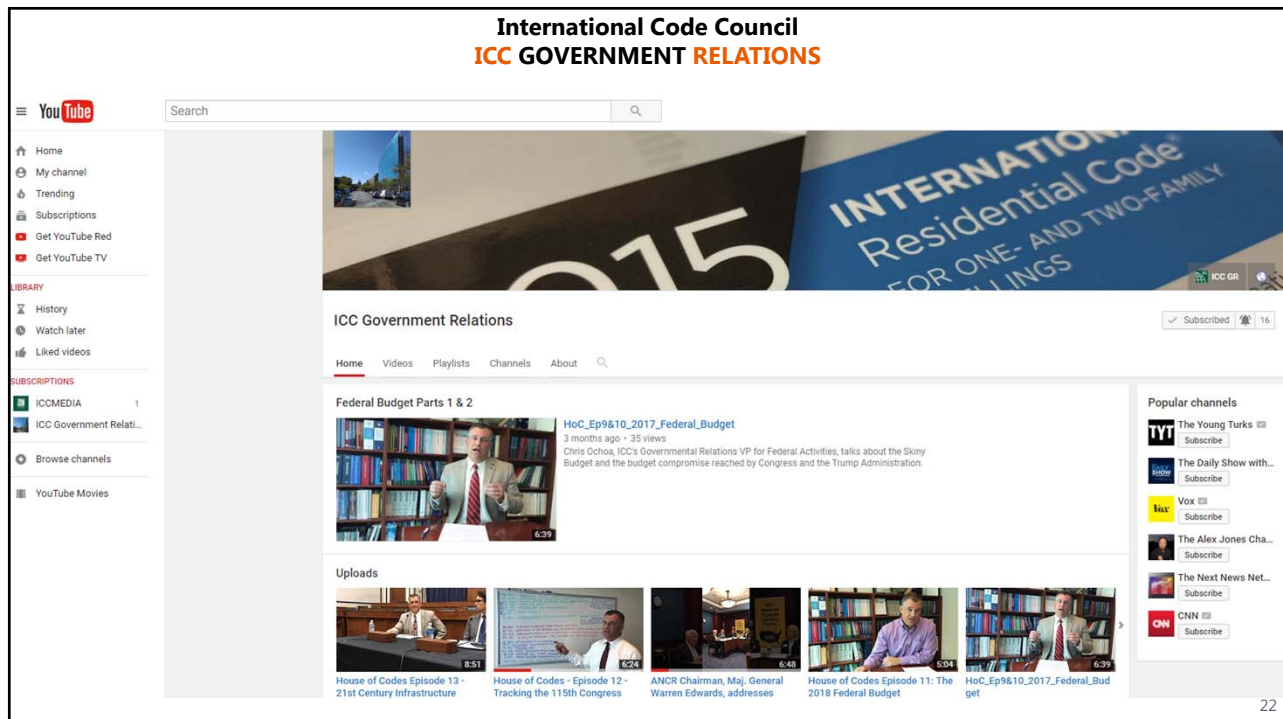


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## ICC Twitter









## Social Media Benefits & Challenges



### Benefits

- Reach a large Audience
- No distance is too far
- Time zones are irrelevant
- Control your message
- Stay in touch

### Challenges

- Cyber bullying
- Too many messages
- Voiced opinions – Direct Feedback
- Undefined purpose

## Social Media Benefits & Challenges 4 Government



### Benefits

- Ability to Influence Public Conversation
- Polling and Surveys
- Crisis Communication
- Real-time Information & News

### Challenges

- Cyber security
- Social Media Policies
- Freedom of Information Act (FOIA)
- Public Records

## Different Types of Social Media



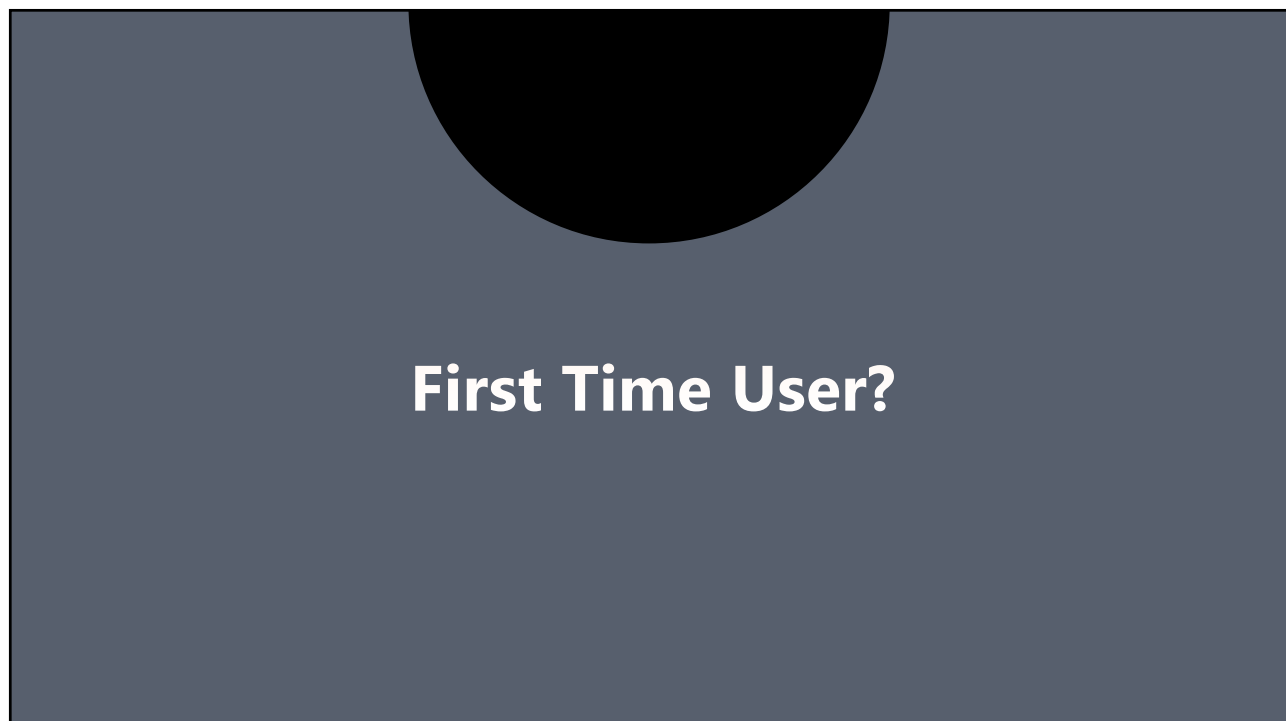
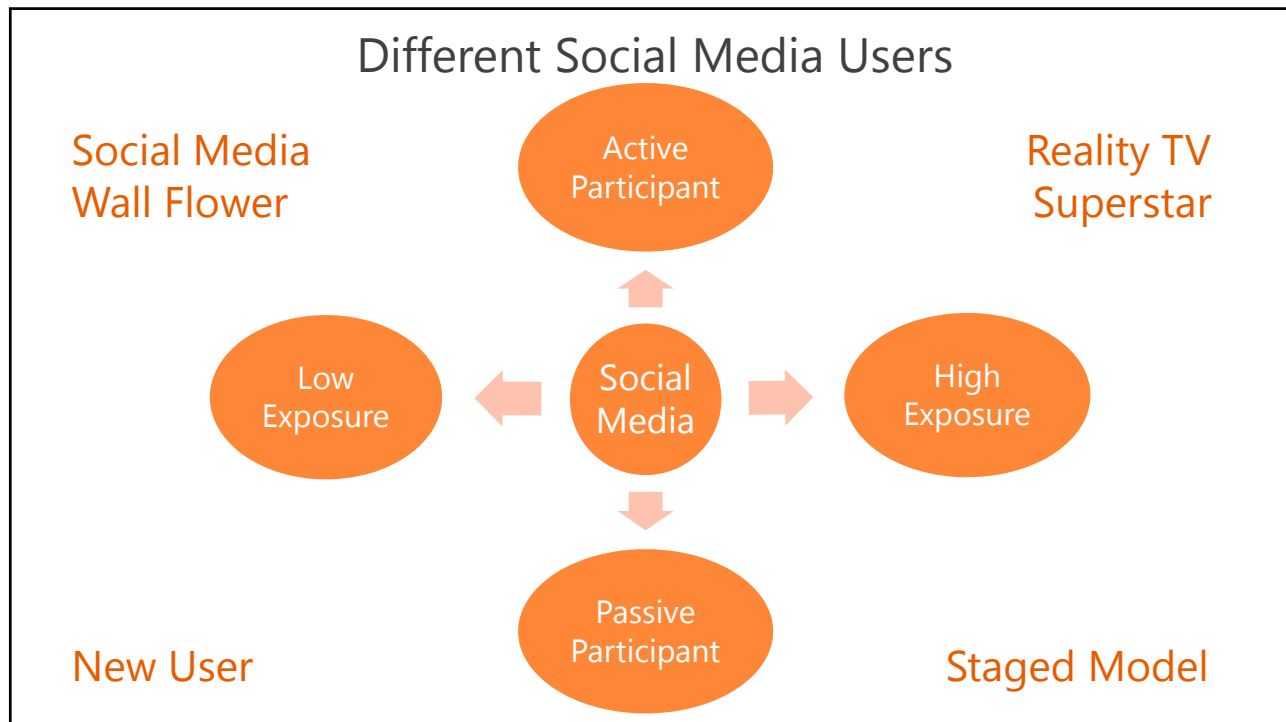
- Collaborative projects (Wikipedia).
- Blogs and microblogs (Twitter).
- Content communities (Youtube).
- Social networking sites (Facebook ).
- Virtual game worlds (World of Warcraft).
- Virtual social worlds (Second Life).



## Different Uses of Social Media



- Networking
- Information Sharing
- Information Gathering
- Enhance ideas
- Surveys
- Marketing – Market testing
- Advertising
- Online Business
- Reviews & Ratings





## How to Get Started Using Social Media?

1. Create an Account with the Social Media that suites your purpose
2. Find members in you network
3. Follow groups of interest
4. Share your thoughts via comments to get comfortable
5. Share a message of your own
6. Be consistent with the information you share.

## Future Code Officials Want to Know...



**No Wrong Answers**

What does a Code Official do?

What does it take to become a Code Official?

How did you become a Code Official?

Code Official experience tips & tricks?

What historical knowledge can you share?

Who do you follow on your social media?

What groups do you connect with on Social Media?

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How are you going to tell your story?

- Reality TV Superstar
- Staged Model
- Code Official

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each  
others  
Enjoy  
talents  
and  
be  
grateful  
for  
your  
own.



Talent within your Organization & Network



## Information Gathering & Scheduling

Share Upcoming:  
Events & Trainings  
Networking Opportunities  
Job Opportunities

Or

Tell us what you are working on!



### Connecting Social Media with Other Online Platforms



## Connecting with Your Audience

## Tips & Tricks to Social Media



## Multiple Accounts? Social Media Dashboards (Managers)

## Reoccurring Events



- Schedule Post in the Future
  - Use Images to Post
- Share, Like, and Comment
- Tag Other People/Groups
  - Friend and Follow

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Questions?

# Social Media

## A TOOL IN PROMOTING CODE OFFICIALS!

THANK YOU

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