Social Media – How Social Are You?

There’s no doubt that social media has changed the way we interact with the world, and in my opinion that’s a good thing. Almost everybody is involved in social media at some level, so the sheer number of people that you can interact with is huge. In the past you were limited to people that you knew in person, today you can contact people from all around the world which gives you the opportunity to learn from and share opinions with a far wider range of people.

The 24/7 existence that we live today places greater demand on us than ever before, and we need our communications to keep up with those demands. Social media give us instant communication via text, audio, photo, and video. It’s immediate and it’s informative.

Social media is also a great way to network. Everybody knows that networking is critical for things like finding a job. This is why we see sites like LinkedIn that are designed specifically for networking for professional reasons. Again, the advantage is that you can network with a lot more people than you would be able to if you had to do it in person.

Above all, social networking is a lot of fun. People can and do spend hours a day on social networking sites interacting with their friends. It is a good way to stay in touch and to find out what is going on their lives. There does not have to be a useful purpose for using social media, you can use it simply because you enjoy it.

With so many people using social media in their everyday lives, it is essential that we connect with our members in a way that works for them. Some may like instant messages using email and twitter, others prefer thought-provoking discussion, blogs and articles on LinkedIn or Facebook. There is something for everyone and it is my goal to ensure that we interact with our members in a way that is meaningful and effective for them.

To help me achieve this, I am looking for a volunteer to help create and manage a Social Media Strategy for the chapter. I want a creative social media addict who has a deep understanding of social media and the know-how to set up our communications via channels such as Facebook, Linkedin and Twitter.

If this sounds like you, please apply now via VRMS – ***link to be provided***