

Breaking Down Silos

Empowering Colleagues to Leverage Social Media

Samantha Read - @prettygoodread

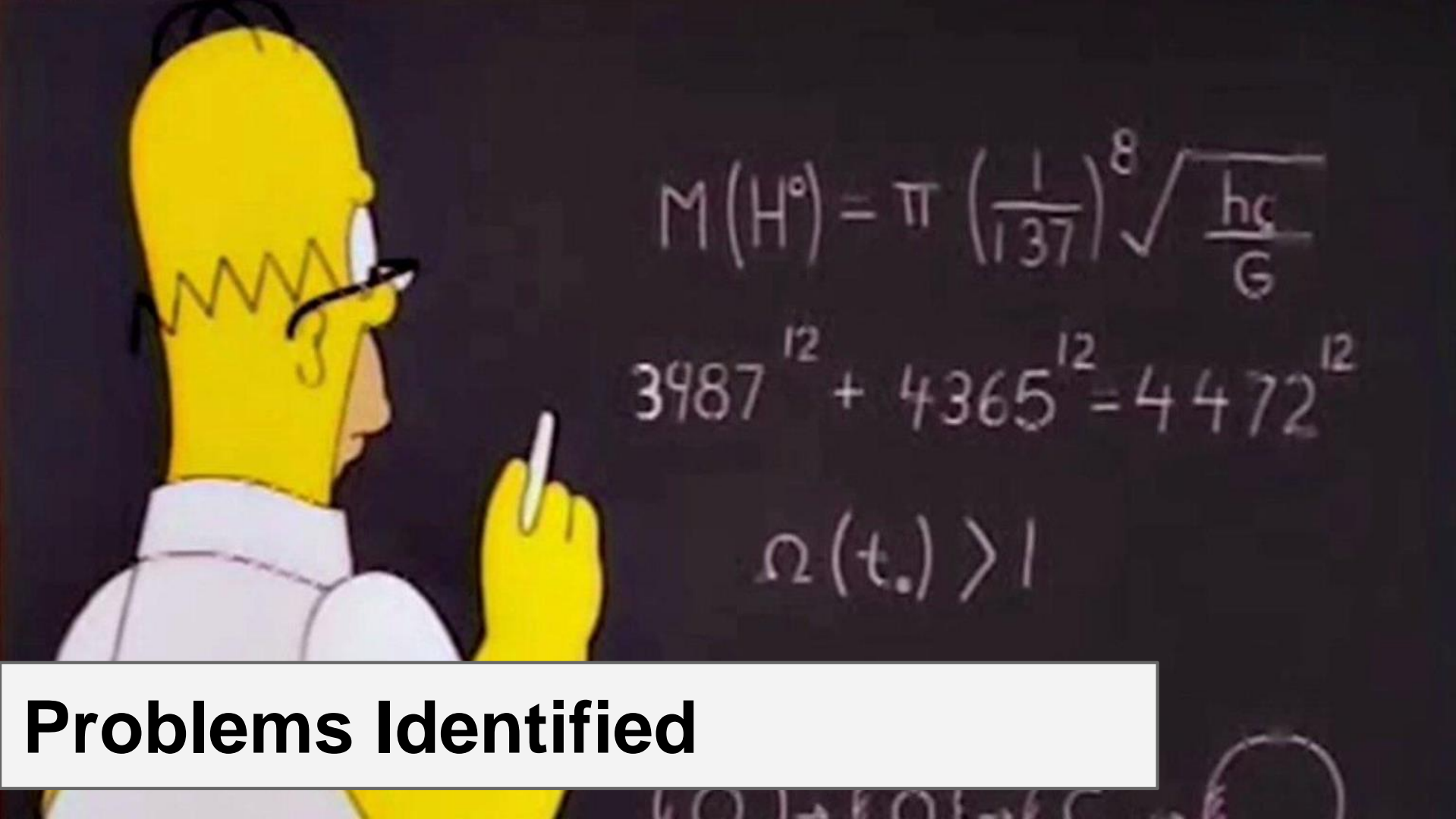
Kareem Rahaman - @Dynamyk

Things You'll Learn

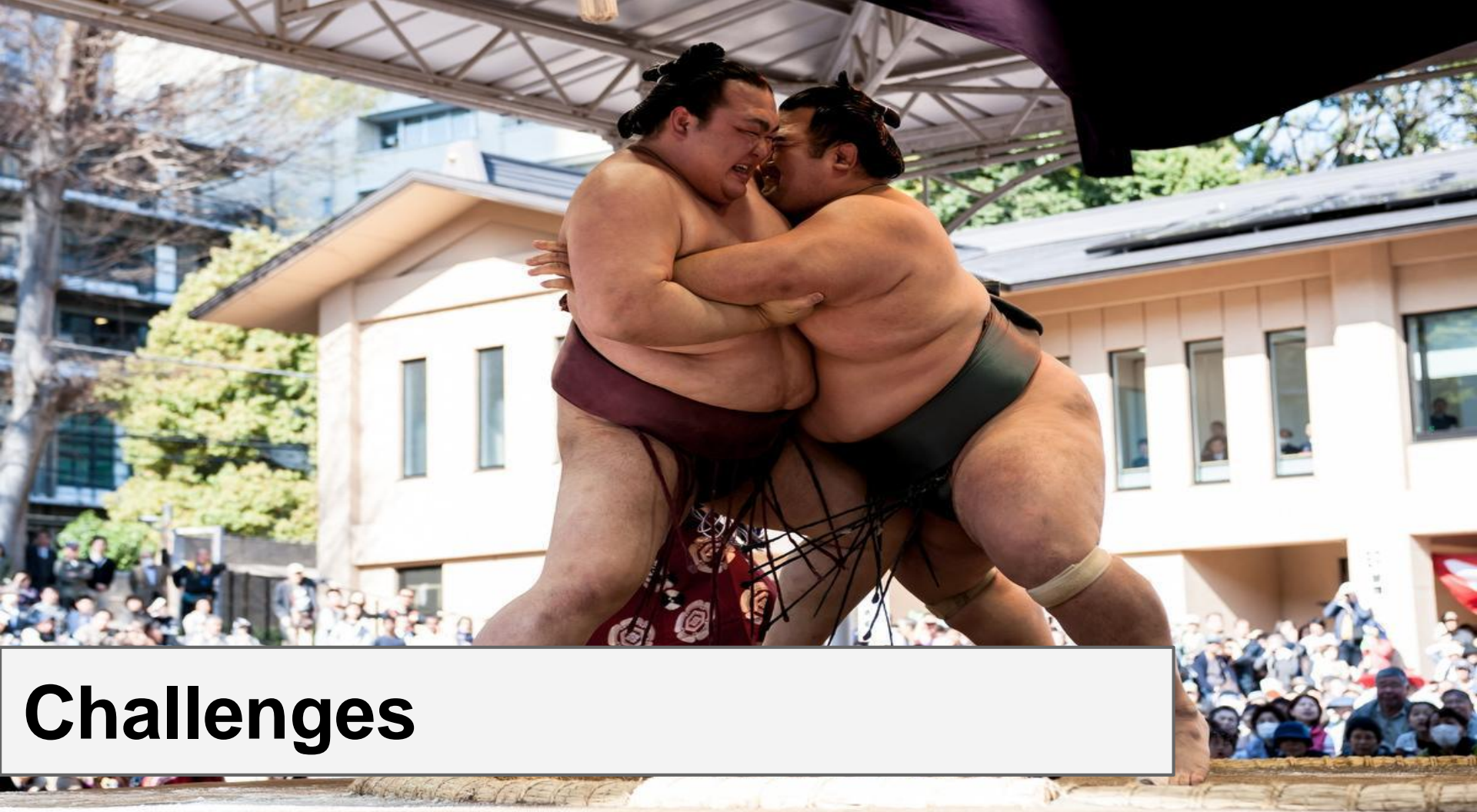
- Common challenges - You're not alone
- Strategies for setting up your training program
- How to measure it's success



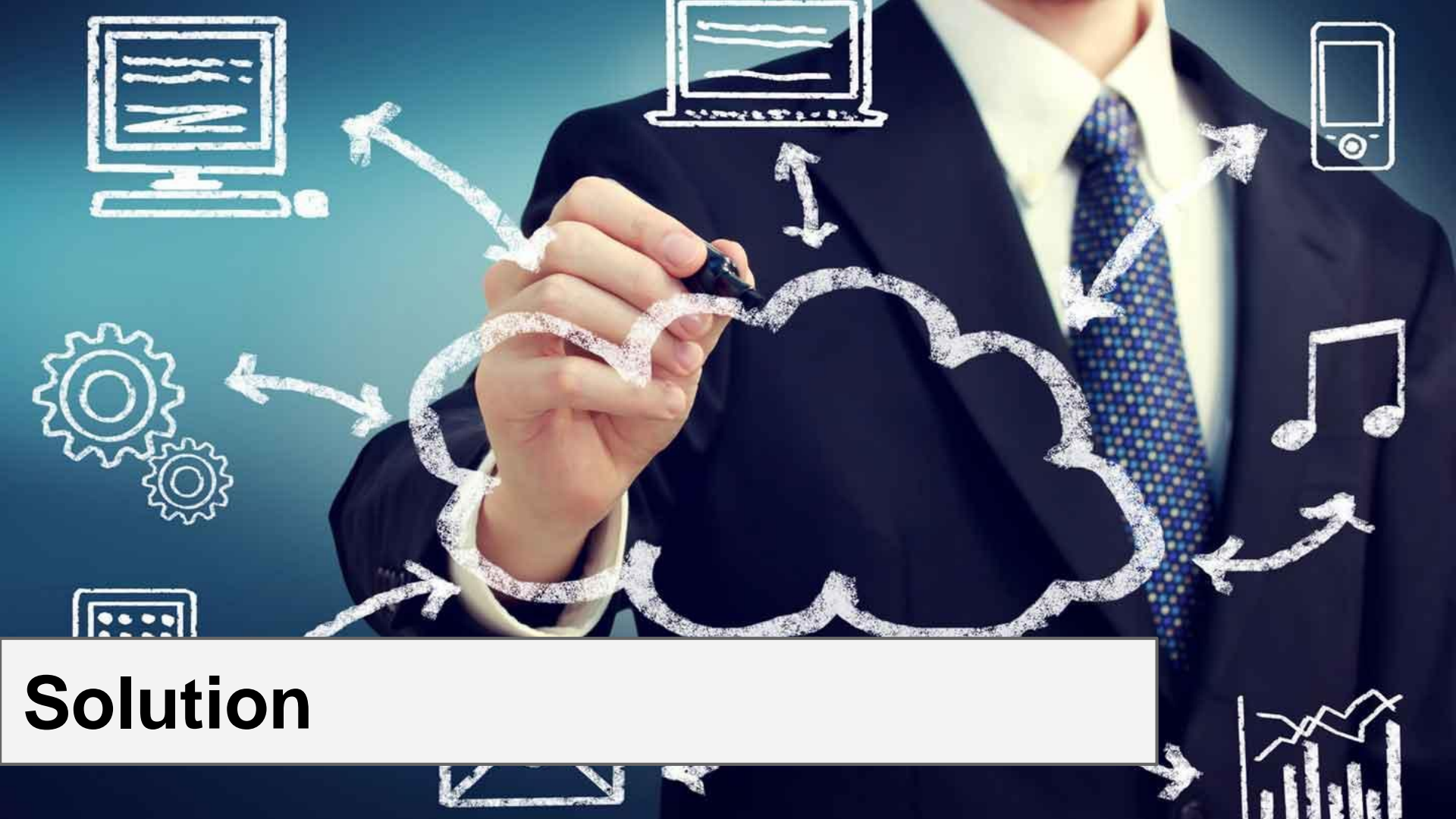
Steering Committee Established



Problems Identified



Challenges



Solution



Setting Up Your Training Program

10

Determine the Need

- 101 - Introduction to Social Media
- 201 - Introduction to Social Media Strategy
- 301 - Social Media Ecosystem
- 401 - Advanced Strategy and Analytics



Create Your Team



Marketing



Creating and Delivering the Presentation




Sample from Social Media 101

TWEET BASICS

- Like an online text message
- Limited to 140 characters

Compose new Tweet ×

Good morning, [@RyersonU...](#)

 Add photo  Add location 113  Tweet

Sample from Social Media 101

ANATOMY OF A TWEET



Ryerson University
@RyersonU

.@RyersonDMZ incubator ranked 5th
worldwide ow.ly/z0iGr #entrepreneurship

Reply Delete Favorite

... More

RETWEET

1

FAVORITES

6



Attendees



A word cloud of various academic and administrative terms. The words are arranged in a roughly circular shape, with some words being significantly larger than others. The largest words are 'Management', 'Faculty', and 'CentreScience'. Other prominent words include 'Dean's', 'School Studies', 'Business', 'Urban', 'Tourism', 'Public', 'Rogers', 'Discrimination', 'Harassment', 'Career Gallery', 'Ryerson', 'Computer Ted', 'Hospitality', 'Community', 'Entrepreneurship', 'Strategy', 'Services', 'Registrar', 'History', 'Development', 'Politics', 'Administration', 'Graduate', 'Office', 'Regional', 'Planning', and 'Research'.

Dean's
School Studies
Career Gallery Business Urban
Ryerson Harassment Tourism Public
Computer Ted Discrimination Rogers
Management Hospitality **Faculty**
Research Community
Planning **CentreScience** Entrepreneurship
Development History Registrar Services
Politics Administration Graduate
Office Regional



Follow Ups and Feedback

What We Learned

- Challenging to coordinate colleagues
- Catering to different levels of expertise
- Avoid jargon and buzzwords
- May not be effective deterrent for starting accounts
- Importance of booking large enough room

Plans



Future Planning



Thanks!

Any questions ?

You can find us at

- Samantha Read s2read@ryerson.ca
@prettygoodread
- Kareem Rahaman krahaman@ryerson.ca
@dynamyk