



5 Steps for using Social Media to Build a Business

Brought to you by the Social Technology Enabled Specialist (STEP) and Education Development Center

December 2, 2014, 2:00 Eastern



Welcome!



Agenda:

- Overview, Social Technology Enabled Professional (STEP)
- Introductions
- 5 Social Media Steps for Building a Business
- 2 Business Cases using these Steps
- Q&A

What is Social Technology Enabled Professional (STEP?)

- **Goal:** Use social media to develop a business brand and network
- **Format:** Online modules/lessons
- **Approach:** Curriculum enhancements for technician education programs
- **Social media role:** Skill building and application
- **Key tools:** Facebook, Twitter, LinkedIn, YouTube...
- **Funding:** NSF Advanced Technological Education





Social Technology Enabled Professional (STEP) Lessons

Problem-based or Self-directed

“Excellent lesson – ideal for our computer, IT and capstone courses.” Latrice Singletary, Orangeburg-Calhoun Technical College

SAMPLE LESSON & RESOURCES

Lesson: Establish a Social Media Network within your Field

Resources and useful tools:

- Workplace Performance Expectations
- Duty/Task Profile (SKA's)
- Glossary
- Step-by-Step Activities
- Activity Templates
- Instructions on Use of Social Media Tools

These lessons made possible with support from the National Science Foundation DUE - 1104220

STUDENTS, TECHNICIANS AND EDUCATORS

Technician Owned Businesses Are Growing.

Do you want to know how to use social media to develop a business brand and network?

Students: Apply your social media skills to start your own business.

Technicians: Build your online reputation, customer base and supplier network.

Educators: Use social media to promote your school, program or project.

TECHNICIAN EDUCATORS

- Have you wanted to integrate social media into your courses but do not know how?
- Do you need easy to follow instructions/tools?
- Want resources, lessons and personalized technical assistance as you start out?

BECOME A FIELD TEST SITE

Contact: Joe Ippolito
jippolito@edc.org
(216) 386-3051



Introductions

If you haven't already, please introduce yourselves in the chat room (name, role, and organization)

- Joyce Malyn-Smith, *Managing Project Director, EDC*
- Laura Nicholas, **PREFERRED TITLE HERE**
- Peter Ellis, *Creative Director, DIF Design*
- Heidi Larson, *Project Director, EDC*





5 Steps to Building your Business with Social Media

1. Research the competition
2. Plan your strategy
3. Establish your online presence
4. Manage online presence
5. Evaluate your success

Laura Case

Peter Case

Questions for Laura & Peter?



STEP Lessons

Three-versions of each lesson:

- Instructor materials
- Problem-based lesson
- Self-Directed Student

Parallel structures:

- Challenge
- Step-by-step instructions
- Suggested tools
- Assessment guidelines

The image displays three sequential screenshots of the STEP website interface, each for a different lesson. Each screenshot features a green header with the 'STEP' logo, the lesson title, and a search bar. Below the header is a navigation menu with 'HOME' and 'ABOUT STEP' (which includes 'STEP Overview', 'Guide to Reading STEP Rubrics', and 'Background of the STEP Profile').

- Lesson 1:** Social Technology Enabled Professional (STEP) Lesson 1: Using Social Media to Establish and Grow an Online Presence for Your Business. Teacher Materials.
- Lesson 2:** Social Technology Enabled Professional (STEP) Lesson 2: Establish a Social Media Network Within Your Field. Teacher Materials.
- Lesson 3:** Social Technology Enabled Professional (STEP) Lesson 3: Knowledge Sharing In Your Organization. Teacher Materials.

The Lesson 3 screenshot shows additional sections: 'INSTRUCTOR GUIDANCE' (with a welcome message and a link to a social media forum), 'LESSON OBJECTIVES' (directed at the student), and 'STEP LESSONS' (a list of activities for students).



How to Access STEP Lessons

- All registrants will receive a link to the STEP Lessons
- *Registration information for a follow-up webinar*

Thanks for joining us today!

Please complete our feedback form: [URL HERE](#)

Contact information:

- Joyce Malyn-Smith: jmsmith@edc.org
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Social Media: [Look for:](#)

- Facebook: [Social Technology Professional](#)
- Twitter: [Social Tech Pro \(@SocialTechPro\)](#)