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Social Media kw



How Social Media Can Improve Project Productivity

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CCR: Strategic & Business Management



Why is Social Media Important?

- In the US, we spend 906 million hours/month on social networks
- 74% of adults online use social media
- Community, unbiased, builds trust



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Communication Has Changed

Social media allows...

- Immediacy
- Access
- Connection
- Research



The Culture of Your Team

- Teams are using social media in personal lives
- 89% of those younger than 29
- 1-in-5 work from home at least one day/ week
- Managing virtual Zteams is a major challenge



Social Media Can Help...

- Improve communications within the team and with project stakeholders.



Social Media Can Help...

- Improve communications within the team and with project stakeholders.
- Increase team collaboration



Social Media Can Help...

- Improve communications within the team and with project stakeholders.
- Increase team collaboration
- Build community, and enhance team bonding



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- Spread the word about your project



Social Media Can Help...

- Improve communications within the team and with project stakeholders.
- Increase team collaboration
- Build community, and enhance team bonding
- Solve problems faster
- Spread the word about your project
- Create a fun work environment



The Plan for Today

1. Internal Benefits: Helps your project run more smoothly & efficiently
2. External Benefits: Spread the word about your project (marketing)
3. Added Benefits for you:
Advancing your career in
Project Management



Social Media makes Project Management Easier



Using Social Media can Improve

- Communication
- Collaboration
- Team bonding, engagement
- Efficiency (save time, minimize costs)
- Documentation of best practices



Communication

- Leads to project failure one third of the time
- Compromises the budget half the time
- Communication is the key to project success
- Traditional meetings no longer happen in the office (virtual teams, different locations)



PM Needs to Collect & Share:

- Project specs, changes, status
- Problems that arise & solutions
- Milestones & accomplishments



Use Social Media to...

- Better communicate your goals to your team
- Receive the feedback you need to manage the team
- Give everyone access to the most up to date information
- Ensure that everyone on the team is clear on assignments



Collaboration

- Timely feedback reduces project risk
- Minimize cost & maximize time
- Predisposition to using these channels works in your favor



Use Social Media to...

- Establish an open forum for discussion
- Connect parties easily, reducing costs
- Create collaboration with your stakeholders, build their confidence, and give them an emotional stake in the project.



Engagement

- PMs who don't make their team feel invested risk losing their motivation
- Studies show non-work related bantering improves morale
- Improving morale improves productivity (just as much as feeling invested in a project does)



Use Social Media to...

- Put faces to names for team members
- Connect telecommuters to the in-office team professionally & emotionally
- Allow team members to show personality, so everyone knows the people not just the colleagues



Efficiency

- Successful PMs avoid wasting time, minimize costs and look for ways to be more productive
- Teams in different areas need 24/7 access to information
- Using social tools cuts project management cost by 15-20%



Use Social Media to...

- Maintain communication with team members & stakeholders across the globe
- Deliver messages quickly, in written, video or picture format
- Facilitate constant, real time interaction
- Save money on meetings & travel



Document Best Practices

- Project efficiency improves when lessons are tracked and recorded
- Keeping a journal of problems & solutions can help with future challenges



Use Social Media to...

- Track progress and recognize achievements
- Train new hires quickly
- Encourage the team to stay updated on the project plan
- Share best practices & feedback



How to Implement a Social Media Strategy for your Project



Push vs. Pull

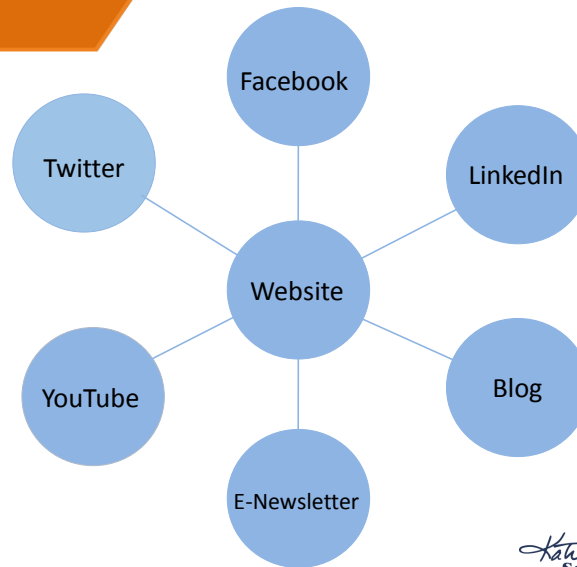


- Traditional Media
- Interrupt your audience
- Squeeze your message into programming

- Social Media
- Draw people into your business
- Create programming on your own channel



Your Website is the Hub



Tools for the Consumer

- 60% of research about a product or service takes place before interacting with the company



Tools for the Consumer

- 37% of evaluations about a company stem from conversations on social media



Social Media Strategy

- Define your audience
- Set your goals
- Choose platforms to use
- Determine brand voice & messaging
- Decide who will execute
- Identify metrics, how will you measure



Benefits for You as a Project Manager



Benefits for You:

- Networking
- Advanced knowledge pool
- Personal Branding



Have A Plan

- No winging it
- You need a strategy
- Stay organized



Start Small

- Incorporate one channel to start
- Grow when you're ready
- Consistency is key





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Be fearless. Get social.



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Thank You!

