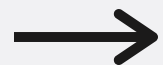


BE DIGITAL - SOCIAL MEDIA SKILLS FOR  
50+

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Live Web Conference  
A final Event of Be Digital Social Media Training

# IS BEING DIGITAL BEING SOCIAL?



A portrait of a man with a full red beard and glasses, wearing a blue sweater. He is looking directly at the camera. The background is a blurred street scene with buildings and flags.

About me

# About me

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- [ Digital ] Marketing 20+ years
- Google Certified (Search, Display, YouTube, Analytics)
- Adform Certified
- Play Hockey / Make Music



A person is holding a smartphone, with a blurred background. The phone is held in the upper right quadrant of the frame. The background is dark and out of focus, with some light-colored shapes visible. A bright, circular light source is visible in the lower right background.

## ***Is being digital being social?***

Reflection & thoughts from a trainer about  
the  
seminar, participants & conversation in class



# Social Media

**Technology facilitating connections,  
user driven creation or sharing of  
information and content**

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"Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks" [Wikipedia]





**We are more *connected* to  
each other than ever before  
but...**



A photograph showing two individuals from the chest down. The person on the left is wearing a brown jacket and a black wristband, holding a red smartphone with both hands. The person on the right is wearing a white shirt and a brown scarf, holding a black smartphone with both hands. The background is slightly blurred, suggesting an indoor setting with a window.

**Being connected does not  
necessarily *facilitate*  
connection**

## Participant's use of Social Media

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Social Media is an unknown territory to many even if they have been and currently are using some of the most popular Social Media Platforms

- Consuming content
- Source of information
- Sharing content
- Chatting
- Workplace Groups
- Promoting businesses
- Other



## Quotes from Participants

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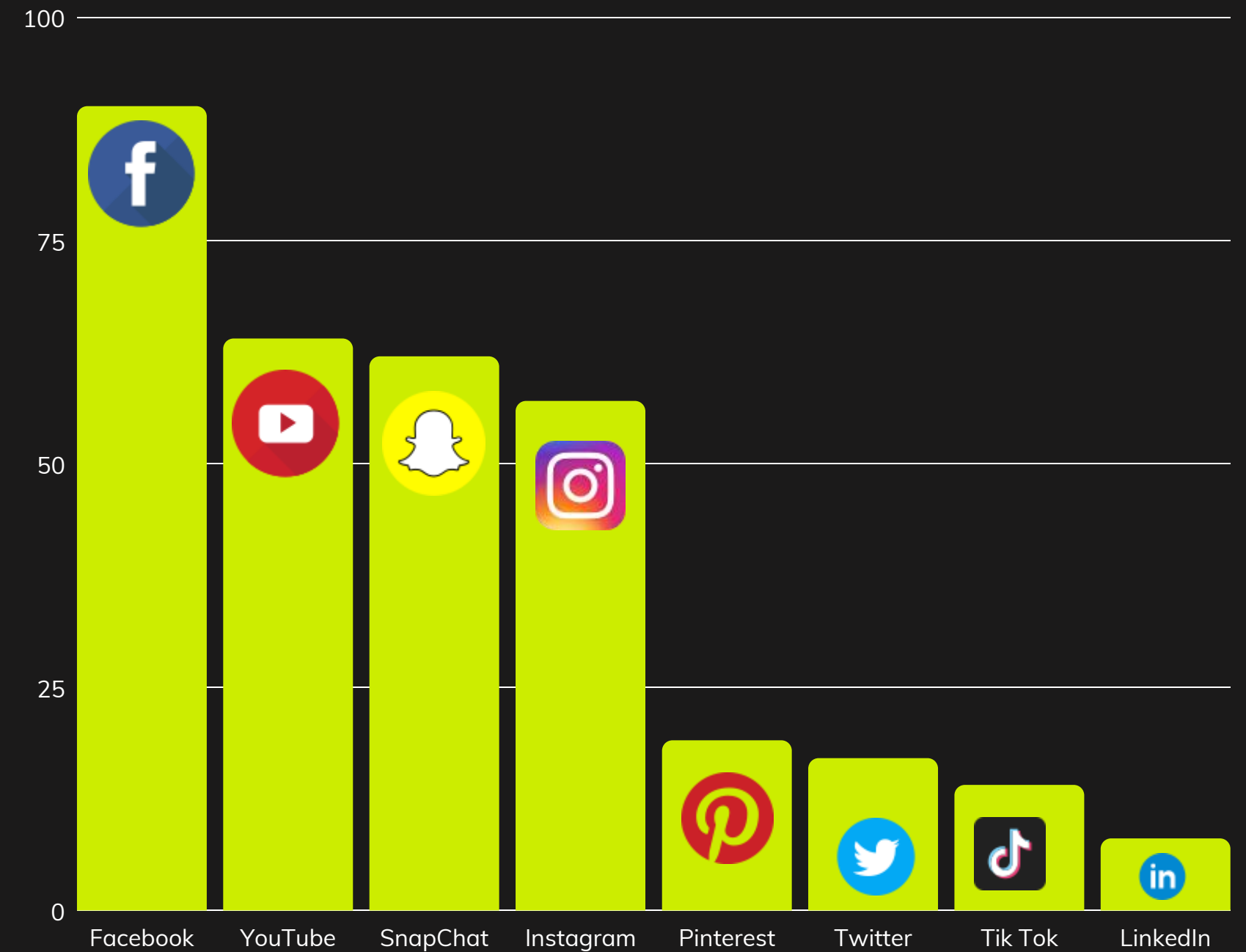
- It's fast
- It's cluttered
- It's direct
- It's unfiltered
- It's confusing
- It's personal
- It's impersonal
- It's good and it's
- Saves time
- Is a waste of time
- It's not secure!



Usage

# Most popular

Social Media Usage in Ireland.





A photograph showing two people from the chest down, holding and using smartphones. The person on the left is wearing a brown jacket and a black wristband. The person on the right is wearing a white shirt and a brown scarf. The background is slightly blurred, suggesting an indoor setting with a window.

**Re-think how we talk about  
and teach Social Media  
usage, It's *purpose &  
benefits***

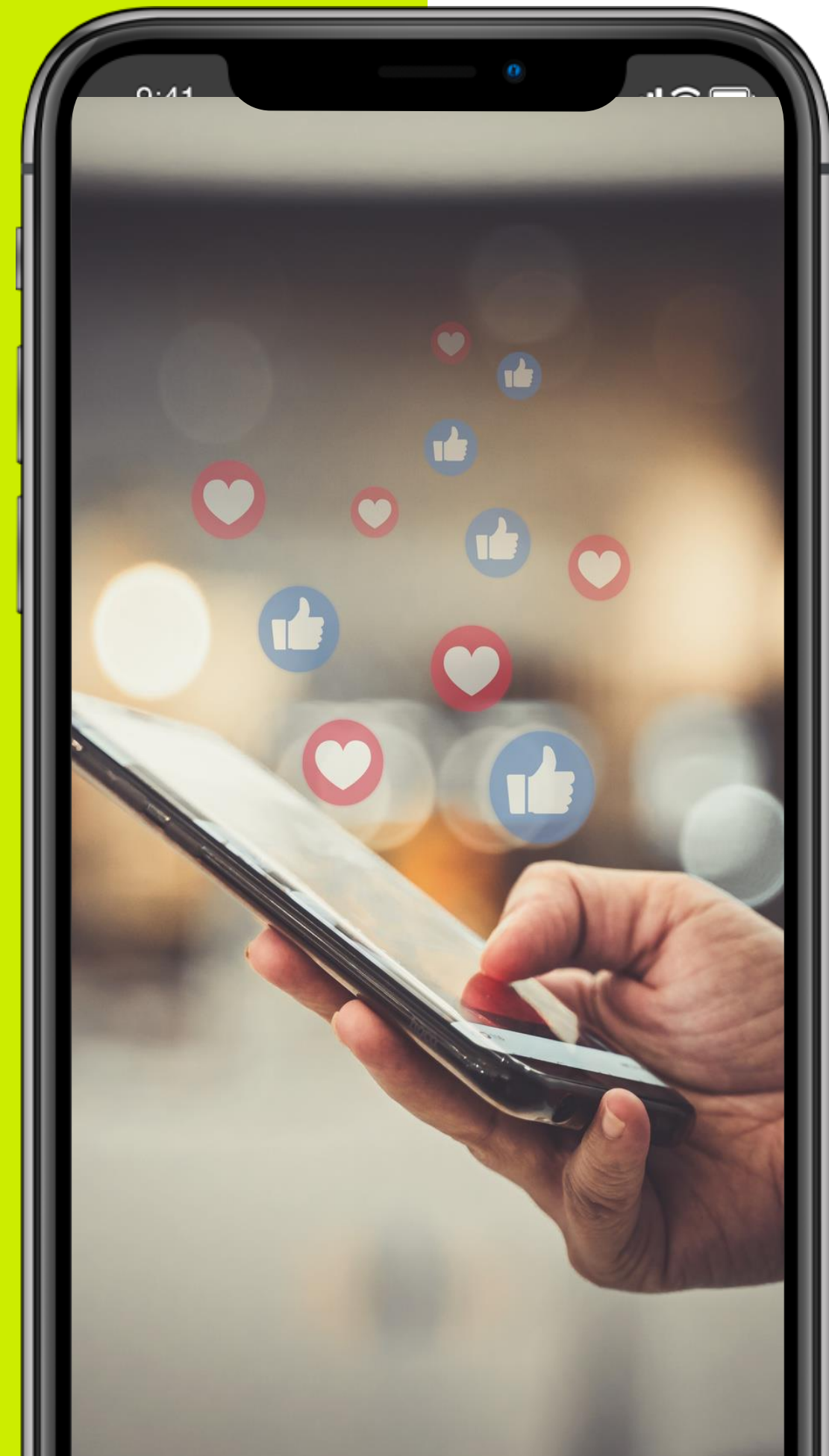
# Usage

**The fact that a lot of people are on Social Media, does not imply that everyone needs to be on every Social Media Platform out there.**

**Stop implying that if someone is not on Social Media, they're missing out on something.**

**Be responsible when talking about social media - the good, the bad and the ugly.**

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# Organisational

Facilitating and reinforcing  
communication, vision and ideas  
within organizations.

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# Personal

A personal space in which we are in  
control of

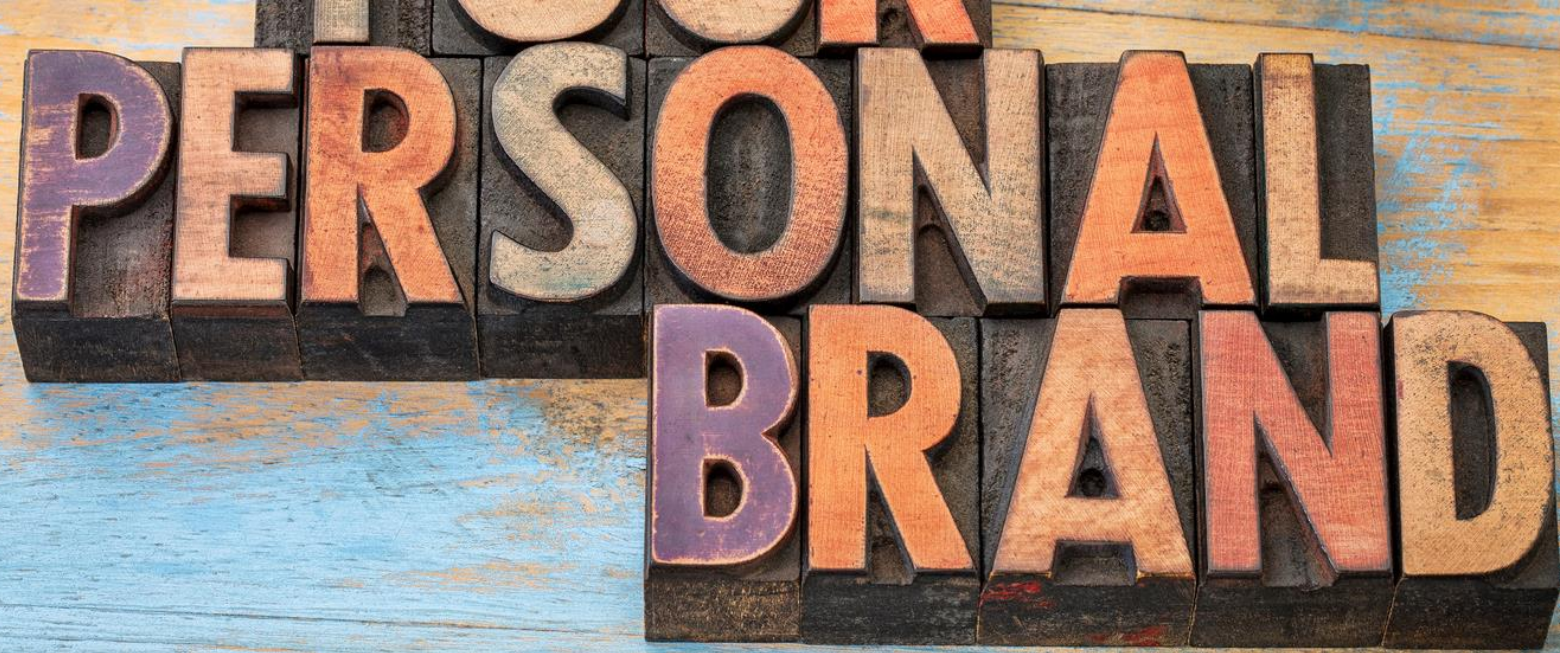
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# Promotional

Social Media as a Marketing  
platform for businesses

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***Unclear boundaries***

The words "PERSONAL BRAND" are constructed from various wooden blocks of different sizes and colors (including shades of orange, brown, and purple) arranged on a light blue, distressed wooden surface.

**PERSONAL  
BRAND**

Should we view ourselves  
as a *personal* brand on  
Social Media?

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Advertising on Social  
Media is not Social Media  
Marketing

---





Being digital does not  
automatically result in  
*being social*

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Being digital is often more  
often about branding  
ourselves digitally

---

# PERSONAL BRANDING







# The dark side

## Social Media Usage and Well being

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- Links between Social Media Use and Depression and Anxiety Symptoms [1] [2]
- Some studies conclude that there is in fact a causal link between the use of social media and negative effects on well-being [3]
- Limiting Social Media Decreases Loneliness and Depression [4]





# Afterthoughts

## ● Social Media is a choice

You have a choice and you don't have to be everywhere!

## ● Privacy

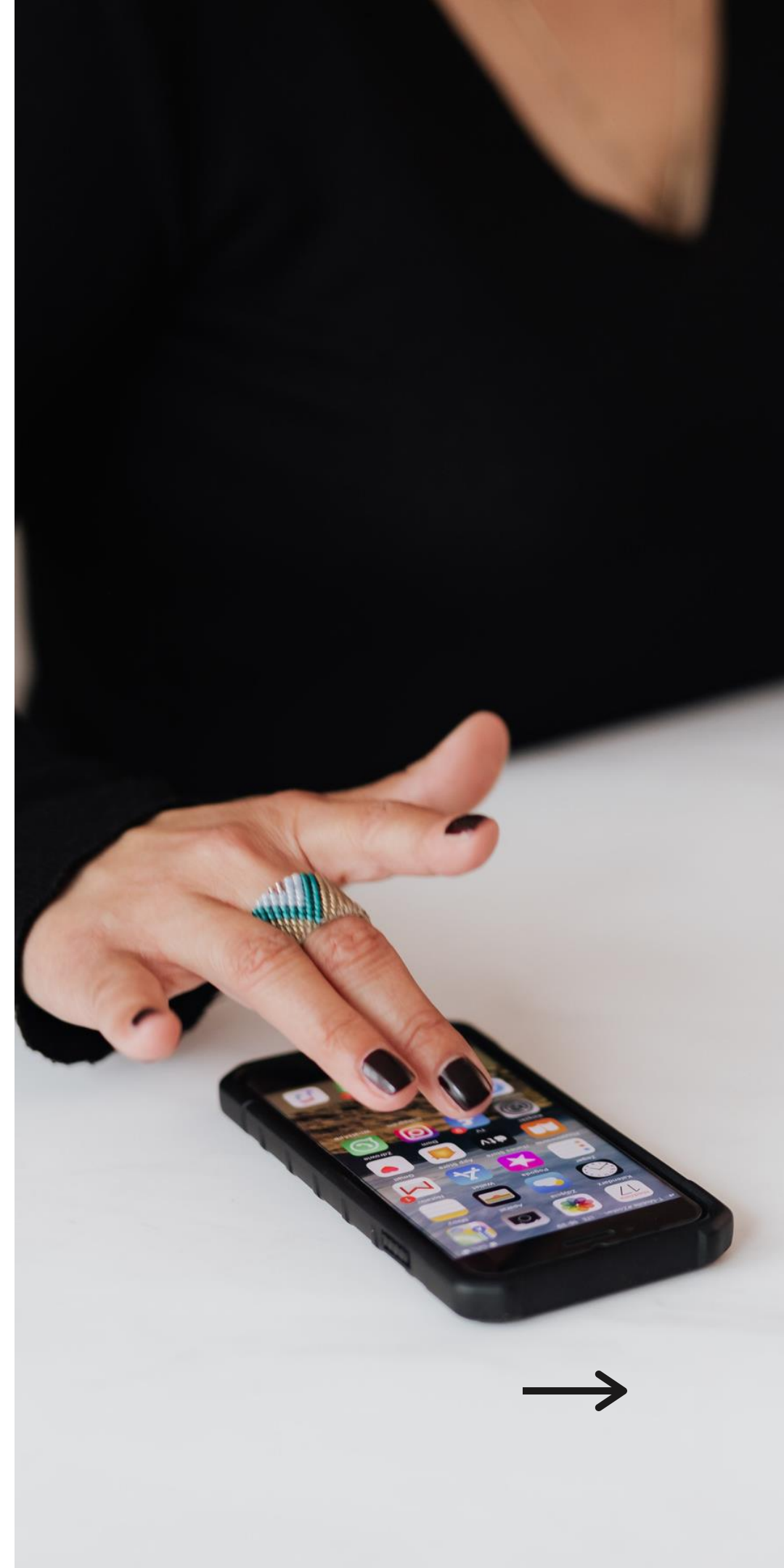
How to use Social Media securely and what does that mean

## ● Selective usages

We don't need to be everywhere doing everything

## ● Whats it for?

What is the purpose of using Social Media in general and are there boundaries between personal usage and professional usage - Who we are as a people and the brand we're creating online



Thank You



# Contact

## E-mail

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## Web

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