Learning Occupation: The Social Technology Enabled Professional builds, maintains, manages and leverages online social networks to engage with customers, business partners, employees and key influencers with the goal of building organizational success.

### Duties

**CONDUCT RESEARCH**

1A. Consults with communications or marketing colleagues.
1B. Identifies target market.
1C. Determines value of social media to organization.
1D. Evaluates social network platforms.
1E. Evaluates new methods, tools and devices (technologies).
1F. Determines required skill set and resources to implement strategy.
1G. Analyzes social networking activities of competitors/ influencers.
1H. Identifies applicable legal and regulatory policies.
1I. Adopts best practices in social media deployment.
1J. Assesses hard costs for implementing social networking strategy.

**CREATE A SOCIAL NETWORKING STRATEGY**

2A. Defines goals and objectives of social media strategy.
2B. Creates strategies to support the organizational goals and objectives (e.g. business plan).
2C. Defines success metrics aligned to organizational objectives.
2D. Determines content tactics to achieve social network strategy objectives.
2E. Aligns social networking strategy to business/ marketing strategy.
2F. Defines social media policy, guidelines and procedures.
2G. Incorporates key messages to promote business.
2H. Creates budget to support strategy.
2I. Allocates resources, staff, etc.

**ESTABLISH AN ONLINE PRESENCE**

3A. Ensures professional persona supports organizational objectives.
3B. Sets up accounts on selected social network platforms.
3C. Ensures consistent visual and key message branding across platforms (style guide...).
3D. Enables users to share content across platforms.
3E. Links accounts to each other, to the website, and email signatures.
3F. Establishes initial voice (i.e. subject matter expertise).
3G. Promotes social accounts across all media and platforms.
3H. Posts relevant content to social networks.
3I. Invites others to engage with online presence.
3J. 3K. 3L.

**CREATE CONTENT TO ENGAGE COMMUNITY**

4A. Establishes editorial calendar.
4B. Monitors industry news for topical content.
4C. Crafts content that supports organizational functions.
4D. Solicits content from internal/external sources.
4E. Creates content meaningful to audience and consistent with organizational brand and voice.
4F. Produces compelling content using relevant media (text, audio, video...).
4G. Assigns tags and key words to content to optimize discoverability.
4H. Syndicates content across social platforms and existing markets.
4I. Requests content contributions from online community.
4J. 4K.

**MANAGE ONLINE PRESENCE**

5A. Collects social analytic data.
5B. Analyzes social analytic data.
5C. Refines social strategy based on established metrics.
5D. Refines the profile based on experience.
5E. Monitors personal and professional brand mentions.
5F. Engages in online reputation management.
5G. Optimizes size and quality of online community to achieve organizational goals.
5H. Manages online community (don’t feed the trolls).
5I. Responds (to both positive and negative comments) to community in a timely fashion and constructive manner.
5J. Creates new communities in response to needs.
5K. Utilizes new and emerging technologies and platforms.
5L. Integrates social networking into core organizational processes (e.g. sales, customer support, HR, fund raising...).

**ENGAGE IN PROFESSIONAL DEVELOPMENT/ONGOING LEARNING**

6A. Seeks out mentors.
6B. Stays current on emerging technologies.
6C. Attends relevant conferences.
6D. Maintains professional online C.V.
6E. Maintains professional library.
6F. Participates in professional organizations.
6G. Mentors others.
6H. Engages in cross discipline training.
6I. Articulates value of social networking activities to other departments/ functions of the organization.
6J. Articulates a changing role in supporting organizational goals.
Skills and Knowledge

Skills in:
- Analytical thinking
- Basic customer service
- Basic HTML/CSS (cascading style sheets)
- Building links
- Computer usage
- Conflict resolution (online/off-line)
- Creating a budget/budgeting
- Interpersonal communication (offline/online)
- Keyboarding
- Language Arts (reading, writing)
- Organizational development
- Research (online/off-line)
- Sales
- SEO/Search Engine Optimization
- Simple graphic design
- Strategic thinking
- Time management
- Troubleshooting

Knowledge of:
- Computers
- Copyright law (Digital Millennium Copyright Act)
- Corporate culture, goals, brand, etc.
- Customer needs and wants
- Data security
- Desktop publishing (Word, Rich Text Editor, WYSIWYG)
- Dynamics of changing technologies
- Importance and value of social media networking
- Internet and computer industry
- Internet search strategies
- Marketing
- Online etiquette and best practices
- Organization and design of content
- Platforms (e.g. mobile)
- Privacy guidelines/disciplines
- Proper use of audio
- Proper use of video
- Social analytics and their application
- Social tools and trends

Worker Behaviors

A Social Technology Enabled Professional is...

A life-long learner
- Able to balance social and technical primary work duties with social business activities
- Able to learn from mistakes
- Able to solve problems
- An innovative thinker
- Collaborative
- Comfortable with new technology
- Comfortable with the social media culture (e.g. transparency, openness, authenticity)
- Open to new ideas and trends
- Organized/detail oriented
- Passionate about new tools and technology
- Respectful of others
- Respectful of privacy
- Self-directed
- Sociable (in person)
- Time following-up with online community
- Willing to experiment
- Willing to mentor others
- Willing to seek assistance
- Willing to take risks

Future Trends/Concerns

Lack of standards for maintaining privacy
- Ongoing concerns over the balance between privacy and information sharing
- Intellectual property issues related to information published on social networking sites
- Effect of platform obsolescence on existing organizational strategies
- Effect of increased move to cloud environment could affect privacy and ownership
- Increased mobile computing leading to 100% accessibility
- Increase in location services allows more applications to locate mobile device users
- Ongoing growth in new industries and new jobs
- Lack of Bandwidth restricting speed that content/data can be uploaded and downloaded
- Increasing number of providers placing caps on free data
- Defending oneself against anonymous, libelous postings
- Effect of increased user of review sites on business sales/ability to control brand
- Increased use of online video positively affects search engine results
- Growing necessity to incorporate multiple types of media to improve business search results
- New criteria created by Google making it difficult to organize content for search
- E-commerce replacing square footage of retail outlets and distribution of products
- Effect of social couponing on hyperlocal advertising
- Increased pressure to remain abreast of new technology

Profile of a Social Technology Enabled Professional

Peter Ellis
DF Design
Springfield, Massachusetts
Tish Grier
TishGrier.com
Easthampton, Massachusetts
Carol Hart
The Wiring Whiz
Enfield, Connecticut
Jason Kluk-Babar
Creative Green Marketing
Westerville, Ohio
Laura Nicholas
IBM Global Services
Berwyn, Pennsylvania
Gordon Snyder
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Springfield, Massachusetts
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DACUM Panel

Joseph Ippolito
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Joyce Malyn-Smith, Ed. D.
Education Development Center
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DACUM Facilitators

Copyright Education Development Center

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