

**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	Tasks											
1.	<b>CONDUCT RESEARCH</b>	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.	1K.	1L..
2.	<b>CREATE A SOCIAL NETWORKING STRATEGY</b>	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.			1M..
3.	<b>ESTABLISH AN ONLINE PRESENCE</b>	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.
4.	<b>CREATE CONTENT TO ENGAGE COMMUNITY</b>	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.	
5.	<b>MANAGE ONLINE PRESENCE</b>	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...)
6.	<b>ENGAGE IN PROFESSIONAL DEVELOPMENT/ ON-GOING LEARNING</b>	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.	6K.	

# Profile of a Social Technology Enabled Professional

## 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  
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

## Equipment/tools/supplies

### Social networking

(e.g. Facebook, MySpace, LinkedIn, Google+, Ning)

### Private social networking (enterprise social platforms)

(e.g. Microsoft Sharepoint, Yammer, IBM Lotus Connections,  
Adobe Connect, Basecamp, Jive, SocialCast, Chatter, NewsGator)

### Blogging

(e.g. Blogger, Typepad, Wordpress)

### Microblogging

(e.g. Twitter, Tumblr)

### Media sharing

**Video** (e.g. YouTube, Vimeo)

**Audio** (e.g. Soundcloud, Audioboo, iTunes)

**Photos** (e.g. Flickr, Instagram, DeviantART, Posterous)

**Documents** (e.g. google docs, slide share, Issuu)

**Multimedia** (e.g. Tumblr, Posterous)

### News/ Bookmarking/ Content Aggregators/ RSS Feeds

(e.g. Delicious, Digg, Stumbleupon, Quora, Reddit, Slashdot,  
Feedburner, Technorati, Google Alerts, Google Reader)

### Desktop productivity tools

(e.g. Tweetdeck, Hootsuite, Evernote)

### Social Q & A/ Customer reviews/ Forums/ Survey

(e.g. Answers.com, Yahoo Answers, Quora, Zaga, Yelp, Angies  
List, Survey Monkey, Doodle)

### Geo Location

(e.g. FourSquare, Oink)

### Social living/ E Commerce

(e.g. Living Social, Groupon, Meetup.com, EBay, Etsy, Virb,  
Cafepress)

### Livecasting/ Online conferencing

(e.g. WebMeeting, GoToMeeting, Skype, UStream.tv, QIK.com,  
Livestream.com)

### Email campaigns/ Marketing

(e.g. MailChimp, Constant Contact, Vertical Response)

### Social media monitoring/ Analytics

(e.g. Radian6, Google analytics, Klout, Grader.com)

### Wikis

(e.g. PBWorks, MediaWiki, Wikispaces, SocialText, WetPaint)

## 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 multitask  
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)  
Timely following-up with online community  
Willing to experiment  
Willing to mentor others  
Willing to seek assistance  
Willing to take risks  
Future trends/ concerns strategies

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 customer use 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

## DACUM Panel

Peter Ellis  
DIF Design  
Springfield, Massachusetts

Tish Grier  
TishGrier.com  
Easthampton, Massachusetts

Carol Hart  
The Wiring Whiz  
Enfield, Connecticut

Jason Kluk-Barany  
Creative Green Marketing  
Westerville, Ohio

Laura Nicholas  
IBM Global Services  
Berwyn, Pennsylvania

Gordon Snyder  
Springfield Technical Community College  
Springfield, Massachusetts

Tad Staley  
Scrybe, Inc.  
San Francisco, California

David Sweeney  
Viz-bang!  
Agawam, Massachusetts

Jason Turcotte  
Turcotte Data and Design  
Easthampton, Massachusetts

Michael Quassaunee  
Brookdale Community College  
Lincroft, New Jersey

## DACUM Facilitators

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Joyce Malyn-Smith, Ed. D.  
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