Thought Starters:
Develop allies
Setup listening posts
Engage legions of caring peers
Build your sustainability network
Embrace social media

What is Social Media?

Any tool or service that uses Internet to **facilitate conversations**

Words, pictures, video, audio, **experiences**, observations, opinions, **news and insights**

Connections and collaborations between friends, peers, and influencers

The **redistribution** of influence

An **opportunity** and **privilege**

- *Brian Solis, "Engage!"*

Why social?

- "Empowering employees with social media **improves customer relationships** and **grows revenue**"

  – Brian Solis

- Social media will **make your employees better** at their jobs: representing a 20-25% **increase in efficiency** in email, info tracking and collaborating activities

  - Harvard Business Review

- "Social media can help companies **communicate** within their own employee bases, **connect** with interested customers, and **cultivate** other stakeholders as never before."

  - Cheryl & Mark Burgess *The Social Employee: How Great Companies Make Social Media Work*

Decoding green Twitter: Secrets for online sustainability success

"Those of us working in sustainability know one thing for sure: We can't do this work alone. The mission is too critical and the timeline too short.

Cross-sector, cross-industry and cross-cultural connecting and collaborating have to speed the path for business sustainability, because business may be our only hope to get the job done. And it could be your individual prerogative as a sustainability leader — even more than your corporate affiliation — that helps you best mobilize support and join the march."

Decoding green Twitter: Secrets for online sustainability success

"for thought leadership development purposes, the platform is best used for listening to and learning from others, sharing your own thoughts and making connections that can contribute to the business sustainability movement. Nurturing a supportive learning network in this way creates an environment ripe for next generation thinking and innovating.

Online participation should be considered a powerful way by which individual professionals from varied organizations (private sector, NGO or otherwise) can engage with one another, build trust and develop thought leadership skills together."

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Decoding green Twitter: Secrets for online sustainability success

"For those of us who have made caring about sustainability our life's work, leveraging the power of authentic Twitter engagement makes so much sense.

If we each make the effort to cheer on others and share what we can, our individual commitment will help grow a larger collective of innovative sustainability thinking. The personal and professional rewards of the community involvement are incredible. The movement scale impact has the potential to be immeasurable."

Full article at http://www.greenbiz.com/article/crowd-scale-impact-individual-twitter-practice

Tips for getting started

Twitter

- Find out who else from your company is on and follow them. Retweet them when appropriate to encourage their efforts (so they will yours)
- Look for influencers in places like the Sustainability Twitterati list, also in your chosen field of interest
- Use hashtags to follow key topics, events and orgs of interest (#GrnBz, #Climateweek, #Climate, #Sustainability, …)
- Start by listening and following. Retweet and Favorite tweets you want to amplify. Reply to tweets to engage the author as appropriate. Share articles you found interesting. Then start with original thoughts and tweets.

Tips for getting started

LinkedIn
- Have a good, complete profile
- Find out who else from your company is on and invite them to connect
- Look for influencers and follow them
- Search for people by keywords and connect as appropriate
- Look for groups of interest, follow/connect with key participants, start contributing/engaging
- Rinse and repeat. Make it a habit.

Conclusion:

- Your ability to influence is significantly tied to your reach and credibility in your organization
- You earn that by developing and managing your personal brand
- Building connections inside and outside of your org is critical to stay in touch with GC, to learn new things, and to scale your influence