

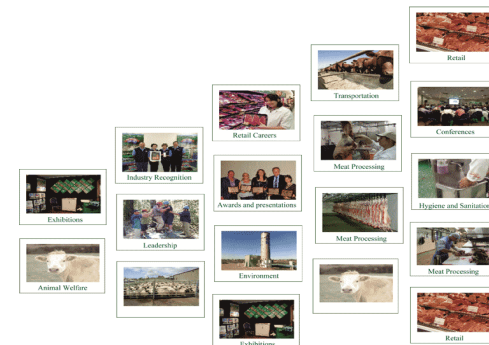


# MINTRAC

NATIONAL MEAT INDUSTRY TRAINING ADVISORY COUNCIL LIMITED

## Social media and training

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*Providing highly-valued education and training products and services to the Australian meat industry*

# Overview

- Social media – what is it?
- How are students using social media?
- How can trainers use social media?
- What to be careful of when using social media and apps in a professional setting
- Social media policy
- Examples of social media



# Social media – what is it?

- Social media is huge and diverse - it is made up of websites and applications (apps) which allow their users to create and share content
- Becoming more and more commonplace and acceptable (and even expected) for use by businesses
- Types of social media:
  - Social networking sites – Facebook, LinkedIn, Google+
  - Video and photo sharing sites – Instagram, YouTube
  - Corporate tools – Sharepoint, Yammer
  - Blogs, forums and discussion groups
  - Podcasting sites
  - Gaming platforms

# How are students using it?

- 24/7 – some may argue they are addicted!
- Mainly on phones and tablets
- Everything is recorded and shared – meals, conversations, experiences (good and bad)
- Not just ‘millennials’
- Product research – people expect more information at the tips of their fingers about the business before buying a product or service
- Collaboration in studies – e.g. Google Docs
- Advice – forums and comments

# How can trainers use it?

- Marketing tool
- Building meaningful relationships with students
- Share ideas and information, quickly and with the click of a button
- Injecting fun and interest into the course
- Professional development – Linked In, webinars, blogs
- Assessments – group participation can be monitored fairly easily
- Good judgement and a degree of caution is required

# Caution!

- Social media use does have implications:
  - Privacy
  - Copyright infringement
  - Bullying and harassment
  - Risk to organisational reputation and brand – what happens if a complaint goes viral?
  - Risk to personal reputation
  - Switching off is important too – social media can become 24/7
  - Personal safety and security – e.g. identity theft

# Social media scandal

- Example – Playboy model Dani Mathers convicted in a Snapchat body shaming case
  - She posted a photo of a woman in the gym shower to her Snapchat account, the photo went viral – invasion of privacy
  - Sentenced to community service
  - Huge media scandal – impacted on career, banned from gym, criminal conviction



# Social media policy

- A social media policy is **essential**
- Many organisations will already have one – if not, it should be a priority
  - *Even if you have one, have you checked it is current?*
- An internet search brings up hundreds of examples and templates
- Some organisations are hiring Social Media Managers – skilled experts who understand how to use it and the implications



# Social media policy

- It should include:
  - Expectations for the organisation's official account – e.g. what can be posted, who can access, how to respond to any complaints
  - Expectations of staff
  - Expectations of students
  - Information that must not be accessed or shared
  - Behaviour that could be considered offensive
  - Consequences of any breaches

# Social media examples



- Social networking sites – Facebook, Twitter, LinkedIn, Google+
  - Organisations can have pages and control what goes on and who can comment
  - Managing the privacy settings are essential – don't just trust the default settings
  - Trainers can set up groups where students can collaborate and exchange ideas – see who is engaging and who is not
  - Generally free to use, so cost is not an issue
  - Posting meaningful content and regular engagement is important

# Social media examples



- Video and photo sharing sites – Instagram, YouTube
  - Create and upload content about your company and services
  - Many students are visual learners or may have LLN needs – videos are great for this
  - Making learning engaging and fun
  - Record and upload presentation and lectures
- Corporate tools – Sharepoint, Yammer
  - Create internal networks for colleagues to communicate and collaborate
  - Access information and documents wherever you are



# Social media examples

- Blogs, forums and discussion groups
  - Creating forums for groups of students to interact
  - Monitor for common topics students struggle with
  - Feedback on trainer performance
- Podcasting sites
  - Record presentations and lectures as audio
  - Professional development
- Games
  - Engaging students who struggle with LLN in innovative ways, e.g. Words With Friends

# Social media examples

- Event Apps
  - Many conferences now have dedicated apps
  - Networking
  - Feedback
  - Informational purposes
- Instapoll
  - An online tool that allows you to create a poll for your audience, attendees then use their smartphones to vote

# Industry example

The image is a screenshot of the Facebook page for the 'World Butchers Alliance'. The page is a public group with 3,682 members. The main header features a large photo of a butcher in a black uniform and white gloves, holding a large, raw meat carcass (likely a pig) in a professional kitchen setting. Below the header, there are buttons for 'Joined', 'Notifications', 'Share', and 'More'. The left sidebar contains navigation links: 'World Butchers Alliance', 'Public group', 'About', 'Discussion' (highlighted), 'Members', 'Events', 'Videos', and 'Photos'. Below these are search and shortcuts sections. The main content area shows a 'Write Post' section with options to 'Add Photo/Video', 'Live Video', and 'More'. Below this is a 'RECENT ACTIVITY' section showing a post from a user who shared their post 5 hours ago. The right sidebar includes an 'ADD MEMBERS' section with a search bar and a 'MEMBERS' section showing 3,682 members. Below the members list is a 'SUGGESTED MEMBERS' section with several profiles and 'Add Member' buttons.

World Butchers Alliance  
Public group

About

Discussion

Members

Events

Videos

Photos

Search this group

Shortcuts

- Swap Sell Buy or T... 20+
- EASTERN SU... 20+
- your womb
- CSU Meat Safety Inspe...
- Meat Retail Trainers co...
- BONDI LOCAL LO... 20+
- See more

Write Post

Add Photo/Video

Live Video

More

Write something...

Photo/Video

Poll

Feeling/Activ...

More

RECENT ACTIVITY

shared his post. 5 hrs

ADD MEMBERS

+ Enter name or email address...

MEMBERS 3,682 members

SUGGESTED MEMBERS

Add Member

Add Member

Add Member

*Providing highly-valued education and training products and services to the Australian meat industry*

# Industry example

The screenshot shows a Facebook group page for 'CSU Meat Safety Inspection'. The group is a 'Secret group' and has a cover photo featuring a collage of eight images: two women smiling, a person in a blue shirt, a woman in a black top, two women in patterned dresses, two women smiling, a man in a suit, a large crowd at an event, and two women smiling. The left sidebar contains navigation links: 'About', 'Discussion' (selected), 'Members', 'Events', 'Photos', and 'Files'. Below these is a search bar and a 'Shortcuts' section with links to 'Swap Sell Buy or T...', 'EASTERN SU...', 'your womb', 'CSU Meat Safety Inspe...', 'Meat Retail Trainers co...', and 'BONDI LOCAL LO...'. The main content area shows a post by 'Karen Grosman' dated '23 October at 13:17' with the text 'Anyone else doing placement at Teyes (Wagga) from next week?'. The post has 'Like' and 'Comment' buttons. Below the post, it says 'You and [redacted] Seen by everyone'. The right sidebar includes an 'ADD MEMBERS' section with a search bar, a 'MEMBERS' section showing 14 members, a 'SUGGESTED MEMBERS' section with three members and 'Add Member' buttons, a 'DESCRIPTION' section with a link to 'Add a description', and a 'CREATE NEW GROUPS' section.

CSU Meat Safety Inspection

Secret group

About

Discussion

Members

Events

Photos

Files

Search this group

Shortcuts

- Swap Sell Buy or T... 20+
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See more

Joined ▾

Notifications

Add members

More

Write Post

Add Photo/Video

Live Video

More

Write something...

Photo/Video

Poll

Feeling/Activ...

More

RECENT ACTIVITY ▾

Karen Grosman

23 October at 13:17

Anyone else doing placement at Teyes (Wagga) from next week?

Like

Comment

You and Seen by everyone

ADD MEMBERS

+ Enter name or email address...

MEMBERS

14 members

SUGGESTED MEMBERS

Hide

See More

DESCRIPTION

Add a description

Tell members what this group is about.

CREATE NEW GROUPS

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# Brands who have 'nailed' social media

- There are some companies who just seem to 'get' social media and engage in very clever ways





# Brands who have 'nailed' social media



# Discussion questions

- Who has a social media policy? What does it include?
- Is anyone currently using social media for their training role? What apps/sites do you use?
- Experiences – good and bad? Please share if you are comfortable
- Is anyone avoiding social media? Can you avoid it forever?

