



### 2009 SDA St. Louis Board

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## SDA – St. Louis Chapter

### *Monthly Meeting Minutes*

Wednesday, November 18, 2009

“Twitter/Facebook/Linkedin”

McClure Engineering, St. Louis, Missouri

#### Members Present:

Amanda Boyce – Mackey Mitchell (Speaker)  
Pat Brown – KAI  
Leigh Cannon – CRB Consulting Engineers  
Karen Dahl – Mackey Mitchell  
Stephanie Gauthier – McClure Engineering  
Katheryne Morschl – McClure Engineering  
Bob Staed – Ames & Gough Risk Mgt.  
Jean Tedesco - Tarlton

#### Guests:

Vanessa Davis – Horner & Shifrin  
Linda Hopkins – Horner & Shifrin  
Cori Gessford – Horner & Shifrin  
Kathy Ulkus – Mackey Mitchell  
Dana Kraas - OWH

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The Chapter meeting began at 11:50 pm

#### **Chapter Meeting:**

- Informal networking.
- Introduction of Guests.
- Officer Nominations:
  - President – Katheryne Morschl
  - Vice President – Stephanie Gauthier
  - Secretary – Amanda Boyce
- It was moved and seconded to accept nominations.
- SDA Holiday Party. Rigazzi’s December 9, sit down and gift exchange.
- Canstruction – Karen Dahl showed a PowerPresentation of 2009 Canstruction.
  - Missouri History Museum – Host Event
  - Save-A-Lot Can provider
  - 7 teams (10 firms)
  - Harvey Kornblum Food Pantry
  - Charter.net – Have spots on their local channel.

#### **Twitter/Facebook/Linkedin – Amanda Boyce**

- Social Media – Peer to Peer contact.
- One way communication (such as PR) verses face to face contact (social networking).
  - Social networking began in the early days of

- internet – Geocities
  - Early 2000s social sites began to gain large number of users - such as MySpace, Facebook, etc.
  - Social networking is the 4<sup>th</sup> most popular on-line activity
  - Facebook – Largest social network (200M users world-wide).
  - LinkedIn – Professional networking (50M users).
  - .
- Tools for Networking
  - Blogs - One or several people updating daily.
  - Twitter – People can follow you.
  - Wiki – Allows people to put information in one place. Used for research.
  - Sharepoint
  - You Tube – Marketing – Firm can brand self.
  - Yelp – Reviews and recommendations. (Cannot always see who put up review.)
  - Social Networking – People can share common interests, etc.
- LinkedIn
  - Business Network
  - 50,000,000 in over 200 countries.
  - Maintain list of contacts.
  - Users can invite anyone to join.
  - Contacts.
  - Direct connections, connections to the connectors, and so on.
  - Build upon network.
  - Find jobs and/or list jobs.
  - Also can see who your connections know.
  - Research companies.
- Facebook
  - Global networking.
  - Can add “Friends” by sending messages.
  - Can be organized by cities, regions, interests.
- 300,000,000 active users.
- 65 Billion page visits per month.
- Firms can market and promote their brand.
- Twitter
  - Similar to Facebook.
  - Status updates only.
  - More easily accessible.
  - Quick to use.
  - Anybody can see (not just Friend).
  - 140 Characters.
  - Can install on desktop in order to manage updates.
  - Sent messages are available indefinitely.
  - Combined advantage of email and instant messaging.
  - Account settings can be set to protect messages.
  - Universities are on twitter. Can follow if projects are coming up.
  - Twitter – has its own language.
    - Meet someone on Twitter then in person – Tweet-up.
  - Can make link available in a tweet.
  - Know what competitors are doing; they are out there.
  - Want to get in first so impostor won’t use your name.
- Objectives
  - How is being used – Business development.
  - Finding prospects (employees)
  - Benefits
  - Strategies
  - Can Show media
  - Larger firms will use group blogs.
  - Look at as mini websites.
  - Twitter can be used as PR tool.
- Issues
  - Age of decision makers.
  - Privacy Concerns.
  - Small community – traditionally found on direct contact.
  - Time investments – 20 hours/week.
- Strategies
  - Market self
  - Employees – already out there

- Need to set policies and guidelines
- Monitoring and stay informed.
- Create a program
- Assign a champion
- Define your target
- Culture is changing – acknowledge this change.
- Next meeting.
  - December – SDA Holiday luncheon (A la Carte.

Meeting adjourned at 1:00 pm. Holiday Luncheon, December 9 at Rigazzi's. (Later changed to December 15 at Rigazzi's.)