

SOCIAL MEDIA FOR THE A/E INDUSTRY



Or....To Tweet or Not to Tweet?



Objectives

- ❖ Understand the various types of social media
- ❖ Learn the benefits of social networking
- ❖ Understand tips and strategies to maximize potential for social networking.
- ❖ Issues regarding Policies Privacy and Security

What is Social Media exactly?



Tools

Tool	Example
Blog	ArchNewsNow.com;
Micro-Blog	Twitter
Wikis	Wikipedia, SharePoint
Media Sharing	YouTube
Reviews/Recommendations	Yelp
Social Networking	Facebook, LinkedIn, Myspace

Sites

What does it mean to be



?

Sites

What exactly is a

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

facebook

And should I friend my teenager?



Suggest to Friends

Rowland + Broughton Architecture and Urban Design is a boutique design firm offering unique solutions and complete client service. With locations in Aspen and Denver, Colorado, R+B is on the cutting edge of mountain, resort, and modern urban lifes.

Information

Location:
117 S. Monarch Street
Aspen, CO, 81611

Phone:
(970) 544-9006

Mon - Fri:
8:00 am - 6:00 pm

Fans

6 of 269 fans See All



Rowland + Broughton Architecture & Urban Design

Become a Fan

Wall Info Photos Events Notes Reviews >>

Filters



Rowland + Broughton Architecture & Urban Design Ellina
- Opening Early December

R+B is currently renovating Iron Chef, Dena Marino's new restaurant in Aspen - Ellina. The new design is inspired from the alpine region of Valtellina in northern Italy where cooking thrives on seasonal, hearty dining. Dena will be dueling with celebrity Food Network Chefs on this season's Iron Chef which airs in early January. Ellina is to set to open in early December.



Yesterday at 4:30pm · Share

3 people like this.



Kate Bailey Sweet! Can't wait to see it!
Yesterday at 4:50pm · Report



Rowland + Broughton Architecture & Urban Design R+B

Sponsored the Denver Options Open House Friday, November 4th which celebrated the grand opening of the local non-profit's new offices in Denver's Historic Five Points District. R+B's Shane Martin, Brandt Shwayder and Laura Butler attended the event. R+B designed and renovated two spaces in Five Points Plaza including a training room, classrooms, reception area and offices.



Denver 360° Program Hosts Open House at New Location | Denver Options

Source: www.denveroptions.org
Denver 360°, a program of Denver Options, hosted an open house at their new office location in the Five Points Plaza on Friday, November 6. The event featured a brief program with Carla Madison, City Councilwoman for District 8, and Denver Options' Executive Director, Dr. ...

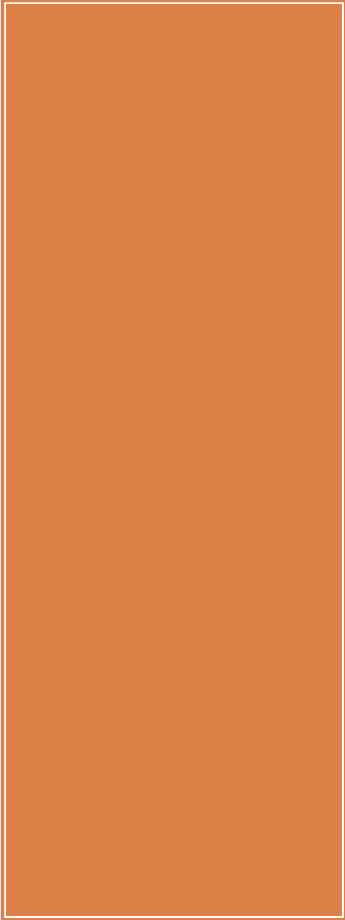
November 13 at 10:56am · Share

Sites



twitter

How is it being used?

- 
- Research and Business Development
 - Awareness Building
 - Individual Networking

Why Not?

- ❖ Age of decision makers.
- ❖ Privacy Concerns
- ❖ Small Community – traditionally focused on direct contact.
- ❖ Time investment

Strategy

- Monitor and stay informed of social media in general, and social media in your industry.
- Monitor your reputation online.
- Establish policies, guidelines, and training.

Strategy

- Create a 'pilot' program.
- Assign a champion
- Define your target
- Culture change