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# Social Media Guide for INCITS

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## Purpose

By keeping the industry, customers, trade press, government and other interested stakeholders informed of our work, we can gain more adoption for our deliverables and more participation. INCITS exists in a world filled with information and where the attention of individuals is harder and harder to achieve.

The purpose of this guide is to help INCITS TC and TGs get the word out on their activities and accomplishments through INCITS' social media channels.

## Social Media Basics

One definition of social media is "A group of web based applications that enable the creation and exchange of user generated content". Social media includes categories such as social networking, blogs, bookmarking, wikis, collaboration sites, content distribution networks and virtual worlds.

The characteristics of social media include:

- Open, de-centralized
- Community rules
- Self-publishing
- Sharing highly encouraged
- Non-curated content

While the open, self-service nature of social media makes it easy to get content out, it also creates the ability to quickly spread false information and unfairly damage reputations.

The mechanics of social media for individuals are fairly straight forward:

1. Create an account
2. Post content (or updates)
3. Respond to comments
4. Read, share and recognize content by others

What is less straightforward is managing content across multiple social media channels, responding to large numbers of comments and managing the PR brush fires that will occur from time to time when posts become controversial.

Before social media came along, getting the word out meant writing a press release, sending it out to a list of media contacts and hoping for the best in terms of broad distribution. You were essentially vying for the attention of journalists and editors.

Social media eliminates the gatekeepers but then requires you to compete with orders of magnitude for more content.

## INCITS Approach to Social Media

INCITS currently makes use of several social media channels including:

- Facebook
- Twitter

- LinkedIn

The INCITS Secretariat gleans topics from a number of sources including meeting announcements, new members, new standards, new projects and the like. What will help immensely to build INCITS presence on social media is for TCs and TGs to proactively provide new content about their work.

## Creating good content or "What's new in your TC/TG?"

The elements for good social media content are the same as for the traditional press release:

1. Who – What people or organizations are involved?
2. What – What is this about? What is "it"?
3. Why – Why should your readers care about this news/announcement?
4. When – When did this happen or when will it happen
5. Where – Where did this happen? Where will it happen?

Plus one from traditional marketing:

6.  Call to action – How can readers get involved? Who should they contact for more information?

Additionally, quotes from leaders and notable experts from your TC/TG or the industry are quite powerful in lending credibility to your posts. But be sure to ask for permission before using a quote.

## When to post

Many of the activities in a TC/TG may seem mundane to regular participants but they may be noteworthy to those not involved in the process. Good triggers for social media posts include:

1. You started a new project
2. You completed a project
3. Your project achieved an important milestone
4. You presented your project at another organization's event
5. Someone else recognized your project
6. You've updated one of your published projects
7. Someone found a problem with one of your specs and you have a solution or update
8. You're going to have a meeting
9. You had a meeting
10. You have new members
11. You have new officers
12. You want to recognize the work of others in your domain

To build a following on social media, it's important to have a regular rhythm of posts. The standardization timeline is very long compared to the social media attention span so it will be helpful to report progress on your projects rather than waiting until publication. One of the bigger mistakes organizations make when using social media is posting a lot when they first set up accounts and then posting at long intervals after the "new" wears off.

## Some social media do's and don'ts

**Do:**

1. Review the [ISO Social Media Guidelines](#) if you are posting about ISO or JTC 1 related activities.
2. Be informative.  Post about things that are useful to your audience.
3. Be objective and thoughtful in your choice of words.
4. Be timely.
5. Use key words (this helps with search engines).
6. Make a call to action when appropriate.
7. Ask for feedback from your audience.
8. Respond to comments professionally, especially to negative or critical comments.
9. Note the good work of other organizations in your field of work.
10. Plan for a regular rhythm of posts.
11. Consider that some of your audience may not be native English speakers.
12. Work with the INCITS Secretariat to leverage INCITS social media channels.
13. Re-post/Re-Tweet entries on the INCITS social media channels from your personal accounts.

**Don't:**

1. Don't violate the INCITS Procedures, Copyright or Anti-Trust Guidelines.
2. Don't ignore your audience or any brushfires that come up.  Ask for help if you see a PR storm brewing.
3. Don't badmouth other organizations or call-out bad actors.  But do post better ways to cooperate or serve the needs of stakeholders.
4. Don't over promote your TC/TG.
5. Don't use excessive jargon or alphabet soup.  Try to use terms a broad audience can understand.
6. Don't do key word spamming.

## How to leverage the INCITS social media channels

Getting your content posted on the INCITS social media channels is fairly straight forward:

1.  Author your post and gain consensus on the content with at least the officers in your TC/TG.
2. eMail the post to the INCITS Secretariat
    a.  The INCITS Secretariat will review and approve your post (or ask for adjustments).
    b.  Once approved, the Secretariat will post the information to Facebook, Twitter and LinkedIn (as appropriate) .
3. Ask your TC/TG members to follow INCITS and retweet/re-post information.
4. Expect your audience to post comments and re-post your content.

# INCITS Social Media
## Workflow

Author
Content

INCITS
Secretariat

Facebook

Re-Post

LinkedIn

Re-Post

Followers

Twitter

Re-Tweet