

# Technology: Is it Eating Away at Professionalism?

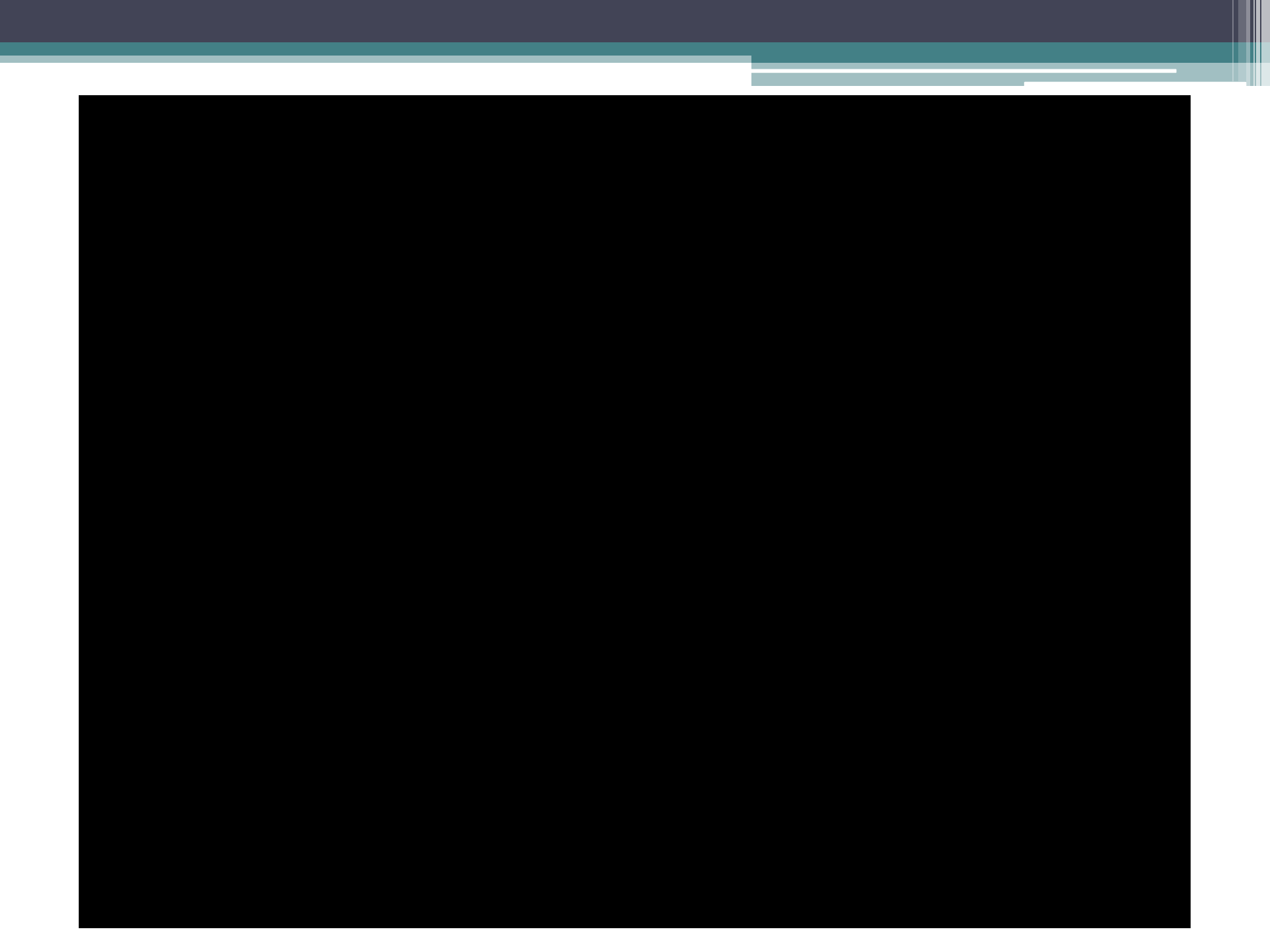
Adam Parnes

Manager Employee Communications and  
Development

NRECA

# Today's Agenda

- Is social media a fad?
- What is social media and who's using it?
- How will we manage?
- Society for Human Resource Management (SHRM) headlines
- How to deal with social media at work
- How co-ops are using social media



# What is Social Media?

- Networking Sites:
  - Facebook, LinkedIn, Plaxo, MySpace
- Location:
  - Foursquare, Places, Gowalla, MyTown
- Multimedia Sharing Services:
  - YouTube, Vimeo, flickr
- Review & Opinion Sites:
  - Yelp, Yahoo, Amazon
- Blogs:
  - WordPress, Blogger, TypePad, Tumblr
- Microblogs:
  - Twitter, FriendFeed, Yammer

# Are you using social media?

Are you a member of a social network?

What social sites do you use?

How do you use your networks?

Do you have and use a mobile phone?

# Facebook

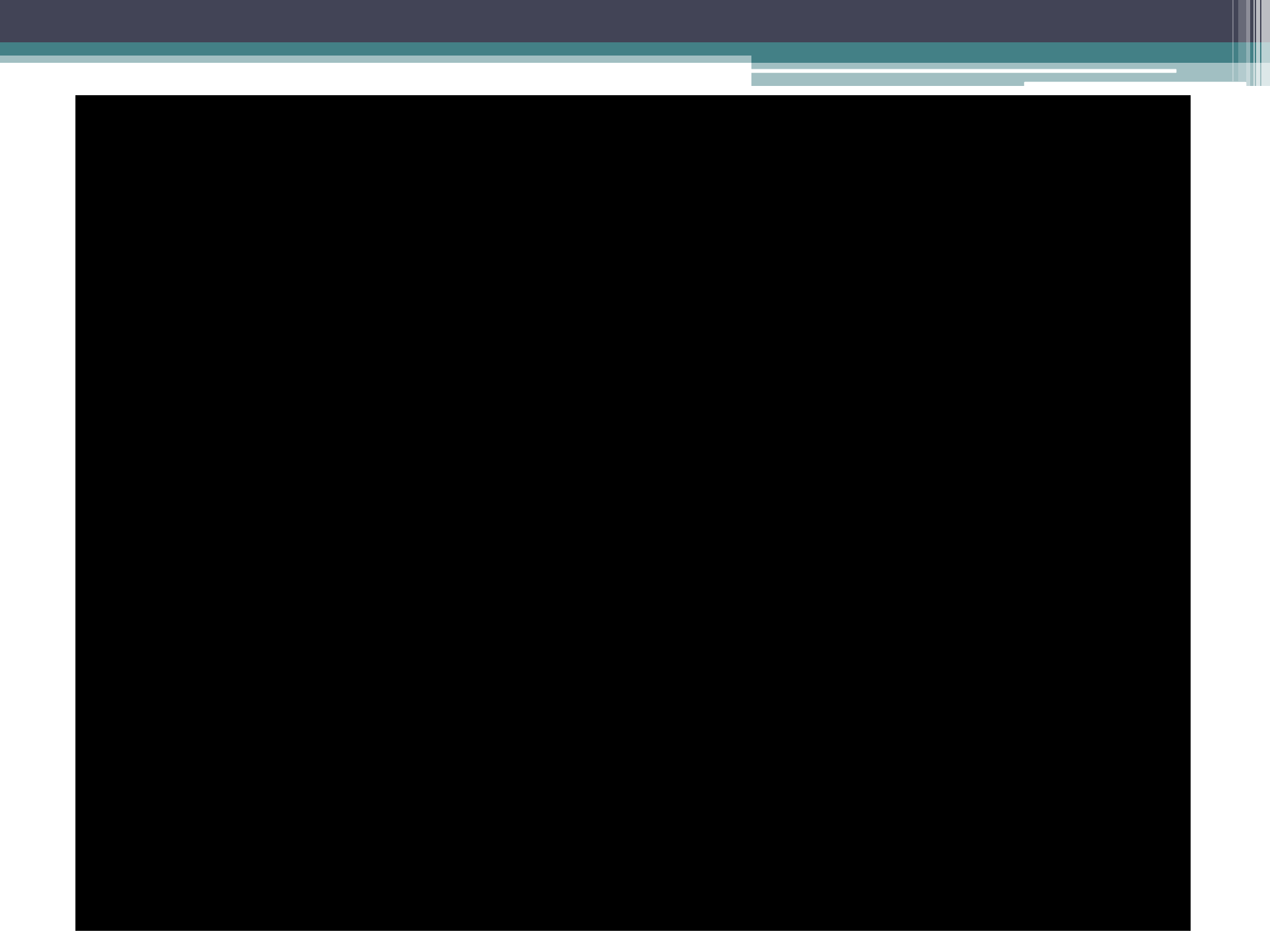
- More than 500 million active users
- 50% of active users log on to Facebook everyday
- Average user has 130 friends
- Average user creates 90 pieces of content each month
- 200 million active users currently access Facebook through their mobile device

# Twitter

- 200 million users
- 140 million tweets a day
- 500,000 accounts added daily

# LinkedIn

- Over 100 million members
- In 2010, executives from every Fortune 500 company could be found on LinkedIn
- 68% of users are over the age of 35
- 74% of all users have a college degree or better



# Recent SHRM Headlines

- “Colleges, HR Experts Wonder: Is Technology Eroding Professionalism?” Aliah Wright 2/3/11
- “Report: Social Media Can Disorient Employees” Kathy Gurchiek 11/15/10
- “Study Links Hand-Held Devices to Poor Workplace Manners” Howard Mann 2/23/10
- “Twittering and Facebooking While They Work” Jennifer Taylor Arnold 12/1/09

# What's your experience with social media at work?

Does your co-op have a social media policy?

Have you had an employee relations issue related to social media?

How was it handled?

# Dealing with New Technologies at Work

- Create a policy to explain your co-op's expectations of usage
  - Banning usage is impractical and unrealistic
- Ensure employees understand employer expectations
  - Communicate technology use policy
  - Consistently hold employees accountable
- Resources
  - Cooperative.com >> Communications >> Social Media >> Policies and Plans

How are co-ops using social media?

# Old Communications Reality



# The New Reality

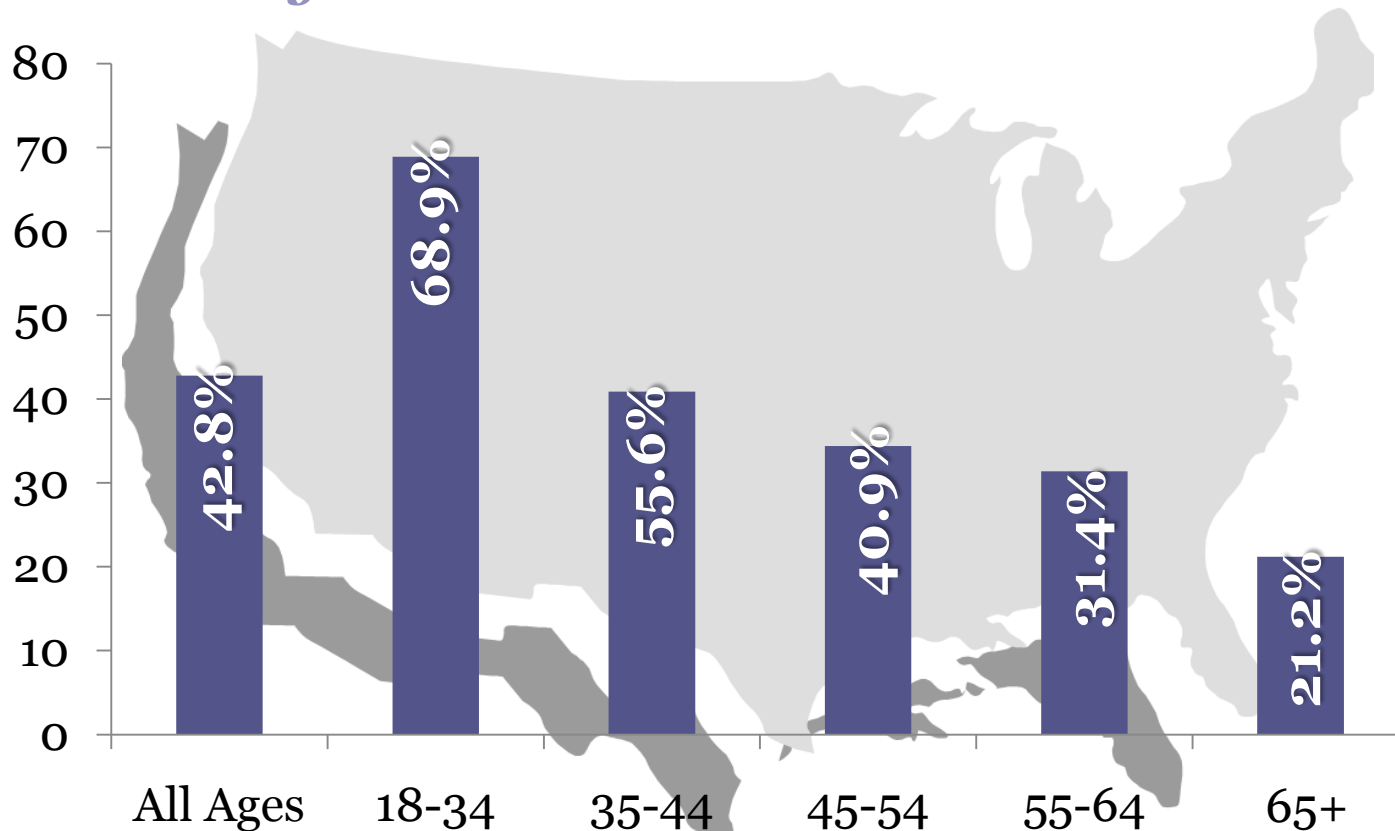


# Cooperative Difference Survey 2009



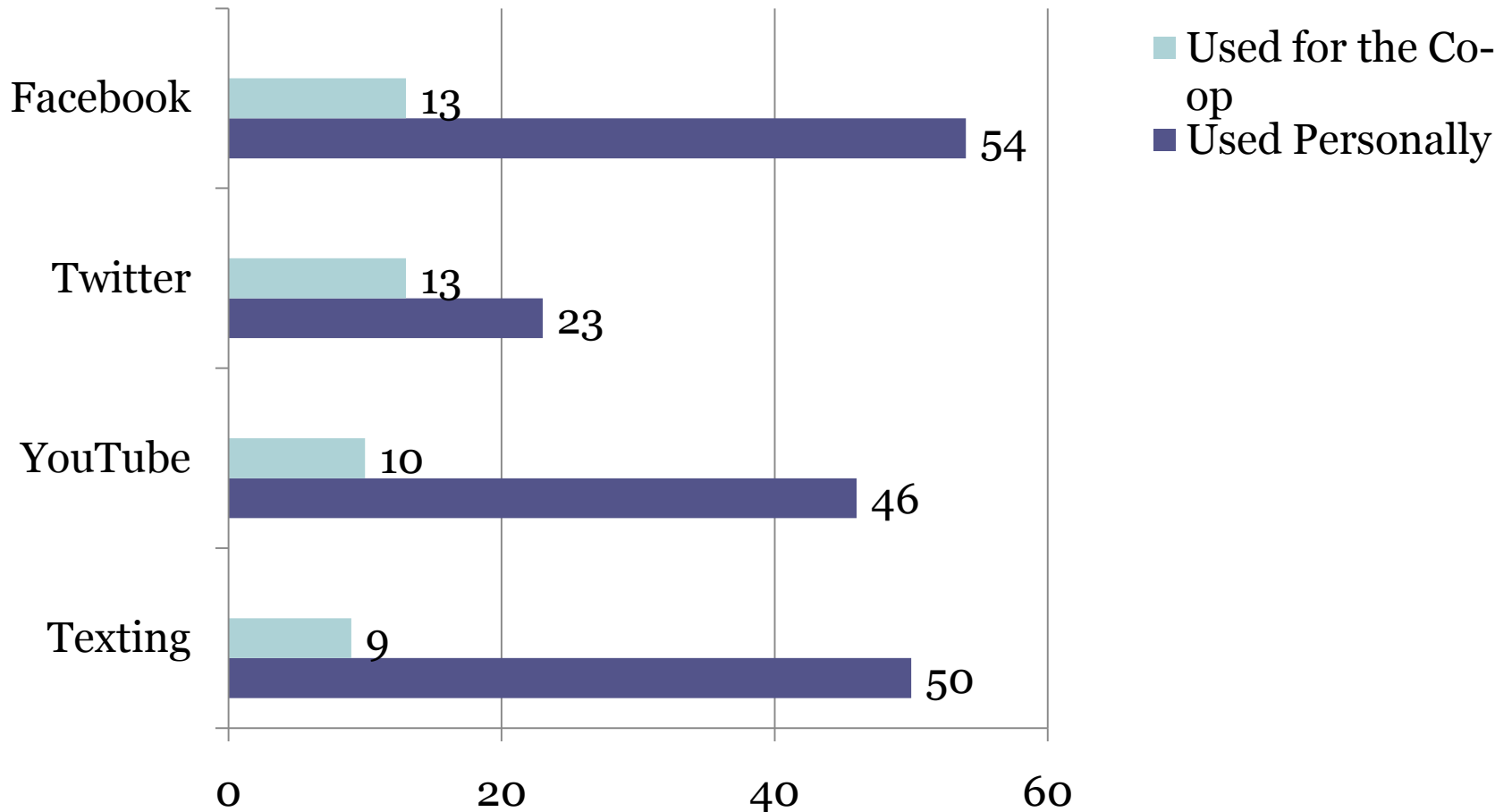
Do you participate in Social Networking Websites?

*% Indicating "Yes"*



**National Benchmark**

# It's about being where members are...



# How Co-ops Use Facebook

- Outage/Restoration Updates and Planned Outages
- Promote Youth Programs
- News (co-ops, national)
- Event Promotion (Annual Meetings, Community Events)
- Member Questions/Answers
- Promote Operation Round Up/Other Charities
- Incentives (Rebates, Discounts)
- Legislative Call to Action
- Trivia Questions
- Demand Alerts
- Share Photos, Videos
- Social Media 'One-Stop Shop'

# How Co-ops Use Twitter

- Outage/Restoration Updates
- Demand Alerts
- News Links
- Member Question/Answers
- Widgets on Websites for Instant Updates
- Often Co-ops tie Tweets to Facebook accounts, sharing the same information

# How Co-ops Use flickr and YouTube

- Flickr
  - Community Event Pictures
  - Lineman's Rodeo Albums
  - General Press Images
- YouTube
  - How-To's
  - Press Releases
  - Plan/Co-op Tours
  - Efficiency Tips
  - Safety Tips
  - CEO Messages



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**Neil Trugman** We are also still out in Briarwood off 24, and totally understand the how difficult the job is....so whatever can be done we would be grateful....  
6 hours ago · Report





# COTTON

## ELECTRIC CO-OP

A Touchstone Energy® Cooperative

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Cotton Electric Cooperative is currently providing electric service to over 20,000 meters in eight counties of Southwest Oklahoma.

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## Cotton Electric Cooperative

Wall

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Notes

Cotton Electric Cooperative + Others

Cotton Electric Cooperative

Just Others



**Cotton Electric Cooperative** Power restored to all residential accounts on record that have been without electricity since the January ice storm. Repair work will continue as crews restore power to the remaining 38 meters serving oil fields, water wells or fence chargers without power. To ensure that all locations have their power restored, p...

[See More](#)

February 10 at 6:01pm · [Comment](#) · [Unlike](#)

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**Kim Kelly** awesome work ya'll,,,God less you

February 10 at 6:20pm · [Like](#)



**Cindy Logue** Thank

February 10 at 6:20pm



**Sandy Clary** De

working day and

February 10 at 6:20pm



**Pamela Blackb**

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**Julie Hooker-K**

February 10 at 7:20pm



**David C. Lott** ku

February 10 at 9:20pm



**Charlene Walk**

conditions.

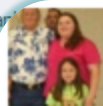
February 11 at 1:20pm



**Bobbie Alred P**

getting our power

February 11 at 1:20pm



**Dallas Gibbs Cowen** Thank you for evrything.....You guys are great!

February 7 at 8:51pm · [Comment](#) · [Like](#) · [Flag](#)



**Cotton Electric Cooperative** Cotton Electric crews continued work this weekend to restore power to an additional 1,300 members on Sunday. When crews complete work tonight, the total number of outages remaining is estimated to be 500.

February 7 at 6:26pm · [Comment](#) · [Like](#)

7 people like this.

[View all 10 comments](#)



**Pamela Kay Carmon** Thanks so so much!! You guys are awesome. To all of those dealing with the hazardous, cold, sometimes dark conditions; my thoughts and prayers are with you!!!!

February 7 at 10:56pm · [Like](#) · [Report](#)



**Charity Edwards McGarvey** Thank you Cotton Electric!! Thanks for all the hard work ya'll did!!!

February 7 at 11:09pm · [Like](#) · [Report](#)

# Easy Ways for Staff to Listen

- **Google Alerts:** Sends email alerts (immediately, daily or weekly) whenever your keyword(s) appear anywhere online except Twitter. You can narrow the search to blogs, videos, or news items. [www.google.com/alerts](http://www.google.com/alerts)
- **NutshellMail:** takes copies of all your latest updates in your social networking accounts and places them in a snapshot email. [www.nutshellmail.com](http://www.nutshellmail.com)

# Questions?

Thoughts about social media?

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- **Twitter:** [@adamparnes](https://twitter.com/adamparnes)
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