CSI in Social Media

ICIS Delegates Assembly 2013
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Why Social Media Matters to CSI

You can’t stop the technology. You can learn how it works and how to communicate through it.
Communications and Sharing

We have to learn some new skills.
A Growing Community

#CONSTRUCT Hashtag Sept. 2011
475,000 Twitter impressions

#CSIAcademies Hashtag Feb. 2012
751,000 Twitter impressions

#CONSTRUCT Hashtag Sept. 2012
1.4m Twitter impressions in 3 days
Communities vs. Audiences
CSI is Discoverable

**CSI LinkedIn Group**
- 5,600+ participants
- Less than half are CSI members

**CSI on Twitter**
- 4,400+ followers

**CSI on YouTube**
- 120+ Hours & 140+ Videos
- 156 Subscribers
- 15,299 Video Views
- Audience in 136 Countries

CSI is also on Facebook, Flickr, Slideshare
Member Blog: What's a Specifier?
David Stutzman, CSI, CCS, writes: "A spec writer? Of course you know what a spec writer is. Spec writers produce the project manual. They create all the project requirements for the materials, products and systems the design team selects. That's right. But do you know what a Specifier is? I make a distinction between spec writer and specifier. A spec writer turns design team selections into text to describe the project sufficiently to be built meeting the design intent. A specifier advises the entire project team, not just the design team. Specifiers coach teams about materials and product selections, applications, and integration required to make the project work. A specifier is a trusted technical adviser and part of the project team -- start to finish." Read this blog.
Great news! CSI is not actually running the CSI social media community!

Good! Because we can’t afford one of these.
CSI Members Help Deliver the Brand Experience

CSI Members:
- Set tone in LinkedIn Group
- Lead Tweetchats
- Deliver webinars
- Experiment with new platforms

Yes, we trust Mitch Miller, FCSI, CCS, to be part of the CSI brand experience in social media. And he should stop posting photos like this on Facebook if he wants us to stop using them.
Chapter-ish Behavior

Chapters & Social Media Both

- Network Members
- Share CSI News
- Professional Development

Where chapters organize people by geography, Twitter organizes them by interest
Next Steps for CSI

• Blogs on CSINet & CSI’s microsites
• Include Twitter, LinkedIn, & Facebook in CSI Member Directory
• More projects shared with the Social Media Community
• Cross-over events (a popular blog entry could make a great webinar)
• Continue encouraging chapters and members to experiment
• Continue teach members to use social media
• Value Proposition for Non-Affiliates – Virtual Members
Follow CSI

LinkedIn:
Search “Groups” for “CSI Construction”

Twitter:
www.twitter.com/CSIConstruction

Facebook:
www.facebook.com/CSIConstruction

Youtube:
www.youtube.com/CSIConstruction
Stop fighting change -- you will lose.