

CSI in Social Media

ICIS Delegates Assembly 2013
James Robertson, FAIA, FCSI



*Building Knowledge
Improving Project Delivery*

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

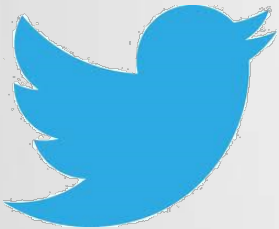


CSI is Discoverable



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



Amplify: Then This Makes Sense...



CSI Weekly

May 21, 2013

Construction Documentation:

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.](#)



Who's Running This Show?

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



The Nugget . . .



Stop fighting change -- you will lose.