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**Newsletter Issue # 20**  
**What's a-Twitter?**



**THE HUMAN FACTOR, Inc.**

... helping companies, teams & individuals be better, faster, stronger



Strategic planning time is here! Have you contacted Holly to discuss your strategic planning process and how she can help you be better, faster, and stronger? [Do it today](#) - defining winning and focusing on excellence is harder than ever in today's world of constant change and excessive noise. The Human Factor has tools, templates and processes to **help you get clear, get focused and win!**



If you are in San Diego, be sure to check out the **SAN DIEGO STATE UNIVERSITY** inaugural **Management Development Institute** program launched in conjunction with San Diego State University. A certificate for **Core Essentials in Management**

will be offered in October. SDSU and THE HUMAN FACTOR, Inc. have their own stimulus package for this program, this time only! Click [here](#) to download your priority registration code as well as more info.

***You can't afford to be mediocre!***  
***Are your managers the best?***  
***Are they continuing to learn and unlearn to keep up?***  
***Do they have the tools they need to thrive?***

It's no secret that more and more companies are using Twitter and other social media to connect with their customer base. But just who are they Tweeting and what kind of results are they getting?



[Socialmediatoday](#) recently published a fascinating survey report entitled, "The Coming Change in Social Media Business Applications: Separating the Biz from the Buzz." What they found about who is using Twitter and why may surprise you.

According to the survey, companies of all sizes - from startups to FORTUNE 500 leviathans - have Twittered with customers and other internal and external constituencies. Internally, the primary focus is on networking and information sharing. Externally, companies Twitter mainly to "share breaking news" and/or to "extend a personal face to customers".

In the external arena, however, the trend is definitely shifting toward using Twitter to facilitate more involvement with customers. This is where I see the real potential for social media to change the way companies interact with their customers (including businesses and consumers).

I read an interesting article just the other day on msnbc by Rachel Meranus at Entrepreneur.com - [Sharpen Your Social Media Intelligence](#). In this article, Rachel discusses how "the rise of social media has given the general public unprecedented influence in building a brand or destroying a reputation. Blogs, social networking, online video...these media forums can have as much (or more) of an impact on a company or organization than an article in a newspaper or a segment on TV.

Given this new reality, it is becoming increasingly important for companies to be aware of how their business and industry are portrayed in the social media realm. On the surface, blogs, Facebook and Twitter give the appearance of being trivial, off-the-cuff forums for friends to meet and



As many of you know, Holly was recently filmed for an upcoming TV show - America's Premier Experts. Thank you for all the great questions. We'll let you know as soon as we do when the segment will air. In the meantime, we'll try to address your questions in future editions of the newsletter as well.

Stay tuned!

## New Website

Our new and improved website is up. Stop by [THE HUMAN FACTOR](#) and check out all the tools and resources available to you and your organization to help you thrive as a leader or manager.



## Keynote Presentations



Do you belong to a professional organization or industry group? Holly would love to speak to your group or conference.

self-proclaimed pundits to prophesize. But that freewheeling, anything-goes atmosphere is what has made social media such a powerful force because for the first time--age, education or socioeconomic status notwithstanding--everybody has the opportunity to be heard and make a difference."

As companies continue to seek newer and better ways to connect with prospects and customers, social media is quickly moving beyond the novelty stage and into the realm of business necessity. Much sooner than you think, social media will become the new centerpiece for a variety of mission-critical activities including generating new leads, supporting your sales force and managing the entire customer interaction process.


According to a recent white paper survey by Josh Gordon of socialmediatoday, four factors are driving this emerging trend.

1. Numbers are reaching critical mass
2. Increased competition for customers
3. Change in attitudes
4. The old ways aren't working so well anymore

Companies need to develop clear social media policies for their employees. In the survey, only one out of ten companies reported blocking access to social media sites. But less than half also had no formal social media policy of any kind. In order to guide behavior and results, companies need to develop clear guidelines for activities such as blogging and employee behavior on social media sites. Something to keep in mind - when the telephone was first introduced at work, companies considered stringent policies not allowing employees to use it. Social media is not going away. You can't enforce a complete blockage of it (employees will just use their iPhones or other devices to connect outside your network). So think of it as any other business opportunity: how can we leverage this? How can we consider social media an asset and get engaged in ways that work for our organization?

Answer to last edition's *Who said this?* "The value of having everybody get the complete picture and trusting each person with it far outweighs the risk involved." Bill Gates

This month's *Who said this?* "Social media offers new opportunities to activate Brand Enthusiasm." Find out who in the next newsletter.

 You need real tools to thrive as a leader and manager in today's environment. Holly provides them in interactive keynotes and workshops. Contact [Holly](#) today to discuss how she can customize content to achieve the results you need.



Are you twittering? ...have any friends on Facebook? ...Linked In yet? ...gotten on Plaxo? ...are you getting the More Than a Minute weekly blogs? Social media is powerful and a great opportunity to do more than ever before with fewer dollars.

Connect to Holly via social media and learn even more about being a great leader and manager today!

- [Twitter](#)
- [LinkedIn](#)
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