Connecting Through Social Media

Have you fully embraced the digital world and all it has to offer?

BY KATE SHIRLEY

In the last few months, right of way professionals have been connecting like never before. The rise of social media has made this incredibly easy to do. In fact, participating in social media has become an essential networking tool. In addition to connecting with other right of way professionals, it's proven to be a quick way to make new contacts, reconnect with old colleagues, find jobs and promote your products and services.

Whether posting an article, joining a lively discussion, soliciting advice or announcing a new project, there are so many ways members can interact with each other. Through IRWA's LinkedIn page, members have been sharing their views and perspectives on a range of important industry topics. On IRWA's Facebook

page, you can show off photos from your last chapter or region event. Your company can also take advantage of Facebook as a new marketing opportunity to drive traffic to your website, recruit employees and promote your company's capabilities.

IRWA's online presence continues to expand. In addition to LinkedIn and Facebook, you can also find us on Twitter. IRWA's Leadership Institute offers just-in-time videos for skill-building and will soon be accessible directly through YouTube. Our online course offerings are continually expanding, and Right of Way magazine recently launched its own Facebook page. You will soon find us on Wikipedia, as well.

There are so many ways to stay connected with fellow members and right of way professionals. Haven't joined LinkedIn or Facebook yet? Visit www.irwaonline.org, and follow the icons on our homepage to sign up!

With so many ways to stay connected online, here's a handy reference guide for how to maximize each of our social media outlets.



LinkedIn

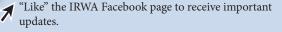
Share insights, ask questions and network with other industry professionals





Facebook

Post your chapter event photos and see what other members are doing.





Twitter

Stay informed with instant updates and links on important industry news.

Go to twitter.com/mrieck to follow IRWA tweets posted by EVP Mark Rieck.



YouTube

Advance your career with instant training videos from IRWA's Leadership Institute.

IRWA leadership can log onto Leadership Resources to access the videos.

