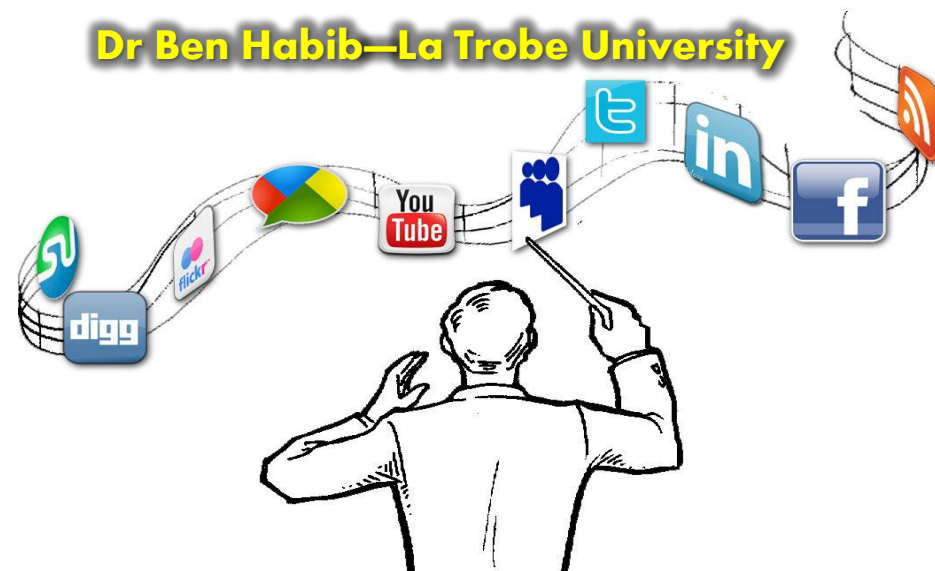


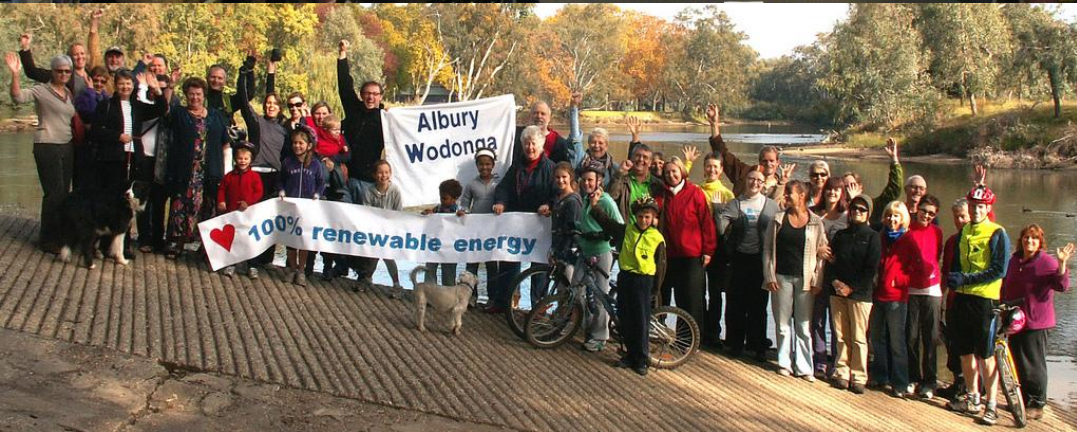


# Integrated Social Media as a Professional Engagement Tool

Dr Ben Habib—La Trobe University









# Agenda

1. Workshop format.
2. Introductions.
3. Examples of power of social media.
4. Social media as professional engagement tool.
5. Ben's social media platforms.
6. Creating a social media strategy.



# Introductions

- Name?
- Group affiliation?
- Social media experience?
- What you hope to gain from this workshop?





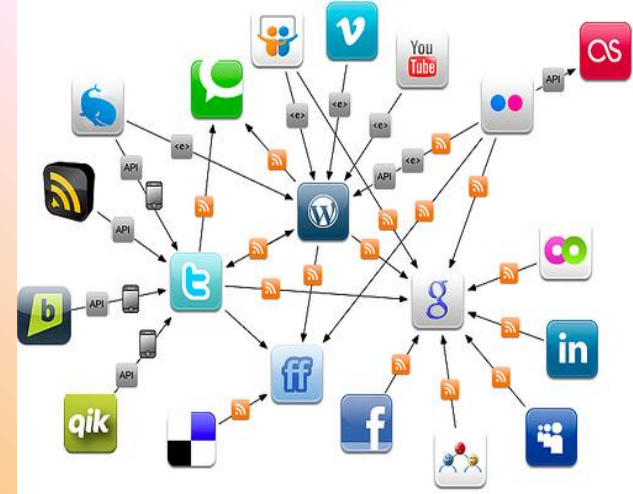


# Power of Social Media

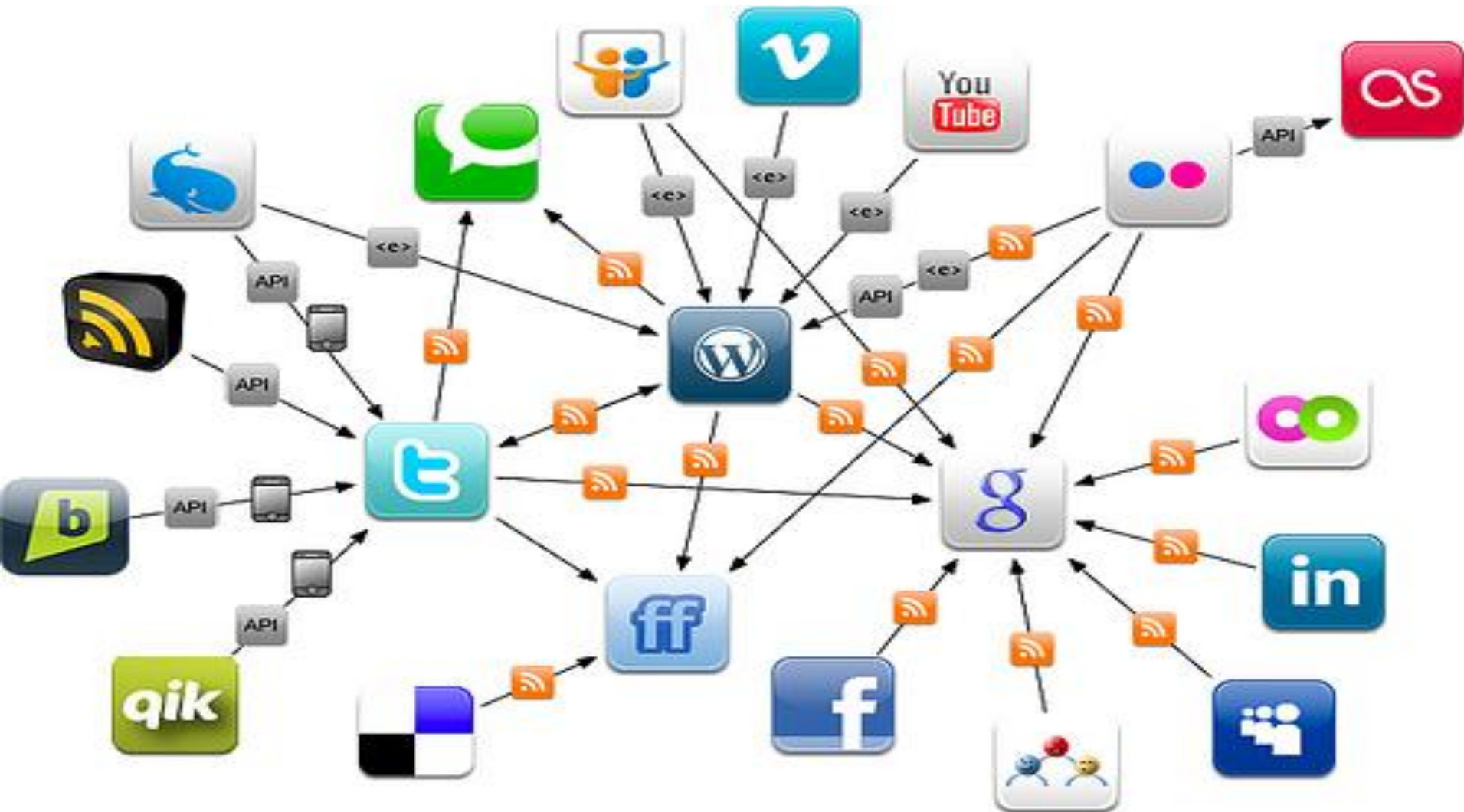




# Why should health professionals embrace social media?



# What is an integrated social media platform?





# Ben's Integrated Social Media Suite

Social Media Platforms	URL
Blog	<a href="http://drbenjaminhabib.wordpress.com/">http://drbenjaminhabib.wordpress.com/</a>
Facebook	<a href="https://www.facebook.com/BenHabibLTU">https://www.facebook.com/BenHabibLTU</a>
Twitter	<a href="https://twitter.com/DrBenjaminHabib">https://twitter.com/DrBenjaminHabib</a>
LinkedIn	<a href="http://au.linkedin.com/pub/ben-habib/63/618/aa8">http://au.linkedin.com/pub/ben-habib/63/618/aa8</a>
SoundCloud	<a href="https://soundcloud.com/benjamin-habib">https://soundcloud.com/benjamin-habib</a>
YouTube	<a href="https://www.youtube.com/channel/UC2oPQqZhJ8CAPbNqIDlf8_g">https://www.youtube.com/channel/UC2oPQqZhJ8CAPbNqIDlf8_g</a>

Professional Sites	URL
LTU Staff Profile	<a href="http://www.latrobe.edu.au/humanities/about/staff/profile?uname=BHabib">http://www.latrobe.edu.au/humanities/about/staff/profile?uname=BHabib</a>
Asia Education Foundation	<a href="http://www.asiaeducation.edu.au/teachers/school_business_partnerships/for_schools/search_for_an_ambassador.html?AmbassID=9743">http://www.asiaeducation.edu.au/teachers/school_business_partnerships/for_schools/search_for_an_ambassador.html?AmbassID=9743</a>
Learning & Teaching Sustainability	<a href="http://sustainability.edu.au/material/profile/339/">http://sustainability.edu.au/material/profile/339/</a>
The Conversation	<a href="http://theconversation.com/profiles/benjamin-habib-6226/profile_bio">http://theconversation.com/profiles/benjamin-habib-6226/profile_bio</a>

## DR BENJAMIN HABIB

Thoughts on International Relations & Australian Politics







***HALF-TIME BREAK***

# Creating a Social Media Strategy

*Instructions...*

- 1. Get into groups of three.*
- 2. Four-step design process.*
- 3. Discuss each step in your groups, then share.*





**1. What kind of  
information would  
you like to share?**

**2. Who is your  
target audience?**



**3. Which social media platforms are appropriate for that audience?**

**4. Design your  
integrated social  
media suite...**



# Summary

