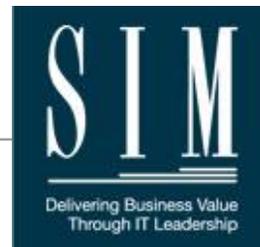


# SIM LinkedIn Audit

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## Overview

By far, SIM's most popular social media channel among members is LinkedIn, a fact revealed in the 2013 SIM Membership Survey, with 98% of respondents claiming they use it for professional purposes.

However, SIM's LinkedIn properties are widespread and disorganized. With multiple national accounts, local chapter groups, and subgroups for SIM programs, SIM's presence on LinkedIn is not uniform, which weakens its brand perception for users. The following report details findings from an audit of SIM properties, as well as recommendations for optimizing SIM's LinkedIn presence.

## SIM's LinkedIn Properties (See included Excel document)

### 11 total **national properties**

- Company Page (Official) = 568 followers
- SIM Connect = 1623 followers
  - 4 Subgroups
    - MIT
    - Chapter Leaders
    - STEM
    - Knowledge Mgmt. Advisory Council
- 1 "dummy account" used for posting under SIM name
- 7 National Groups
  - *Society for Information Management - Connect*
  - *SIM Management Council*
  - *SIMposium2014*
  - *SIMposium*
  - *SIM Advanced Practices Council (APC)*
  - *SIM Women*
  - *Society for Information Management EA Working Group*

### 42 total **chapter properties**

- 6 chapters set up as Company Pages
- 33 chapters set up as Groups
  - 5 Subgroups (NY RLF, MIT)

## Recommendations

### **Use the SIM Company Page as a main hub for SIM LinkedIn activity**

Company pages can be a powerful tool for strengthening the brand of an organization, provide information on products and services, and share thought leadership within an industry. Building a strong LinkedIn presence is something SIM should work towards, as SIM members and member prospects use it more than any other social network.

SIM could better utilize its company page in the following ways:

- Change the company page name to **include the words "OFFICIAL"**. This will set the page apart from other SIM pages and groups.

- **Post industry-related content** from the SIM company page, rather than in SIM Connect via the SIM dummy account.
- Utilize the **Products/Services tab** to feature more information on SIM core offerings and programs.
- Nest all core offering/program groups under the SIM Company **Page “Featured Groups”** section.
- Use **hero shots and graphics** for better branding of SIM with event images, STEM events, and promotional collateral.
- Enable the **News Module** to aggregate SIM news and media placements.
- Share **SIM videos** on Products page.
- Solicit “recommendations” from SIM members for Company page.

### **Standardize naming conventions and group type across SIM Chapter and Core Offering Groups**

SIM Chapter Groups are currently set up under a wide range of different names that follow no set guidelines. This dilutes the SIM brand and makes it confusing for users in search of a particular chapter. For example, the following all represent SIM chapter groups:

*SIM Atlanta*                      *Charlotte SIM*  
*Society for Information Management (SIM) – Colorado*  
*SIM - Fairfield/Westchester Chapter (Society for Information Management)*

- We recommend that SIM utilize the following **standard naming convention** for SIM chapter groups:

*“SIM – **LOCATION** Chapter”*

Although chapters may refer to themselves with a different name internally (see above examples), for the purpose of our online presence we recommend asking them to follow these conventions.

*\*\*Note: This naming convention may be affected by the outcome of the SIM Branding Architecture project.*

- Work with chapter group “owners” to **ensure that all chapters are set up as a “group”** rather than “subgroup” or company page.
- Set up **Groups for all nine RLF Regions**, and set up all alumni groups as subgroups under these.

### **Remove duplicate and “rogue” properties for both chapters and SIM National**

Currently a number of SIM accounts have been created and are either not in use, or not the current official property. The attached Excel report details who the “owners” of these properties are. We recommend outreach to these individuals asking them to remove the accounts in question.