



HOW BOARD MEMBERS CAN BREAK THE 'MYSTIQUE' OF SOCIAL MEDIA.

How can board members get more comfortable around social media? It starts by breaking down its 'mystique'.

If social media is foreign or threatening for board members - despite more than 80% of Australians using it - that can only create problems. Disconnection and distrust: things that undermine good governance.

Here are five steps board members can take to get comfortable and confident with social media, to ultimately unlock its value - and limit risk - for them and their organisations.

1 Start simple and listen.

LinkedIn is considered the 'safest' social media platform for professionals. If you have a profile, make a list of 5-10 people you respect and find them on LinkedIn. By viewing their profile and posts, LinkedIn will serve you any future content they post, giving you an insight into their views and attitudes.

2 Define your purpose.

Using social media 'just because' is the biggest risk. Board members must be purposeful in why and how they use platforms like LinkedIn. Use ***Propel's Purpose Pyramid*** to define your goals, audiences and passions - the best way to limit risk, focus your efforts and generate returns.

3 Protect your profile.

Armed with a clear purpose for LinkedIn, review your current profile - does it reflect your experience and what you stand for? Protect your reputation and control your own narrative with a clear profile photo, title, About section, and experience. Your connections are also vital to limit risk and drive performance.

4 Learn from leaders.

There are plenty of board members and senior executives setting the standard on LinkedIn. See how [Shirley](#), [David](#), [Debby](#) and others present themselves and participate in important conversations online. The ***Your Digital Reputation*** [podcast](#) and [newsletter](#) provide regular insights and examples for leaders, too.

5 Ask great questions.

In the next board meeting, ask your executive: **1)** Why are we using social media? **2)** Is our current strategy aligned to corporate goals? **3)** Who are we actually talking to? **4)** What do our key audiences think about our people and brand? **5)** Who can use social media within the organisation, and how do we help them?

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