Social media as a communications tool in project work

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"Let's cut to the chase."

- Retrain your mind - social media, in project work, doesn't necessarily include Instagram, Facebook, Twitter, etc.
- Any interface that allows users to create and share content or communicate and network with each other qualifies as a social media platform!
- Going away anytime soon? Nope.
- Solution? Grow, adapt & adopt where/when you can.
- Can be a huge asset or a huge pain in the rear - you decide & determine parameters of use.

3 (hypothetical) disadvantages

- Distractions
- Information shared too broadly
- Too much information

Noting that they are "hypothetical" or potential disadvantages, but really these are dependent on your team, your ability to manage, work-load, general understanding of SOPs and adhering to them.

3 (possible) benefits

- ► Improved communication
- ► Greater access to documents & files
- ► Better project monitoring

Noting, again, that these are possible benefits as they hinge greatly on your utilization of the social media platforms that you're incorporating & ensuring that information is available and consistently communicated. Communication is key!

One-size fits all?

- ▸ Has its drawbacks, but its advantages are too valuable not to be at least explored & scaled to fit your needs.
- ▸ Doesn't have to be used for everything, though.
- ▸ Learning curve? Yes, but not as steep as you'd imagine.
- ▸ When does it make sense for my project? When is it not right for me?

Situations where it makes sense

- ► Complex projects with many interlocking, interwoven parts and layers.
- ► Projects that use or require a lot of documentation.
- ► Game-planning against the unforeseen problems you've experienced with past projects.

...and where it may not be the right fit.

- ▸ Your team is small or your resources are limited.
- ▸ It's a simple project that you've got down to a science.
- ▸ Tried it, but it's just not working? Shut it down and evaluate what went wrong, where, when, how & why.

Solutions with social capabilities

- Curious? Lots of easy-to-learn, inexpensive (sometimes free!) options to get started.
- Team communication: **Slack** - no Finnish
- Project management: **Trello** (Kanban-style) - in Finnish, too!
- Lots of integration possibilities (free & paid):
  - **Slack apps**
  - **Trello Power-Ups**

Pro opinion: Slack & Trello work together beautifully!

Thanks!

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