

How We Use Social Media

By Kevin L. Kirk, Ed.D.

(This was one of the educational programs presented at the 2012 NIC Conference.)

Don't we all love technology? We can email, we can text, we can Facebook and even tweet—but can we really talk? With all this we still have a failure to communicate.

When the Olympics took place this past summer was social media the biggest Olympic sport? We learned that it was not just the competition that was faster and stronger; it was the technology, too. Social media landed atop every podium, every defeat and every moment in between. It's amazing that during the Olympics there were more than 400 million tweets a day and 900 million active Facebook users. Clicks couldn't be contained

and spoilers were everywhere online. Twitter and Facebook instantly united the world and gave us a constant behind the scenes view of Olympians. A number of American athletes even received tweets of congratulations from President Obama.

Community Care College, Clary Sage College and Oklahoma Technical College chose to embrace social media three years ago and have employee "buy in" to our culture on this subject.

You may ask why do we allow team members full daily access to social media? One recent study reported 79% of companies now block employee access to Facebook, Twitter and other social media sites due to employee abuse of company time. Here is why we allow it—blog and promotion medium, for



employee communication, co-worker engagement, to build a fun workplace, sharing in triumphs, success and accomplishments both professionally and personally and employer two-way communication, more why are supporting other departments, recruiting placement and retention initiatives, enhance our brand equity that will ultimately help us achieve greater market share and interactive two-way communication with prospects, current students and graduates. Here are even more reasons why—team members become our online ambassadors of our culture and

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AACS Holds Convention



(left to right): Tony Mirando, NACCAS; Myra Irizarry, PBA; Rosanne Kinley, NIC; Tom Netting, AACS.

The American Association of Cosmetology Schools held their Annual Convention in late October in Orlando, Florida.

Christine Gordon, Virginia, was re-elected for a third term as President of the Association. Christine is President of the Graham Webb Academy in Arlington, VA.

Among members receiving recognition awards was Cynthia Becher, Iowa, who was the recipient of the N.F. Cimaglia Award. The award was established in 1975 and recognizes individuals who have demonstrated outstanding services in cosmetology education. Cynthia is owner of the La James Beauty Colleges and has been in the school business over 40 years. Rosanne Kinley also represented NIC as a participant in an Industry Panel discussion with other leaders from AACS, NACCAS and PBA.

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Message From the President



To The Membership:

I hope everyone had a great holiday season and made it through safely.

With the beginning of a new year, we also have the start of the 2013 Legislative sessions in most states. Along those lines, the legislature will introduce new bills. I am concerned that all states or most will be fighting deregulation again or for the first time this year. In 2012, there were approximately seven states with deregulation bills introduced. I am happy to say that none passed. I believe this year will be a higher number. We must be prepared to fight this by educating our legislators. Most legislators do not understand the measures that we take concerning infection control to protect our clients and what will happen when infection control is ignored. Without state and federal regulations, there will be an outbreak of problems for our clients, everything from minor infections to loss of limb.

In October, I attended the AACCS conference in Orlando Florida. The discussion between the members and the Government Relations Committee were the new rules made by the Federal Government concerning "gainful employment". Schools are concerned about meeting the requirements and not understanding the meaning of the requirements. Another topic the school

owners discussed was the fight ahead on deregulation legislation that probably will be introduced in 2013.

Our Region Directors are hard at work to bring you an educational Region Meeting which will be held in Charlotte, North Carolina on April 20 and 21, 2013.

I have recently finished the appointments to all the committees and the education chair and the members are starting to work on the Annual Conference which will be held in Denver, Colorado on August 24, 25 and 26, 2013.

With best wishes,

Betty J Leake

Notice

Region 1, 2, 3 and 4 will be hosting the Regional meeting April 20-21, 2013 at the Marriott South Park Hotel in Charlotte, NC.

For more information, contact Debra Norton at debranorton@sbcglobal.net or 501-227-8262.

In Remembrance

NIC would like to express condolences to the family of Veda Traylor, Mayflower, AR, who passed away Saturday, December 15, 2012 at Mayflower, AR. A memorial service was held December 18th.

Veda served as NIC President from 1989 to 1991.





Editorial

by Lois Wiskur

Text to Text or Face to Face Talk — Which is Better?

Face to face talk or text to text—which is better? Is all the onslaught making us crazy on what's available in new technology?

We all know that technology is one of those things that you can't live with nor you can't live without. I feel that all of this fast moving world of technology is making it difficult for many of us who grew up when the only technology was a phone on the wall that had a party line of at least ten neighbors and a radio that had very few stations. If ignorance is bliss, we were indeed blissful because we never knew instantly if a popular person was arrested or the minute by minute poll results of a political election. Think about it, most of us had never known what a poll was during those days.

Don't get me wrong, a computer and copier is a must have today. No one wants to go back to the old typewriter. Cell phones are one of the greatest pieces of technology we could have. But do we really need all the bells and whistles that come with every new edition of the iPhone, which has been around about four years.

I was thinking that there are so many new apps each month that soon none of us will have to leave our house to do anything if we all have a smart phone. We'll be able to get the news, see who we are talking to, be able to access information on any subject, read books, make purchases and be able to charge anything we buy. Now if they would only

invent an app that you could plug in that would clean house, cook meals, even change a litter box, we'd all become interested (what a wonderful invention that would be.)

A lot of us would like to say "back in the good old days" or say "I must be getting old" because we were never bombarded with so much technology information. It would be nice if we could have a day or just a few moments that we could retreat a bit of the time, like when the communication in our days wasn't so rapid and everybody wasn't an authority on everything all the time. Our opinions are important in this day and age and we have so many more ways to express them while we spend a lot of time sharing our views and yet we don't spend much time to study the sources. This gets sometimes very annoying.

With all the choices, where do we draw the line on what part of the technology age we want to be a part of? For a lot of us, it's hard to know. When do we want to go from learning how to use the TV remote control (which can be difficult) to having instant communication. Mostly everyone enjoys the freedom that their smart phone offers and to being able to Skype with family. Yet the need not to be constantly communicating with many people makes one prefer the simplicity of email or just a simple phone call.

Teens today average the process of 3,700 texts a month. Most adults would rather

talk face to face. The codes that senior people use keep changing: ATD means "at the doctor", FWIW means "forgot where I was", HGMB means "had good bowel movement", WLW means "watching Lawrence Welk", ROF-CGU means "rolling on the floor and can't get up." I found them amusing.

You can make up your own list that fits your needs—depends how much you want to exercise your thumbs. Most of us are still great believers in face-to-face, eye to eye communication whenever possible. It's an art we don't want to lose.

Social media has allowed one to put their instant thoughts through some form of technology without thinking if that is really what they wanted to say or review. When one reacts immediately without putting much thought into it, they have created some bad situations for themselves.

Sit back, relax and think is all of this texting and twittering more beneficial than a simple e-mail or better yet, a personal phone call. Rapid communication isn't always the answer. Choose the avenue to express yourself that meets your needs. If you like to tech babble, consider the few tips.

Age

Age is a quality of the mind—
If you have left your dreams behind,
If hope is lost,
If you no longer look ahead,
If your ambitions' fires are dead—
Then you are old.
But if in life you keep the jest,
If love you hold—
No matter how the years go by.
No matter how the birthdays fly,
You are not old!

—Author Unknown

REMEMBRANCE

NIC would like to express their condolences to the O. Wayne Corley family in the loss of his brother, Web.

2012 ANNUAL CONFERENCE

Highlights





allow our stakeholders (co-workers, students, employers, charities, competitors, vendors, etc.) to get a glimpse of who we are and what we stand for.

What's our radical thinking on all this? We *do not* restrict team members from using social media for personal use. We realize that we don't live to just work. We allow this on the honor system (shows trust and builds ownership and confidence.) However, we request that team members use social media primarily for the college's intended purposes. Here's what we do online: social site use, 43%; check weather, 34%; get news, 45%; read news, 28%; pass the time, 44%; bank, 24%; check email, 59%; and use search engine, 59%.

Here are some social media do's and don'ts:

- Create an online presence by showcasing your skills and experience.
- Do be consistent by making sure information on Facebook matches up with profiles listed elsewhere online.
- Don't get fired. Employers and clients are checking all social media sites for information about you and your business.
- Google your name. Tweets, blogs, photos you post may appear online on Facebook, Twitter and LinkedIn. Posting company business (good or bad) may cost you your job.
- Be careful what you tweet. Managers and business owners are using Twitter to check on you. Search "I hate my job" and see what happens when you tweet before you think.
- Don't forget your Facebook privacy settings. Not everyone is impressed with the photo of you and your friends having a really, really good time!
- Network before you need to. Begin with the end in mind. Make industry and career connections before you actually need them. Follow experts in your field.
- Join groups on LinkedIn and Facebook. Join discussions.
- Give to get. Reach out to all your connections. Be willing to help someone else. Share articles, news, recommendations. What goes around comes around.
- Don't connect with everyone. Quality is more important than quantity. Make connections with people that can help you and that need your help also.

- Don't spend time online on your boss's dime. Don't post about personal trials and tribulations from the company email account. You may need your current employer as a reference someday.
- Don't lie or mislead. Social media is a popularity clique of people that can hunt your brand quickly. Grow your following by being 100% genuine.
- Don't ignore everyone else and don't share too much. Share a *little* personal side with your followers. If you wouldn't say it in front of people, don't type it! Thank people by retweeting. Offer help.
- Don't self-promote all the time. Stay professional. Avoid venting about a competitor. Balance self-promotion with a way to help others in your social community, "when in doubt, throw it out."

What is a blog?

Blog is lingo for a "web log." It is an easy to use means of promoting a business, create a business, or share experiences with others. Easy online journaling of news, events, interests, business. Blogs have become popular due to the fact that they are interactive (comment posting by readers.) A blog is an inexpensive way to market a business. Customers from other businesses are able to follow links and post comments. Increased traffic improves search engine rankings and can eventually earn advertising revenues.

A great communication culture separates the best from the rest! What are NIC's performance barriers? What are your frustrations? Communication across state lines? Similar goals or varied? Communication is key! How can NIC improve communication and connection among board members? NIC what is your culture, your mission and vision? Do you have one, does everyone know what they are and why is culture necessary?

CARES Culture

Courtesy
Accountability
Respect
Excellence
Success

Our CARES culture opens the door to improved communication and connection. In creating a communication connecting culture start with yourself. Be generous with praise, be accountable, be collaborative, be loyal, be

inspiring, be authentic, be caring, be credible, be happy, be consistent, be a servant-leader, be there, be respectful, be trustworthy and most of all be the change you want to see in the world.

What is the #1 thing you must convey in your culture? Words—spark life into the relationship with words. Words to use often: please, yes, may I; let's discuss; would you like; I care; their name... etc. Words to avoid: can't; never; not our policy; not my job; hang on for a second; can you call back later? Words can hurt or heal.

You must convey trust. When does this trust begin? How do you earn trust? You must be authentic, touch in marketing, act in member's best interest and adhere to 24 hour rules. There is nothing that motivates or inspires people, teams or relationships like having that trust extended to them.

Do you want better communications in NIC? Then extend trust—it empowers people. Trust instills confidence. A high trust culture brings out the best in people, creates great synergy, promotes open communication and maximizes the ability of the organization to accomplish its mission. Bottom line: NIC will see improved collaboration and stronger, partnering among board members.

Truth. We must establish our credibility quickly and offer the gift of truth. Relationships are the foundation for change. The kindest thing you can tell a person is the TRUTH. Forging authentic, truth-based relationships among board members is the foundation for improved communication. Nothing will improve communication more than trust. Nothing is as profitable as the economics of trust. The dividends of trust can significantly enhance the quality of every relationship on every level of your life—both personal and professional.

Regardless of any technology, social media or communication means, there are some essential components which must be adopted by all NIC board members if improved communication and connection is to occur. "It's difficult to find common ground with others if the only person you are focused on is yourself!"

"Many people communicate, but few connect." It's all about relationships!

Develop common ground. Barriers to common ground are as follows: Assumptions: "I don't need to know what others know, feel or want." Indifference: "I don't *care* what others know, feel or want." Control: "I don't want

others to know what I know, feel or want.”

What is the #1 job of a leader? What they know + what they see + what they feel = inspiration.

What people need to know. That you understand them and are focused on them and NIC. That you have high regard and high expectations of them and NIC.

What people need to see. One needs to see your connection to NIC, needs to see your credibility, and needs to see evidence of your character.

What people need to feel. You need to feel your passion for NIC, you need to feel your confidence in yourself and them and you need to feel your gratitude for them. Theodore Roosevelt quoted “People don’t care how much you know until they know how much you care.”

Connectors live what they communicate. If you want to connect with others, you need to treat them according to the Golden Rule. You need to treat them as you want to be treated. Deliver results. “Communication –always makes demands. It demands that the recipients become somebody, do something, believe something. It always appeals to motivation.”

Credibility connects. To be successful in the long run NIC needs to do more than connect, NIC needs to keep connecting, developing relationships, and you can do only that when you live what you communicate. When you do the results will be fantastic. When you connect with others, you position yourself to make the most of your skills and talents.

Right your wrongs. Failure to admit mistakes causes the message to be questioned which causes the integrity of the person to be questioned. Acknowledge mistakes, apologize and make amends.

Be accountable, cares culture equals “A” letter. You are an adult, own up if you mess up. OTSU-principle.

Lead with love. Those who live their message, who love the way they live, who have integrity in words and actions are true leaders. The four L’s are Live, Love, Learn and Leave a Legacy. Be vulnerable. We all know that perfection is a mask. The people with whom we have deepest connection are those who acknowledge their weakness.

Provide support. Equip Board members with proper training, support, authority to fix it... by online directories, Twitter, Facebook, Pinterest, Instagram, Flickr... etc.

Begin with the end in mind. Emotional connections to NIC must be built and maintained by every Board member constantly. Have an open door policy. Have visibility in all states-increased profile and make communication vital by using cards, social media and face-to-face.

Everyone knows you. Become a social media friends, be accessible via Facebook, email and phone and instill trust of the Board membership.

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Melanie Thompson, SC

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Bulletin

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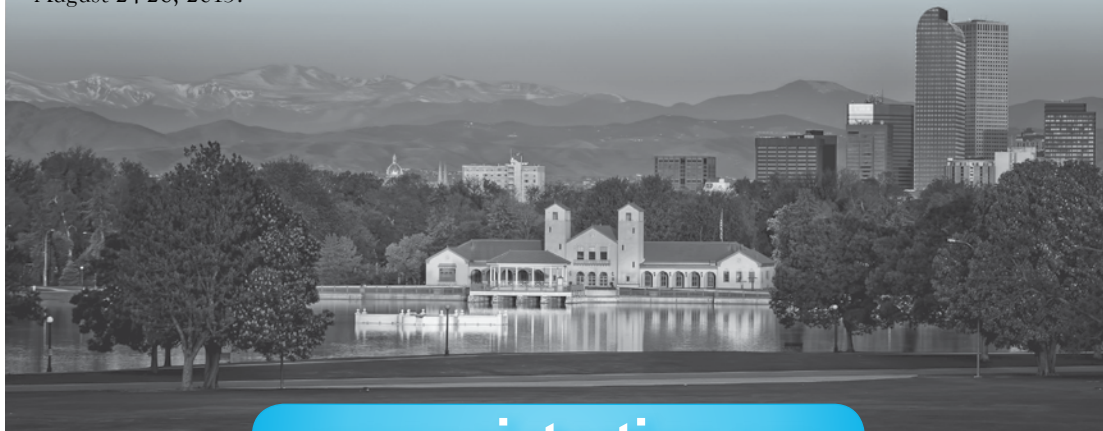
2013 Conference

Embassy Suites • Downtown Denver, Colorado • August 24-26, 2013

The Embassy Suites hotel is located in downtown Denver and is within walking distance of the best attractions in the downtown area including the 16th Street Pedestrian Mall, Larimer Square and much more.

The room rate for single or double accommodations is \$149 a night plus applicable taxes. For reservations call 303-592-1000.

Mark your calendar and make plans to attend the NIC Annual Conference in Denver, Colorado, August 24-26, 2013.



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