

Title: How To Leverage Social Technologies for a Sustainable Practice

ID: AIAX11FR364

Date: May 13, 2011

Time: 6:00-7:00 PM

LU 1/HSW 0/SD 1

Program Summary

In years past, we have seen how the business and practice of architecture evolved as traditional jobs vanished due to economic shifts. As the country moves toward economic recovery, a growing number of start-up firms have emerged to answer the need for employment. The old business model of working out of one's garage to kick-start a fledgling practice has been redefined by the digital revolution. This seminar session program will introduce participants to key tools and technologies in the field of digital marketing and the business model of co-working. It will include basic business management tools, cloud-based free software for generating documents, and web marketing tools like Social Bookmarking, Social Sharing, New Media Marketing, and the basics of Search Engine Optimization, all of which are essential in jump-starting small architecture practices. Participants will identify social media tools applicable to their practices—tools to help them find potential client bases, to develop their brands in the digital world, to understand the merits of a digital client/consumer, and to track the effectiveness of new media strategies. Community feedback is vital to discovering innovative approaches to planning, design, and construction that could create a resilient urban ecosystem. Architects will need to move beyond working in silos and really communicate with the community in order to fully understand and design better solutions for clients. One of the best ways to achieve a design revolution is by getting involved in the digital revolution of social technology.

Learning objectives

- Identify objectives for participating in social media technologies using 5 case studies of companies, then use this information to select social media sites to use as tools in achieving them.
- Plan a social strategy on how to release content to the selected social media sites, using text, images, and video, then create avenues so people can easily find them.

This presentation is protected by U.S. and international copyright laws. Reproduction, distribution, display, and use of the presentation without written permission of the speaker is prohibited.

This program is registered with the AIA/CES for continuing professional education. As such, it does not include content that may be deemed or construed to constitute approval, sponsorship, or endorsement by the AIA of any method, product, service, enterprise, or organization. The statements expressed by speakers, panelists, and other participants reflect their own views and do not necessarily reflect the views or positions of the American Institute of Architects or of AIA components, or those of their respective officers, directors, members, employees, or other organizations, groups, or individuals associated with them. Questions related to specific products and services may be addressed at the conclusion of this presentation.

- Measure the Return On Investment of their efforts in social technology using analytics that will help determine the effectiveness of a specific social media site in their business.

Provider: Atelier Lira Luis, LLC

Speakers: Lira Luis, AIA, RIBA, LEED AP - Atelier Lira Luis, LLC, Chicago IL; Megan Morris - Medized, San Francisco CA; Jennifer Lucente - Chicago Architecture Foundation, Chicago IL

REFERENCES:

Social Media Revolution: <http://bit.ly/SocMedRevo>

Groundswell winning in a world transformed by social technologies by Charlene Li and Josh Bernoff. Harvard Business Press

Suggested Social Media Websites for the AEC industry (based on a compilation of Tribeca Flashpoint Media Arts Academy)

Social Websites

Facebook.com
 Orkut.com
 Bebo.com
 Wikipedia.org
 Secondlife.com
 Renren.com
 Vkohtakte.ru
 Twitter.com
 Cotweet.com
 Bettween.com
 Ubertwitter.com

Video

Youtube.com
 Howcast.com
 Vimeo.com
 Episodic

Images

Flickr.com
 Picasa.google.com
 Tabblo.com
 Multiply.com
 Snapfish.com
 Shutterfly.com
 Slide.com

Tools

PathToNetzero.com
 UrbDeZine.com
 Socialspark.com
 Ad.ly.com
 Be-a-magpie.com
 Spotify.com
 Hootsuite.com
 Slideshare.net
 Stickybits.com
 Barcodehero.com
 Biggu.com
 Socialblade.com
 Viigo.com
 Prezi.com



This presentation is protected by U.S. and international copyright laws. Reproduction, distribution, display, and use of the presentation without written permission of the speaker is prohibited.

This program is registered with the AIA/CES for continuing professional education. As such, it does not include content that may be deemed or construed to constitute approval, sponsorship, or endorsement by the AIA of any method, product, service, enterprise, or organization. The statements expressed by speakers, panelists, and other participants reflect their own views and do not necessarily reflect the views or positions of the American Institute of Architects or of AIA components, or those of their respective officers, directors, members, employees, or other organizations, groups, or individuals associated with them. Questions related to specific products and services may be addressed at the conclusion of this presentation.

Aggregate

Tweetdeck.com
 Addictomatic.com
 Fastflip.googlelabs.com
 NewsMap.jp
 Buzz.yahoo.com
 Marumushi.com
 Fastflip.googlelabs.com
 Newser.com
 Theawl.com
 BuzzFeed.com
 Boingboing.com
 Fark.com
 Alltop.com
 Popurls.com
 Newsvine.com
 Fflick.com
 Agencynewsnetwork.com
 Bringmethenews.com
 Muckrack.com

Search

Google.com
 Baidu.com
 Yahoo.com
 Bing.com
 Bing-vs-google.com
 Scour.com
 Oneriot.com
 Collecta.com
 Backtype.com
 Spezify.com
 Radian6.com
 Webtrends.com
 Google.com/analytics
 Lyris.com
 Omniture.com
 Cymfony.com
 Scoutlabs.com
 Compete.com
 Omoby.com
 Siri.com
 Angstro.com
 Jambool.com
 Poynt.com

Groups+Events

Meetup.com
 Linkedin.com
 Jigsaw.com
 Tribe.net
 Patientslikeme.com
 Bundle.com
 Kickstarter.com
 Poptent.net
 Topcoder.com
 Crowdrise.com
 Eons.com
 Ning.com
 Soup.io
 Posterous.com
 Patch.com

Tracking

Foursquare.com
 Google.com/latitude
 Gowalla.com
 Scvngr.com
 Plurk.com
 SitByUs
 Likeourselves.com
 Blockchalk.com
 Brightkite.com
 Plodt.com

Endorse

Yelp.com
 Opentable.com
 Digg.com
 Reddit.com
 Delicious.com
 Fav.or.it
 StumbleUpon.com
 Propeller.com
 Blinklist.com
 Wowd.com
 Ripoffreport.com
 Complaints.com
 Trends.google.com

Social Shopping

Swoopo.com
 Gilt.com
 Shopkick.com
 Groupon.com
 Biglion.com
 Livingsocial.com
 Woot.com
 Ruelala.com
 Onekingslane.com
 Loopt.com
 Topguest.com
 Threadless.com
 Kgbdeals.com

Social Search

Fluther.com
 Quora.com
 Chacha.com
 Sircleit.com
 PeerPong.com
 Hunch.com
 Vark.com
 Mahalo.com
 Findblogs.com
 Topsy.com
 Poynt.com

Social Gaming

Digitalchocolate.com
 Facebookgames.com
 Tapulous.com
 Ngmoco.com
 Tapme.info
 Playdom.com
 ClubSuperstar.com
 Booyah.com

This presentation is protected by U.S. and international copyright laws. Reproduction, distribution, display, and use of the presentation without written permission of the speaker is prohibited.

This program is registered with the AIA/CES for continuing professional education. As such, it does not include content that may be deemed or construed to constitute approval, sponsorship, or endorsement by the AIA of any method, product, service, enterprise, or organization. The statements expressed by speakers, panelists, and other participants reflect their own views and do not necessarily reflect the views or positions of the American Institute of Architects or of AIA components, or those of their respective officers, directors, members, employees, or other organizations, groups, or individuals associated with them. Questions related to specific products and services may be addressed at the conclusion of this presentation.