

Being Social – It's a Game Changer

**Pacific Rim Actuaries Club of Toronto
Networking Event - November 15, 2012**

Panelists:

Lisamarie Lukas

Kevin Pledge

Becki Tobia

Moderator:

Joseph De Dominicis

Today's Agenda

- Introductions
- Social Media Landscape
- Tools to Build Your Brand
- Real Stories – What's In it For You?
- Open Q&A

Joseph De Dominicis



Joseph De Dominicis

Staff Fellow - Leading the SOA's Canadian Office

Toronto, Canada Area | Nonprofit Organization Management

Current Staff Fellow - Canadian Membership at Society of Actuaries (SOA)

Previous Mercer

Education Bsc, Specialist Actuarial Science at University of Toronto - University of St. Michael's College

[Improve your profile](#)

[Edit](#)



160
connections


Twitter [JDeDominicis](#)

Email jdedominicis@soa.org


Phone 647 390 7621 (work)

Address 1 Yonge Street
Suite 1801
Toronto, Ontario
M5E 1W7


ca.linkedin.com/pub/joseph-de-dominicis/2a/134/113

 [Contact Info](#)

Lisamarie Lukas



Lisamarie Lukas

1st 

**Communications Director, Award Winning
Marketing Communications Leader &
Champion of the Vision**

Greater Chicago Area | Public Relations and Communications

Current Communications Director at Society of Actuaries

Previous University of Illinois at Chicago, DePaul University, Aon Corporation

Education Certificate in Strategic Leadership, School of Continuing and Professional Studies, Leadership at Loyola University of Chicago


[Send a message](#) ▼


500+
connections

Websites [Company Website](#)
[PRWeek Awards 2008](#)
[PR Week article: SOA sees rewa](#)


Twitter [Follow @lisamarielukas](#)

Email llukas@soa.org



 www.linkedin.com/in/lisamarielukas

 [Contact Info](#)

Kevin Pledge



Kevin Pledge

1st  


CEO and Co-Founder, Insight Decision Solutions

Toronto, Canada Area | Computer Software

Current CEO and Co-Founder at Insight Decision Solutions

Previous Foresters, Australian Mutual Provident / Pearl Assurance, Noble Lowndes and Partners

Education Fellow of the Society of Actuaries at Society of Actuaries

[Send a message](#) 

500+
connections

Websites [Company Website](#)
[Blog](#)
[Personal Website](#)


Twitter [Follow @KevinPledge](#)


Email kevinpledge@gmail.com

Phone 416 949 8920 (mobile)


IM KevinPledge (Skype)

Address 8920 Woodbine Ave, Suite 205
Markham, Ontario, L3R 9W9

 ca.linkedin.com/in/kevinpledge

 [Contact Info](#)

Becki Tobia



Becki Tobia 1st
Manager at DW Simpson Global Actuarial & Analytics Recruitment
Greater Chicago Area | Human Resources

Current D.W. Simpson & Company
Previous Wells Fargo
Education Clemson University

[Send a message](#) 340 connections


Email becki.tobia@dwsimpson.com
[Add contact information.](#)

www.linkedin.com/in/actuaryemployment [Contact Info](#)

ACTIVITY

[Becki Tobia](#) joined the group [Casualty Actuarial Society](#)
[Join Group](#) • 2 hours ago

Say congrats on the new job!



[Becki Tobia](#)
Manager
DW Simpson Global Actuarial & Analytics Recruitment

[Like](#) [Comment](#) [Add comment](#)

[SEE MORE](#)

6

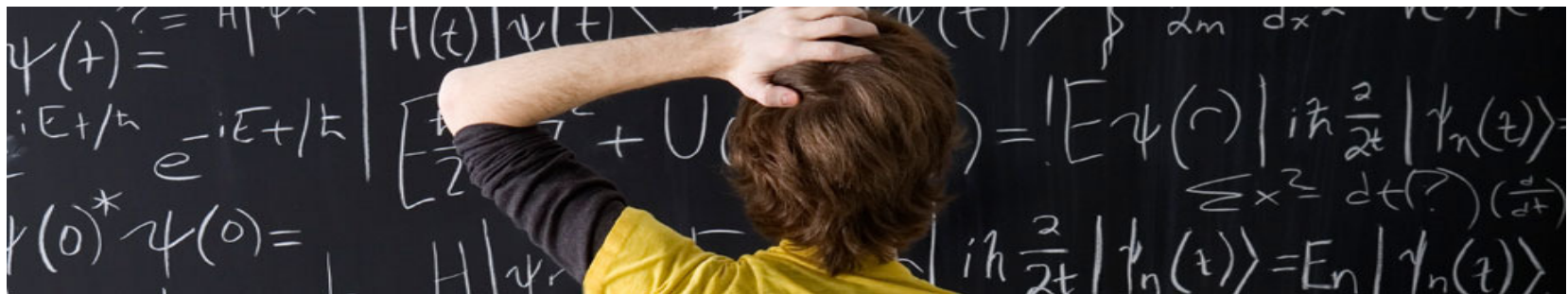
Social Media Landscape

- It is estimated that there are now over 200 active sites using a wide variety of social networking models.
- 91% of online adults use social networking sites
- 94% of companies will use social media for recruitment in 2012
- If Facebook were a country it would be the world's 3rd largest and three times the size of the U.S. population



What Does Social Media Do?

- Builds communities of interest.
- Allows for interaction among all users.
- Moves in real-time.
- Creates conversations.
- Goes where people already are.
- Keeps you connected.



Tools to Build Your Brand

- ☑ LinkedIn
- ☑ Twitter
- ☑ Blogs
- ☑ YouTube






Actuaries
Risk is Opportunity.®

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 42 Companies News More

Female Vice Presidents - Apply to the Cambridge Who's Who network for

 **Lisamarie Lukas** 1st
Communications Director at Society of Actuaries
Greater Chicago Area | Public Relations and Communications

Lisamarie Lukas via Twitter
lisamarielukas Actuaries welcomed to Michigan State University's campus -- thx MSU, go Spartans! <http://t.co/OAJ16tKB>
Retweet Favorite Reply Like Comment Share 4 days ago

Current Communications Director at Society of Actuaries

Past Assistant Dean and Director, Advancement and Marketing Communications at University of Illinois at Chicago
Associate Director at DePaul University
Client Service at Aon Corporation

Education Northwestern University - Medill
DePaul University

Recommendations 6 people have recommended Lisamarie

Connections 500+ connections


- Virtual rolodex
- Resume/bio
- Recommendations
- Affiliations and interests
- Networks
- Job Search
- Discussion Groups

LinkedIn Groups


LinkedIn Account Type: Basic | Upgrade 13 Joseph De Dominicis Add Connection

Home Profile Contacts Groups Jobs Inbox Companies News More Groups Search...

[Are you a Doctor? - Apply to appear in the 2012-2013 Leading Physicians of the World, It's Free](#)

 Pacific Rim Actuaries Club of Toronto

Discussions Members Promotions Jobs Search More... Share group | Group rules


 **Start:** Discussion

Start a discussion or share something with the group...

Your Activity


Choose Your View **NEW** Show all RSS discussions

Most Popular Discussions

 Benny Unfollow

"Being Social: It's a Game Changer." - Business Workshop about Social Media, co-sponsored by PRACT and the SOA - Thursday, November 15, 2012


Social media is expected to become common in the business world and in this workshop you will learn how to use it to effectively network ...

 **Being Social: It's a Game Changer** soa.org


Location 333 S. Bay St. Suite 4600 - Bay Adelaide Centre Toronto, ON Co-sponsored by the Pacific Rim Actuaries Club of Toronto and the Society of Actuaries Social media and networking have moved beyond staying in touch with...

posted 8 days ago

Houston Cheng 7 days ago · Houston likes this.


 See more »

Manager's Choice

 **PRACT Chinese New Year Meeting - Early Bird Deadline**


Benny Wan See all »

Latest Updates

 **Houston Cheng** likes this discussion by Benny Wan

"Being Social: It's a Game Changer." - Business Workshop about Social Media, co-sponsored by PRACT and the SOA - Thursday, November 15, 2012

Like (1) · 7 days ago

 **Benny Wan** started a discussion:

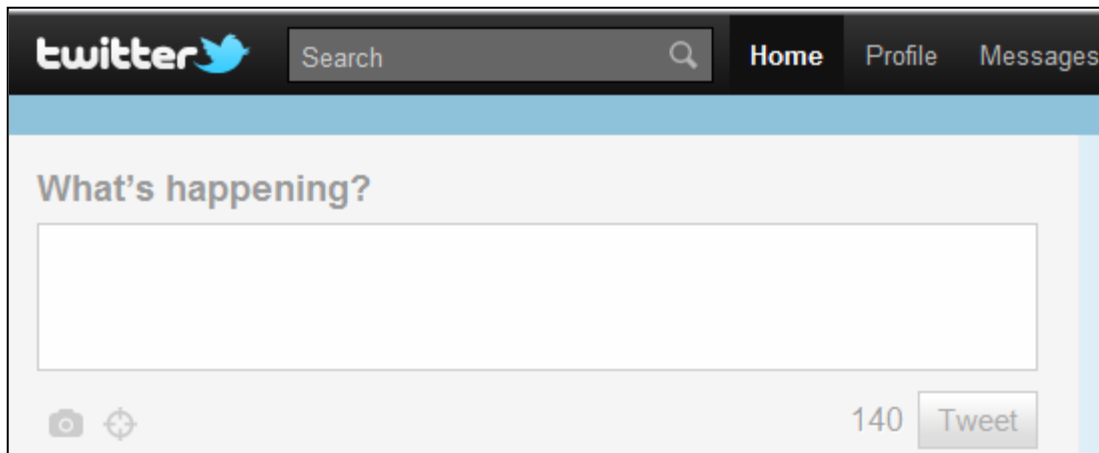
"Being Social: It's a Game Changer." - Business Workshop about Social Media, co-sponsored by PRACT and the SOA - Thursday, November 15, 2012

Like (1) · Add comment · 8 days ago

See all updates »



- Real-time conversations – “What’s happening?”
- More than 200 million registered users with more than 1 billion tweets every 5 days
- Links to articles, photos, etc.
- 140-Characters
- Hashtags #
- Followers





SOA

@SOActuaries

*Society of Actuaries | Experts in risk management & measurement |
22,000 members worldwide | Committed to education, research &
promoting the profession*
Global+Schaumburg, IL, USA · <http://soa.org>

Follow

678 TWEETS

394 FOLLOWING

2,450 FOLLOWERS

Follow SOA

Sign up

Tweets

Following

Followers

Favorites

Lists

Recent images



Tweets



SOA @SOActuaries

5h

Ready for muffuletta? Lock in early pricing for the Health Meeting #SOAHealth12 in The Big Easy: Register by May 21 bit.ly/JWTmEF
Expand



SOA @SOActuaries

7 May

Why pay more than you have to? Sign up by May 21 for Equity-Based Guarantees Conference, June 18 in Japan bit.ly/HQqTe6
Expand



SOA @SOActuaries

7 May

Retirement expert Cheryl Krueger is quoted in the Chicago Tribune trib.in/K2LEZo
Expand



SOA @SOActuaries

7 May

MarketWatch radio talked to actuary Carol Bogosian about retirement issues on.mktw.net/JX6upu
Expand



SOA @SOActuaries

4 May

Book your hotel room by May 10 for special pricing: Reserves Courses June 6-8 in Chicago. It'll be reservestastic! bit.ly/HW8tyj
Expand

Blogs

- Thought leadership
- “Water cooler discussion”
- Hot topics and trends
- Build eminence
- Share voice
- RSS Feeds

The screenshot shows the 'Speaking of Actuaries' blog page from the Society of Actuaries. The header includes the SOA logo, the text 'SOCIETY OF ACTUARIES Speaking of Actuaries', and links to 'SOA.org', 'Subscribe to: Entries', and 'Comments'. The navigation bar has links for 'HOME', 'ABOUT', and 'CONTACT US'. The main content area features four blog posts, each with a date, title, author information, category, tags, and a 'Read More' button. The right sidebar contains a search bar, social media links (Twitter, LinkedIn, YouTube, RSS), and sections for 'Archives' (2012, 2011, 2010), 'Categories' (General, Healthcare, Inside the SOA, Life, Retirement, Risk), and 'Tags' (ACA Accountable Care Organization, ACO actuaries, actuary, Affordable Care Act, Annual Meeting, annuities, Canada, CERA CPD debt ceiling, Education, Elections, enterprise risk management, ERM, financial crisis, financial services, Health, Healthcare, healthcare, economics, health reform, HHS, hospital readmissions, interest rates, life).

04 MAY 2012 **Risk Management News: April 2012**
AUTHOR: SOA Blog
CATEGORY: Risk
TAGS: Risk, risk management
Read More Leave a Comment

03 MAY 2012 **American Idol and Reserves Courses—Forever Linked**
AUTHOR: SOA Blog
CATEGORY: Life
TAGS: reserves courses, reserving principles
Read More Leave a Comment

03 MAY 2012 **What to look for when hiring an actuary**
AUTHOR: SOA Blog
CATEGORY: General
TAGS: actuarial employment, actuaries, actuary
Read More Leave a Comment

03 MAY 2012 **Keeping the actuary you hire: Four traps to avoid**
AUTHOR: SOA Blog
CATEGORY: General
TAGS: actuaries, actuary
Read More Leave a Comment

Blogs



ActuarialOutpost
discussion | news | jobs | exams

discussion wiki blogs **home** about exam links faq recent posts shop



Register Now!



Discussion Forum ▶



Tell an Actuary ▶



Quick Tour ▶



Jobs ▶

Search



Most Visited

- ☐ Actuarial Forum Index
- ☐ Actuarial Exams Forum
- ☐ Actuarial Career Advice
- ☐ Helpful Actuarial Links
- ☐ Blogs by Actuaries
- ☐ Actuarial Schools
- ☐ Actuarial Wiki
- ☐ About the AO



Actuarial Exams

- ☐ Actuarial Exam P
- ☐ Actuarial Exam FM
- ☐ Actuarial Exam MLC
- ☐ Actuarial Exam MFE
- ☐ Actuarial Exam C
- ☐ Actuary VEE FAQs
- ☐ Buy & Sell Manuals
- ☐ General Exam Talk

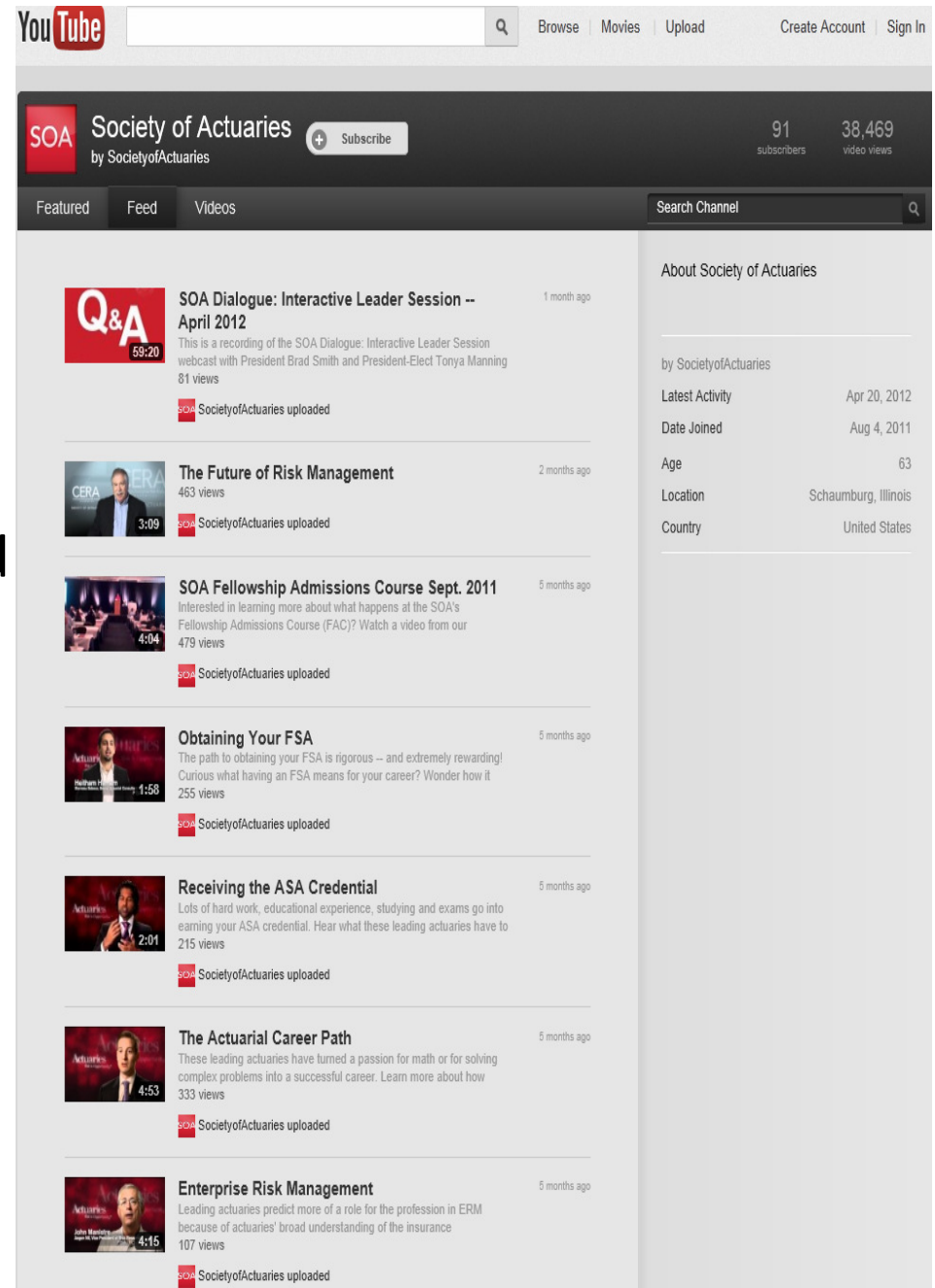


Actuary Forum

- ☐ General Actuarial Forum
- ☐ Finance & Investment
- ☐ Health Actuary Forum
- ☐ Life Actuary Forum
- ☐ Pension Actuaries
- ☐ Property / Casualty
- ☐ Enterprise Risk Mgmt
- ☐ Actuarial Software

YouTube

- “Info-tainment”, marketing
- 2nd largest search engine
- 1 hr of video loaded every second
- 3 billion videos viewed daily
- 800 million users/monthly
- Tightly interwoven with other SM



The screenshot shows the YouTube channel page for the Society of Actuaries (SOA). The channel has 91 subscribers and 38,469 video views. The page features a list of videos, including:

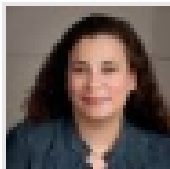
- Q&A** (59:20) - SOA Dialogue: Interactive Leader Session -- April 2012. 81 views. 1 month ago.
- The Future of Risk Management** (3:09) - 463 views. 2 months ago.
- SOA Fellowship Admissions Course Sept. 2011** (4:04) - Interested in learning more about what happens at the SOA's Fellowship Admissions Course (FAC)? Watch a video from our 479 views. 5 months ago.
- Obtaining Your FSA** (4:58) - The path to obtaining your FSA is rigorous -- and extremely rewarding! Curious what having an FSA means for your career? Wonder how it 255 views. 5 months ago.
- Receiving the ASA Credential** (2:01) - Lots of hard work, educational experience, studying and exams go into earning your ASA credential. Hear what these leading actuaries have to 215 views. 5 months ago.
- The Actuarial Career Path** (4:53) - These leading actuaries have turned a passion for math or for solving complex problems into a successful career. Learn more about how 333 views. 5 months ago.
- Enterprise Risk Management** (4:15) - Leading actuaries predict more of a role for the profession in ERM because of actuaries' broad understanding of the insurance 107 views. 5 months ago.

On the right side, there is a section titled "About Society of Actuaries" with the following information:

- by SocietyofActuaries
- Latest Activity: Apr 20, 2012
- Date Joined: Aug 4, 2011
- Age: 63
- Location: Schaumburg, Illinois
- Country: United States

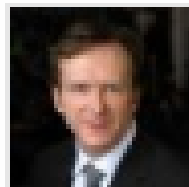
Real Stories

What's In it for You?




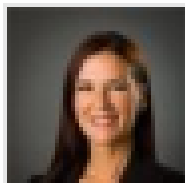
Lisamarie Lukas  

Communications Director, Award Winning Marketing
Communications Leader & Champion of the Vision
Greater Chicago Area · Public Relations and Communications
▶ 16 shared connections · Similar ·  500+



Kevin Pledge   

CEO and Co-Founder, Insight Decision Solutions
Toronto, Canada Area · Computer Software
▶ 21 shared connections · Similar ·  500+



Becki Tobia 

Manager at D.W. Simpson & Company
Greater Chicago Area · Human Resources
▶ 1 shared connection · Similar

Questions?

Parting Advice

- Determine your goal/s for using social media
- Proactively create and manage your digital footprint
- Doesn't have to be time consuming
 - Schedule as an activity, set a reminder in your daily calendar
- Social media isn't all about you
 - You are part of a community – give back

JOIN THE DIALOGUE

 Follow @SOActuaries

 Join the "Society of Actuaries" and section groups

 Read perspectives/share your thoughts

Build your brand and social media presence.

- **Create** your profile and share it.
- **Listen.**
- **Interact** with like-minded groups and build your network.
- **Post** articles of interest.
- **Share** your knowledge and add value.

Connect to Twitter, LinkedIn and the SOA Blog via www.soa.org

STAY CONNECTED!

llukas@soa.org



[@lisamarielukas](https://twitter.com/lisamarielukas)

kpledge@insightdecision.com



[@kevinpledge](https://twitter.com/kevinpledge)

becki.tobia@dwsimpson.com

Jdedominicis@soa.org



[@JDeDominicis](https://twitter.com/JDeDominicis)

Addendum and Resources

Staying Current

- Mashable.com – good go-to resource
 - Largest independent source covering digital culture, social media and technology
- Pick one tool to try out
 - Join, lurk, consider, contribute
- Know your firm's social media policy
 - When in doubt...ask and follow it!

Additional Tools

- Google Reader
 - subscribe to your favorite websites and blogs, keep up with what's popular
- Google Alerts
 - email updates of the latest relevant Google results (web, news, etc.) based on your queries
- New search engines
 - DuckDuckgo.com, Blekko

Additional Tools

- [HootSuite](#), [TweetDeck](#)
 - Manage your social stream and tweets
 - Post content directly and selectively to your social accounts
 - Time your tweets – but be careful!
- [Evernote](#)
 - Manage ideas, pictures, webpages

Additional Tools

- [WordPress](#)
 - Create a website
 - Create a blog
- Analytics tools
 - Different tools use different analytics
 - Google Analytics is largest with B2B, B2C
 - Align your tool selection with your goals