Leadership and Social Media
New Architectures of Change
Bay Area & Social Media Learning Circle Meeting
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What, if anything, does the phrase 'social media' mean to you?
- ♣ <u>Interactive</u> communication
- ♣ Not in-person
- ♣ Real World
- ♣ Anonymous
- ♣ Connection and isolation
- ♣ Question of control and moderation; emergent and existent
- ♣ Way for people to connect, create context and leave an archivel
- ♣ Fuzzy "ness" of trust and reliability of information from unknown sources
- ♣ Boundary-crossing and anonymity
- ♣ Experience matters

What do we already know about social media (the good, bad and the ugly)?
- ♣ Control lost in positive way
- ♣ Implications – power decentralized
- ♣ Distance medicine
- ♣ Distance education
- ♣ Mobilization of resources
- ♣ Accessibility of global news/information/situations
- ♣ Power of transparency
- ♣ There may be implications for cognitive development and emotional intelligence, we don't know what they are yet
- ♣ Positive and negative
- ♣ Provides an opportunity for people to build on what is there
- ♣ Knowledge base
- ♣ Connect with new and established friends
- ♣ Product feedback by users and customers
- ♣ Privacy issues
- ♣ Data mash ups

- ♣ bottom up
- ♣ Filtering systems
- ♣ Difficulty around ethics/ethical framework
- ♣ Connectivity/Isolation

Opening of the leadership paradigm – limited definition of leader and what that looks like. Looked at strategies and models to open up paradigm of leadership.

- ♣ Tools close gap between intention and action
- ♣ Lowers cost of aggregating info
- ♣ Lowers cost of having a voice (mobile phones for example)
- ♣ Makes group communication possible
- ♣ Makes networks visible to them
- ♣ Lessens impact of failure – risk taking is not as grand; also increases chance of success

We must keep in mind the assumptions we might make about how connected people are.

The key is the shift to Mission sustainability from Organizational sustainability. People are more committed to movements than specific organizations. Large scale change needs to focus on social capital and cooperation not fiscal capital and competition.

Further questions that can contribute to and shape our future gatherings and learning together.
- More about how nonprofits using technology & social media? *(see Netsquared.org for some examples as a start)*

- Looking for software for managing and listservs and for document sharing – *check socialsource.org (or socialsourcecommons.org); Nten.org; Resource on the subject at blueprintrd.com, search the blueprint resources for "Web2.0"*

- Resources – foundations, corporations, people that provide resources for nonprofits –*Taproot; also search at the Foundation Center which is free for projects of the Tides Center.*

- What are the tools and what are they good for; what do they do? How to evaluate them?

- We always have to evaluate appropriate tools in bringing people together, e.g. storytelling.

- What is it that we need to create in social media space that we also need to create in face-to-face space — that uses and *is* this net-centric approach to leadership — that *is* where we want to go?

- Are we being inclusive when using social media space (make sure website is able to be read by screen reader) – Are we being inclusive in an online environment for people with disabilities?

Words of closing reflection from the group:
Thought provoking; leaving with more questions; opportunity to use one another in learning; ethic for the use of tools; happy; who can we bring in with this technology; tension; inspired and curious; transformative element.