



**The IEEE Consultants Network of NH**

*Technical Partnerships for Success*



## Social Media for Engineers and Scientists

### Low Cost Advertising and More

**Mr. Jon DiPietro, Founder of Bridge-Soft, LLC & Domestication IT**

**Thursday, March 3, 2011**

**Amoskeag Business Incubator**

**33 South Commercial Street, Manchester NH**

ABI has offered the conference room for our meetings.

Visit [abi-nh.com](http://abi-nh.com) for more info.

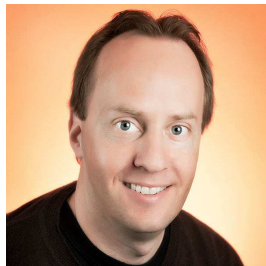
**Time: 6-7 Networking**

**7-8 Presentation, 8-? Wrap-up**

You do not have to be an IEEE member. All are welcome!

This event is free. Registration required.

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### Abstract

In an increasingly networked world, digital content is king. Without mastering the skills and techniques for creating compelling digital content, spreading your ideas is expensive and difficult. It's not enough to participate in social media, and it's not even enough to understand its workings and implications inside and out. More and more, first impressions will be made not by cover letters, resumes, and handshakes, but by Tweets, blog posts, status updates, presentations, and emails. The quality and effectiveness of the content we produce in these various digital spaces will increasingly play a crucial role in shaping how we are perceived by our colleagues and peers, and the degree to which we are successful in spreading our ideas. By pumping up your "right brain," you will be creating inexpensive, remarkable content that spreads itself (and makes you look good).

This session explains the concepts, framework, and mathematics of social media, and even more importantly provides principles and techniques for developing the four skills that are essential for success in the Age of Content; webmaster, designer, storyteller, and marketer.

### About the Speaker

Jon DiPietro is the founder and principal of Bridge-Soft, LLC, an environmental data management software company, and Domesticating IT, an Internet technology consultancy and blog. He is also the author of the upcoming book, "Social Media for Engineers & Scientists" from Momentum Press, a frequent speaker on Internet marketing and social media, and a certified Inbound Marketing Professional. Jon holds many positions in the International Society of Automation including past President of the Boston Section, Director-elect and webmaster for the Water and Wastewater Industries Division, and contributes to the Management Division and Publications, Image & Membership, and Publications Departments. He is also the 2010 recipient of the Emerging Leader award and the Management Division's Member of the Year award.



For more information, go to <http://www.consultantsnh.org/> or contact James Jendrzewski at [jenski@appliedpd.com](mailto:jenski@appliedpd.com).

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