



**Like! Using Social Media for Enhanced #SupplierManagement**

Presented by: Kimberly Cullen, Director of Marketing BidNet | SourceSuite E-Procurement Solutions




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**Remember Choose Your Own Adventure?**




Do you...

- get the large ones to page 10
- return with the great ones to page 11
- fly to the mall on ones back to page 12

Our Agenda is negotiable...

The Adventure of what YOU want to hear regarding Social Media & how to use it to support Supplier Management, your personal purchasing authority & more!

- CYDA.com  
- Image credit: <http://samizdat.cc/cyda/>




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**Introductions... in 140 characters or less!**

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**Your turn... in 140 characters or less!**

- Why Introductions Matter
- The difference between in person & online introductions
- First Impressions
  - Your Agency's Social Media Impression
  - Purchasing Department's Brand
  - Your Personal Brand




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**First Impressions**

- Our on-line words and pictures are often our first impression.






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**Social Media 101**

- When did Pound become Hashtag?
  - #NIGPForum2014 #5minuteRFP
- Does #FF stand for French Fries?
- Groups, Fans & Likes- how do we keep up?
- Social Media terms resource:
 

<http://www.constantcontact.com/learning-center/glossary/social-media/index.jsp>


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### Social Media 101: The Do's

- Be Authentic
- Add Value
- Focus your Efforts on Key Outlets
- Know your Goals
- Tailor your Content
- Build Relationships





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### Social Media 101: The Don'ts

- **Be Selfish** (share & talk about others)
- **Steal Content** (give credit to author)
- **Be 100% Automated** (Hootsuite, only sharing)
- **Say Anything Inappropriate** (examples- abound!)





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### Your personal profile, isn't too personal


• Social Media and how it interacts with google, search engines, public information


 **Justine Sacco**  
@justinesacco

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!  
12:00'13, 10:18 AM from Hillingdon, London

Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.  
9:47 AM EST via @twttr from south

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo-KC>  
about 2 hours ago via Twitter for BlackBerry  
Retweeted by 8 people

 **KennethCole**  
Kenneth Cole




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**Social Media for Supplier Management**

- Performance Management
- Mitigate Supplier Risk
- Risk Assessment





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**Social Media as a Supplier research resource**

- Finding Suppliers online
- Complaints v Referrals
- References
- Job Postings
- Pictures & Images





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**Supplier Collaboration & Connecting**

- LinkedIn Groups
- Wikis
- Online Bid Systems





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**Internal Collaboration**

- Organization procurement awareness
- LinkedIn
- Wikis
- Awards
- Social Media Presence & Collaboration



**NIGP FORUM**  
Connecting Procurement Communities

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**Branding YOU as a Purchasing Authority**

*“The true cost of remaining anonymous, then, might be irrelevance,”*

Eric Schmidt (“The New Digital Age”)



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Connecting Procurement Communities

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**Branding YOU as a Purchasing Authority**

- Becoming an Authority
- Activity builds your personal brand
- Author & give insight through quotes
- Post, repost, like, comment
- Update your Profile
- Ideas for Content:
  - Guest blogging & articles
  - Supplier Case Studies
  - NIGP and other local speaking opps



**NIGP FORUM**  
Connecting Procurement Communities

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**Building your Social Media Strategy**

- Purchasing Department
  - Attracting new bidders
  - Supplier research
  - Supplier management & engagement
- Personal Brand Authority
  - Determining your path
  - Following the right people
  - Connecting & collaborating



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**Next Steps**

- Review "Purchasing Social Media Guide"
- Develop your personal brand
- Develop strategy & plan of action
- Become active within Social Media



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