Like! Using Social Media for Enhanced #SupplierManagement
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Remember Choose Your Own Adventure?
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!

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

First Impressions

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

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:
Social Media 101: The Do's

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

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!)

Your personal profile, isn't too personal

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

- Performance Management
- Mitigate Supplier Risk
- Risk Assessment

Social Media as a Supplier research resource

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

Supplier Collaboration & Connecting

- LinkedIn Groups
- Wikis
- Online Bid Systems
Internal Collaboration

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

Branding YOU as a Purchasing Authority

"The true cost of remaining anonymous, then, might be irrelevance."

Eric Schmidt ("The New Digital Age")

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
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

Next Steps

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