



May 22, 2014
6:00 PM - 8:00 PM

BSA Space
290 Congress Street, Boston

Panel:

Alexandra Lange
Loeb Fellow; Dezeen

Emily Grandstaff-Rice AIA
BSA President; Associate at C7A

Kevin Sullivan FAIA
President, Payette

Moderator:

Karen Robichaud
Graphic Designer at Payette
and member of the
BSA Marketing and PR Wizards.

Business of Architecture | More than 140 Characters: Social media + architecture

Critic, and Harvard Graduate School of Design Loeb Fellow, Alexandra Lange encourages architects to take a Philip Johnson approach to social media—showcase what inspires you, what challenges you, what design pilgrimages you've taken. Don't wait to be asked, she says.

Social media can create relationships with leading thinkers, future clients and colleagues, and establish an architect as a trust agent. It can engage a network through permissions marketing, as outlined by Enoch Sears in www.businessofarchitecture.com.

We will discuss the potential of twitter, blogs and other platforms for architects as individuals and firm representatives, and how to balance personal, professional, and the in-between. We will also look at successful examples from real-world Boston-area firms.

Event Hashtag

#140plus

Boston Society of Architects

@BSAAIA

Payette

@payettepeople

Dezeen

@dezeen

Karen Robichaud

@karenelainer

Alexandra Lange

@LangeAlexandra

Emily Grandstaff-Rice AIA

@egraia

Kevin Sullivan FAIA

@KSullivanFAIA

This event is part of the 2014 President's Initiative Business of Architecture series.

Thanks to **Payette** for generous support of programs which advance the profession of architecture.



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A quick handwritten guide to Twitter

@ signals a reference to a person or organization

Example: @BSAAIA is the BSA; @davidortiz is David Ortiz.
Look for the  symbol for Twitter verified accounts.

Use: "Great seeing @MikeDavisFAIA at the
@BSA global meeting on Friday!"

Use: "@Payettepeople is the @BSAAIA great or what?"

Use: "Why does the @AIA National always insist
on cheesy music at Convention?"

signals a topic

Example: #Boston #Architecture #twitter #thursday
Many events create a #hashtag to track conversation

- #140plus for BSA Architecture + Social Media event

- #AIAcon14 for the AIA Convention

- #bospoli for anything related to Boston Politics

People get creative with those

- #epicfail

- #whyme

- #springisfinallyhere

Use: "Honored to be part of the @BSAAIA event
on #SocialMedia"

Use: Millennial question ownership of #cars "less
on #things and more on #experiences"

Use: "Sometimes I feel like the only #architect
at the event!"

Hashtags are meant to track popular topics.

Often you may hear the term tracking which refers
to topics that almost 'explode' in popularity.

You may see a 'trends' box on your home twitter page.
This tracks the most popular words at any given time.

Some other abbreviations you will see often:

RT: "retweet" This is when you tweet something already
tweeted. Kind of like a citation to the original.

MT: "modified tweet"

#FF: "Follow Friday" On Friday, it is common practice to
give a 'shout out' to interesting people
to follow on Twitter.