

EAN and social media



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2 types of social media:

Type 1: "B to C" (business to consumers)

Ex. Facebook, Google+, Twitter, Pinterest, YouTube, ...

WHAT FOR ? Brand management (*e-reputation*, advertisement), relation with client (technical support), *e-business* (adhesion,...)

+ : participative/interactive, showing the life of the network, forum

- : take care of practicality (Twitter : 140 symbols max.)

Type 2: "B to B" (business to business)

Ex. LinkedIn

WHAT FOR ? For professional communities, getting in touch and discovering new contacts

+ : looks serious and professional, good feedback (cf. Peter)

- : less interactive, just an electronic business card (?)

In any case : time consuming

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Example: Facebook page of the french *Institut de Radioprotection et de Sûreté Nucléaire*



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- What we need for listing EAN on **LinkedIn**® :
- Adresse (use CEPN adresse)
- CV/resume (use what is already put on the EAN Strategic Agenda)
- Profile :
 - Experience ...
 - Skills ...
 - Background ...
 - Languages ...
 - Miscellaneous ...
 - **Key words** : ALARA, optimization principle, radiation/radiological protection culture, ...

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EAN Newsletter

- Currently: **1 article** for the September issue (*The Use of Thyroid Shields in Dental Radiography*, J. Shaw, Dental X-ray Protection Service, PHE, England)
- No article in the “databank”
- The call for articles in the Newsletter has bring no article (3 issues since) ⇒ EAN is on its own!
- Possibilities :
 - 1 issue/year (defeat the purpose of objective 4 of the Strategic Agenda, and articles are still to be found)
 - Defining thematic issues (may help to find authors)
 - More EAN survey (“easy” articles) / more articles following EAN WS
 - Gathering articles from interesting presentations you saw at a seminar ; delegate drafting to a young EAN-assistant
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