

Raising the Voice of Quality: A 5W2H Approach

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"We are here to put a dent in the universe."
~Steve Jobs

Who is the "voice of quality"?

Simple answer... Us...

But, who am I and why do I care?

ASQ 2015 – An initiative to raise the global voice of quality.

"If, as Dr. Juran foretold, the 21st Century is to be the century of quality, it's high time the quality community raises its voice, to bring more attention to what it knows about the quality concepts, techniques, and tools to make the world a better place."

~Paul Borawski (www.asq.org/blog)

What is social media?

"The media we use to be social."

OK... But, what does that mean?

↳ Facebook

↳ Twitter

↳ YouTube

↳ LinkedIn

so·cial net·work
noun

1) A network of social interactions and personal relationships

2) A dedicated website or other application that enables users to communicate with each other by posting information, comments, messages, images, etc

When do we do this?

Simple answer... Now!

Where do you find the time?

Simple answer... You'll be surprised how much you can get done in only a few minutes a day!

Why bother?

- ↳ Connecting with others online presents a significant networking opportunity.
- ↳ Familiarity with social media adds value to your skill set.
- ↳ Time spent reviewing content teaches you new things and keeps you current.
- ↳ Time spent contributing content teaches others new things and keeps them current.
- ↳ The possibilities as a result of the conversation are amazing.

How do you do it? How much?

- ↳ Set a short-term objective
 - ✎ Example: "I will dedicate 1 hour each week for at least 3 months."
- ↳ Set a long-term objective
 - ✎ Example: "I would like to participate as an ASQ Influential Voice and have my own blog within one year."
- ↳ Get started!
 - ✎ Create & setup an account
 - ✎ Note: Create and setup one account at a time. Move on only when you're comfortable.
 - ✎ Monitor the activity
 - ✎ Establish connections
 - ✎ Join the conversation

Strategy Tips:

- ⌘ Don't "sell".
- ⌘ Be consistent.
- ⌘ Less is more.
- ⌘ Adjust your "voice" as necessary.
- ⌘ Create easily recognizable user names that you can use across platforms.
- ⌘ Cross-promote using your various networks.
- ⌘ As you get more comfortable, experiment with audio and video. Enhance the experience.
- ⌘ Stay positive... Show your passion!

Resources that make it all easier...

- ⌘ Facebook Pages: The Insider Guide - http://www.facebook.com/note.php?note_id=12261944821
- ⌘ YouTube Handbook: http://www.youtube.com/t/yt_handbook_home
- ⌘ Twitter Guidebook: <http://mashable.com/guidebook/twitter/>
- ⌘ LinkedIn New User Starter Guide: <http://learn.linkedin.com/new-users/>
- ⌘ The Social Media Bible – www.thesocialmediabible.com