



FIG Working Week 2012

Rome, Italy 6–10 May

Knowing to:

Manage the territory
Protect the environment
Evaluate the cultural heritage



New Ways of Working – Professionals Adopting Social Media as part of their Working Culture

TSO1A –Paper 6144

Leonie Newnham,
Chair of Commission 1

Australia

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If Facebook were a country, it would be the third most populated in the world, ahead of the United States.





“ Social media is the ongoing conversation of the planet.

It is the source of news, it is the connector to the giant multi-celled organism called planet Earth. As time goes on, social media is my home on the internet. It is my home page, the place where I spend the most time. It is where I do business. It is where I hang out with friends. It's where I find out about new movies, television and other products. It is my diary. Looking back on my wall, I have a history that is far richer than any diary or journal.”

Kurt Sonderegger, VP Marketing, Ploom, <http://www.ploom.com>



“ Social media is the mainstream.

The average Facebook user age continues to rise. It's not just for kids anymore.

It moves the media mouthpiece and content distribution into the hands of the public.”

Emily White, Co-Founder, Whitesmith Entertainment
<http://whitesmithent.com>



NINETY-FIVE.

The percentage of companies using LinkedIn to find and attract employees.



“ Social media is like water.

On its own, water does some cool things, but when combined with other compounds it enabled the evolution of all forms of life.

Social media on its own is nice, but when combined with other tools, it is enabling everything to evolve, from communications to business to politics to marketing.”

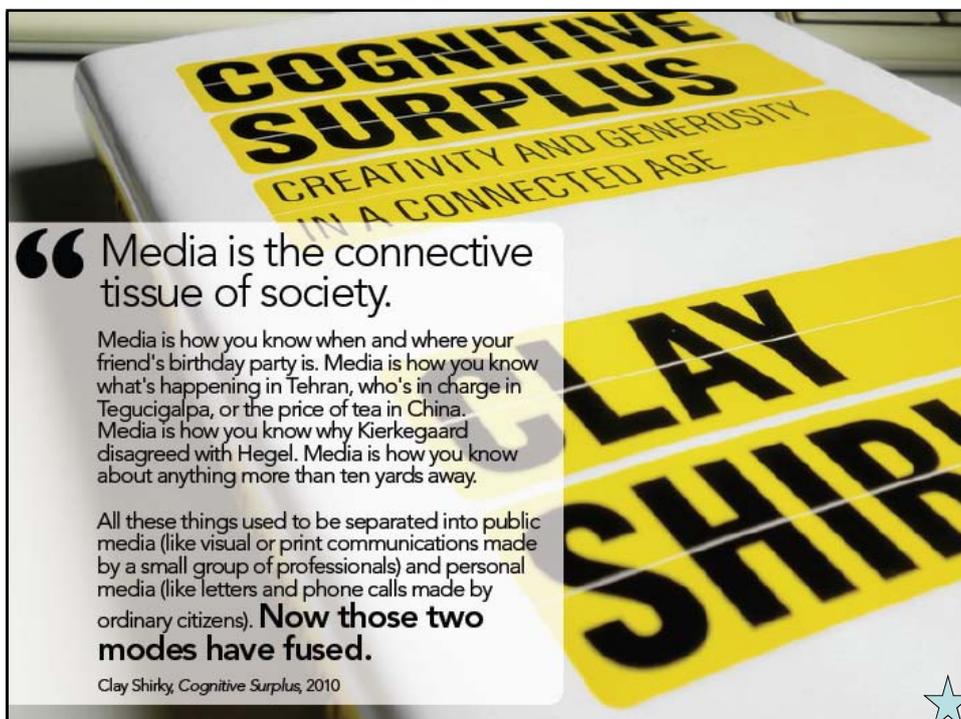
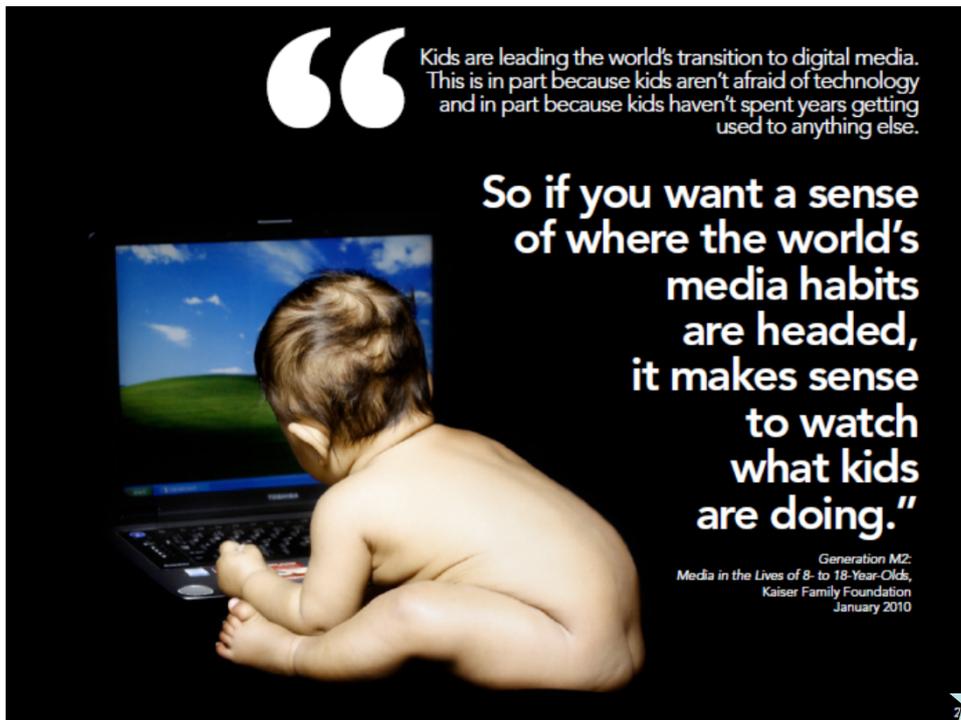
Mike Volpe, VP Marketing, HubSpot, <http://www.hubspot.com>

“

Kids are leading the world's transition to digital media. This is in part because kids aren't afraid of technology and in part because kids haven't spent years getting used to anything else.

So if you want a sense of where the world's media habits are headed, it makes sense to watch what kids are doing.”

*Generation M2:
Media in the Lives of 8- to 18-Year-Olds,
Kaiser Family Foundation
January 2010*



“ Media is the connective tissue of society.

Media is how you know when and where your friend's birthday party is. Media is how you know what's happening in Tehran, who's in charge in Tegucigalpa, or the price of tea in China. Media is how you know why Kierkegaard disagreed with Hegel. Media is how you know about anything more than ten yards away.

All these things used to be separated into public media (like visual or print communications made by a small group of professionals) and personal media (like letters and phone calls made by ordinary citizens). **Now those two modes have fused.**

Clay Shirky, Cognitive Surplus, 2010

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<http://www.ted.com>

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This Week's Top Influencers

james kavanagh Shedding light on 'grey' areas - FT.com

These members have contributed to some of the most active discussions in the group. Why not join the conversation?

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Members (1,534)

Sorted by: most relevant Showing 1 - 20 of 1,534

Leonie Newnham (YOU)

Manager Innovation at DSE and Chair of Commission 1 - FIG - International Federation of Surveyors, Melbourne Area, Australia
500+ followers | See activity >

Louise Friis-Hansen (1st)

Office Manager at FIG - International Federation of Surveyors, Copenhagen Area, Denmark
324 followers | Unfollow | See activity >

Brent Jones (3rd)

Global Marketing Manager - Surveying/Cadastral/Engineering, Greater Los Angeles Area
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New Members: Last 7 Days

Martin Andree (GROUP)

Uvecklingschef at Lantmateriet Gävle, Sweden

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Open Group 572 members
Welcome to the FIG Young Surveyors group! For all spatial professionals under 35. But we also accept young at heart!

Aliona Scutelnic

9 hours ago
2 people like this.

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Nel Underwood
Trimble Photo Competition — with Chris Underwood at The Colosseum.

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FIG Young Surveyors Network Discussion | Poll

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Kate Fairlie [Unfollow](#)

A preliminary outcome from the FIG Young Surveyors Conference:
Based on our workshop sessions, I have the following answers to our three questions. Please comment if you think there is anything further to add, if you disagree or wish to reward, or if you like them!!!

- The FIG and Member Associations can best support young surveyors by:
 - Encouraging each country to nominate a young surveyor representative to FIG and to each FIG Commission
 - Entrusting young surveyors with more responsibility, and delegating young surveyors with roles in decision making processes
 - Ensuring information flows between the FIG and young surveyors
 - Opening new doors of connection with international companies for internships and collaboration
- Young surveyors think the benefits of FIG are:
 - Opportunities (Professional development, access to industry leaders and peers)
 - Knowledge sharing (technical, cultural, problem identification and solving, mentoring)
 - Networking – forming an international community
 - Advocacy
 - Professional standards of practice
- The priorities for the FIG Young Surveyors network are ...
 - Motivating young surveyors by sharing skills and knowledge
 - Connecting young surveyors
 - Advertising the FIG and enabling young surveyor opportunities
 - Create a guideline for a mentoring scheme
 - Improving the visibility of the profession
 - To inspire.

4 hours ago

Latest Updates

- Aliona SCUTELNIC** commented in the group on [A preliminary outcome from the FIG Young Surveyors Conference](#): that was a nice team work to found out all this opinion! I liked to discuss and to hear what the people from other countries expected to be...
[Like](#) · [Comment \(1\)](#) · 4 hours ago
- 9 people have joined the group, including **Eva-Maria Unger, Jan Tischer** and **Irene Maragos**
4 hours ago
- Kate Fairlie** is discussing: [A preliminary outcome from the FIG Young Surveyors Conference](#):
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- Search jobseekers
- Become an advocate

WHAT DO I NEED TO STUDY?
 Study options vary from 1 year for a Tafe course to 4-6 years to become

TRANSIT OF VENUS 6 JUNE 2012
 Early Surveyors and Astronomers used the Transit of Venus to

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Knowing to: Manage the territory, Protect the environment, Evaluate the cultural heritage

Land Surveyors United

First social network in the world for land surveying professionals, GPS, GIS, mapping and geomatics community.

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LAND SURVEYORS UNITED

Organizational Structure and Purpose on Land Surveyors United.

United is *not* your everyday surveyors forum. It is the first of its kind; **global social support environment** where professional land surveyors can find support for *virtually any type* of land surveying equipment or software on earth. It is a place where you, the surveyor, can join a geographically based group forum designed specifically for your area. Over the years, our members have created dedicated **group forums** for **Antarctica**, **all 50 US states**, translating into over 145 languages. To date, we have zero negativity on our network as members tune in each day to solve problems in both the field and office, while building their reputation online. With over 2300 members, we are the largest and most helpful online land surveyors. Join our community today and represent the **land surveying industry** from your area of expertise in your own local area.

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United is a place for preserving surveying history, discussing surveying in the present and protecting the industry for the future through sharing practices and educating the next generation of surveyors.

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landsurveyorsunited.com/group/surveyors/australia

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Formation

Professional Land Surveyors of Australia is a social support group and forum for land surveyors who live and work in Australian localities, or even those who are considering a survey opportunity in Australia- It is the best place to live after all!

Geolocation: **Australia**
Members: **19**
Latest Activity: **Apr 1**

Members (19)

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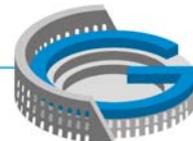




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If you are interested in Commission 1 activities contact me:

- send your ideas or discussion points to me
- join FIG and Commission 1 discussions on LinkedIn

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