



SOCIAL MEDIA IN THE EHS INDUSTRY– WHAT ARE WE DOING?

PRESENTED BY

Scott Brehmer, MPH, CIH, CSP

Principal, Industrial Hygiene & Safety

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ABOUT US



citadelenv



CitadelEnv



citadel-environmental-services-inc.



citadelenvironmentalservices

ABOUT THE PRESENTER – Scott Brehmer



- Principal of Industrial Hygiene & Safety for Citadel
- BS Biochemistry UCLA
- MPH Environmental Epidemiology
- 19 years in EHS consulting
- Certified Industrial Hygienist (CIH) - 2006
- Certified Safety Professional (CSP) - 2008
- Has 3 kids and 19 nephews/nieces in OC

ABOUT MY SOCIAL MEDIA

- Friendster
- Xanga
- Myspace
- Facebook – Scott Brehmer
- LinkedIn – Scott Brehmer
- Foursquare – Scott B.
- Yelp – Scott B.
- Flickr – Scott Brehmer
- YouTube – sbrehmer1
- Twitter - @ScottBrehmer
- Snapchat - uncklcool
- Musical.ly - @rosegold846
- Instagram - @sbrehmer
- Google+ - sbrehmer1
- Nextdoor – Scott Brehmer
- Pinterest – Scott Brehmer
- Tumblr – sbrehmer



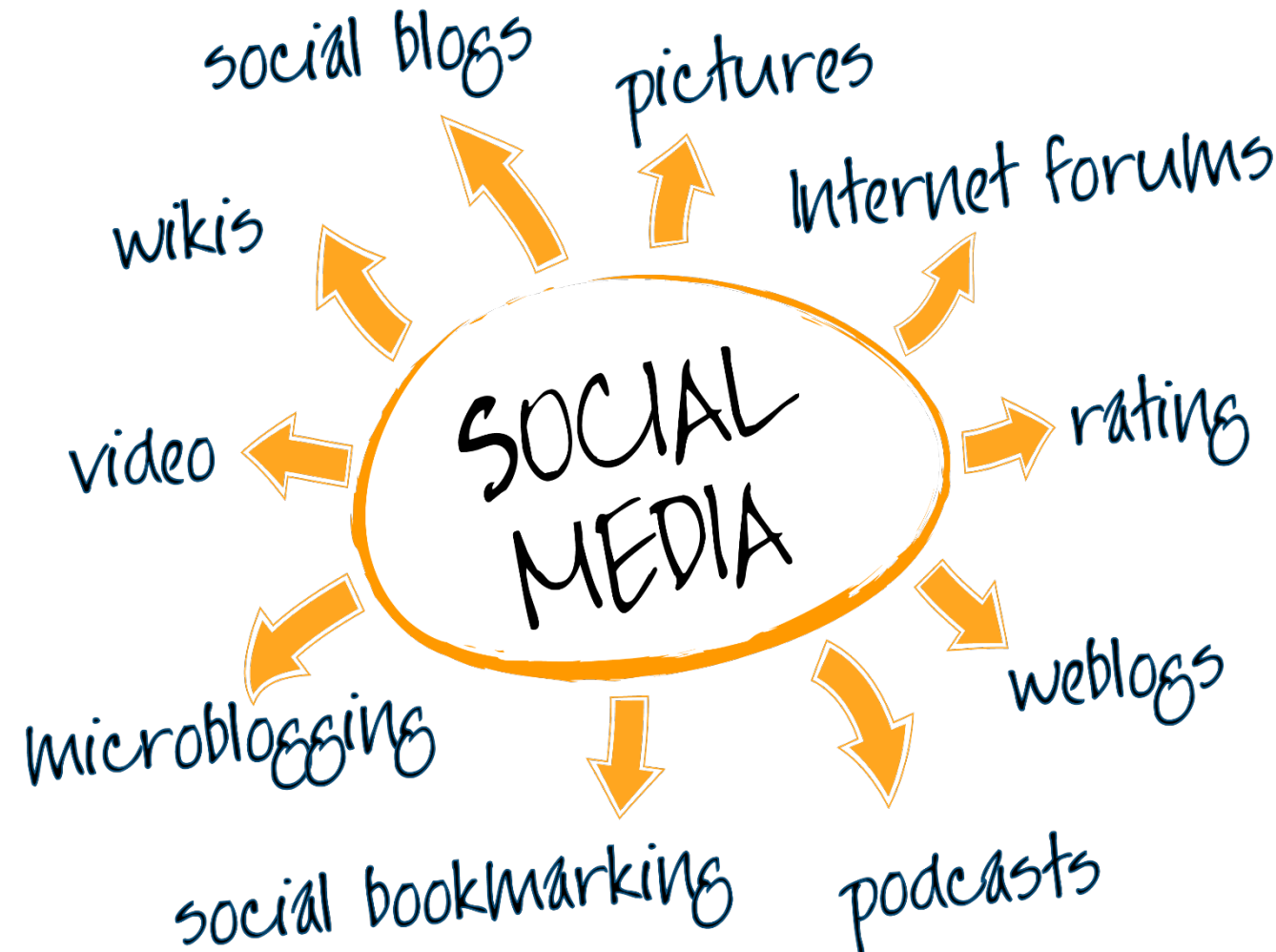
OBJECTIVES

- Learn the basics of social media
- Understand the benefits and challenges
- Learn how others are leveraging social media
- Gain practical tips on how to get involved and use social media





WHAT IS IT?

Social Media is a variety of electronic and mobile technologies used to facilitate user-interaction and the production of user-generated content.



The Basics

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
DEMOGRAPHICS	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-29	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29	200 Million users Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

The Basics

- **Facebook** – Mix of personal and business social
- **Twitter** – Beliefs and feelings
- **Pinterest** – Pictures and graphics
- **YouTube** – Video
- **LinkedIn** – Business
- **Instagram** – Pictures or short video content
- **Google+** - Interaction with specific communities





Scott Brehmer, CIH, CSP

Solving tough EHS challenges and making the world a safer and healthier place
1s

Wouldn't it be awesome if we could engage more of our EHS colleagues on social media? For all you local trailblazing professionals, join the conversation at the OC **American Society of Safety Engineers (ASSE)** PDC on 2/21, and bring ...see more

2018 PDC Attendee Registration

orangecounty.asse.org

- The dates when this option is available for purchase. Goes On Sale: January 20, 2018 5:25 pm Sales...



New posts

Tweets Tweets & replies Media



Scott Brehmer @ScottBrehmer · 2h

Do you wish you had the courage to Tweet like @POTUS? Find what you believe in and share with our EHS community on 2/21 in OC.

orangecounty.asse.org/events/2018-pd...



SAMPLES



Anthony Price

Principal, Business Development at Citadel Environmental Services, Inc.
1w

Citadel Principal Consultant **Scott Brehmer, CIH, CSP** will be leading an interesting discussion titled "Using Social Media in the EHS Industry - What are we doing?" at the OC ASSE PDC on 2/21. Hope to see you there! **Natasha Stratton, H** ...see more

SCOTT BREHMER, MPH, CIH, CSP

PRINCIPAL, INDUSTRIAL HYGIENE & SAFETY
CITADEL ENVIRONMENTAL SERVICES, INC.



ORANGE COUNTY CHAPTER

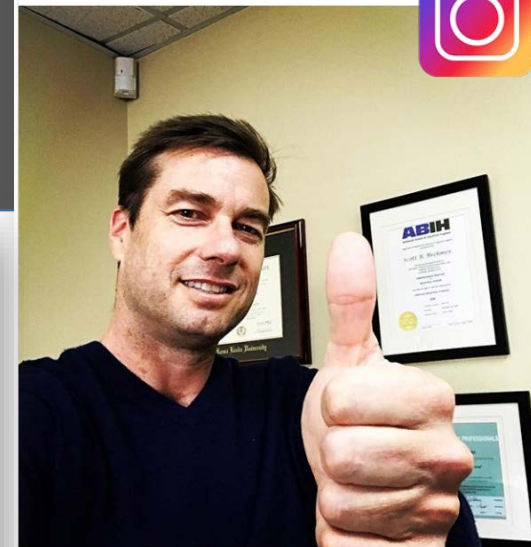
2018 Orange County ASSE Professional Development Conference
February 21, 2018
Embassy Suites Hotel in Brea, CA



Presenter: Scott Brehmer
"Using Social Media in the EHS Industry - What are we doing?"



sbrehmer
Costa Mesa, California



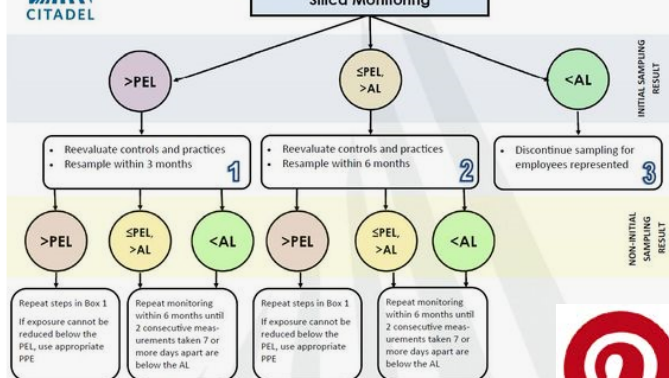
mark.nguyen, jbremer2014, asnusa and asakortman like this
sbrehmer Do you like to like? Do you have an opinion? Are you into safety? Come join the conversation in OC. #iamih more
23 MINUTES AGO

Send ...

Save



Guide to OSHA Silica Monitoring



www.citadelenvi.com



Saved from
citadelenvironmental.com

Visit



Scott Brehmer

2 hrs · 🌐

Hellooo Safety Pros - why are we so sluggish to adopt social media? Let's blaze this trail together and inspire others to engage and create a more powerful safety community. I'm hosting a conversation on social media at the Orange County ASSE Professional Development Conference on 2/21. Come join us!

Professional Development Conference
Wednesday, February 21, 2018
Embassy Suites Brea, CA



ASSE Orange County Chapter | American Society of Safety Engineers

ORANGECOUNTY.ASSE.ORG



sbrehmer1 · Public

1s

Super excited to be kicking off a conversation on Social Media and EHS. There are a few rock stars out there, but by and large, we're way behind. Come join the conversation if you're in SoCal on 2/21, or hit me up on just about any social media channel.

2018 PDC Attendee Registration

2018 Orange County ASSE Professional Development Conference February 21, 2018 Embassy Suites Hotel in Brea, CA *** Save time on the morning commute by staying at the Embassy Suites on February 20th. Group Room Rate available until February 6th!
orangecounty.asse.org



Add a comment...

+1




CITADEL
ENVIRONMENTAL SERVICES, INC.
assess • resolve • strengthen

SAMPLES

YouTube

Search



A young girl with dark hair is cutting the hair of another young girl with dark hair. The girl being cut is looking at the camera with a neutral expression. The girl cutting her hair is smiling and holding a pair of scissors. The background is a dimly lit room with a doorway visible.

0:34 / 1:04


Avery cuts her sister's hair for a cause

5,512 views

25 4 SHARE

YouTube

Search



A young girl with dark hair is cutting the hair of another young girl with dark hair. The girl being cut is looking at the camera with a surprised expression. The girl cutting her hair is smiling and holding a pair of scissors. The background is a dimly lit room with a doorway visible.

0:36 / 1:56

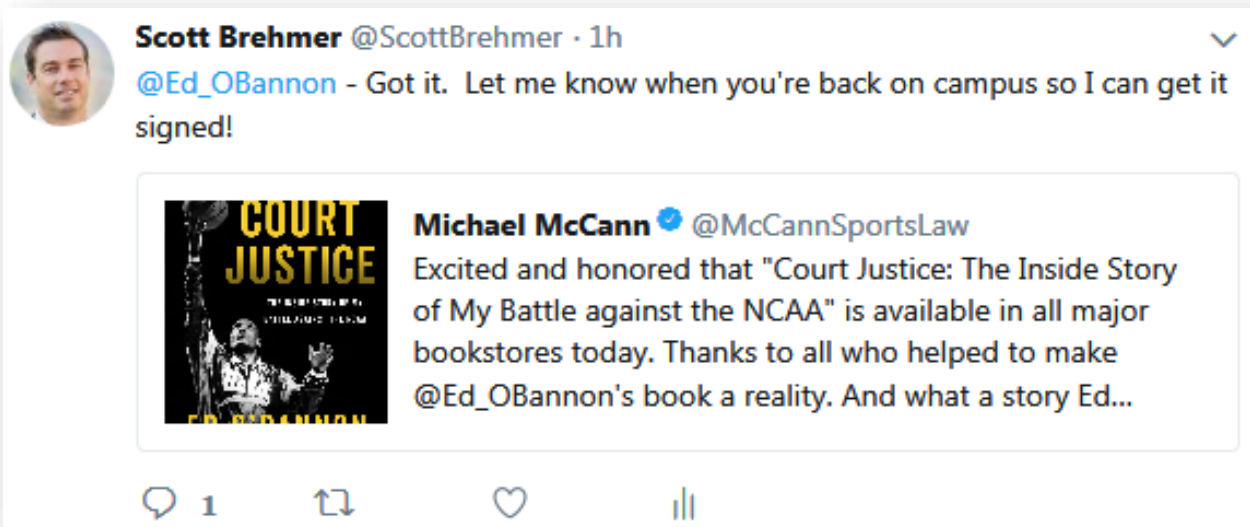
Avery cuts her sister's hair for a cause - 2 years later

2 views

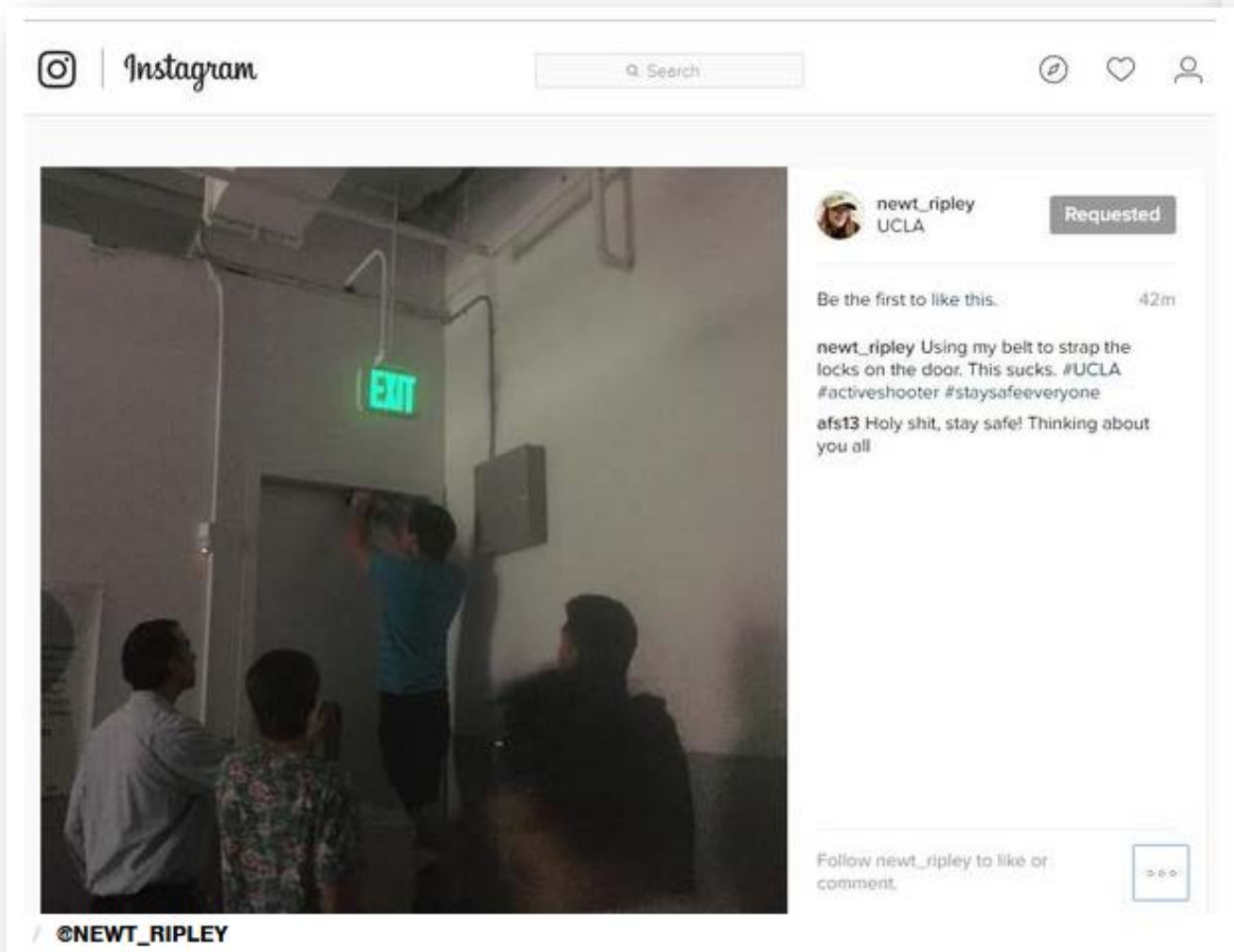
0 0 SHARE

WHY IS IT IMPORTANT IN SAFETY?

- Open sharing of ideas within our profession
- Opportunity to define ourselves and what we believe
- Can help us focus on what's important
 - Key trends/issues will be revealed by the algorithms
- Allows for real-time engagement and interaction – unprecedented access



WHY IS IT IMPORTANT IN SAFETY?



WHY IS IT IMPORTANT IN SAFETY?



DEKRA Insight @DEKRAInsight · 1h

In recent [#safety](#) [#news](#), the wait for [#ISO45001](#) is over. Did you take the opportunity to comment on the [#finaldraft](#)? Via [@OHSONline](#) [#SafetyAtWork](#) [#WorkplaceSafety](#) [#ASSE](#) [#ISO](#)



The Wait for ISO 45001 is Over -- Occupational Heal...

For a long time, I've been hearing this standard described as a true and much-needed game changer for workplace safety and health.

[ohsonline.com](#)



ISHN @ISHNmag · 14m

[#Trump's](#) [#budget](#) proposal would eliminate [@CSB](#), [#climatechange](#) initiative: [bit.ly/2G8qGYS](#) [#safety](#) [#CSB](#)



ASTM International @ASTMIntl · 1h

Seeking input on new standards to help the [#tire](#) [#recycling](#) industry. [#rCB](#) [bit.ly/2Gb5a5D](#)



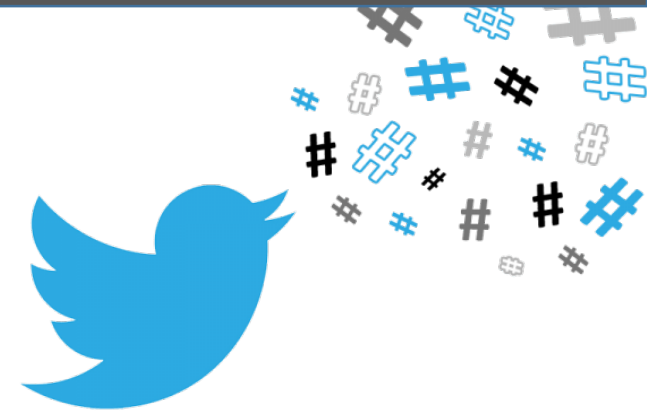
Scott Brehmer @ScottBrehmer · 1h

Couldn't agree more. IHs unite!

Mark Ames @AmesAIHAggr

President Trump has once again called for eliminating NIOSH's Education and Research Centers (ERCs) in his FY 2019 budget request. @AIHA strongly supports the ERCs, which play key roles, preparing the next gen of [#WorkerHealth](#) [#WorkerSafety](#) professionals! [ow.ly/NMwz30imbVO](#)

HASHTAGS!!



ASSE

*#WeAreSafety, #SeminarFest,
#Safety2018, #safetyprofessional*

AIHA

*#IamIH, #AIHce, #WorkerHealth,
#SynergistNOW*

WHO SHOULD YOU FOLLOW?

- @ASSE_Safety
- @AIHA



Twitter profile card for @ASSE_Safety. The profile picture is a green shield with a yellow cross and the letters 'A', 'S', 'S', 'E' in the quadrants. The header is red with two circular icons: a yellow one with a black hard hat and a red one with a black person reading. The stats bar shows: Tweets 8,621, Following 550, Followers 13.1K (circled in blue), Likes 7,039, Lists 1, and Moments 1.

Tweets	Following	Followers	Likes	Lists	Moments
8,621	550	13.1K	7,039	1	1



Twitter profile card for @AIHA. The header features a blue geometric pattern with labels: CAREER, DEVELOPMENT, EDUCATION, RESOURCES, COMMUNITY, ADVOCACY, and LEARNING. The AIHA logo is in the top right. The stats bar shows: Tweets 11.3K, Following 1,351, Followers 7,394 (circled in blue), Likes 2,854, and Lists 1. A 'Following' button is on the right. The bio states: 'AIHA: Protecting Worker Health (American Industrial Hygiene Association) | 703.849.8888 | Social Media Disclaimer: bit.ly/aihadisclaimer'. Location is 'Falls Church VA 22042 USA', website is 'aiha.org', and joined 'January 2009'. A 'Pinned Tweet' is visible, dated Feb 1, with the text: 'What would you do? You suspect the abatement firm that hired you turns a blind eye to dangerous working conditions...You discover the factory where you're conducting ventilation survey doesn't provide respirators for its welders...Tell us what you think! bit.ly/2DVFNID'. Below the tweet is a photo of a corner with peeling paint.

Tweets	Following	Followers	Likes	Lists
11.3K	1,351	7,394	2,854	1

WHO SHOULD YOU FOLLOW?


 **American Industrial Hygiene Association (AIHA)** 4,465 followers 2mo


Ok... You've got your **#IAMIH #LeadershipChallenge** Starter Kit. What now?! Check out this handy dandy "How To" video on AIHA's YouTube channel. It's everything you need to know about setting up a successful presentation ...see more



If you are doing what you **like to do** you will be more **EFFECTIVE** and **ENJOY IT**


How to Get Started: Promoting the Industrial Hygiene Profession
youtube.com

 **YouTube** american society of safety engineers




American Society of Safety Engineers (ASSE) ☒ Subscribed 177


Home Videos Playlists Channels Discussion About


 **safer, stronger future** 3:49


Welcome to the American Society of Safety Professionals
American Society of Safety Engineers (ASSE)
8 months ago • 295 views
This video explains the reasoning for the change in our name and logo, and how we will better represent safety professionals.

SeminarFest







 **The Education Quality at SeminarFest**
American Society of Safety Engineers (ASSE) 1:34

 **Networking with Your Peers at SeminarFest**
American Society of Safety Engineers (ASSE) 1:40

 **Get Inspired at SeminarFest**
American Society of Safety Engineers (ASSE) 1:06
16 views • 1 month ago

 **There's a Huge Variety of Education at SeminarFest**
American Society of Safety Engineers (ASSE) 1:07

Popular channels

-  **The Young Turks** ☒ Subscribe
-  **CNN** ☒ Subscribe
-  **Inside Edition** ☒ Subscribe
-  **The Daily Show with...** ☒ Subscribe
-  **VICE News** ☒ Subscribe
-  **Fox News** ☒ Subscribe

WHO FOLLOWS YOU?

Verizon 3:21 PM 64%

AIHA
@AIHA Follows you

AIHA: Protecting Worker Health (American Industrial Hygiene Association) | 703.849.8888 | Social Media Disclaimer: bit.ly/aihadisclaimer

Falls Church VA 22042 USA aiha.org

1,278 Following 6,977 Followers

Tweets Tweets & replies Media Likes

AIHA Retweeted

Scott Brehmer @ScottBrehmer · 2d
Citadel on campus for animal biosafety. BSL-3 containment not for rookies
[#citadelEnv](#) [#iamIH](#) [#industrialhygiene](#)



Home Moments Notifications Messages Search Twitter Tweet

Scott Brehmer @ScottBrehmer
Principal, IH and Safety at Citadel Environmental
Irvine, CA
Joined November 2011

Tweets 62 Following 74 Followers 31 Likes 204 Lists 0 Moments 0 Edit profile

Abby Ferri CSP @theferrigroup Follows you
I ❤️ Safety. Allied Trade Member & Safety Sponsor of @MNCraftBrew Guild// @ASSE_Safety Pro Member & @WISEconnects Assist. Admin.//...

Pam Walaski @safetypam Follows you
Director of Health and Safety/GAI Consultants. Blissfully married to Jeff and mom of Jason and Chloe.

Jack Samuels @clmsonjak Follows you

Hollie Migdol @HMigdol Follows you
Industrial Hygiene and Safety Citadel Environmental Services

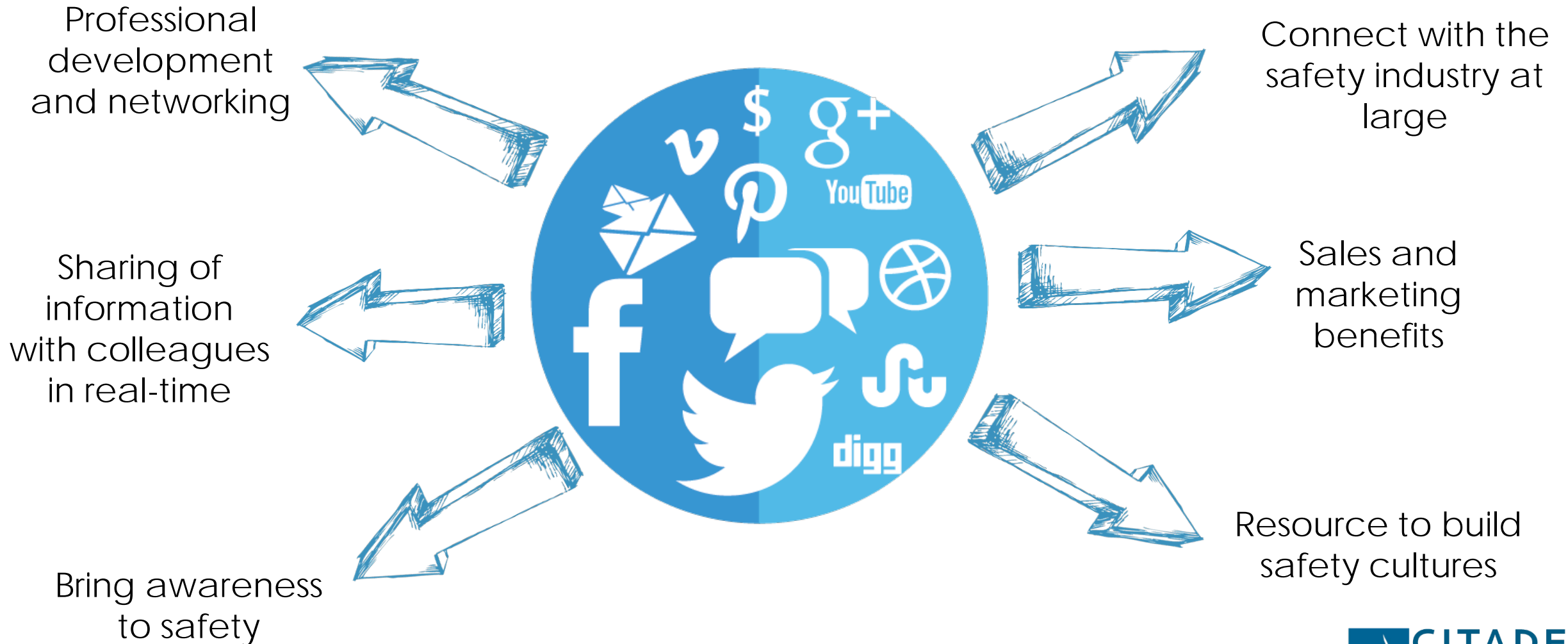
StephenMichaelYouts @stephenmyouts Follows you
Founder & Managing Partner - Avondale Partners & Avondale Capital Partners

Nick Rice @ihrice Follows you
Occupational Hygienist and Exposure Scientist. Protecting health and promoting safety through science.

Who to follow · Refresh · View all

SESHA @SESHAtweets

BENEFITS



CHALLENGES



- Blurring of business and personal
- Loose cannons vs. restrictive policies
- Lack of a well-understood “playbook”
- Inexperience and lack of time
- Poor understanding of the ROI
- Overwhelming amount of data
- Trolls

CHALLENGES



Donald J. Trump

@realDonaldTrump

Since taking office I have been very strict on Commercial Aviation. Good news - it was just reported that there were Zero deaths in 2017, the best and safest year on record!

Jan. 2, 2018, 9:13 a.m.



Donald J. Trump

@realDonaldTrump

....Actually, throughout my life, my two greatest assets have been mental stability and being, like, really smart. Crooked Hillary Clinton also played these cards very hard and, as everyone knows, went down in flames. I went from VERY successful businessman, to top T.V. Star.....

Jan. 6, 2018, 7:27 a.m.



Donald J. Trump

@realDonaldTrump

Follow

North Korean Leader Kim Jong Un just stated that the "Nuclear Button is on his desk at all times." Will someone from his depleted and food starved regime please inform him that I too have a Nuclear Button, but it is a much bigger & more powerful one than his, and my Button works!

4:49 pm - 2 Jan 2018

CHALLENGES

A “safe” approach from the Safety Society!

You’re on stage

Social media is essentially public performance. Avoid overly personal information – remember you’re there to share (appropriate) information and learn. If you run into an issue that draws criticism or unpleasantness, remember to conduct yourself professionally, and assume best intentions if someone’s meaning is unclear. If appropriate, try to respond as cordially and professionally as you can, and don’t get hostile or defensive. If you find yourself angry, step away from social media. The job you save may be your own.

-- *Guidance from ASSE’s Social Media Cheat Sheet*

<http://societyupdate.asse.org/wp-content/uploads/2017/04/ASSE-Social-Media-Cheat-Sheet.pdf>

WHO IS DOING IT "RIGHT"?



WHO IS DOING IT "RIGHT"?




- Gary Vaynerchuck
- Created over 1,000 YouTube educational videos
- Turned family liquor store into a \$60M online wine retailer

WHO IS DOING IT "RIGHT"?

Abby Ferri CS... @theferrigroup
Tweets 2,174 Following 2,011 Followers 1,060 Following

Abby Ferri CSP ⚠️ @theferrigroup · Jan 22
#AugmentedReality + #safety
Here's some ideas of mine that aren't *just* daydreams any longer!!
theferrigroup.co/2017/12/07/aug...



Abby Ferri CSP - www.theferrigroup.co

SILICA EXPOSURE CONTROL PLAN CHECKLIST

MORE INFO FROM ABBY FERRI, CSP
WWW.THEFERRIGROUP.CO
@THEFERRIGROUP
ABBYFERRICSP

- ⚠️ IDENTIFY TASKS WITH RESPIRABLE CRYSTALLINE SILICA EXPOSURE.
- ⚠️ COMPARE THESE TASKS TO OSHA'S TABLE 1.
- ⚠️ UPDATE YOUR RESPIRATORY PROTECTION PROGRAM, IF NEEDED.
- ⚠️ IMPLEMENT ALTERNATIVE CONTROLS.
- ⚠️ CONDUCT TRAINING.
- ⚠️ EVALUATE + ADJUST



THE FERRI GROUP

Abby Ferri CSP ⚠️ @theferrigroup · 5 Nov 2017
How will you get your safety message out on Monday? If it's got to be quick, here's some tips theferrigroup.co/2017/10/18/usi...



REPORT - COORDINATE - RECOGNIZE

QUICK MESSAGING FOR SAFETY

Listen to the podcast at www.theferrigroup.co

WHO IS DOING IT "RIGHT"?



Igniting Connections in the IH/OEHS Community

AIHA

HomeEventsBrowseParticipateCommunities

search

Browse the Resource Library

Search and Find Content & Media When You Need It.

Build a knowledge base of industry best practices, sample documents, spreadsheets, pictures, videos and more.

[Get Started](#)

Latest Discussions



RE: Dream Job for Industrial Hygienist

By: [Matthew S. Parker](#), 5 hours ago

Posted in: [OPEN FORUM](#)

Lets see, Over the last 30 years, I've been active duty IH with the Navy, an IH with an insurance brokerage, an IH with DOE (watching their GOCO contractors), an IH with a consulting company, and an IH with a chemical manufacturer. They ALL had their ...



RE: Apps for EH&S professionals

By: [Timothy L. Carter](#), 13 hours ago

Posted in: [OPEN FORUM](#)

Tweets by @AIHA



AIHA @AIHA

Take \$50 off your full in-person or virtual registration for AIHce EXP 2018 when you use the promo code FEB18PRO50 at checkout. You'll also be entered to win two gift cards to Chima Steakhouse. (New registrants only). Ends 2/28!! [bit.ly/2BkSjPc](#) #AIHceEXP

5h



AIHA @AIHA

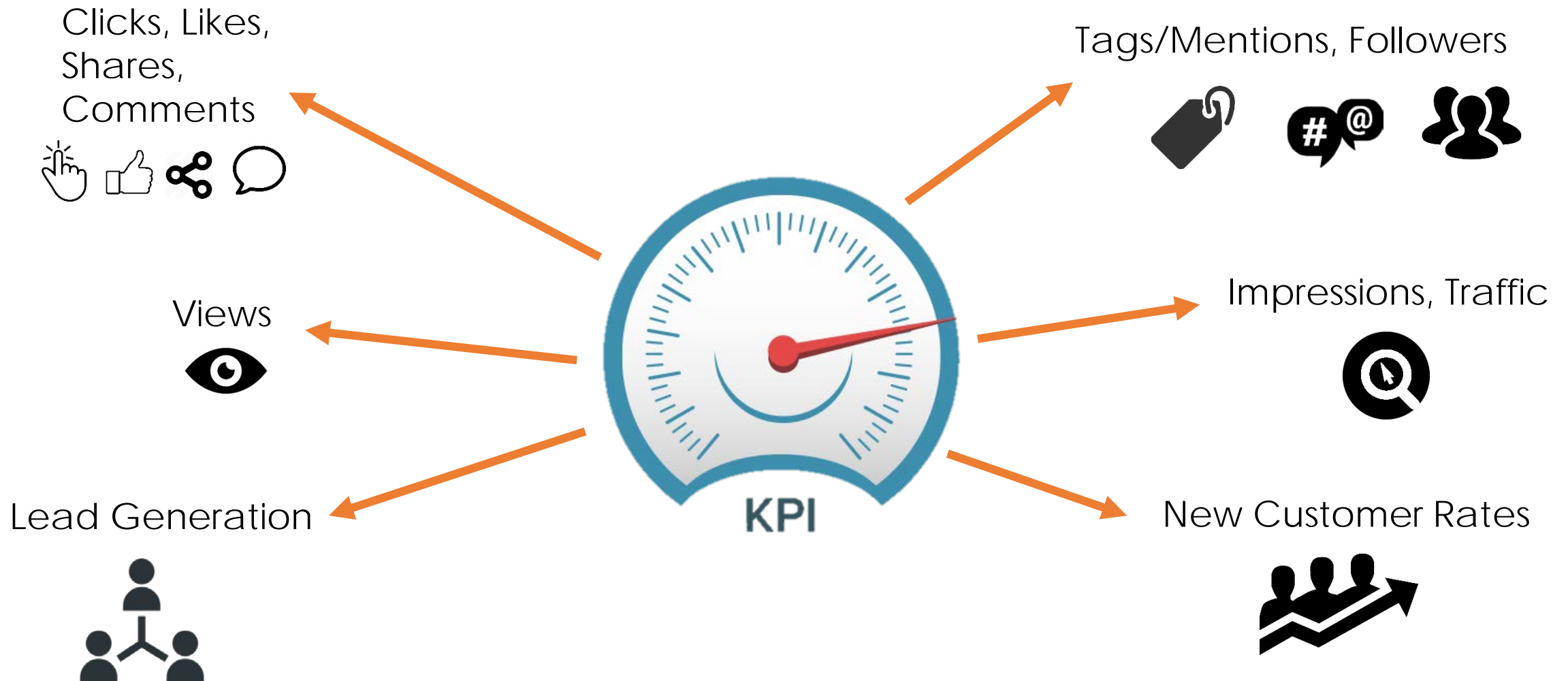
Nominate a notable colleague for the Golden Seed Award! This award is given on behalf of the Students & Early Career Professionals (SECP) Committee to an individual who has

KPIs and ROI



- Are you reaching qualified people?
- Are you engaging them?
- How many followers are seeking you out?
- How many of them become customers?

KPIs



KPIs and ROI



Scott Brehmer, CIH, CSP

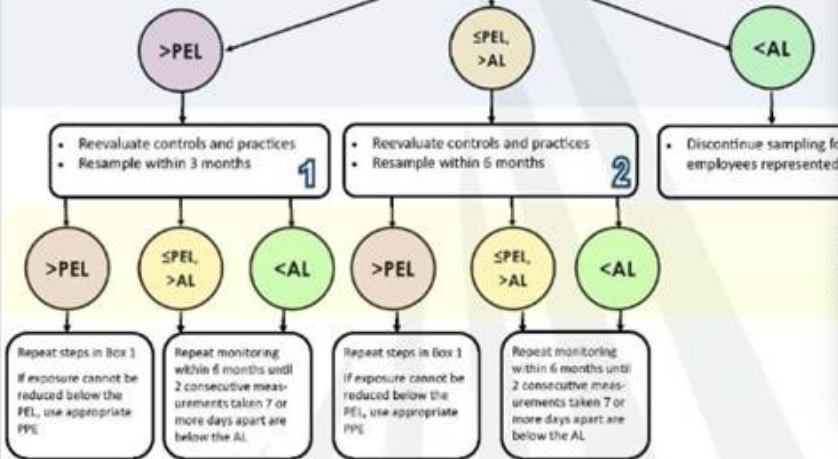
Director, Industrial Hygiene and Safety at Citadel Environmental, Inc.

1d

It's Silica-mania here at Citadel! Here's a decision tree if you choose the scheduled monitoring option. #IamIH



Guide to OSHA Silica Monitoring



30 Likes · 2 Comments

Like Comment Share

1,274 views of your post in the feed



AIHA

@AIHA

Follows you

Tweets
10.1K

Following
1,297

Followers
7,041

Likes
2,600

Lists
1



1



1



AIHA @AIHA · 10h

Infographic: Guide to OSHA silica monitoring from @CitadelEnv

Scott Brehmer @ScottBrehmer

It's Silica-mania here at Citadel! Here's a decision tree if you choose the scheduled monitoring option. #IamIH Inkd.in/gAsAwQk

KPIs and ROI

Your image posted on October 4, 2017 (2 comments, 30 likes)



1,274 views

6 reshares



14 people from BSI viewed your post

Citadel Environmental Services, Inc. 5

EORM (now BSI EHS Services and Solutions) 8

Eaton 5

JE Dunn Construction 4



77 people who have the title Safety Specialist viewed your post

Salesperson 64

Environmental Specialist 34

Project Manager 34

CEO / Executive Director 32



Your biggest audience is from Greater Los Angeles Area

San Francisco Bay Area 62

Orange County, California Area 57

Greater Denver Area 26

Greater San Diego Area 21

Show more



1st

2nd+

Most of your views came from your 2nd+ degree network

KPIs and ROI

From: Corcoran, Patrick@DIR [<mailto:PCorcoran@dir.ca.gov>]

Sent: Monday, October 09, 2017 12:13 PM

To: Scott Brehmer <SBrehmer@citadelenvironmental.com>

Subject: silica sampling diagram

Hi Scott,

My name is Patrick Corcoran, and I'm the Senior Industrial Hygienist for Cal/OSHA Consultation. I am the point person for my organization on the new construction silica regulation, 8 CCR Section 1532.3. I saw your twitter page a few days ago with a link to this diagram as a link and really liked it. I do a lot of public speaking regarding the new silica standard for VPP Construction contractors and their subs in California, and was wondering if I could use this as a slide? I will not alter it and would give credit to Citadel during the presentation.

If not, I understand. Just wanted to ask.

Regards,
Patrick

Patrick Corcoran MPH, CIH
Cal/OSHA Consultation Services



TOP 6 PRACTICAL TIPS

Get on **LinkedIn!**



Connect with me
and other professionals.
Follow ASSE and AIHA

Determine the benefits
you want to gain from social media
and be deliberate

Like, comment, share, re-tweet.

Algorithms will get to know you!

Add other social media platforms to create **synergy**



Find out what you're
passionate about,
what you **believe**,
and what's important
to you...engage and
contribute in those
circles



OBJECTIVES MET?

- ✓ Learn the basics
- ✓ Learn how others are leveraging social media
- ✓ Understand benefits and challenges
- ✓ Gain practical tips



SOCIAL MEDIA GUIDELINES

AIHA

- <https://www.aiha.org/about-aiha/governance/Documents/AIHA%20Social%20Media%20Guidelines%20Revised%20December%202016.pdf>

ASSE

- <http://societyupdate.asse.org/wp-content/uploads/2017/04/ASSE-Social-Media-Cheat-Sheet.pdf>

QUESTIONS?

Contact Information

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