

# Social Media and Online teams.

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Peter Casier

[peter@blogtips.org](mailto:peter@blogtips.org)

# The difference: a group and a team

- Purpose
- Structure

# How to create a “Purpose”?

- Define your objectives
- Define your process
- Define measurable goals
- Define who can be part

# How to create a “Structure”?

- Committed facilitation/leadership
- Define roles

# Tips and tricks

- What's in it for them?
- The common challenge
- (Friendly) competition
- Positive spirit
- Honesty
- Openness
- Momentum

# Relating it back to social media (internal)

- Area of reference
- Area to interact
- (Area to play)

# Relating it back to social media (external)

- Content
- Networking
- (Experimenting)