

Todd Nilson

Managing Director at Social Syntax

Chicago, IL, US

I attach meaning, measurement and results to social media.

Biography

Customers, investors, potential partners and new hires go to the Web first to find out about you and your company. Have you built a social media strategy that allows you to monitor and respond effectively and in a timely way? I help companies build actionable, measurable social media efforts. From community management to talent planning, from reputation monitoring to market intelligence, it is imperative for companies to be ready to leverage the powerful digital tools available to all. Send me a message here or via @socialsyntax on Twitter to start discussing how I can help your company build a successful social media strategy that can ensure your sustainable competitive differentiation.

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Social Media, Advertising/Marketing

Areas of Expertise

Measuring Your Social Media Efforts, New Rules: How Executives Are Using Social Media to Brand Themselves, Employment Branding Through Social Media, Social Media for Organizations, An Enterprise View of Social Media: Collaboration

Sample Talks

Get Past the Hype and Get Down to Business: Measuring Your Social Media Efforts

When Web 2.0 brought information sharing, interoperability, user-centered design and collaboration to the forefront, it ushered in the era of Enterprise 2.0: social software within a business context. And while most of the focus around social media has been on getting a message out, this presentation takes a different approach: how to use social media to listen. In this session, Todd Nilson, an experienced IT industry executive and visionary from SPR Companies? Social Syntax, will review what kind of information is available from monitoring social media sources across the Web as well as the difference between tactical and reactive monitoring vs. strategic and proactive analysis. He will explain how understanding geographical data, demographics and trends in popularity can result in faster, targeted responses that avert risk and take advantage of opportunities you would never have guessed. Nilson will also discuss how to measure actionable outcomes so that you can adjust your market messages to best effect and maximize your strategic objectives. In this session, you will learn: ? The value that social media listening tools can provide (before everyone else fully does) ? How to identify metrics that can be used to quantify the success of your social media ? Data analysis techniques to optimize and plan ? How to develop a roadmap for social media strategic action

An Enterprise View of Social Media: Collaboration, Jetpacks and Rayguns

For many business professionals, social media only extends as far as professional networking on LinkedIn and keeping track of friends and family on Facebook. But social media is a rich category consisting of a broad array of tools that have been leveraged for enterprise users and which are in varying states of maturity--and much more valuable than any science fiction future with ray guns, jetpacks and trips to the moon!

Engage! Your Employer Brand Strategy via Social Media

Where has all the top talent gone? In the past, the people we wanted to hire for our companies were plentiful and easy to find. Lately, their skills are all wrong, and keeping the talent we already have is harder and harder as well. It may seem counterintuitive to look to social media marketing and branding for the answers, but at its heart, HR and social media are both about relationships.

Education

Penn State University
BA Journalism

Duquesne University
MA English

University of Kentucky
Ph.D. English

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