

Smarter #SocialMedia Tips from #HappyinCLE Stuart O. Smith Jr. (@sos_jr)



Stuart O. Smith Jr. joined Twitter in 2009 as a way to promote all the tech, social media, and arts and culture organizations in Northeast Ohio. He has since joined a community of locals who are #HappyinCLE and not afraid to boast about the city via Twitter and other social media. *(courtesy Stuart O. Smith Jr.)*



By [Janet H. Cho, The Plain Dealer](#)

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CLEVELAND, Ohio -- [Stuart O. Smith, Jr.](#) joined the Twittersverse with a five-word tweet on Oct. 1, 2009: "'Hello World' - my first Tweet!" Since then he has added another 55,700 Tweets, amassing 3,341 followers in the process.

Not that Smith, the [website director](#) at [Notre Dame College](#) in South Euclid, tweets to attract more followers. Rather, he uses his extensive IT and multimedia expertise to

help those without the budget or social-media know-how promote their local activities or events.

"The whole purpose for me getting on Twitter was to promote all the great tech and social media groups in our community," he said via email. "In my March sosAssociates.com *Blogiversary: Three post*, I list 165 groups and their Twitter names. This list would be a great start" for people looking for Northeast Ohio social media accounts to friend, follow or "favorite."

"I would also recommend following the many local arts/theatre/parks/museum organizations (I follow 64), and supporters of cultural events like [@InTheCircle](https://twitter.com/InTheCircle), [@CleveFoundation](https://twitter.com/CleveFoundation), and of course [@CuyArtsC](https://twitter.com/CuyArtsC)," Smith said.

"It is OK to start as just an observer. Follow people and organizations that are doing things you are interested in. It might open doors to opportunities that you would have missed otherwise. Later, you can start to engage with others."

The best advice I have is to make what you share real — the key part of #SocialMedia is that it is 'social.'"

"We have so many great organizations in Cleveland," he said. "My wife and I are out often at local events as a direct result of reading about activities on Twitter."

Social media street cred: Twitter ([@sos_jr](https://twitter.com/sos_jr)): [3,341 followers](#)

Facebook: 180 friends. - Since I focus on Twitter, I have kept my Facebook list

rather small (sorry to the 24+ people waiting for me to reply to their friend requests.)

LinkedIn: 209 connections.

Blog: sosAssociates.com is an extension of my [@sos_jr](https://twitter.com/sos_jr) Twitter interests -- taking it beyond the 140 characters. Current focus areas include:

- Promoting and sharing experiences at Cleveland tech meetings, social media events, and some entrepreneur groups
- WebSigCleveland.org
- Website Design & Technology
- Cleveland Cultural Events, Art, Theatre



Stuart O. Smith Jr., [@sos_jr](https://twitter.com/sos_jr), is the website director for Notre Dame College. Stuart O. Smith Jr.

I have run the WebSigCleveland.org special interest group (SIG) since 2006 — providing free web development educational programs on the third Saturday of the month.

I also serve on the [Cleveland GiveCamp Steering Committee](#), and assist along with many others in using social media to support the mission of [Cleveland GiveCamp](#): to pair [creative and technology talent](#) with [nonprofits](#) in need.

Favorite social media platform: [Twitter](#) is absolutely my favorite. I had been promoting web development and tech meetings in the Cleveland area for years at my WebSigCleveland.org meetings.

As the list grew longer, with the growth of the Cleveland tech community, some friends suggested people in the Twitterverse might find it useful if I shared my list on Twitter. I have been promoting Cleveland and Akron tech meetings, social media events, and some entrepreneur groups [via Twitter since October 1, 2009](#) at: [@sos_jr](#)

My sosAssociates.com blog is a [direct outgrowth of my tweets](#) — My blog is unique in how I incorporate my tweets/retweets into the post. It is great that Twitter now supports photos and video, since it adds a new element to my blog posts.

Least favorite social media platform: They all have their place, but since I have limited time, I focus on Twitter. I do have to say that the old FourSquare served a purpose that I miss with the current version — there is no going back.

Favorite story about the power of social media: On Facebook and Twitter, people can read of some incredible success stories made possible by [Cleveland GiveCamp](#). Local nonprofits are now able to have a professional web presence to better get their message out to their supporters and to the people they serve.

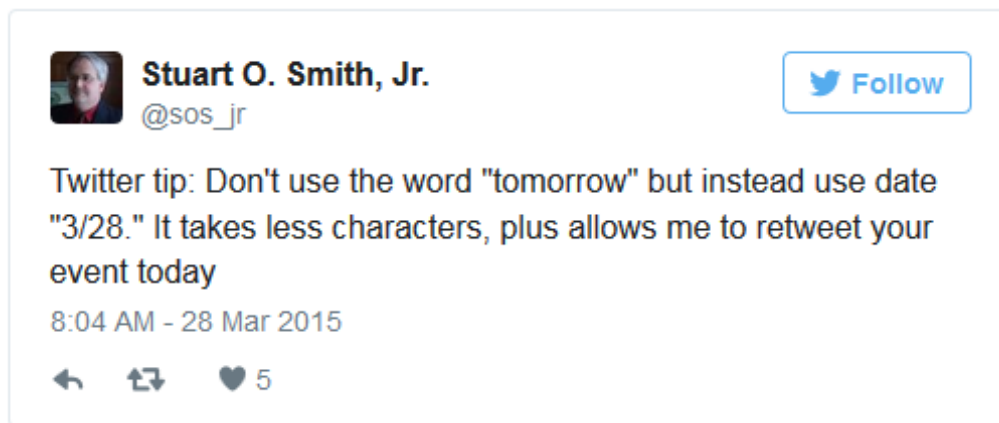
[Cleveland GiveCamp](#) uses social media heavily to recruit tech volunteers, reach out to new nonprofits to serve, and to educate the public about this free technology resource.

This has contributed to [Cleveland GiveCamp](#) becoming the largest GiveCamp in the nation. I would recommend following the [#CleGC hashtag](#), [@CleGiveCamp tweets](#), and [Cleveland GiveCamp on Facebook](#). The Cleveland tech community can be very proud of how they rally together to help local nonprofits at [Cleveland GiveCamp](#).

One thing he would change about social media, if he could: In most cases, people should not be able to post anonymously. It is important to interact with others as a real person on social media.

The biggest social media no-no is: Being negative and sharing things that really should be private is a big no-no. I believe people should separate their public online life from their private life.

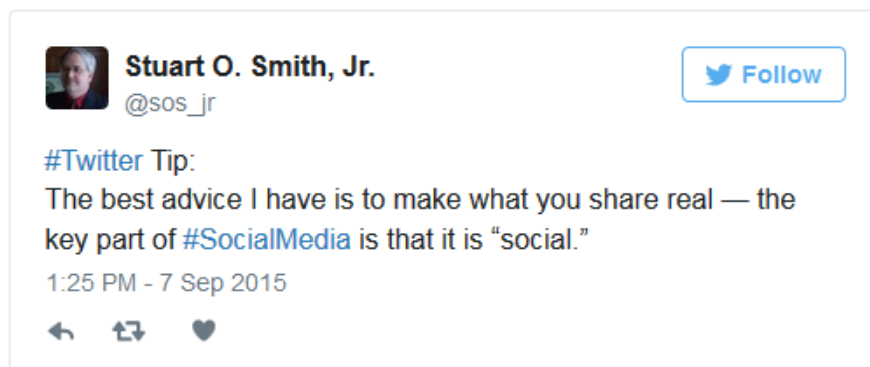
The social media faux pas that drives him crazy: A pet peeve of mine is that people should NOT use the word "tomorrow" to announce their events on Facebook or Twitter. Please put in the date instead, so I can share your post/tweet today and still have it make sense.



Favorite hashtag: My favorite hashtag used to be [#HappyInCLE](#), which has evolved to today's [#ThisIsCLE](#). This change mirrors the recent Cleveland successes, and both hashtags showcase the best of our community. I would also include [#CleGC](#) as a favorite, for the success stories shared there.

Hashtag that best describes him: [#HappyInCLE](#)

His best social media advice, in 140 characters or less: The best advice I have is to make what you share real — the key part of social media is that it is "social."



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Original article:

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