

# **Social media and the professional – how to decide which tool to use!**

**Leonie Newnham (Australia)**

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## **SUMMARY**

New ways of working demand new tools. Social media can be a hard thing to navigate for those who have been used to older ways of working. For those already using social media, how do you keep up with the changes and maintain the right tools to communicate with clients? This paper will provide an overview of a social media guide that identifies how and why to make choices on which social media to use and in which business situations. It will provide examples of successful use of social media in our profession from across the world.