

# How to Leverage Social Media to Enhance Your Geospatial Career

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PROFESSIONALS  
NETWORK





Social media is a potent tool for developing a geographic identity that is consistent with your objectives and principles. It enables communication and connection with the outside world, supports peer learning, inspires creativity, and promotes enjoyment in the production and appreciation of one's work.

To be successful, you may not necessarily need to be active on social media. Social media shouldn't be a binary medium. There are many beneficial aspects as well as drawbacks. If social media is not used effectively for your career, it can cause a disconnect from real relationships and time.

## Here are four ways to use social media to supercharge your geospatial career

- 1 Build Your Brand and Choose the Right Platform
- 2 Stay Informed about News, Data, and Trends
- 3 Create and Share Engaging Content
- 4 Network and Collaborate



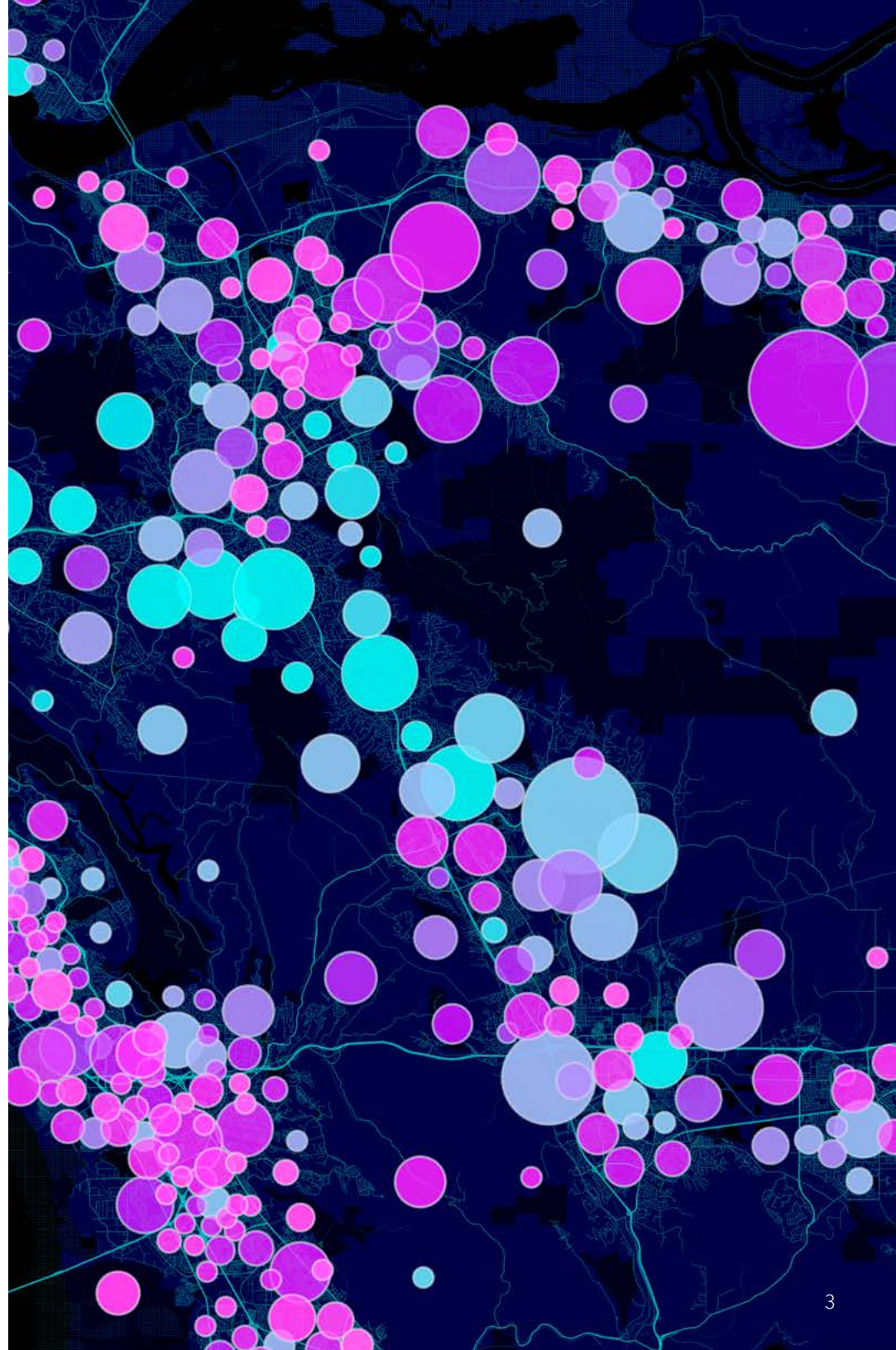
# 1

## Build Your Brand and Choose the Right Platform

Create a bio and profile that reflect how you want to be seen in the geospatial community.

Create platform goals that reflect your interests and style. What do you hope to achieve by using social media? Is it a place to contribute original content, build a following and acquire likes, land a job, or market a product?

This will impact the tone, quantity, and target audience of the content. Some accounts concentrate on geographic information system (GIS)-related humor, memes, maps, or industry-specific content.



# X

## Platform Summary

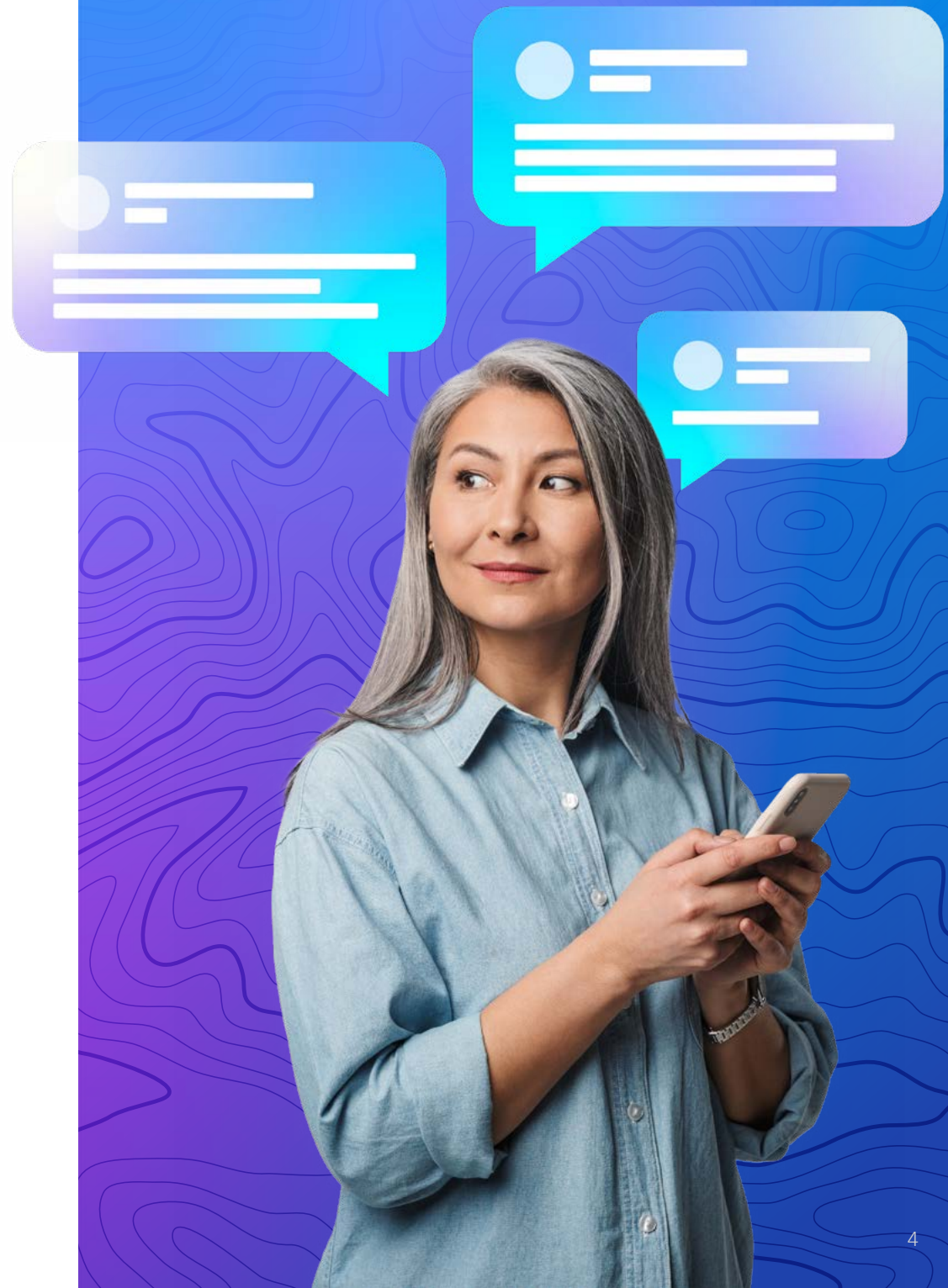
This is a platform to have more casual discussions and maybe less direct work connections. On the contrary, using short sentences encourages clear communication and comments that leave an impression on your audience. Examples of visual content include GIFs, memes, maps, apps, and short videos. Easy-to-share information = wide variety of GIS content!

## Networking

The larger community for outreach and interactions outside of work relationships creates a more casual atmosphere for collaborating and sharing creative ideas.

## Favorite Feature

Lists! Lists enable you to customize the posts you want to see in your timeline. You can join lists created by others or create one from other accounts by group, topic, or interest. Create lists that only show posts from GIS accounts you want to hear from. If you want to divide them into different topics, you can construct them by theme, making them excellent ways to begin the day with GIS news.





# LINKEDIN

## Platform Summary

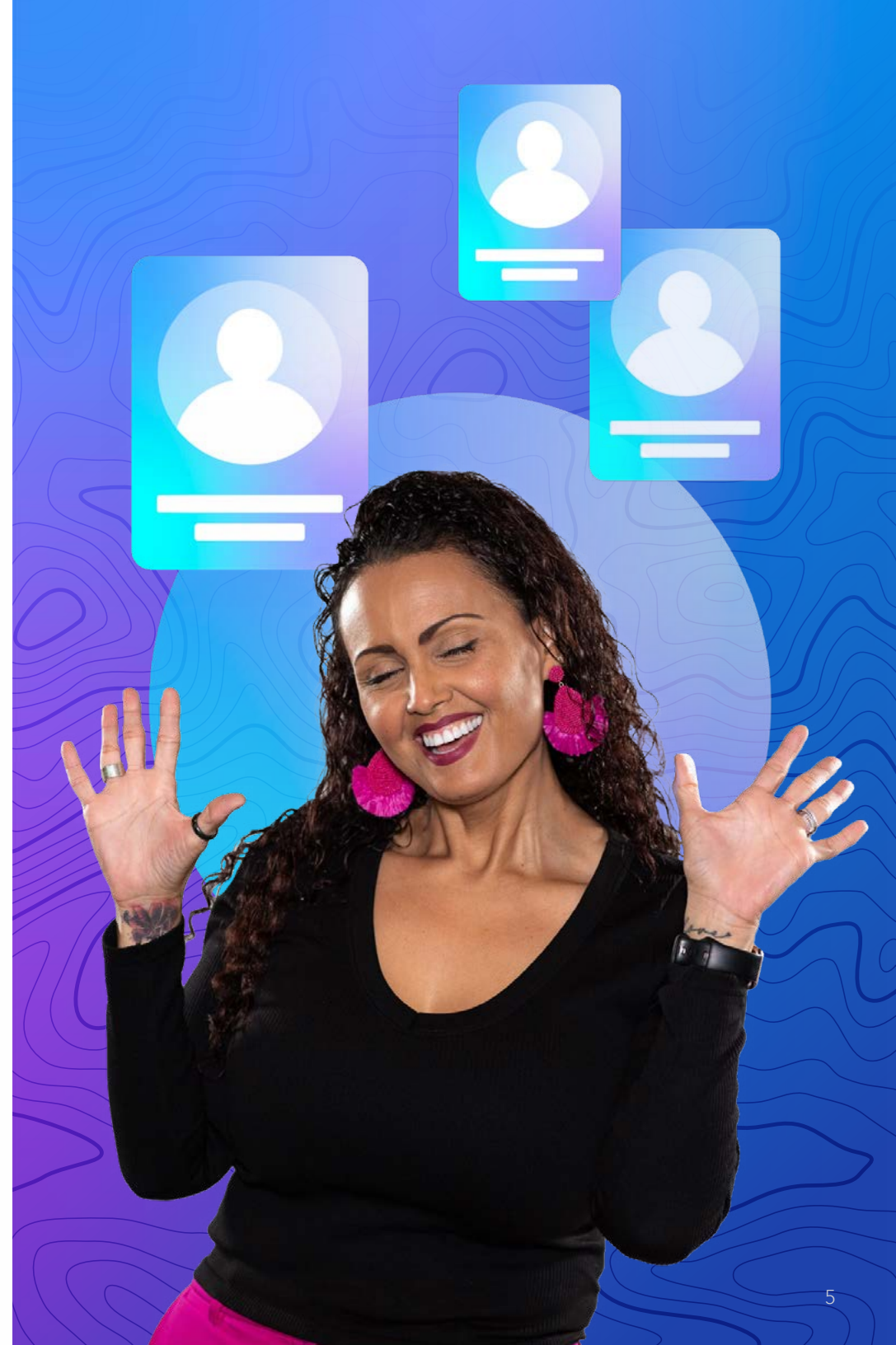
LinkedIn is more than simply a job search engine; it's also a platform for developing your professional brand and establishing yourself as an industry expert. It can be your go-to tool for learning about companies' and individuals' work and skills. Furthermore, it's a platform to share your geospatial work.

## Networking

Personal branding is a great example. LinkedIn allows you to sell yourself by creating your personalized page. You can upload your professional profile photo and banner background and then share your professional and academic background, accomplishments, links to articles and portfolio, and other resources to help you improve your skills.

## Favorite Feature

A unique feature is the opportunity to join groups (college alumni groups and GIS networking groups). Another bonus feature is customizing your headline and position with target keywords to make you more visible to recruiters and hiring managers for potential job opportunities.



# INSTAGRAM

## Platform Summary

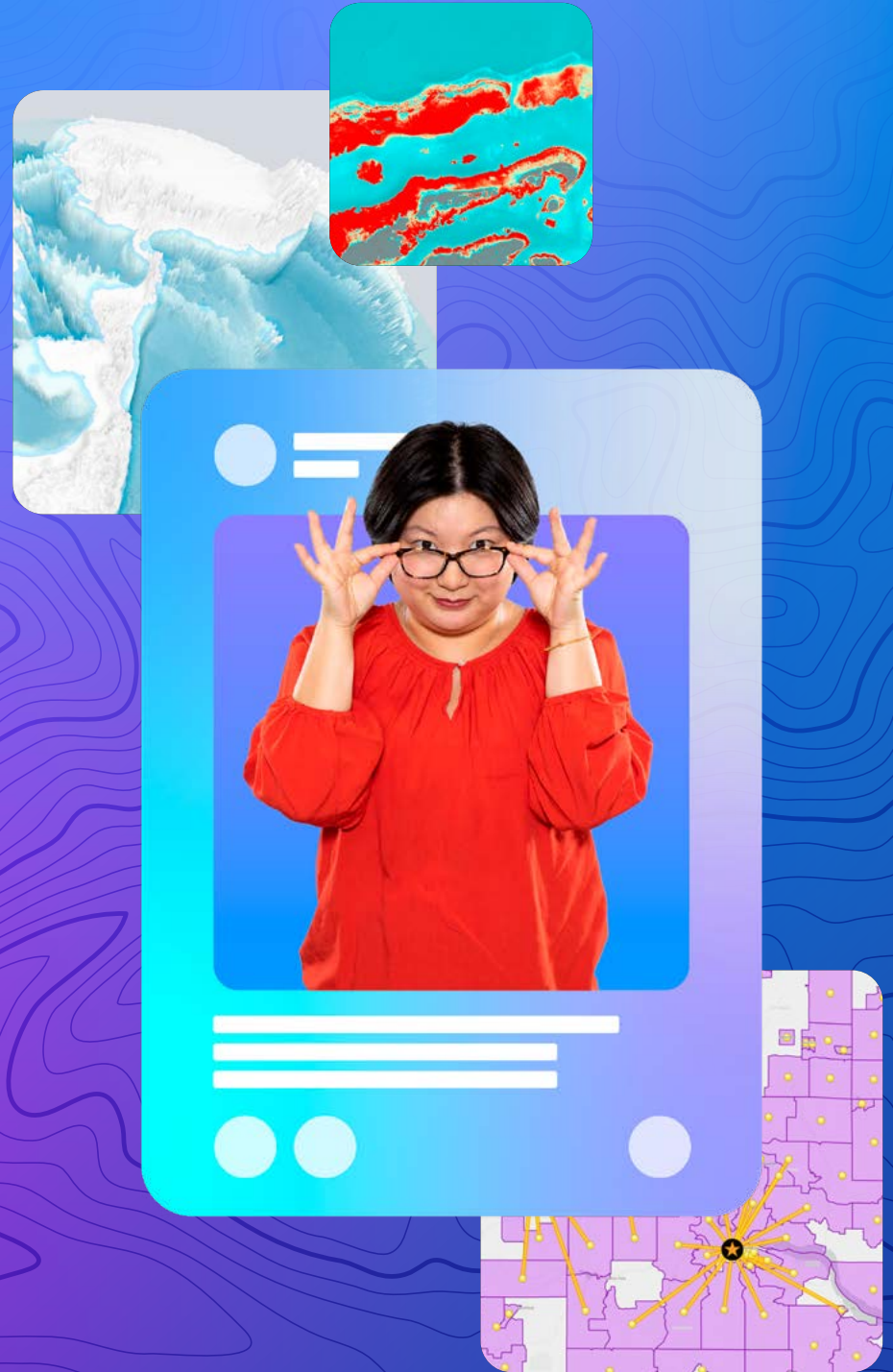
Instagram is a visually driven platform meant to spark inspiration, creativity, and innovation. Photos and videos are shared on this platform through posts, stories, reels, or live streams. The GIS industry is bursting with beautiful, impactful maps that are ideal for sharing on this platform. It is designed to share and tell your story with more visuals and less text.

## Networking

Instagram recommends profiles and content based on your interests. Take advantage of it by following other GIS influencers in the field. Connect with other GIS enthusiasts, professionals, and organizations in the GIS community to broaden your network and learn from others.

## Favorite Feature

Instagram stories can capture geographic events or behind-the-scenes footage in real time. They live on your profile for 24 hours, and stories can be viewed faster than posts. Another powerful feature is using Instagram Live—a feature that lets you live stream. When going live, your followers can see your video recording in real time and ask questions in the form of a Q&A, interact with each other, and use reactions to make it more lively. Through stories and the live stream, you're easily able to share events you're participating in, breaking news, or updates with your audience.



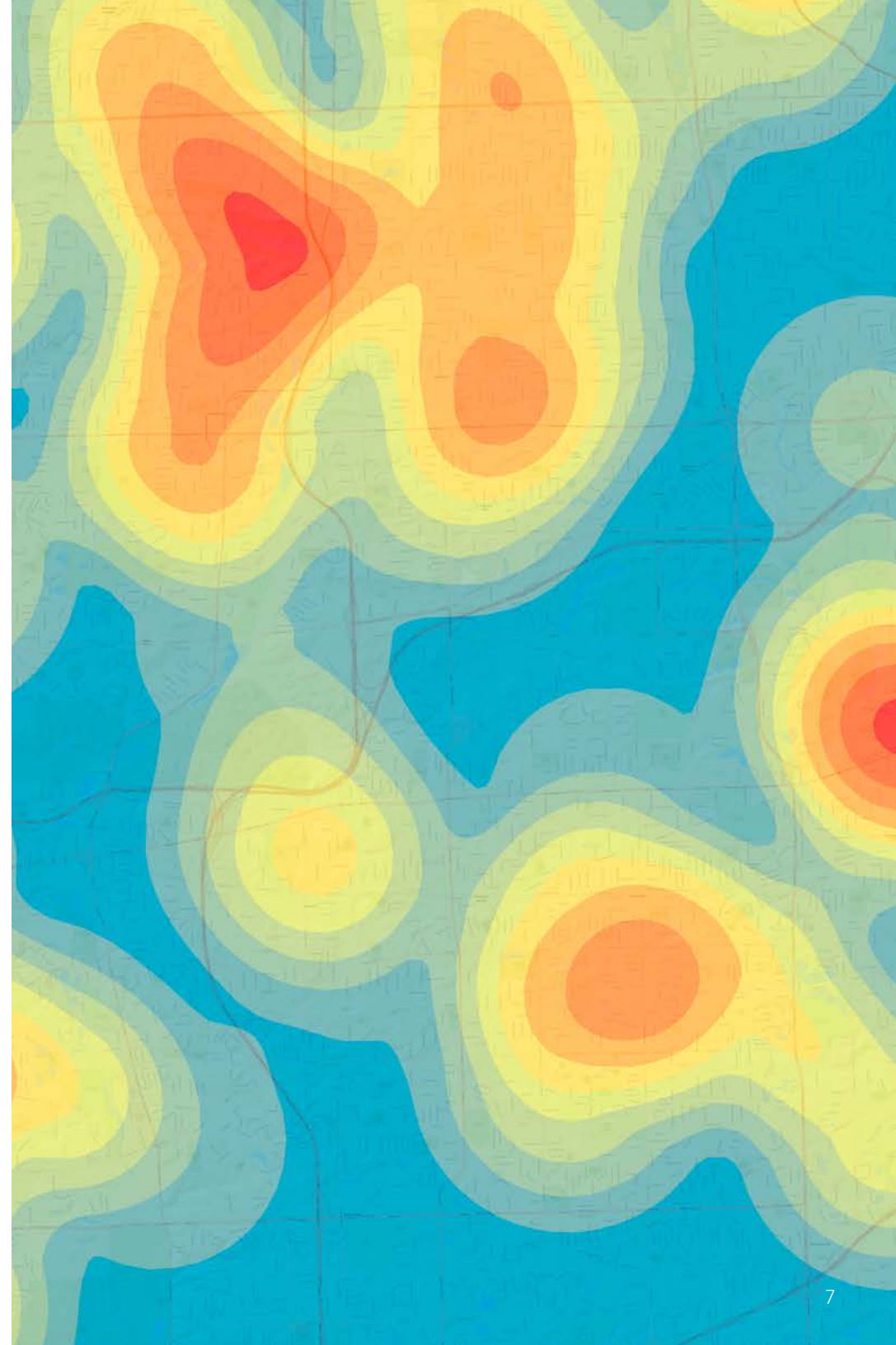


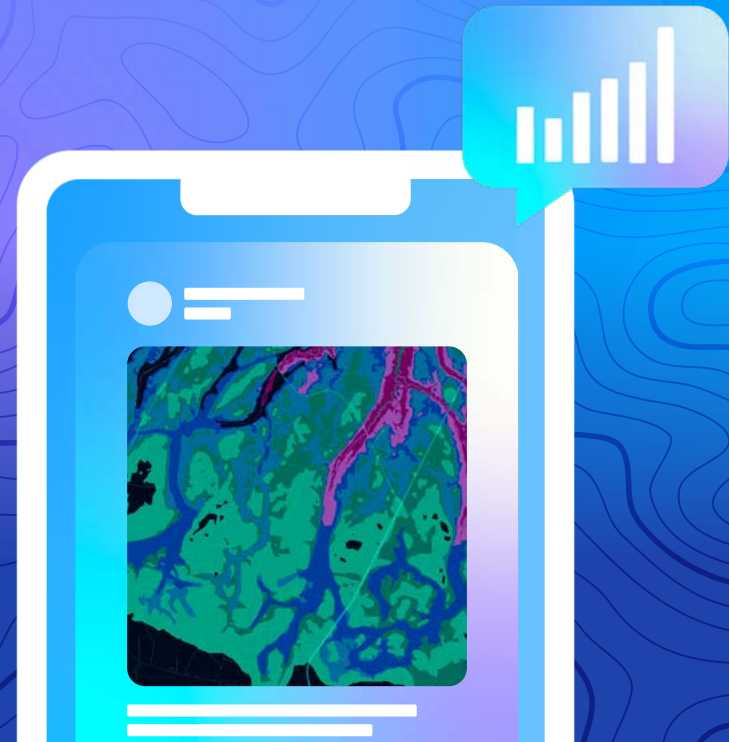
## 2 Stay Informed about News, Data, and Trends

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Enhance your skills and projects with news, data, and trends. Keep up with the latest geospatial developments and trends to learn and be inspired. Follow the right people who are in your area of practice. When you do, you'll have a curated feed of content that you're interested in and can engage with.

Many things like artificial intelligence, machine learning, web GIS, big data analytics, and interior and exterior space mapping are rapidly changing the landscape of GIS. Being proactive in keeping up with geospatial news and data through various social media channels and apps is a way to keep up. Here are a few examples of how you can achieve that.





## Utilize Podcast Apps for the Latest Geospatial Trends and Stories

Use podcasts to stay current on valuable GIS news, trends, insights, and intriguing stories. A great example is GIS Chat Podcast. If you're out on a walk, hiking, walking your dog, or exercising, podcasts are great to listen to in the background.

## Integrate Geospatial Analysis

Integrating geospatial analysis with social media data unlocks valuable insights by identifying trends, sentiments, and behaviors in specific locations. This fusion optimizes marketing, tailors services, aids disaster response, and fosters community engagement. Leveraging this synergy creates impactful initiatives across domains. One can also use social media geotags to curate crowdsourced data. The National Aeronautics and Space Administration (NASA) has a program dedicated to using crowdsourcing data to improve products. Its Center of Excellence for Collaborative Innovation generates ideas and solves significant problems by working with global communities via the NASA Tournament Lab.



# 3

## Create and Share Content

Content plays a vital role in reaching business goals and objectives such as brand awareness, lead generation, market influence, audience engagement, and thought leadership. It's an opportunity to solidify your position within your industry and reach your customers or audience. When done effectively, social media helps to build long-term relationships with your customer base, potentially leading to an increase in revenue and a greater return on investment.







## More Multimedia, Less Text

Use as little text as possible to emphasize maps and applications together with a compelling synopsis of the goal, process, and result. Post pictures of you and your team with your audience so they know your face and can see what activities you are passionate about.

## Show Positive Impact

Give examples of how your geospatial skills have helped solve certain difficulties or had a positive influence on your professional or academic experience. Acknowledge your colleagues such as highlighting certificates and awards of colleagues and connections. This particularly works well on LinkedIn. Tag the members of your team who helped and give them the chance to reshare and interact. By doing this, you create a space for others to engage and start a conversation.

## Be Relatable; Use an Informal Tone

To make the text more relatable, break the formal tone and add your style or satirical spin—intellectual, academic, etc. On the GIS social media platform, humor is highly relatable. It's energizing and gives you a sense of belonging and recognition. Share stuff that is relatable and easy, rather than sophisticated. This frequently receives the most genuine and candid feedback.

## Share Informative Material

Identify what geographic content has value. Share what's new in data trends and technology and solicit feedback or spark a conversation around it. Share content that can be instantly used such as workflow documentation and resources. Last, promote geospatial events such as in trade shows, workshops, conferences, socials, special interest groups, forums, virtual meetups, and webinars.





## Be Original and Unique

It's okay to be authentic. Use humor, have fun, talk about things that interest you—even if it's not GIS related. Be yourself.

Utilize a platform to motivate yourself to find a solution to a geographic challenge that interests you or will help your neighborhood. Perhaps it's simply a unique and creative art map creation motivated by your curiosity. Style, date, topic, setting, tone, etc. can all be unique.

Your creative flow is at its best when you are the audience! Providing geographic content that you've curated in your time as a GIS professional shows your enthusiasm and diligence. Be truthful about why you share it, what motivated you, and how.

## Finish, Share, Next

The content doesn't have to be of the highest caliber! Complete one assignment, distribute it, and then move on to the next. Set deadlines and goals for the quantity and type of material. Use social media tools or software to schedule posts, saving you time and increasing efficiency.

## Consistency Is Key

To have a solid online presence, consistency is essential. Have realistic objectives for your social media presence. Every week, share a trend again, along with your insights. Once a month, produce content for a team project. Social media presence requires commitment and time to develop. Your efforts will be rewarded. Initially, let relationships develop naturally, calmly, and casually. Have regular, sincere interactions with your connections. This may result in a video chat or collaborative opportunities.

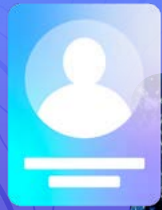
# 4 Network and Collaborate

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Create a virtual geographic community through networking. Creating a community opens the door for people to have conversations leading to meaningful connections, sparking ideas, and sharing motivation and enthusiasm. Many times, networking and collaboration can lead to fruitful outcomes such as a guest speaking opportunity, contributing content, event invitations, and a potential job. Here are ways you can network and collaborate.







## Join Geospatial Groups

Participate in geospatial groups on social media platforms. It's a good idea to research an organization's mission, events, and membership perks before considering joining it to see which best suits your hobbies and professional aspirations.

Some organizations provide discounts for early-career professionals or student memberships, making it easier for people to enter the business.

Here is a list of some geospatial groups for you to connect with:

- [Geospatial Graduate Student Organization \(GGSO\)](#)
- [United States Geospatial Intelligence Foundation \(USGIF\)](#)
- [Esri Young Professionals Network \(YPN\)](#)
- [American Geophysical Union \(AGU\)](#)
- [American Association of Geographers \(AAG\)](#)
- [Urban and Regional Information Systems Association \(URISA\)](#)
- [Ethnically Diverse Geospatial Engagement \(EDGE\)](#)
- [Northwest GIS User Group \(NWGIS\)](#)
- [NorthStar of GIS](#)
- [American Society for Photogrammetry and Remote Sensing \(ASPRS\)](#)
- [Women in GIS](#)
- [Women+ in Geospatial](#)
- [Cartography and Geographic Information Society \(CaGIS\)](#)



## Interact and Engage Online

Interact with online material created by geospatial experts and businesses to raise your profile and demonstrate your interest.

Participate in dialogues and discussions by liking and commenting on topics you're interested in. While sharing their work, add your unique perspective. What did you learn and find engaging, and what are the next steps for you?

Here is a list of online GIS communities you can engage with:

- [YPN Esri Community](#)
- [GIS Tribe Facebook Group](#)
- [The Geospatial Community on X](#)
- [#GISChat filter on X](#)
- [R/GIS on Reddit](#)
- [Women in Geospatial Slack channel](#)

## Participate in Challenges and Contest

Participate in virtual challenges or events related to geospatial technology. Participating in mapping competitions or hackathons can attract attention and demonstrate your skills.

Here is a list of ongoing mapping and GIS challenges:

- [GIS Certification Institute Map Contest](#)
- [British Cartographic Society Map Awards](#)
- [The #30DayMapChallenge](#)
- [GeoHipster Map Calendar](#)
- [Atlas of Design](#)
- [URISA Digital Competition](#)
- [ArcGIS StoryMaps Competition](#)



This ebook was created in collaboration with the following:

## URISA VANGUARD CABINET

**Brooke W. Hatcher**

URISA Vanguard Cabinet Outreach Vice Chair

The Vanguard Cabinet's mission is to create programs and policies benefiting young professionals and enhance overall innovation, collaboration, networking, and professional development opportunities.

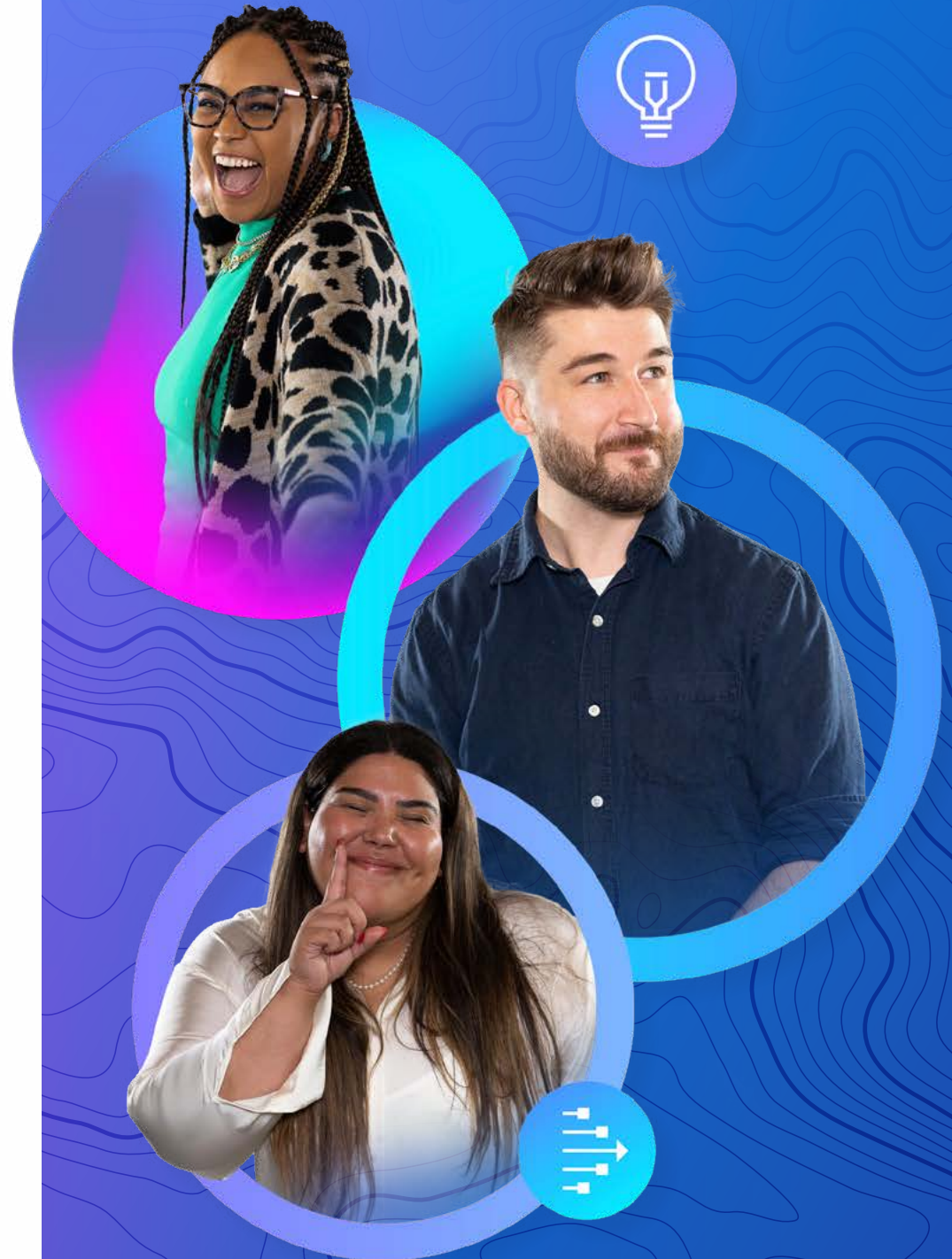
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## ESRI YOUNG PROFESSIONALS NETWORK

Esri YPN is a community for those just starting their GIS journey or experienced professionals new to the field. Join to expand your network, gain skills to raise your profile, and connect with peers and industry experts.

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