

IC-7 Social Media For Translators

by Catherine Christaki





Agenda

- **What is social media?**
- How I got started
- The numerous benefits
- Social media profiles
- What to share
- Follow/Connect tips
- Common mistakes

Definition of social media

"Social media includes web-based and mobile technologies used to turn communication into interactive dialogue."

- Wikipedia

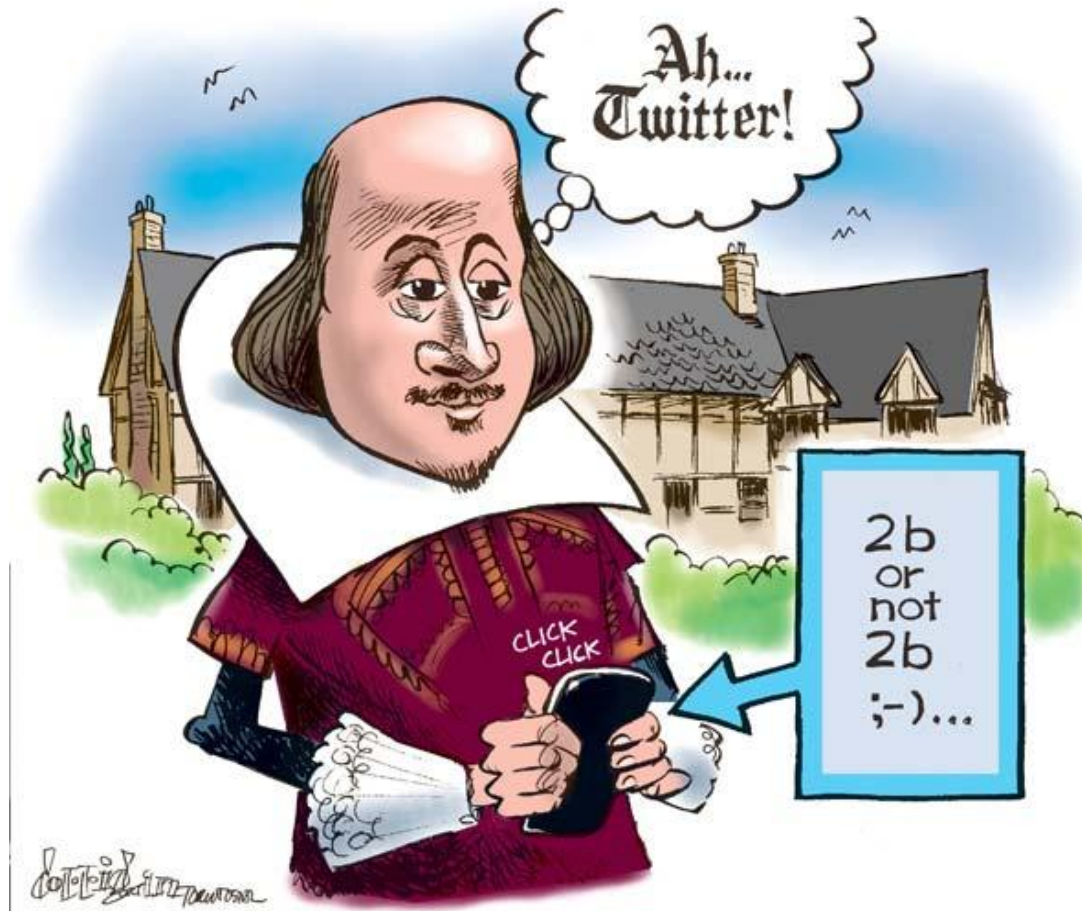
Photo source: <http://rebarinteractive.com/clinical-research-social-media/>

***today's most transparent, engaging
and interactive form of public relations***



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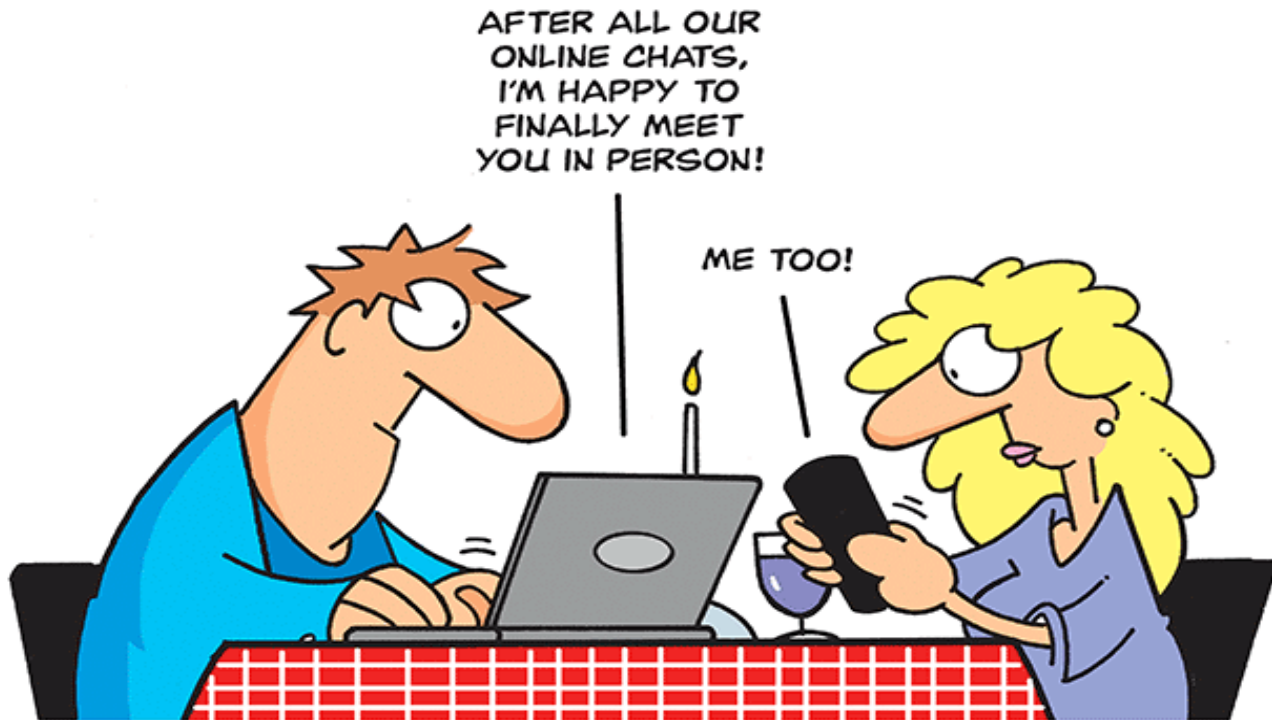




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Benefit #1: Networking



© Randy Glasbergen / glasbergen.com

Benefit #2: Socializing



Allowed guests:
Colleagues
& other
professionals!

Benefit #3: Help 24/7

Questions about
Language or translation
Business
Apps/Services

Or even
Directions
Restaurants
...?



Benefit #4: Language skills



Benefit #5: Learning

No time for
offline learning?

Your social
media friends
are there to
help!



Benefit #6: Follow events



Kevin Hendzel @Kevin_Hendzel

8 Oct

How to Shine Like a Star: Marketing Yourself [Successfully!] at the ATA Conference @ [atasavvynewcomer.org](https://www.atasavvynewcomer.org) #ata54 #xl8


Retweeted by Jennifer De La Cruz and 5 others

Expand



Rafa Lombardino @eWordNews

8 Oct


#ATA54 Speakers: Are you ready? I just started using @Prezi this morning and am almost done with my #presentation! 
prezi.com/recommend/q3bc...

Expand



Karen Tkaczyk @ChemXlator

7 Oct


Looking Forward to #ATA54: Science and Technology D... 
ata-sci-tech.blogspot.com/2013/10/lookin...

Expand



Corinne McKay @corinnemckay

1 Oct

The ATA conference app is now available! 
atanet.org/conf/2013/app... #ata54

Retweeted by Diana Lima and 3 others

Expand



Judy Jenner @language_news

1 Oct

Early bird registration for the 54th annual @atanet conference in San Antonio (Nov 6-9) ends today. Sign up -- see you there! #ata54

Retweeted by E-FRENCHTRANSLATIONS

Expand

Benefit #7: Boost your online presence

Promote your
brand but
don't overdo it.



Benefit #8: Marketing

make me think
MAKE ME LAUGH
INSPIRE ME
or TEACH ME SOMETHING
& **NEW**
I'LL remember YOU
when the time comes to buy



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Twitter profile

Handle:
Company or
name

Photo:
Headshot,
professional



Twitter profile

- Bio
- Links: website, blog
- Location
(important for search)
- Header & background photos



Facebook fan page


- Name
- Admin & cover photos
- Short About: what you do, link and/or phone

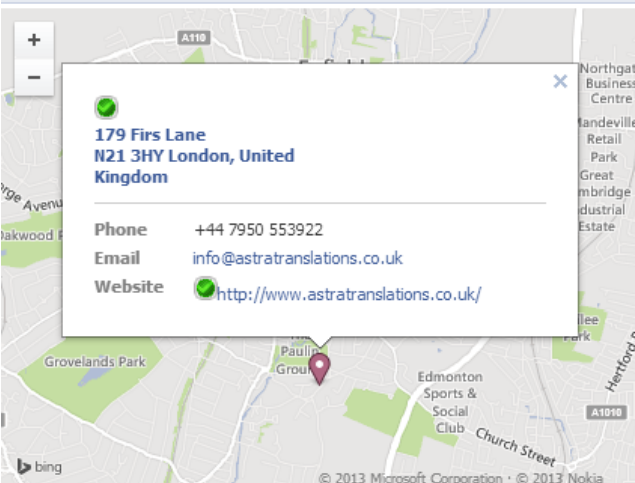


Facebook fan page

•Full About:
descriptive
keyword-rich

•Vanity URL


ASTRA Translations
About ▾
✓ Liked



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N21 3HY London, United Kingdom

Phone +44 7950 553922
Email info@astratranslations.co.uk
Website <http://www.astratranslations.co.uk/>

About

English - Spanish translations | Contact us on info@astratranslations.co.uk or +44 (0)7950 553 922 to discuss your translation needs

Mission

Your translation is important to us and understanding your requirements is paramount to us providing you with clear and accurate translations in the agreed timescales.

Description

Welcome to Astra Translation Services
Your specialist English to Spanish translation agency

Our business was born out of a passion for language and from this came a desire to facilitate communication and eliminate language barriers through the use of

Basic Info

Joined Facebook	01/03/2012
Awards	ITI, IoL
Products	<p>ASTRA Translations can provide translations in the following fields:</p> <p>ACCOUNTING: Cash flow statements Statements of changes in equities Balance sheets Income statements Notes to annual accounts</p> <p>LEGAL: Contracts T&Cs Articles of Association</p> <p>PUBLIC SERVICES: Housing Health Social Services Benefits Education Immigration</p> <p>BUSINESS: Company profiles Letters Procedure Manuals Staff Handbooks Presentations</p> <p>CERTIFICATES: Birth Marriage Death Divorce etc.</p> <p>ACADEMIC DOCUMENTS: CVs University degree certificates Letters</p>

Life Events

- 2010 Associate Member of the ITI
- 2009 MA in Bilingual Translation (EN-ES-EN)
- Community Translator
- ASTRA Translations is born!

Linkedin profile



Linkedin profile

•Vanity URL

•Photo

•Headline



Catherine Christaki

English-Greek Apple translator, Owner of Lingua Greca Translations

Greece | Translation and Localization

Current	Greek translator & Owner at Lingua Greca Translations
Past	English-Greek Technical Translator at Freelancer Sales & Marketing Assistant at Palmyra Travel Sales & Marketing Dpt., Sales Assistant at Elounda S.A.
Education	The Chartered Institute of Linguists Anglia Ruskin University
Recommendations	3 people have recommended Catherine
Connections	500+ connections
Websites	Lingua Greca Translations Adventures in Translation LinguaGreca on Facebook

 gr.linkedin.com/in/catherinechristaki/

LinkedIn profile

Contact info:
 Email, phone, address
 Website, blog, social media

Email	catherine@linguagreca.com	Phone	+306944944540 (mobile)
IM	catherinechristaki (Skype)	Address	Haimanta 19-21, Halandri 15234, Athens, Greece
Twitter	LinguaGreca		
Websites	Lingua Greca Translations Adventures in Translation LinguaGreca on Facebook		

Linkedin profile



Summary

Born and bred in the beautiful island of Crete in Greece, my linguistic journey started with a BA (Hons) in French and German from Anglia Ruskin University in Cambridge, UK. During my 4-year studies, I had the opportunity to live in the UK, as well as France and Germany.

For the last 12 years I have been cooperating with translation agencies worldwide. I can translate 2,500-3,500 words per day and proofread 5,000-7,000 words respectively.

I created Lingua Greca Translations with my partner Christos Floros in March 2012. Our boutique translation agency focuses on IT, Medical and Gambling texts from English, French and German to Greek. You can visit my website (<http://linguagreca.com>) for more details and samples of my work.

I am happily active in social media (especially Twitter, @LinguaGreca) and write a blog called Adventures in Freelance Translation (<http://linguagreca.com/blog/>). I've been voted #10 Language Twitterer in the Top 100 Language Lovers 2013 (#9 in 2012, #10 in 2011).

Specialties:

- IT/Software/Hardware & Electronics/Telecommunications
- Medical/Pharmaceutical
- Sports/Gambling/Gaming
- Engineering/Technical & Safety

CAREER HIGHLIGHTS

Since 2011 EN-GR localization lead for Apple products
 Since 2009 EN-GR localization of Aquafold software tools
 Since 2007 EN-GR localization of various Gambling websites & products
 Since 2005 FR-GR translation of SEB, Krups, Moulinex manuals
 Since 2007 GR translator for CLDR (Common Locale Data Repository)
 Dec 06-May 08 EN-GR lead reviewer of Google translations

Summary is like
your cover letter

Conversational
style

Highlight your
achievements



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What to share



Photo source: <http://liahalsall.com/sharing-caring/>

What to share



Blog posts
News
Questions & polls
Resources
Conversations

What to share about you



Blog posts
New website content
Events
(hosting/ attending)
Achievements

Don't share

Game updates

Inappropriate photos

Personal info

Financial info

What you had for breakfast

Complaints about clients

Complaints about colleagues





Agenda

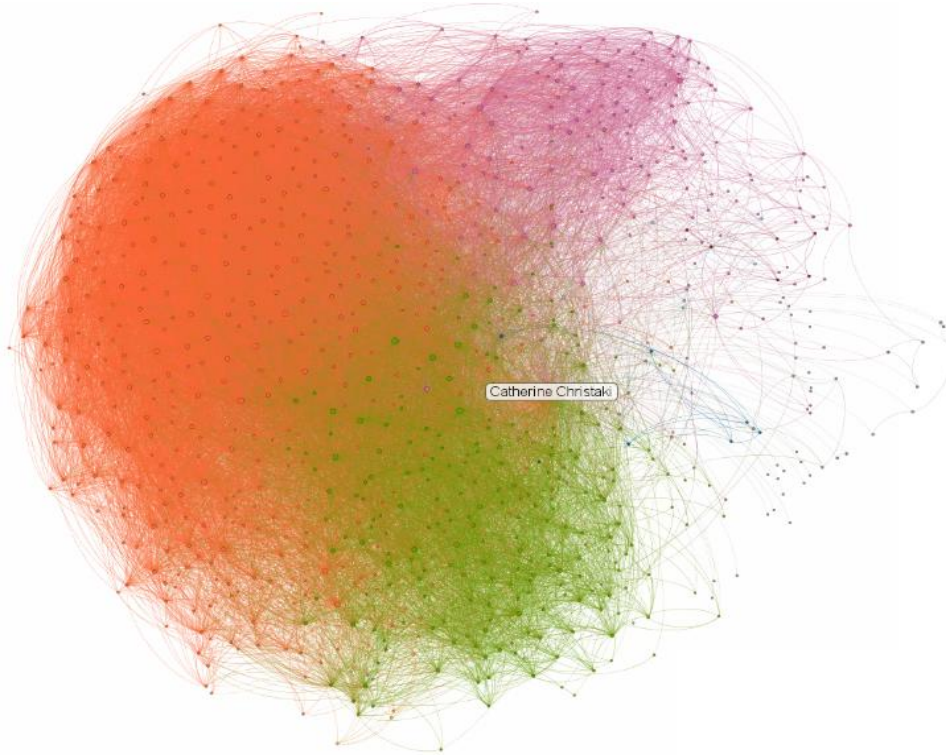
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My follow policy



We know each other
We talk the same language
Common Li group(s)
Client
Good content
Engagement

How to find people on LinkedIn



‘People you may know’

Friends and
mutual connections

Former colleagues

My network map

Get your map at <http://inmaps.linkedinlabs.com/>

How to find people on LinkedIn



Groups, like:

American Translators Association
Localization Professional



Advanced Search

Industry: Translation, Localization

Title: Translator, Interpreter

Location

Keywords: English-Greek Subtitler

How to find people on Twitter



Professional contacts

Twitter suggestions

Twitter lists

Check out Erik Hansson's
twitter.com/erik_hansson/lists

How to find people on Twitter

Common hashtags for linguists



Twitter Power: *The Twitter Hashtag*

#xl8 & #t9n for translation

#xl8or for translator

#L10n for localization

#1nt for interpreting

#language

#g11n for globalization

#i18n for internationalization

How to find people on Twitter



Twitter apps
Social Bro
FollowerWonk
twiends

#FollowFriday or #ff



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Don't do on Facebook



- Too much text
- Asking for likes & shares
- Auto-publish from Twitter
- No engagement
- Too many/few posts

Don't do on LinkedIn



- Incomplete profile
- Not Enough Connections
- No or few Groups

Don't do on LinkedIn



- Non-customised URL
- Profile looks like a resume
- Generic invitations

Don't do on Twitter



- Professional not personal
- Personal information
- No engagement
- Automatic DMs

Don't do on Twitter



- RTing is not all about you
- Too few/many tweets
- Hashtag galore
- Tweets starting with @name
@name[text] > visible to users who follow both you and @name VS.
-@name[text] > visible to all users

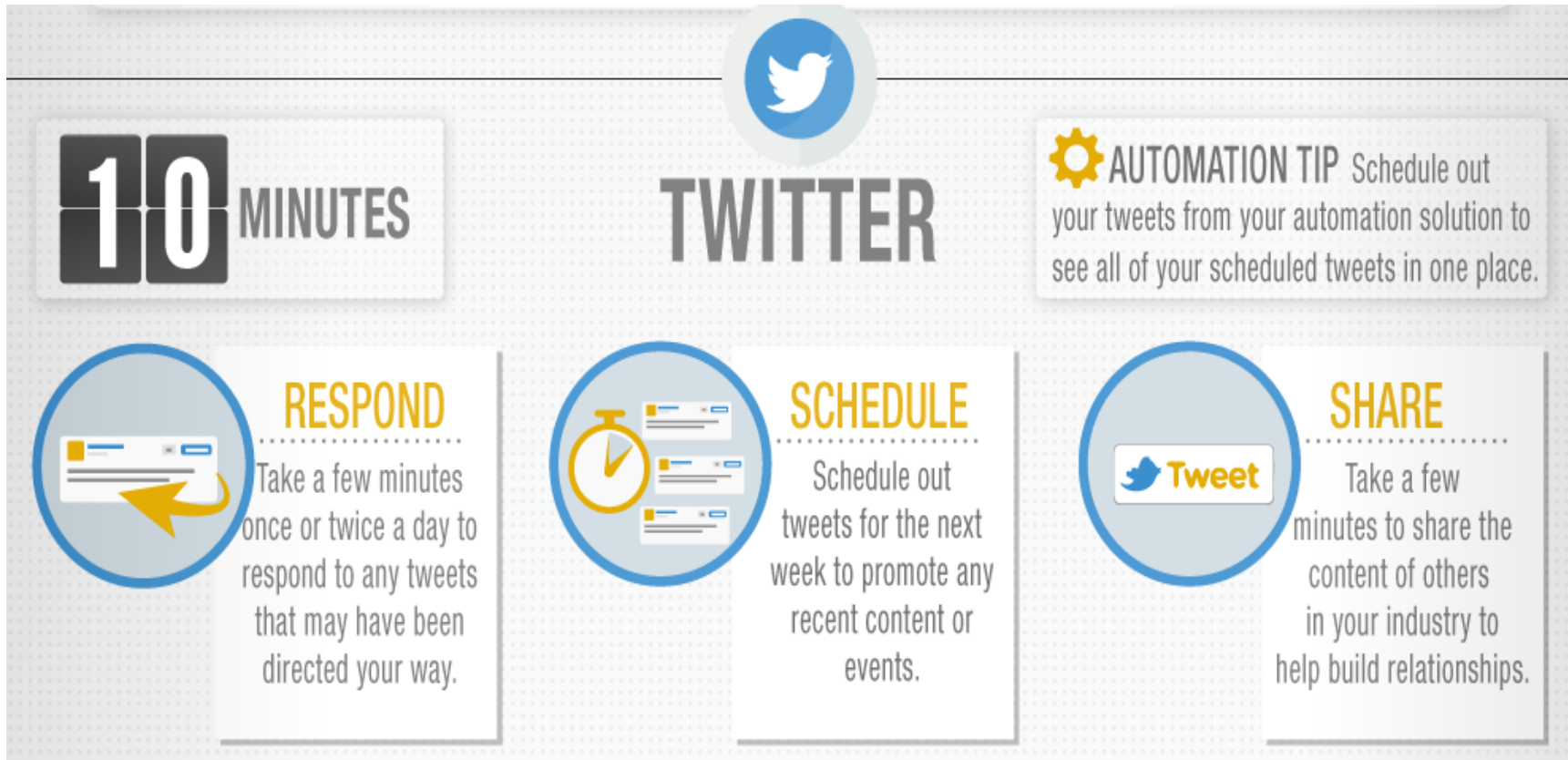
Don't do on Twitter



- Spread them out
- Protected tweets
- Too much self-promotion

When it comes to social media, the selfish shall be punished but the generous shall be rewarded.

Twitter schedule



Facebook schedule



FACEBOOK

06 MINUTES

 **AUTOMATION TIP** Save time by automatically having your prospects' social data imported into their lead profiles.



RESPOND TO COMMENTS & ENGAGE

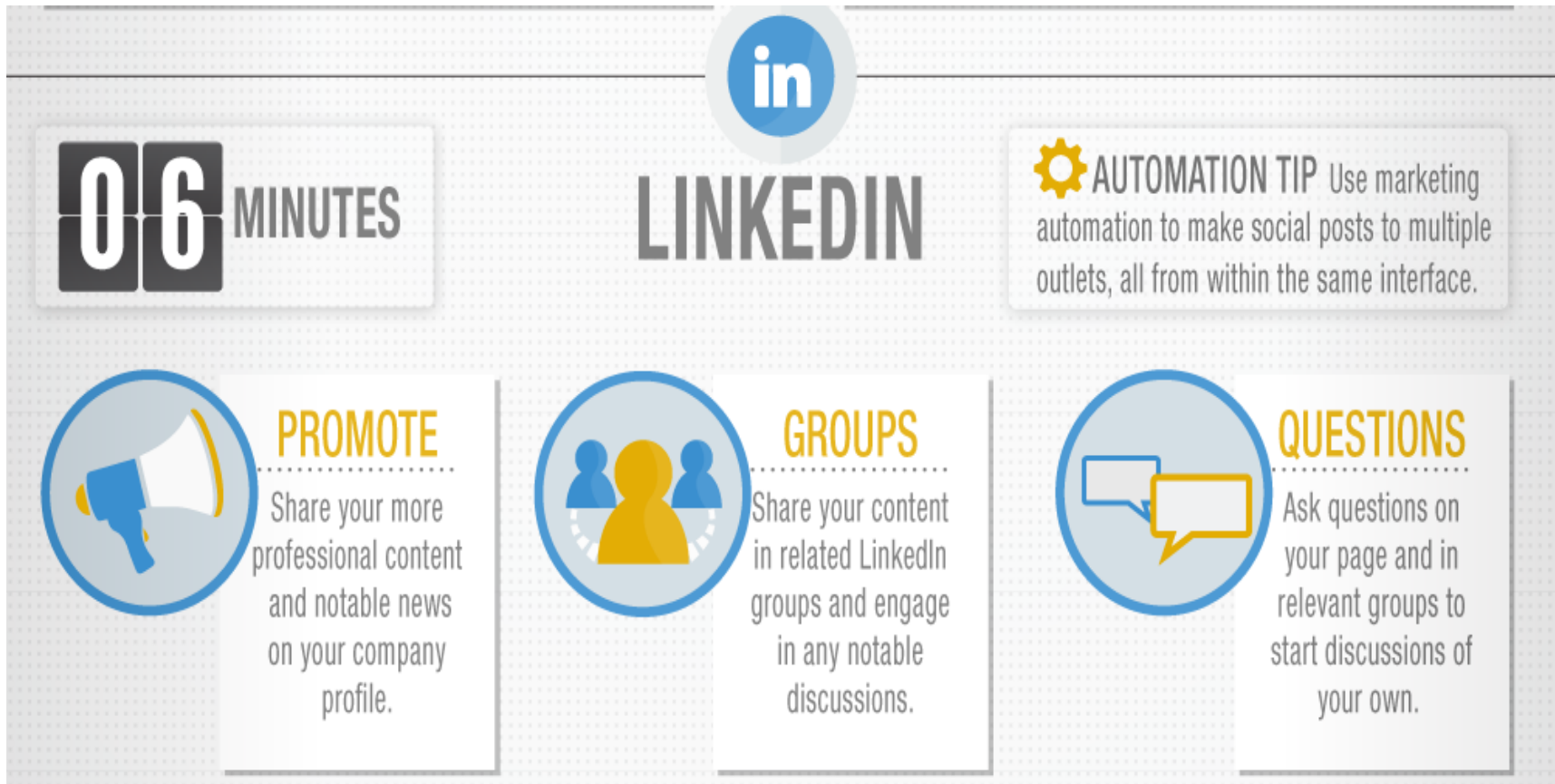
Respond to any comments on your wall or on your content. Spend a few minutes liking the content of your partners, clients, and thought leaders in your industry.



PROMOTE & SHARE CONTENT AND IMAGES

Promote your recent content on your page. Highly visual content like videos and graphics will perform the best. Also share some behind the scenes photos of your staff.

Linkedin schedule



SOCIAL MEDIA SCHEDULE

Service	Task	Frequency
Facebook	✓ Post new blog article, content or ask fans to engage	Twice weekly
	✓ Reply to comments	Daily
	✓ Respond to messages	Daily if applicable
Twitter	✓ Post new blog article, content or ask fans to engage	Once daily
	✓ Reply to or favorite mentions and retweets	Daily
	✓ Respond to direct messages	Daily if applicable
Google+	✓ Post new blog article, content or ask fans to engage	Twice weekly
	✓ Reply to comments	Daily
Pinterest	✓ Add new pins or board	Once weekly
	✓ Reply to comments	Daily
Blog	✓ Develop and publish new article	Weekly

There are no sure
recipes for success.

It's up to you to find
the way to make it
fun and rewarding
for your business.



Photo source: <http://tmd.com.sa/>



Thank you for attending

Catherine Christaki

Site: www.linguagreca.com

Adventures in Freelance Translation

www.linguagreca.com/blog



[@LinguaGreca](https://twitter.com/LinguaGreca)



[Lingua Greca Translations](https://www.facebook.com/LinguaGrecaTranslations)



[Catherine Christaki](https://www.linkedin.com/in/CatherineChristaki)