How NDT-specific communities can promote successful public relations

NDT-specific ‘Social Media’

*Rolf Diederichs, NDT.net*
Outline

• Social Media and NDT.net
• Facts and Figures
• Engagement of NDT Societies
• What the Community says
What is Social Media?

Oxford Dictionary:

*Websites and applications* that enable users to *create* and *share* content or to participate in social networking.

Social networking:

*The use of dedicated websites and applications to interact with other users*, or to find people with similar interests to oneself.
What is NDT.net?

The world first and largest online platform for non-destructive testing, that enables users to create and share content. It promotes interaction with and of people with similar interests to oneself → non-destructive testing.
A platform to reach and interact with the NDT Community
NDT.net’s three Core Elements

- Database
  - Proceedings
  - Articles
  - News

- Forum
  - Discussion Boards
  - Job Board
  - MyNDT Network

- Online Exhibition
  - Buyers Guide
  - Product Showcases
  - Market News

NDTnet: The world’s first and largest online platform for non-destructive testing
Forum

• Users can exchange and ask questions
• Companies/societies can give professional advise and interact with the community
Open Access Database

- Information for the community
- A platform for distribution of conference proceedings, articles and news
Facts & Figures

80,000 Visitors per month
20,000 Authors
1500,000 Page views per month
18,000 Articles open access
120 Proceedings
120 Countries
43,000 Discussions
100 Exhibitors

NDT.net The world’s first and largest online platform for non-destructive testing
80,000 visitors per month
Who are those visitors?
From where do they come?
NDT.net and the Forum is Open
No account, No login

Evaluation Period 1996 - 2016
43,000 Forum Posts of 10,000 People
Forum Activity
Comparision with 7 NDT LinkedIn Groups

[Bar graph showing posts over 30 days for NDT.net Forum (grey) and 6 LinkedIn Groups]
What can societies do in NDT.net?
Engage with the Community
Create a profile in MyNDT Network
Get notified for relevant topics

<table>
<thead>
<tr>
<th>Forums for which you would like to receive Posts by email</th>
</tr>
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<tbody>
<tr>
<td>Technical Discussions</td>
</tr>
<tr>
<td>General Discussions</td>
</tr>
<tr>
<td>Job Offers</td>
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<td>Classified Ads</td>
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<td>Job Seeks</td>
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<td>About NDT.net</td>
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<tr>
<td>Special Sessions</td>
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<tr>
<td>About Articles &amp; News</td>
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<table>
<thead>
<tr>
<th>Alert Profiles of Forum Search</th>
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<tbody>
<tr>
<td>Alert ID</td>
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<tr>
<td>----------</td>
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<tr>
<td>18</td>
</tr>
</tbody>
</table>

For submitting a new Alert profile, perform a Forum Search and save the search to your alert profiles.
Participate in Forum discussions
Promote your Conference
(Events Calendar/News)
Create a Conference Stand in the Online Exhibition
Forthcoming NDT Conferences in the Online Exhibition
Share knowledge with the NDT Community
Go Open Access with your proceedings
120 proceedings online in NDT.net

NDT.net - The world’s first and largest online platform for non-destructive testing
What does the community say?

„I send all my students to NDT.net“
– Manfred Johannes, Former President, South African Society for NDT

„We as a learning society would need to spread the information to our NDTians“
– S K Babu, President, Singapore Society for NDT

„The NDT society is committed to ensuring .... exchange of knowledge by making information freely accessible.“
– Rainer Link, Former DGZfP CEO
What does the community say about NDT.net?

„It is the cornerstone of an industry, connecting manufacturer, service vendors, asset owners, students and professionals like no one else can.“
– Louis Beaullieu Charbonneau, Marketing Director, Eddify

„This site and the people that come to share information is truly the Brotherhood of NDT. “
- Michael Couture, NDT Inspector
How can societies use NDT.net for public relations?

Engage with the Community

Promote your Conference

Go Open Access with your Proceedings
Thank You