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MAGIC Buzz

MAGIC launched our blog, the MAGIC BUZZ on June 23, 2009. Why a blog? Well, since MAGIC (the Management and Government Information Center) works with government and business information, we frequently come across many interesting reports and topics in the course of our research. We thought it might be useful to share some of this information with you—so we're blogging.

Since our initial posting, we've covered a variety of topics. For example, do you Twitter? We'll tell you how to use Twitter effectively. We've covered the generations in the workplace —just how well are Boomers and Gen Y getting along together? We have tips on engaging your employees, working smarter and finding that perfect summertime read. We've reported on a new blog for small business from the New York Times. Need a bit of a refresher on workplace etiquette? And did you know there's a connection between education and your health?

We hope you'll take a moment to look at the MAGIC BUZZ and send us your ideas, comments and thoughts. We update weekly, so check back often – <http://magic-buzz.blogspot.com>

TWITTER VALUABLE IN YOUR WORK LIFE?

So you've joined LinkedIn, you may have a Facebook or Flickr account and you don't really care to know that your friend is having coffee at this moment so why would you need Twitter? Certainly recent events in Iran have shown that Twitter isn't just for coffee moments. When the State Department requests that Twitter postpone an upgrade so that the people of Iran could continue to use Twitter during the demonstrations, you know that Twitter has become main stream.

How are governments, organizations and businesses making use of Twitter? Just like the demonstrators in Iran who needed more people at one rally and sent Tweets to beef up the crowd, conference attendees are tweeting presentations or even getting quick answers from colleagues in real time.

Milwaukee police use Twitter to notify citizens about murders or other police actions. Tweets can be read on the web or on mobile phones so alerting people to traffic disruptions, school lockdowns, evacuations or wildfires can be done instantly. When the H1N1 virus first hit the United States, the Center for Disease Control used Twitter to keep public health officials immediately informed about the outbreaks of the virus.

Many businesses use Twitter as a valuable public relations tool. Monitoring what customers are saying about your business on Twitter gives you the opportunity to respond to those unhappy people and to see how new company programs or products are being accepted. Use TweetBeep <http://tweetbeep.com/> to set up alerts to follow what is being said about you, your company, or a term of interest to you.

TWITTER VALUABLE IN YOUR WORK LIFE? CONT.

Though you might think Twitter is just for young people, guess again. Nielsen reports the largest group of Twitter users is the age group 35-49 and also reports that Twitter is the fastest growing social network—growing 1382% between February 2008 and February 2009. This program created in 2006 as “a service for friends, family and coworkers to communicate and stay connected” in 140 characters or less is certainly a force to watch. So join the conversation and see how Twitter might benefit your work life.

Here are web sites to get you started,

Cnet's New to Twitter guide

<http://news.cnet.com/newbies-guide-to-twitter/>

17 ways to use Twitter for Business

www.doshdosh.com/ways-you-can-use-twitter/

Top 13 Twitter Don'ts

www.pcmag.com/article2/0,2817,2345283,00.asp

CAN'T GET ENOUGH TWITTER?

Then here are a few more to check out:

<http://search.twitter.com/>

A search engine that shows who is tweeting and what they're tweeting about

www.twitter.com/SouthwestAir

Southwest Air's twitter posts

www.twitter.com/WholeFoods

The grocer's micro-blog for customers

www.tweetdeck.com

A third party application for Twitter, which increases its functionality

www.yammer.com

A private information-sharing network service for organizations.

BOOKEND GENERATIONS AT WORK

The ever changing workplace now includes more and more Gen Y workers – those aged 15 through 32. And as Baby Boomers postpone retirement, these two generations are increasingly working side by side. The Fall 2007 Newsline touched on the characteristics, wants and needs that Gen Ys bring to the workplace. (view the article at www.pwcgov.org/library/magic/book_letter.htm); now, a recent *Harvard Business Review* article reports on a survey that reveals how these two generations **together** are redefining the workplace.

Surprisingly, despite their age difference, Gen Ys and Baby Boomers share more similarities than one might expect. Not the least of which is size—Gen Ys number roughly about 78 million to Boomers 79 million. They even like and respect each other! In fact, most Gen Ys in this survey reported talking to their parents daily. The relationship between boomers and their Gen Y children has even created a new acronym—Kippers. (Can you guess what it stands for? Answer at the end of article).

Employers wishing to hire and retain talented workers from both generations should consider their shared workplace attitudes and desires. The authors define these essential workplace elements as modularity, flexibility, opportunities to give back, progressive policies, and intergenerational mentoring.

As employers look past the current recession to the future, they may do well to consider aligning their work environment with the values and desires of the oldest and youngest of the workforce.

Kippers: Kids in Parents' Pockets Eroding Retirement Savings because of the financial assistance Boomers are providing to their Gen Y offspring.

For your copy of the article, “How GenY and Boomers Will Reshape Your Agenda,” contact MAGIC at magic2@pwcgov.org or call us at 703-792-4880.

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