

CREATING SYNERGIES USING SOCIAL MEDIA & WEB 2.0

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Social media loosely refers to the broad spectrum of tools that allow us to communicate, collaborate and socialise in wider circles than ever before. In this sense, social media merely enables us to do what we humans have always done, only on a much wider scale.

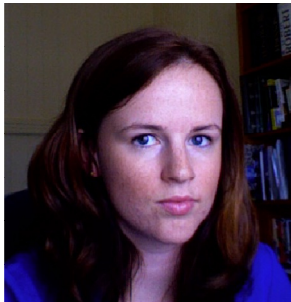
Online library and publishing service Scribd reportedly reaches more than 50 million people a month, worldwide. More than 133,000,000 blogs have been indexed by Technorati since 2002 and around 77% of internet users read blogs, according to Universal McCann. With so much new content being produced on social media platforms, its impact is clearly far from virtual.

As a mobile, multilingual workforce, translators and interpreters are ideally placed to tap into the opportunities offered by this new internet, referred to more widely as web 2.0.

The pace of change on the web is extremely fast but, like other professionals, translators and interpreters need to understand how and why these tools are being used, and how they might integrate them into their own working practices. As a profession, it is important to strengthen our voice both online and offline. As business owners, it is vital that we continue to reach our target clients. As individuals, we can benefit from being part of this enormous global conversation. This presentation aims to introduce these new technologies and the professional possibilities they have introduced by briefly outlining their categories and key characteristics.

The main focus of the presentation will be a live demonstration of a selection of the most useful tools for translators and interpreters, and a discussion of how these tools can help language professionals at all stages of their careers.

This presentation is for language professionals who are interested in gaining a better understanding of social media. Attendees will gain a good understanding of the wider field of web 2.0, and 2 – 3 key tools in particular, and will leave with clear ideas of how they could apply these tools to benefit their language businesses.



Sarah DILLON is a highly qualified and experienced translator originally from Ireland, currently based in Brisbane. As a full-time freelance translator, she provides translation services to businesses and corporate clients all over the world.

Over the past 5 years, Sarah has delivered training to industry newcomers and veteran language professionals on behalf of the University of Westminster, London Metropolitan University and the Chartered Institute of Linguists among others, and was invited to speak at the Institute of Translation and Interpreting International Conference in 2009.

She has an MA in Technical and Specialised Translation from the University of Westminster, London, and a BA (Hons) in Applied Languages from the University of Limerick, Ireland (French, German and Spanish). She is a Member of AUSIT and the

Chartered Institute of Linguists (CIOL), an associate of the UK's Institute of Translation and Interpreting (ITI), and a NAATI-accredited translator for French, German and Spanish to English.

Sarah has maintained a well-respected translation blog at www.dillonslattery.com since 2006.

She gets her enthusiasm for new technologies from her mother, who was pre-setting the video recorder before most of her friends had television.

Philippa HAMMOND is a full-time freelance translator based in Sussex, UK. A former in-house translator for an international organisation, she specialises in law, international development and corporate communications. She translates from French, Spanish and Portuguese into English.

She holds an MA in Translation and Linguistics from the University of Westminster, London, and a BA (Hons) in French and Spanish from Cardiff University. She is a Qualified Member (MITI) of the Institute of Translation and Interpreting and a Member of the Chartered Institute of Linguists. An active and experienced member of these professional associations, she was invited to speak with Sarah at the ITI International Conference in 2009, and is a regular speaker at ITI and CIOL events. As an ITI Education and Training Committee member and tutor on the ITI's Professional Support Group, she is committed to helping translators' professional development.

Philippa is something of a late convert when it comes to newer, smarter technologies, but is a frequent user of interactive platforms which allow her to communicate with the big wide world beyond her desk, and now feels right at home with the likes of Twitter, Delicious and RSS readers.

Philippa has maintained a professional blog at <http://blog.philippahammond.net> since 2007.

