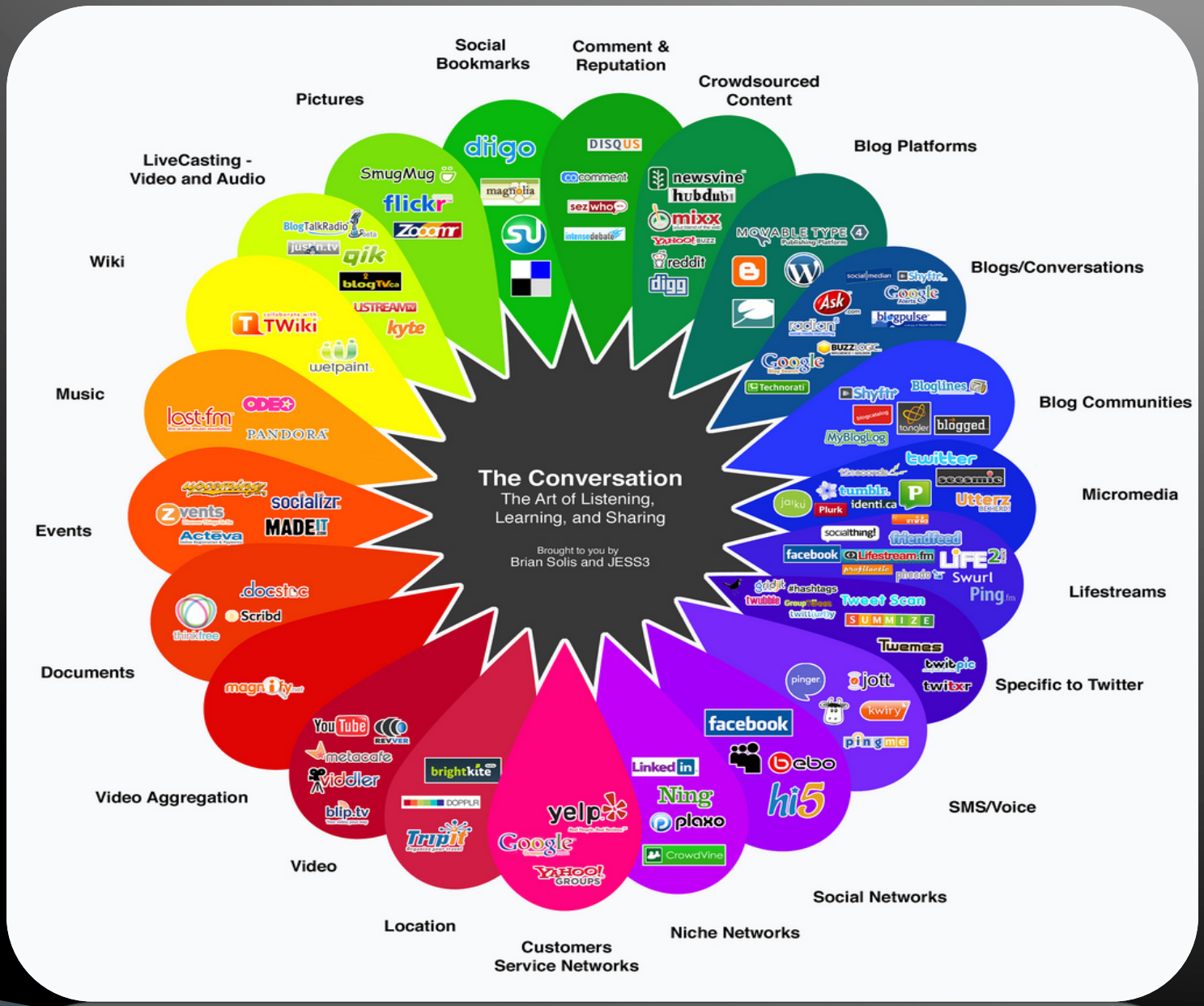
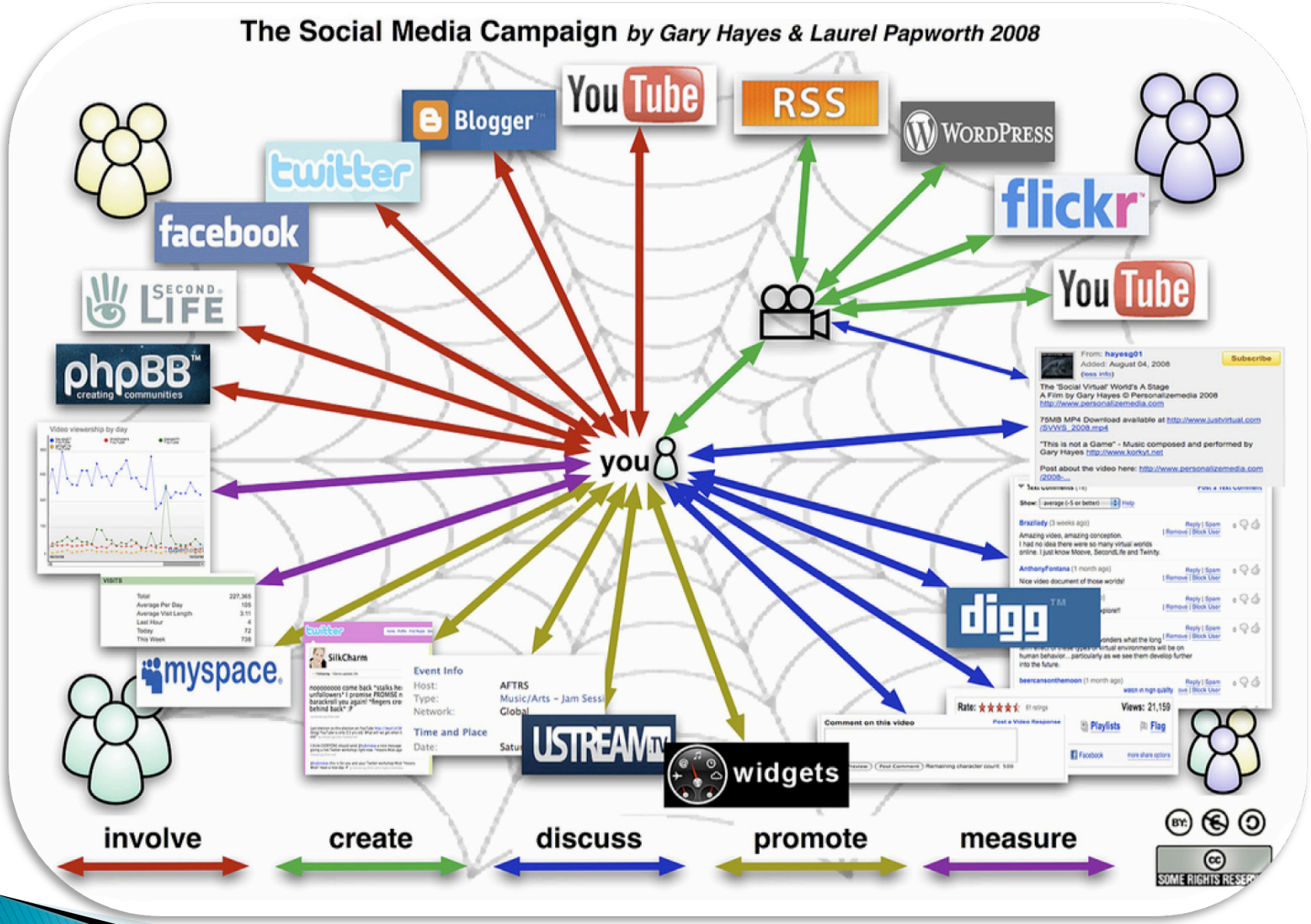

# Social Media and LaserSafety

6th Annual LSO Workshop
Lawrence Berkeley
National Laboratory

Presented by
Susan Winfree
NorthWest Laser Safety

# Why Social Media?


The Conversation
The Art of Listening, Learning, and Sharing
Brought to you by
Brian Solis and JESS3
Social Bookmarks
Comment & Reputation
Crowdsourced Content
Pictures
Blog Platforms
LiveCasting - Video and Audio
Wiki
Blogs/Conversations
Music
Blog Communities
Events
Micromedia
Lifestreams
Documents
Specific to Twitter
Video Aggregation
SMS/Voice
Video
Social Networks
Location
Niche Networks
Customers Service Networks

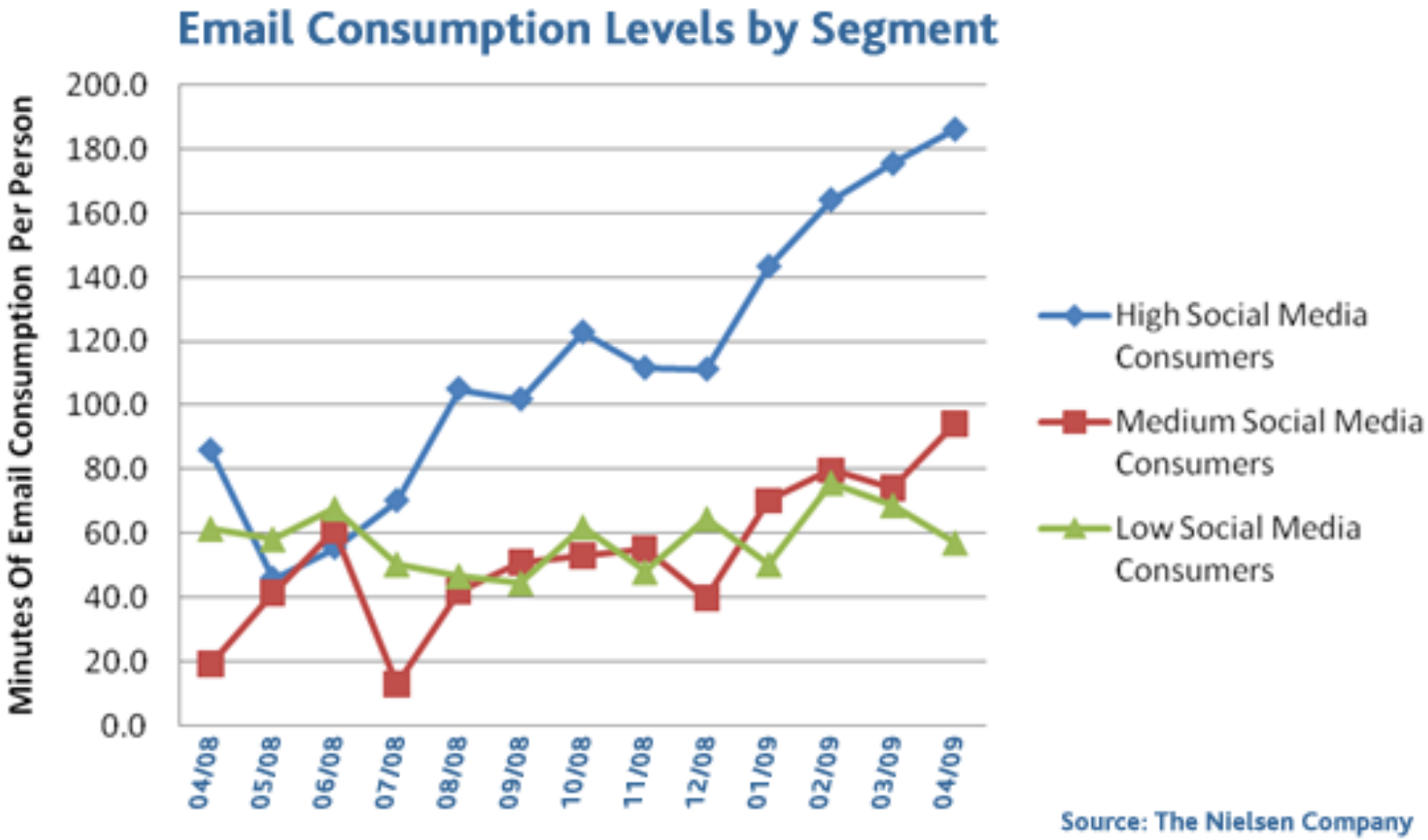

The Social Media Campaign by Gary Hayes & Laurel Papworth 2008
Blogger
YouTube
RSS
WordPress
twitter
facebook
flickr
Second Life
YouTube
phpBB
creating communities
you
digg
myspace
widgets
involve
create
discuss
promote
measure

# Tweeter or Lurker?

- 140 Characters
- Precise Language
- @reply
- Quality

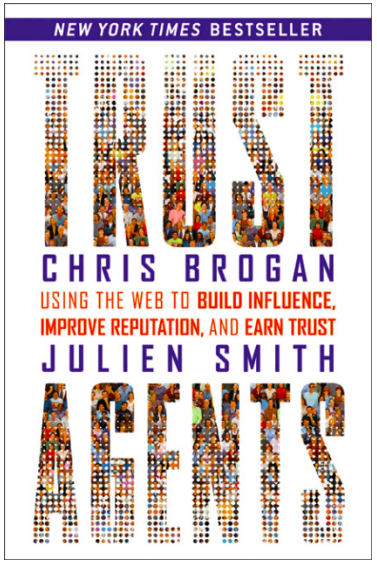
# Controversy

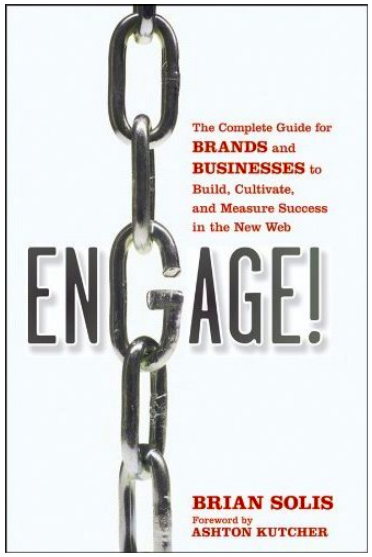
# Nielsen Data

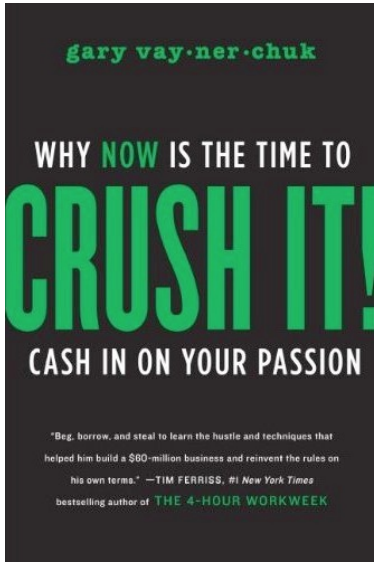


# Geotagging / Cloud Computing

# Social Media Kings

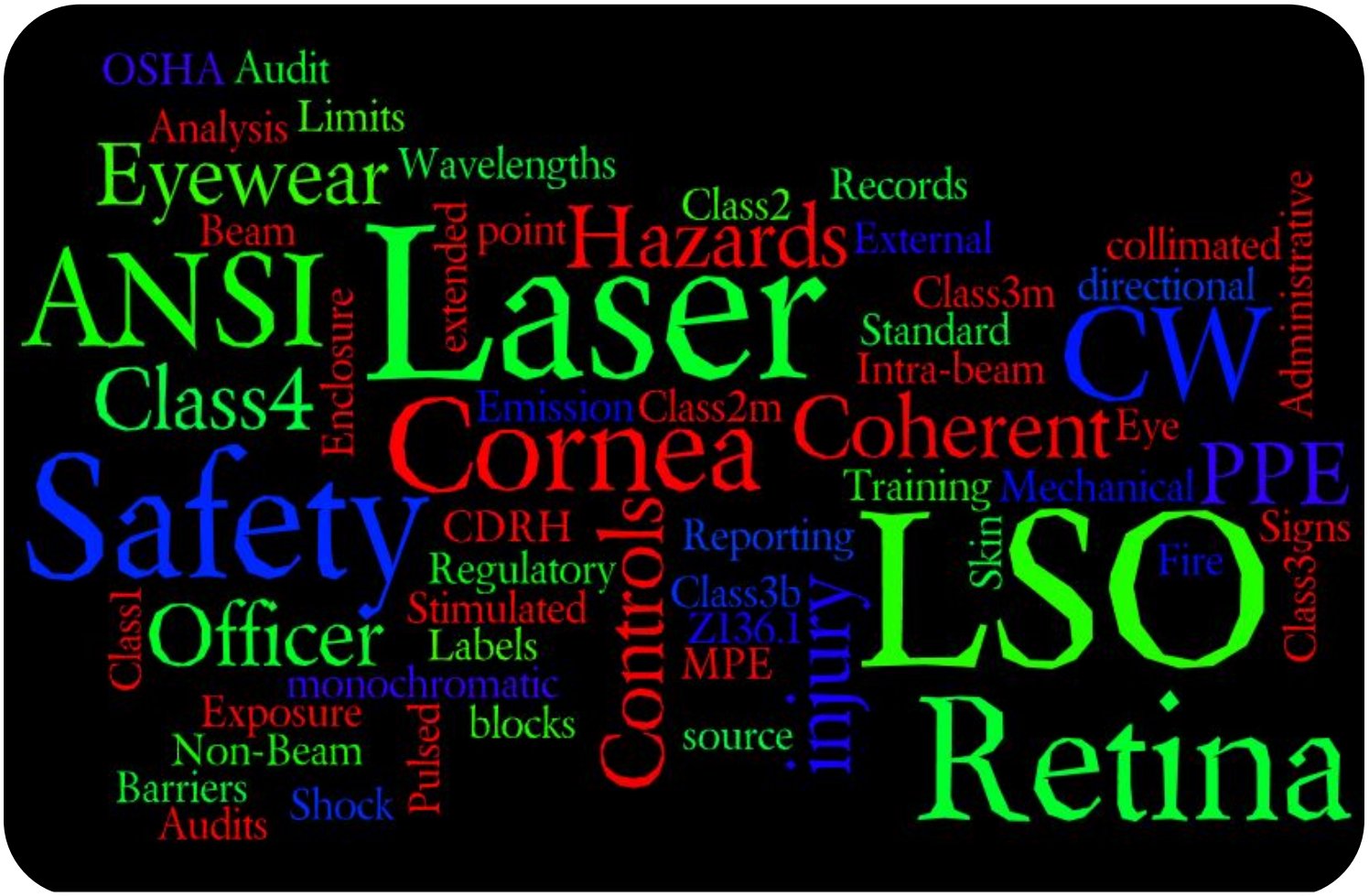



# Pros and Cons

- Pros
  - Active
  - Creative
  - Community
  - Sharing
  - Networking
  - Informative
  - Engaging
  - Measurable

- Cons
  - Time Vacuum
  - Inefficient
  - Mixed Messages
  - Ignored
  - Wrong Audience
  - Imperfect


OSHA Audit
Analysis Limits
Eyewear Wavelengths
Beam
ANSI Laser
extended point
Hazards
Class2
Records
External
collimated
Administrative
Class3m
directional
Standard
Intra-beam
CW
Class4
Enclosure
Emission
Class2m
Cornea
Coherent
Eye
Safety
Training
Mechanical
PPE
CDRH
Reporting
Controls
Skin
LSO
Fire
Signs
Class3b
Regulatory
Stimulated
Class1
Officer
Z136.1
Labels
MPE
injury
monochromatic
Exposure
blocks
source
Retina
Non-Beam
Barriers
Shock
Pulsed
Audits

# Motivation

- How do we sustain the sense of openness and community we experience at conferences and venues such as the Laser Safety Officer Workshop until the next event?

*6th Annual*

**Laser Safety Officers Workshop**

LBNL, Berkeley, CA, USA

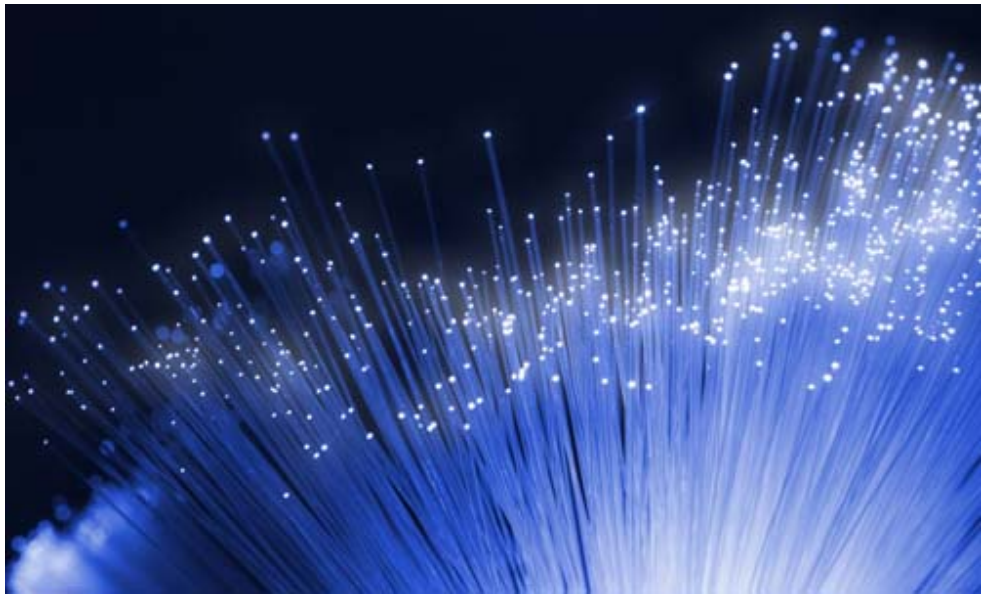
July 27-29, 2010

# Takeaways

- New Methods or Procedures
- Immersion in Rich Resources
- Inspiration & Motivation
- Belonging & Community

# Connections

- Safety Professionals
- Laser & Product Manufacturers
- End Users



# Sustainability

- Share Ideas and Results
- Resolve Challenges
- Implement New Ideas
- Communicate

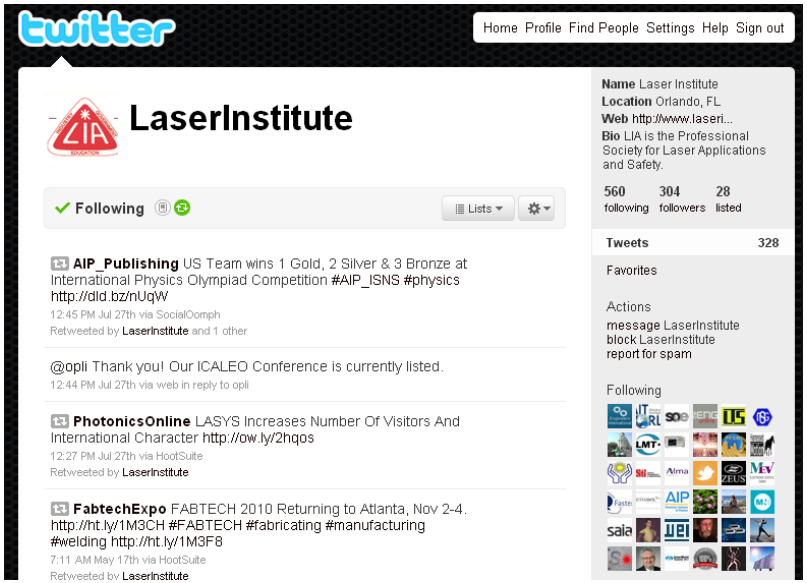
# Social Media Tools

- Influence Others
- Extended Audience
- Rewarding
- Maintain & Build the LSO Community

# Relativity

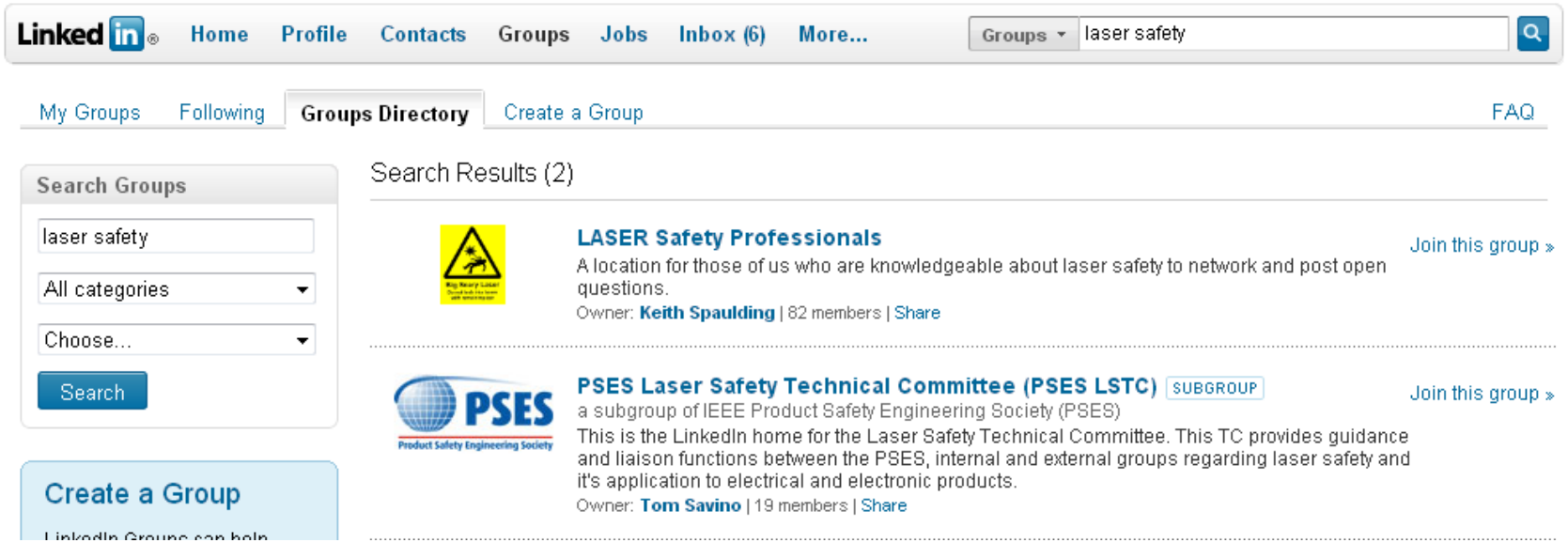
- Lasers, Laser Safety, and LSO's
  - Already in use
- Influence
  - Safety practices, emerging technologies, new products
- Community, Communications & Networking
  - How open are you willing to be?
- Research and Information Resources
  - Rich environment of education and experience

# Twitter


twitter
Home Profile Find People Settings Help Sign out
LaserInstitute
Following
Lists
AIP_Publishing US Team wins 1 Gold, 2 Silver & 3 Bronze at International Physics Olympiad Competition #AIP_ISNS #physics http://dld.bz/nUqW
12:45 PM Jul 27th via SocialOomph
Retweeted by LaserInstitute and 1 other
@opli Thank you! Our ICALEO Conference is currently listed.
12:44 PM Jul 27th via web in reply to opli
PhotonicsOnline LASYS Increases Number Of Visitors And International Character http://ow.ly/2hqos
12:27 PM Jul 27th via HootSuite
Retweeted by LaserInstitute
FabtechExpo FABTECH 2010 Returning to Atlanta, Nov 2-4. http://ht.ly/1M3CH #FABTECH #fabricating #manufacturing #welding http://ht.ly/1M3F8
7:11 AM May 17th via HootSuite
Retweeted by LaserInstitute
Name Laser Institute
Location Orlando, FL
Web http://www.laseri...
Bio LIA is the Professional Society for Laser Applications and Safety.
560 following
304 followers
28 listed
Tweets 328
Favorites
Actions
message LaserInstitute
block LaserInstitute
report for spam
Following


twitter
Home Profile Find People Settings Help Sign out
LaserFocusWorld
Following
Lists
Editor's desk: Material matters -- #LFW http://bit.ly/aaXGKt
9:59 AM Jul 27th via yoono
NASA LIDAR data enables map of global forest heights: http://bit.ly/bvg9FI - for more photonics news, see Laser Focus World, #LFW
9:38 AM Jul 27th via web
Miniature prism-based spectrometers tackle today's miniaturization requirements -- #LFW -- http://bit.ly/cmzAKu
7:17 AM Jul 27th via yoono
JDSU and Amada co-develop high-power fiber laser http://ping.fm/OSkry @laserfocusworld #LFW
1:18 PM Jul 26th via Ping.fm
Name Laser Focus World
Location Nashua, NH
Web http://www.laserf...
Bio Global resource covering the world of photonics and optoelectronics: lasers, LEDs, optics, detectors, imaging, fiber optics, instrumentation, and software.
23 following
374 followers
37 listed
Tweets 196
Favorites
Actions
block LaserFocusWorld
report for spam
Following
RSS feed of LaserFocusWorld's tweets

# Linked-In


Linked in
Home
Profile
Contacts
Groups
Jobs
Inbox (6)
More...
Groups
laser safety
My Groups
Following
Groups Directory
Create a Group
FAQ
Search Groups
laser safety
All categories
Choose...
Search
Create a Group
Search Results (2)
LASER Safety Professionals
A location for those of us who are knowledgeable about laser safety to network and post open questions.
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PSES Laser Safety Technical Committee (PSES LSTC)
SUBGROUP
a subgroup of IEEE Product Safety Engineering Society (PSES)
This is the LinkedIn home for the Laser Safety Technical Committee. This TC provides guidance and liaison functions between the PSES, internal and external groups regarding laser safety and it's application to electrical and electronic products.
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## Description

From Wikipedia, the free encyclopedia

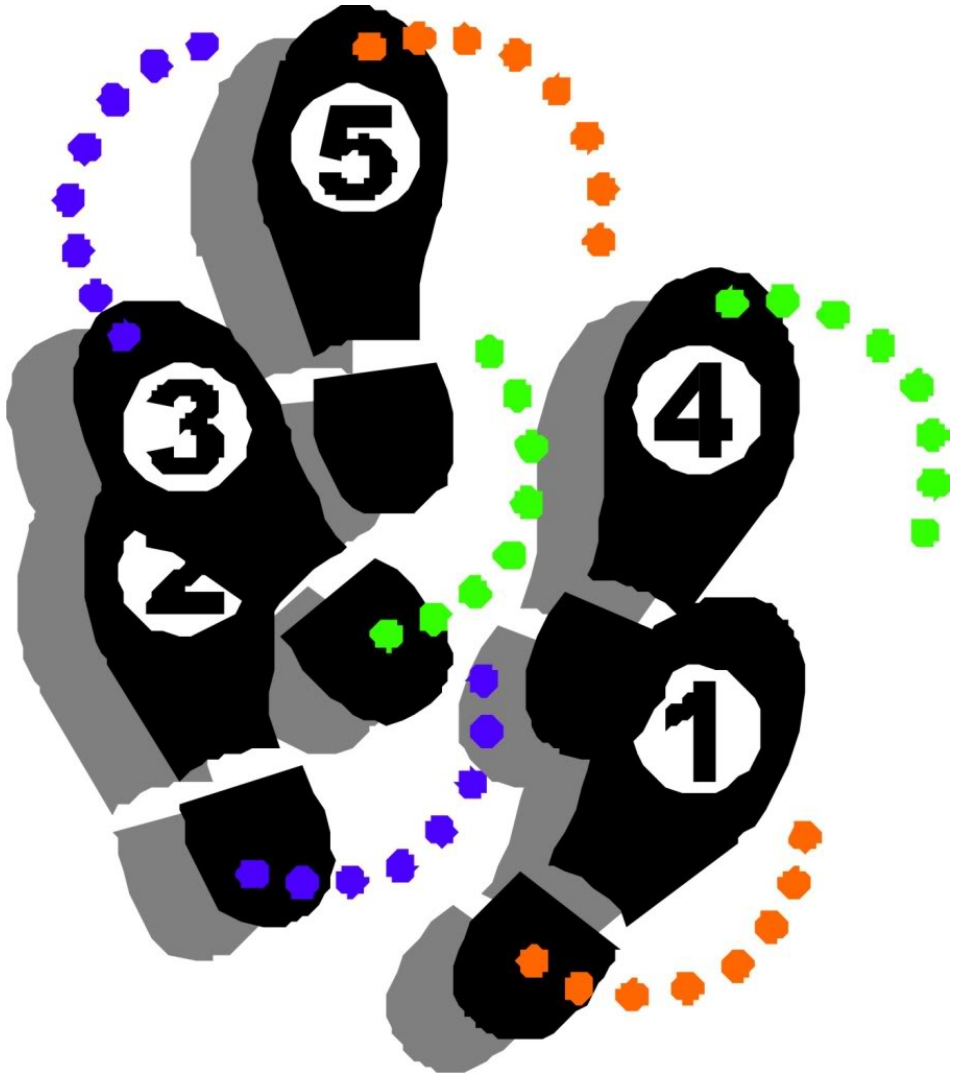
**Laser safety** is safe design, use and implementation of lasers to minimise the risk of laser accidents, especially those involving eye injuries. Since even relatively small amounts of laser light can lead to permanent eye injuries, the sale and usage of lasers is typically subject to government regulations.

Moderate and high-power lasers are potentially hazardous because they can burn the retina of the eye, or even the skin. To control the risk of injury, various specifications, for example ANSI Z136 in the US and IEC 60825 internationally, define "classes" of laser depending on their power and wavelength. These regulations also prescribe required safety measures, such as labeling lasers with specific warnings, and wearing laser safety goggles when operating lasers.

**Laser radiation hazards**

Laser radiation predominantly causes injury via thermal effects. Even moderately powered lasers can cause injury to the eye. High power lasers can also burn the skin. Some lasers are so powerful that even the diffuse reflection from a surface can be hazardous to the eye.

# What If?



# The Missing Component