

Branding Yourself on Social Media An Effective Job Search Strategy

Leanne Raynor November 2018



What is Social Media?

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. [Wikipedia](#)



Social Media - Past

Joined Career Prospectors in May 2014.

No LinkedIn account prior to 2014.

Twitter account following one handle to find out when the state offices were delayed for weather.



Social Media - Current

9500+ Twitter Followers
Influencer



2150+ LinkedIn connections

200+ Instagram followers

Social Selling Dashboard

Social Selling Dashboard



Leanne Raynor

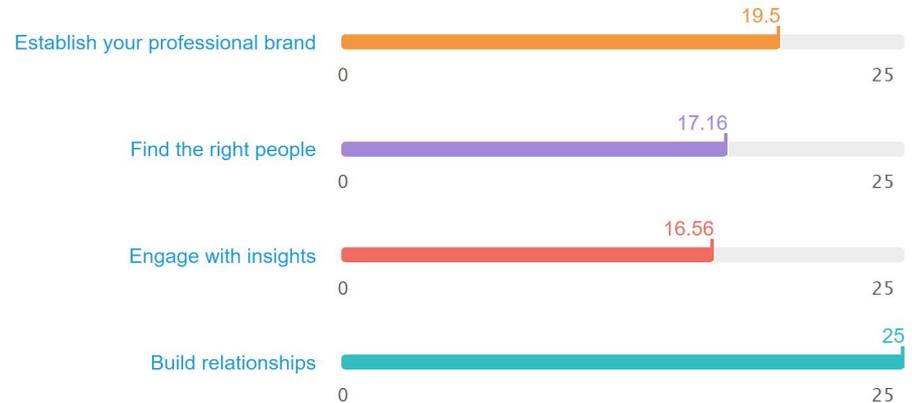
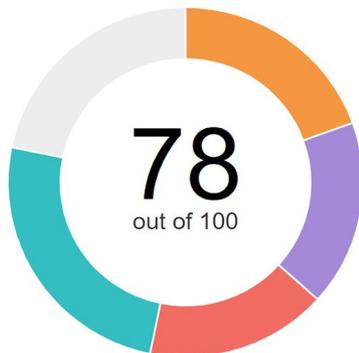
Compliance Auditor | Regulatory Analyst in Chemical and FDA Industries | Project Manager | Social Media Training

Top **1%**
Industry SSI Rank

Top **3%**
Network SSI Rank

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



Twitter Engagement Snap Shot

People Engaged - The People Who Mentioned You

Period: Last 3 days Last Week (Pro) Last Month (Business) Custom Dates

Show report for: @leannerva mentions ▼

Show Engagement Report

Export to PDF

Export to Excel

Missing an item? [Add more mo](#)

People mentioned/rt me: 80

Mentions received: 388

Retweets received: 27

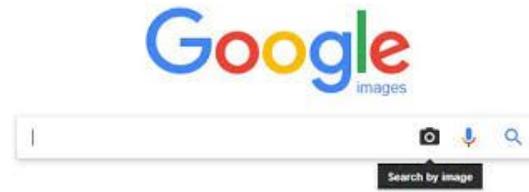
Total statuses: 415

Total reach*: 1,397,304

Total impressions**: 9,964,520

How many have...

Googled yourself?



Facebook Page?



LinkedIn account?



Twitter account?



Instagram account?



Personal Brand

- You're a brand. I'm a brand. We're all brands, whether we aim to be or not.

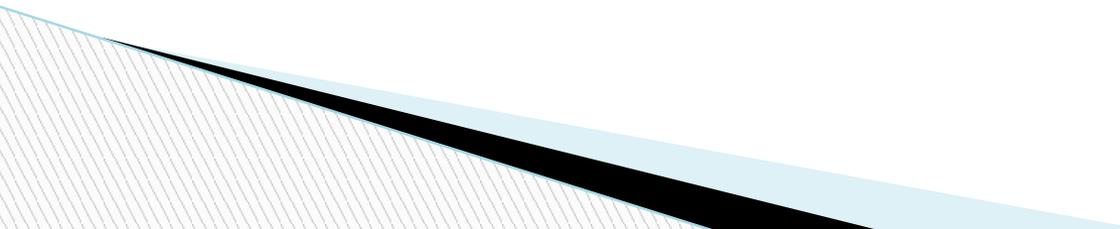




BRAND

The word 'BRAND' is rendered in large, white, 3D block letters with grey shadows. Each letter has a vertical line with a '+' sign at the top and a '-' sign at the bottom. A yellow crane arm is positioned at the bottom right, with its hook resting on the 'N'. A small yellow construction worker is standing on top of the 'R', holding a thin pole that supports the Instagram logo. Another small yellow construction worker is standing on a pink rectangular base at the bottom left, holding a thin pole that supports the letter 'B'. The background is a solid magenta color.

Social Media- Branding Keys

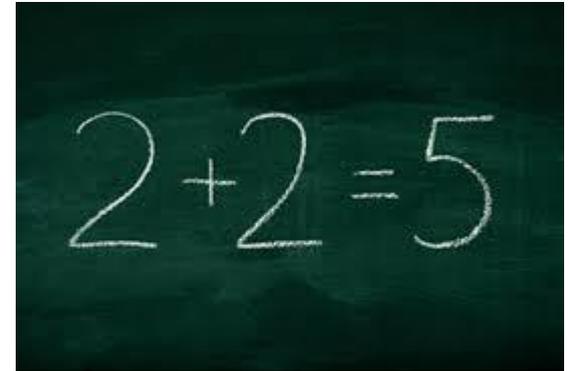
- **Personal branding is the process of managing and optimizing the way that you are presented to others and what others think of you.**
 - Social media is one of the keys (if not the biggest key) to managing your personal brand online.
 - What is your online reputation?
- 

SUM TOTAL | It adds up

Who you are

What you do |

Less is more



2+2=5

Whom you serve-rapport building;
make positive observations

Minimize potential negatives regarding your brand

- Search using multiple search engines (Google.com, Duckduckgo.com, Ask.com, etc.).
- How are you doing? Is there anything—old blogs, embarrassing pictures—that you can take down completely?

Careful about your connections | Tagging options



Delete or consolidate accounts.



Post Very Cautiously About

1. Political issues - even on your personal Facebook page
2. Videos with improper language
3. Inappropriate photos-excessive drinking, inappropriate language
4. Religious posts
5. Anything that could be offensive including hashtags

If you can't say something nice, don't say anything

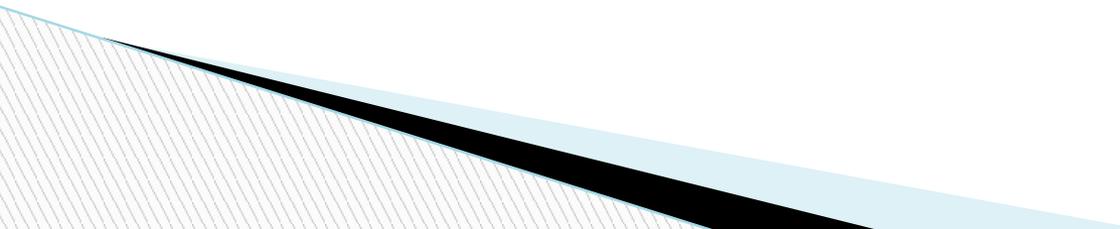
Who do you serve?

- Job Seeker
- Personal Branding
- Business
- Community Organization
- Venture Capital



Who are you and who ***do you*** want to be?

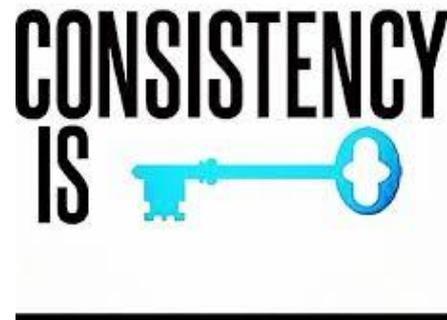
- Know your brand & purpose. Visuals are impactful.



Consistency

Consider

- using the same photo on all channels.
- the same key words
- sharing content that reinforces your brand
- encouraging people who share your focus
- take mental notes _____





It's not what
we do once in a while
that shapes our **lives**
It's what we do **consistently**

- Tony Robbins



Meetup

CP & JAM group is a closed Meetup group.

Consider

- using your full name
- putting your brand in your intro; no need to repeat your name in your introduction
- including your keywords
- adding a photograph that represents your brand (no sunglasses, no family photos, no dogs, etc.)

LinkedIn

-
- All major Fortune 500 companies are on LinkedIn.
- LinkedIn is like a professional version of Facebook with business connections.
- Connections are valuable for you and increase your perceived value to others.
 - Especially important in sales and consulting
 - Important in your accountability groups
-



Three keys to your success



- 1. Good headline
 - Branding statement; keywords with I or
 - Power statement

- 2. Connections
 - **PERSONALIZE your invitations. Remind people how they know you.**

- 3. Activity on LinkedIn. Sharing information, liking posts, making positive helpful comments, helping your network.

Headline is the First Key

Details in your headline are shared each time you post, like, or share information.

- Side note on gmail account, also include your picture, email signature, and keywords. (Yahoo & Hotmail accounts may make you appear dated).
-

Fill your headline with impactful keywords that a recruiter would use to find you.



Recruiters will search for your activity on social media sites.



Connections – Second key

- - Make connections
Strive to reach 500+ (501)
- Send personal invites to people who will connect with you. Have a routine for making connections. Thank people for connecting with you.
 - **PERSONALIZE**
Connect on the person's profile.



Activity is the Third Key

- Groups
- You can reach out to people who are part of a group as though you are connected to them.
-
- Join CP & JAM LinkedIn groups
 - Career Prospectors
 - St. Michael Job Assistance Ministry – JAM



Create groups

Manage groups (Rob Durham will share his experien

Show potential employers that you care

- **Follow** companies that interest you.
Their information will be in your news feed.
- **Show** interest in those companies.
- **Subscribe** to Richmond BizSense to get relevant information.
- **Share** posts that show you are staying abreast in your field.
- **Engage** your audience.



Power of LinkedIn

- Connects you to millions of people. Responsive connections are valuable– hairdresser, financial advisor, friends, etc.

Connect quickly. Thank your connections for joining your network. Frequently check for new connections.

- Offer to help people when you can.
- Follow through on your commitments.
- Be consistent. Track your results.



What Can Twitter Do For You?

When leveraged in a professional manner (not merely random conversation), Twitter ...

- can cast a far-reaching net by expanding your network
- position your personal brand of “you”
- build visibility and create value to employers
- retweet hiring decision makers at your target companies
- retweet thought leaders in your industry



How To Start Using Twitter?

- Create a Twitter Username (@Name)–keep it professional
- Bio – relevant, keyword-rich information, add your LinkedIn URL (160 characters)
- Pin a tweet
-
- Watch and read what others are tweeting
- Start to follow people of interest
- Start to follow companies of interest
- Retweet relevant tweets



Fundamentals of a Tweet

- Use 200 characters per tweet to increase the retweets of your message (limit 280)
- Use links to a photo, article, video, blog – extension of your message (use a URL shortener)
- Use hashtags (#keyword) to increase visibility
- Capture reader's interest using a question
- Ask for help
- Be personable/original



How to Tweet?

- You need to contribute – tweet daily and on-topic
-
- Make your tweets keyword-rich | Include #
-
- Create lists to organize accounts
-
- Reciprocate
-
- Be consistent – don't overload

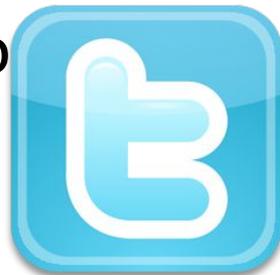


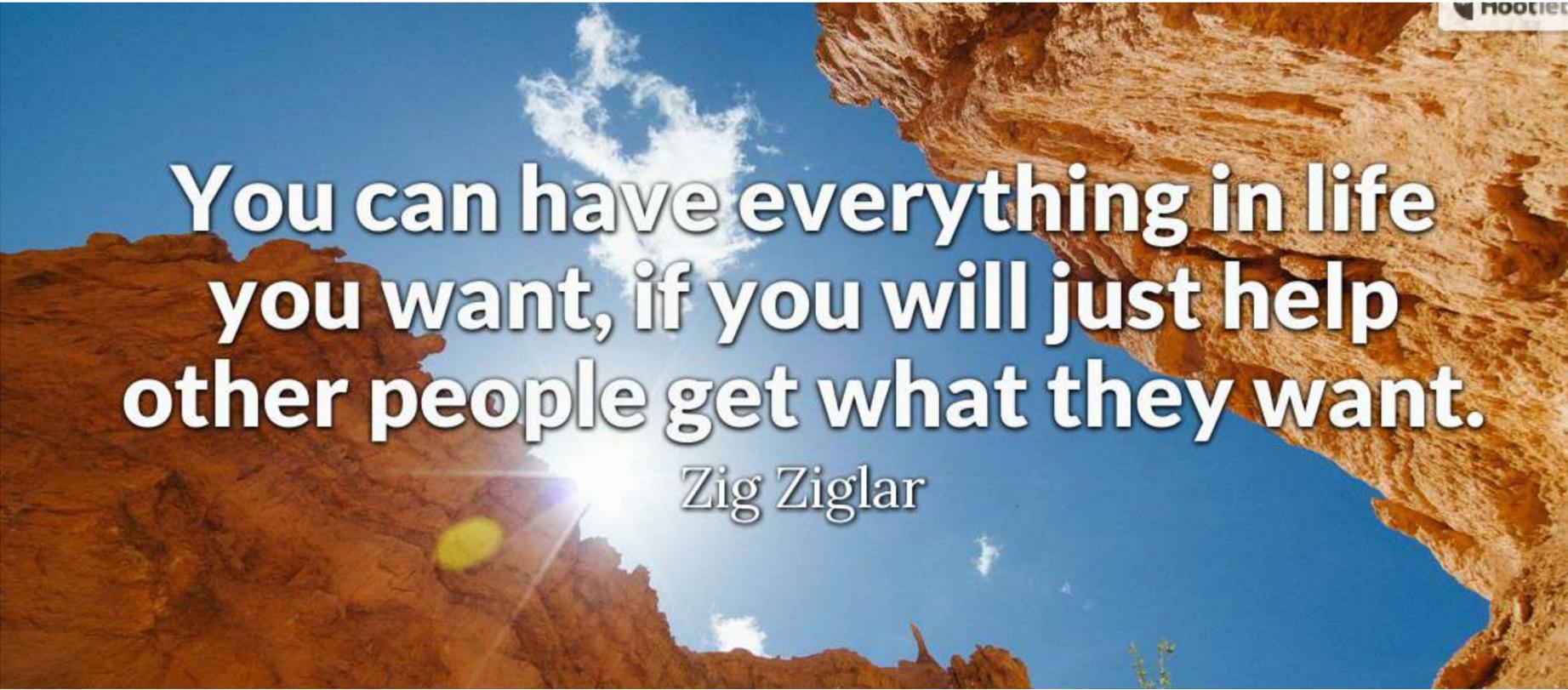
Why Be on Twitter?

Twitter is popular among those under 50. You give the impression of being tech savvy.

Companies are on Twitter, tweeting opportunities & updates on their products and services, which could alert you to needs of theirs that you can fulfill.

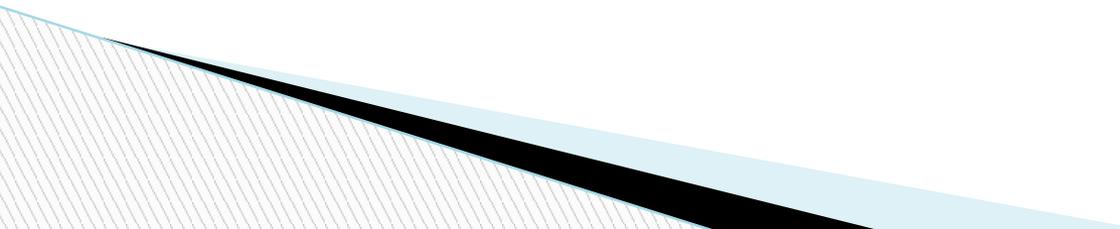
-
- Job search experts are on Twitter, tweeting valuable (and free!) information that can help you.
- They're all active on Twitter. You should be, too





**You can have everything in life
you want, if you will just help
other people get what they want.**

Zig Ziglar

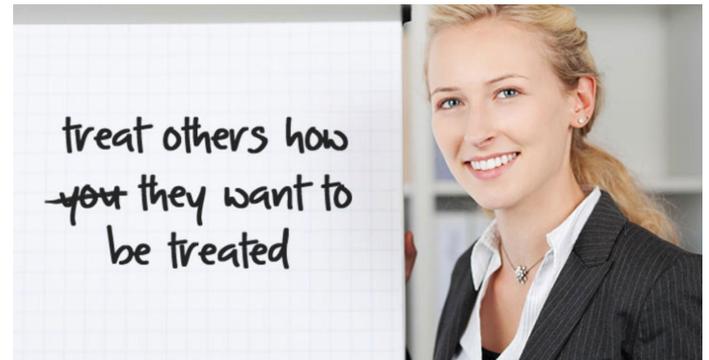


Networking Platinum Rule

All the more reason to follow the networking (online and offline) platinum rule, and network even when you don't need a job.

Practice “give to get” networking and stay ever-connected to your network.

Networking is a lifelong exercise.



Branding Homework

- Spend time thinking about what inspires you- a picture, a quote, or a book.

Weave those elements into your profiles with keywords.

-
- Make a concerted effort to have your actions reinforce your brand.



JPG Preview

service@clipartof.com



www.clipartof.com/1172973

No Free Use Allowed

Resources

<https://www.linkedin.com/pulse/how-find-your-linkedin-ssi-score-karlynn-williams>

<https://business.linkedin.com/sales-solutions/blog/g/get-your-score-linkedin-makes-the-social-selling-in-dex-available-for-everyone>

<https://www.inc.com/carbonite/brilliant-ways-to-brand-yourself.html>

<https://www.cio.com/article/2432986/consumer-technology/linkedin-tips--how-many-connections-is-too-many-.html>

<https://www.photofeeler.com>

<https://www.inc.com/peter-economy/how-the-platinum-rule-trumps-the-golden-rule-every-time.html>

<https://www.plannthat.com/top-social-media-mistakes-to-avoid>

<https://www.educba.com/10-tipstools-to-brand-yourself-in-the-job-market>



Contact/Questions

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Thank you for participating!

