

Building Your Personal Brand on Social Media as and Effective Job Search Strategy

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What is Social Media?

Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities.



Use hashtags, post on stories, create an IGTV series



Blog posts, groups, live streams and thought leadership



About 93% of users use this network to plan purchases.



Content should be humorous and/or "in the moment," as opposed to part of a longer narrative.



Brevity is anticipated and required. Bring brand personality. Interact with trends.



Focus on groups, lives, story & shopping

Different Demographics Engage Different Ways

	Internet / Web Chat	Social Media	Electronic Messaging (e.g. email, SMS)	Smartphone Application	Telephone
Generation Y (Millennials) (born 1981-1989)	24% (1st choice)	24% (1st choice)	21% (3rd choice)	19% (4th choice)	12% (5th choice)
Generation X (born 1961-1980)	21% (3rd choice)	12% (4th choice)	28% (2nd choice)	11% (5th choice)	29% (1st choice)
Baby Boomers (born 1945-1960)	7% (3rd choice)	2% (5th choice)	24% (2nd choice)	3% (4th choice)	64% (1st choice)
Silent Generation (born before 1944)	2% (3rd choice)	1% (4th choice)	6% (2nd choice)	1% (5th choice)	90% (1st choice)



BRAND

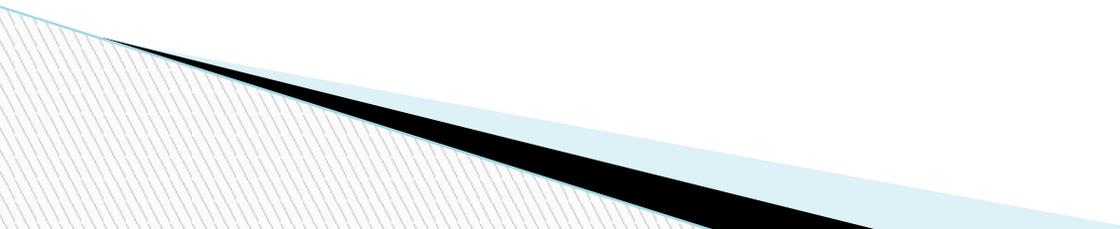
The word 'BRAND' is rendered in large, white, 3D block letters with long shadows. Each letter has a vertical slider with a '+' sign at the top and a '-' sign at the bottom. A small construction worker in a yellow hard hat and blue shirt is standing on top of the 'R', holding a thin pole that supports the Instagram logo. Another construction worker is standing on a pink pillar to the left of the 'B'. Yellow robotic arms are positioned around the letters, with some holding the sliders. The background is a solid magenta color.

Personal Brand

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



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?
- 

How many have...

Googled yourself?



Facebook Page?



LinkedIn account?



Twitter account?



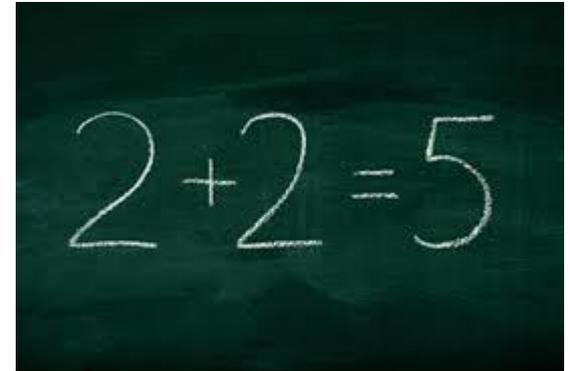
Instagram account?



SUM TOTAL | It adds up

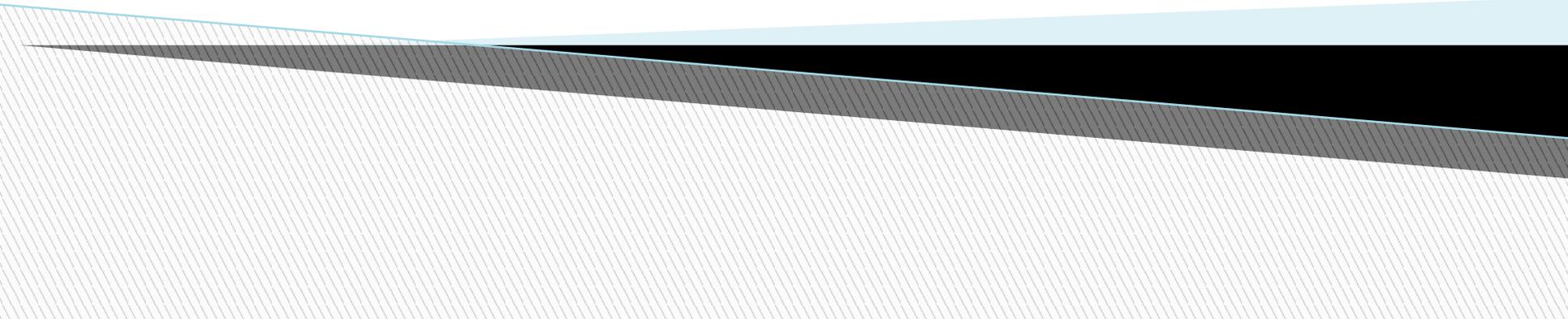
Who you are

What you do



How you interact with contacts/peers and content online can build (or hurt) your brand

Personal Case Study



Social Media – Past

Joined Career Prospectors in June 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

9900+ Twitter Followers
Influencer

2600+ LinkedIn connections

250 Instagram followers



Social Selling Dashboard

Social Selling Dashboard



Leanne Raynor

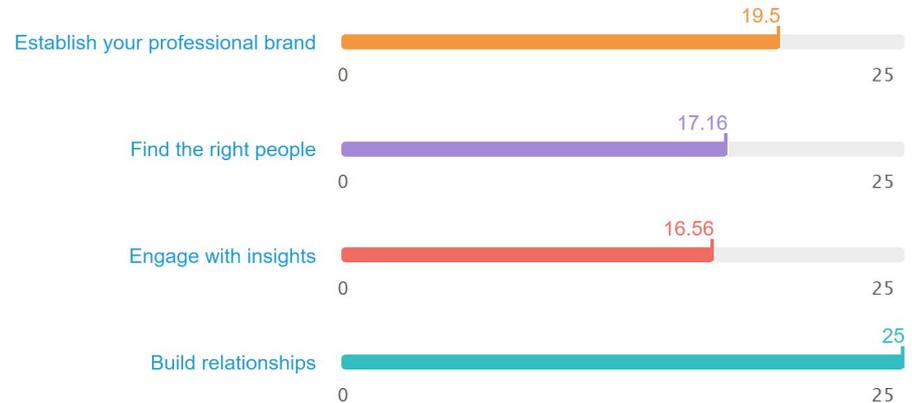
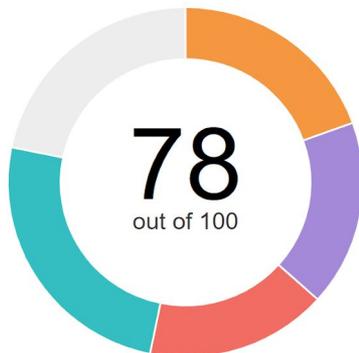
Compliance Auditor | Regulatory Analyst in Chemical and FDA Industries | Project Manager | Social Media Training

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 Snapshot

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

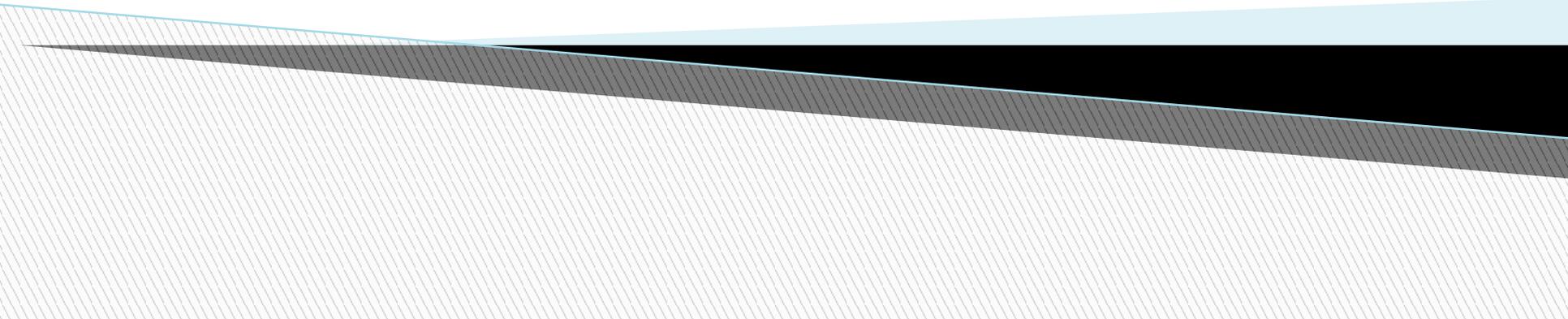
Retweets received: 27

Total statuses: 415

Total reach*: 1,397,304

Total impressions**: 9,964,520

LinkedIn





LinkedIn

- LI is the professional social networking platform
- It hosts more than 600 million profiles and an unlimited supply of network connections and job opportunities.
- Powerful tool for building your professional brand and can help rank your name on Google
- Research companies and employees; tap into industry news; and network!
- Specialty or niche to stand out that makes them valuable

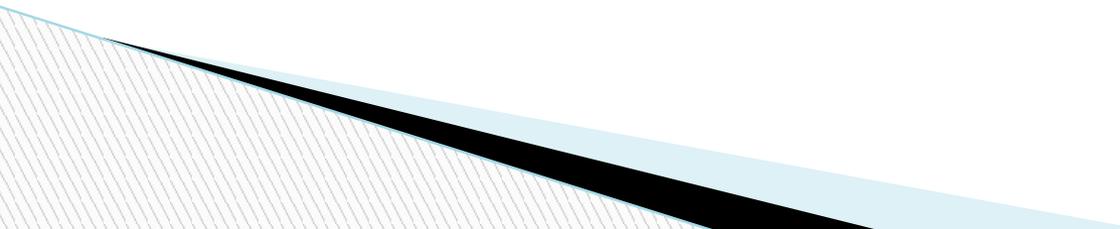
LinkedIn Social Selling Index

- LinkedIn describes its SSI score as “the first-of-its kind social selling measurement”. It awards 25 points maximum for each of these ‘pillars’:
 - Establishing your professional brand
 - Finding the right people
 - Engaging with insights
 - Building relationships



LinkedIn claims that those who achieve 70 or higher, see 45% more opportunities and are 51% more likely to hit sales targets.

Start Building Your Influence on LinkedIn

1. Use your best professional headshot for your profile picture.
 2. Develop a strong, polished profile. This is your online reputation. Make it honest, and make it look good.
 - i. Headline
 - ii. About
 3. Add people to your network. Don't just wildly add anyone you see. Add people whom you know or who know you, and network with contacts at the companies you're targeting.
 4. Consistently share links, articles, and content that is relevant to your your industry and your target audience
- 

LinkedIn Headline

Cory Sanchez · 1st 

B2B Lead Generation | Featured on Forbes | "Marketer of the Year" | International Speaker | Best Selling Author

Scottsdale, Arizona · [500+ connections](#) · [Contact info](#)

- Probably most important part of your page be concise, creative and use key terms relevant to your industry
- Your headline is an opportunity to show what you are –not just what you do. When writing your headline, ask yourself:
 - If this is the only thing someone sees, what does it convey about me?
 - Does this represent my professional brand and show why I am unique?
 - Does it capture what a recruiter would care about?

About Section – Personal Branding Statement

- The best place for you to communicate your professional brand and put your own spin on your experience.
- Make sure to include your key strengths, special qualities / characteristics, top accomplishments, and education / training / certification / awards
 - 1–2 sentences about who you are
 - 3–5 sentences about your experience, top skills and key passions
 - 1–2 sentences about your future goals and how other members can engage with you

About Section – Personal Branding Statement

Certified Consultant | Talent Development | Organization Development | Coach | Facilitator |

I am a coach, trainer, and facilitator, and I have a passion for helping individuals and organizations improve performance and effectiveness. I have a reputation for quickly establishing trust and credibility with individual clients and teams and inspiring them to take action. I combine a caring and informal style with the ability to ask incisive questions and address the tough issues to ensure results. As the founder and principal consultant at Hogan & Associates, I provide consulting in leadership and organization development, career development, strategic and change management communication, conflict transformation, and respectful workplace strategies.

My coaching and consulting are inspired by a rich and varied career that has included over 25 years in operations and human resource management as well as consulting roles in the public and private sectors. I lived and worked in a variety of Caribbean countries for over 20 years which has influenced my values in diversity and cultural awareness.

I have provided consulting services to clients from a wide variety of Fortune 500 companies in the technology, energy, healthcare, and manufacturing industries as well as the public sector as a coach, consultant, trainer (ILT and VILT) and facilitator. Certified in a range of coaching, assessment and conflict transformation processes and instruments, I am a highly skilled facilitator and trainer and I leverage adult learning techniques to actively engage diverse groups.

Call me! Let's talk about how to increase the capabilities of your leaders and teams!

Expertise in Leadership Development | Organization Development | Coaching | Program Development | Communication Strategies | Corporate Culture Change | Conflict Transformation | Facilitation | Training | | Workplace Violence Prevention

Build Your Network Strategically

- Keep your [personal profile](#) and [Page](#) updated as much as you can
- Add connections (people you know, influencers or contacts at companies you'd like to engage with).
- Follow companies you're interested in and influencers in your industry ([these are different](#) than connections on LinkedIn).
- Join and participate in LinkedIn Groups, or host your own.
- Give and receive recommendations.
- Make sure your [profile is public](#), so people can find you, add you and see your posts.
- Join conversations and be active; like, comment and share content
- Promote your LinkedIn pages on your website and in other appropriate spaces (e.g., employee bios, business cards, newsletters, email signatures, etc.).

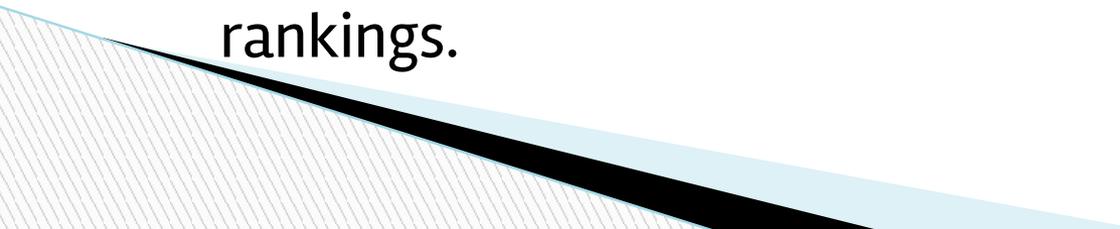
Not All Posts are Created Equal

You should ask two questions when deciding what to post:

- Who am I trying to reach?
- What are they interested in?

LinkedIn ranks content based on **quality and relevance** and **rewards authentic conversations and engagement.**

Sharing great content with your network, liking posts, making positive helpful comments, will improve your rankings.



What types of posts do well on LinkedIn?

1. Question based posts (Encourages a conversation)



[Sprout Social, Inc.](#)

30,869 followers

3w



Are there any social media campaigns you admire right now? We want to know about them!

9 • 7 Comments

Long form post with question:



Megan Bowen • 3rd+

Chief Operating Officer at Managed by Q

6d • Edited

Do you really know how your team spends their time?

Are they focusing on the most important key activities to drive the results you want?

When I join a new company or take on a new department, I have the tea ...see more

71 • 77 Comments

What types of posts do well on LinkedIn?

2. Breaking news and industry happenings

- Posting about topical, time-sensitive news proves to followers that you have a pulse on your industry.
- New studies, factoids and statistics can also spark conversations among your audience.

Tip:

Check out your “news and views” feed on the right and click on the hashtags that you follow on the left

News & Views and Hashtags

The screenshot shows a LinkedIn feed interface. On the left, a sidebar lists 'Followed Hashtags' including #userexperience, #future, #whatinspiresme, #healthcare, #recruiting, #creativity, #design, #visualdesign, #graphicdesign, and #industrialdesign. A red circle highlights this sidebar. The main feed features a post by Brigette Hyacinth, author of 'Leading the Workforce of the Future', with a 'New posts' button. On the right, a 'Today's news and views' section lists articles such as 'Here's who's hiring right now', 'The biggest resume mistake', 'The first \$200 billion man', 'Turning a passion into a career', and 'How to disagree during an interview'. A red circle highlights this section. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning.

whatinspiresme
healthcare

Groups

- Career Prospectors
- Learn to Hype Market pro...
- Career Network Minis...

show more

Events +

Followed Hashtags

- # userexperience
- # future
- # whatinspiresme
- # healthcare
- # recruiting
- # creativity
- # design
- # visualdesign
- # graphicdesign
- # industrialdesign

show more

Discover more

Home My Network Jobs Messaging Notifications Me Work Learning

presentation design pros - Hire experts to turn a big presentation into a small task. Upwork is now. Ad ...

Start a post

Photo Video Document Write article

Sort by: Top

New posts

Brigette Hyacinth • Following
Author of Leading the Workforce of the Future ♦ Keynote Speaker ♦
6h •

So happy to announce my NEW BOOK made it on the Amazon's Bestseller list!
More than ever, we need leaders who stand on integrity and put people first.
Thanks for your support. Don't forget to pick up your copy of, Leadin ...see more

Today's news and views

- Here's who's hiring right now
21h ago • 12,560 readers
- The biggest resume mistake
21h ago • 25,480 readers
- The first \$200 billion man
11h ago • 29,134 readers
- Turning a passion into a career
21h ago • 1,561 readers
- How to disagree during an interview
21h ago • 6,052 readers

Special Report: The road Ahead →

What types of posts do well on LinkedIn?

3. Image based posts

- Infographics
- Video
- Add/replace a photo with a post that is eye-catching

Free stock photo resources:

Pexels.com

pixabay.com

unsplash.com

Free design tool for social media graphic posts:

Canva.com

What types of posts do well on LinkedIn?

4. Event coverage – what events are you attending and what did you learn?
5. Award and accomplishments – did you just get a new certification?
6. Bite-sized punchy text posts



Dave Gerhardt • 2nd

VP Marketing at Drift | Brand Builder | Category Creator

4d

When was the last time you wrote 10 headlines for something?

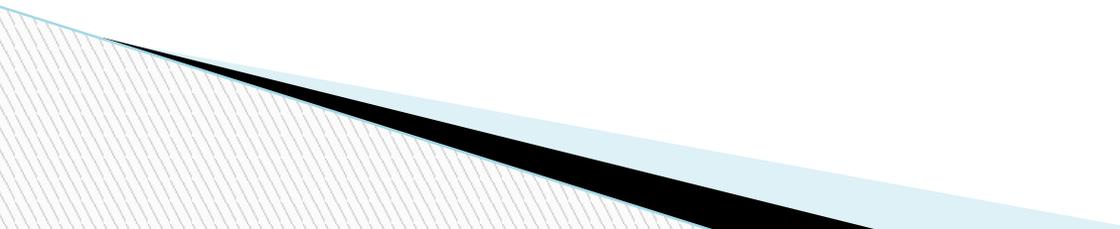
Lightning might strike and the first one you write might be good... But it's never GREAT.

Hear me out:

You have to write out 10 to get out the 7 bad ones to find the 2 that might work to find the one that DOES work.

Posting strategy

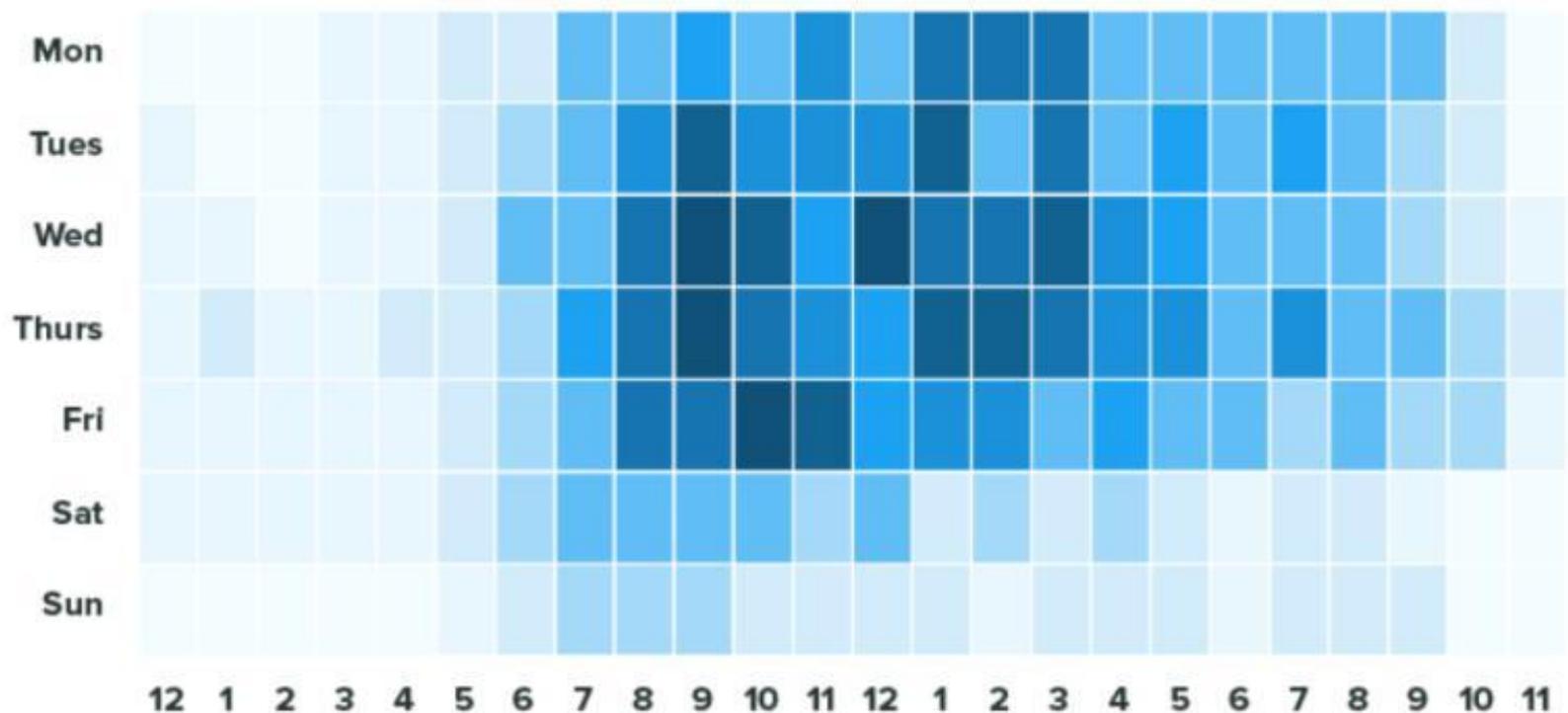
To get noticed on LinkedIn, you want to develop a strategy to increase your profile views, post shares, and post comments

- Follow companies that interest you so company updates are in your feed
 - Interact with content from network, groups, the companies and contacts/influencers that you follow
 - Regularly post content related to your network and start engaging conversations
 - Be mindful to post at the ideal time each day...
- 

Best times to post to LinkedIn (since Covid)

LinkedIn Global Engagement

sproutsocial



Lowest Engagement

Highest Engagement

Glad to see I already follow many of these, and learned about a few others to add. Which of these do you follow, or what influencer marketing blogs do you think were missed? #marketing #influencermarketing #marketing ...see more



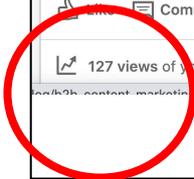
The 50 Blogs Every B2B Marketer Should Follow

business.linkedin.com

2

Like Comment Share Send

127 views of your post in the feed



Be sure to check out the analytics for the posts that you share on LI

The 50 Blogs Every B2B Marketer Should Follow

2 reactions



7 people from AllyAlign Health viewed your post

Anaplan	5
Career Prospectors	4
SingleStone	2
Virginia Premier	2



13 people who have the title Salesperson viewed your post

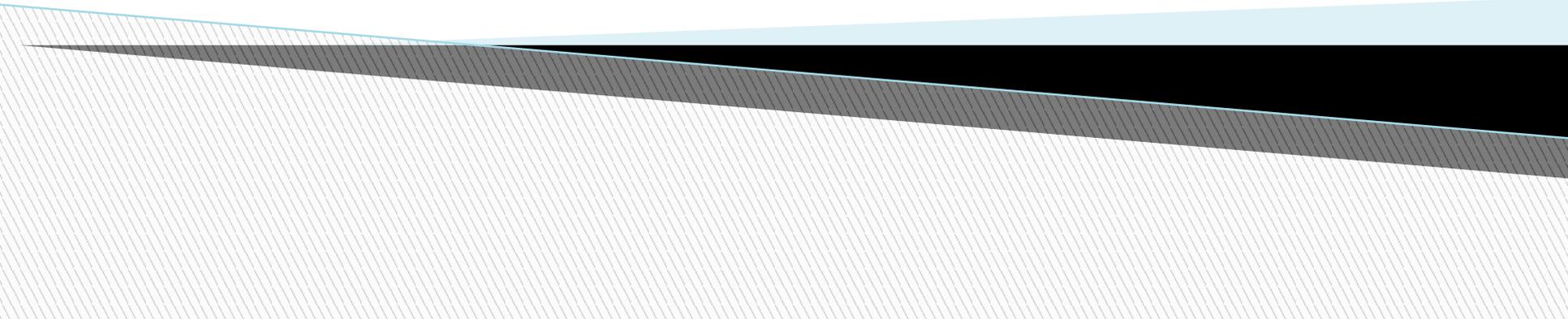
Marketing Specialist	5
Technology Manager	4
Information Technology Consultant	3
Project Manager	3



32 people viewed your post from Richmond, Virginia Area

Lancaster, Pennsylvania Area	4
Greater New York City Area	4
Washington D.C. Metro Area	3
Greater Boston Area	3

Twitter

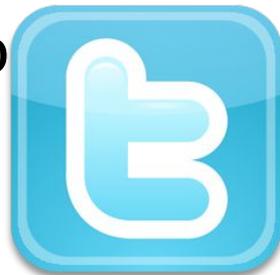


Why Be on Twitter?

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 their needs.

-
- 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



What Can Twitter Do For You?

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

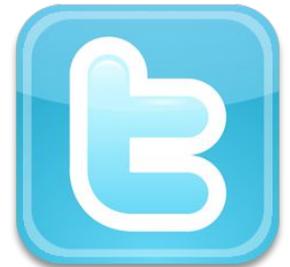
Twitter

- 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



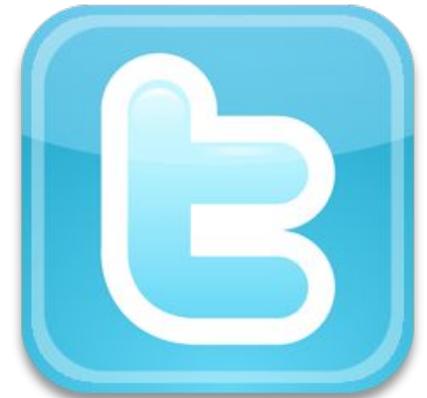
How To Start Using Twitter

- 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 characters)
- 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



How to grow your following

Marketing Pill

Follow 15 people a day

Unfollow 15 people a day

Retweet 5 posts a day

Engage with influencers

Help other people | They will help you



Include 2 hashtags in each post

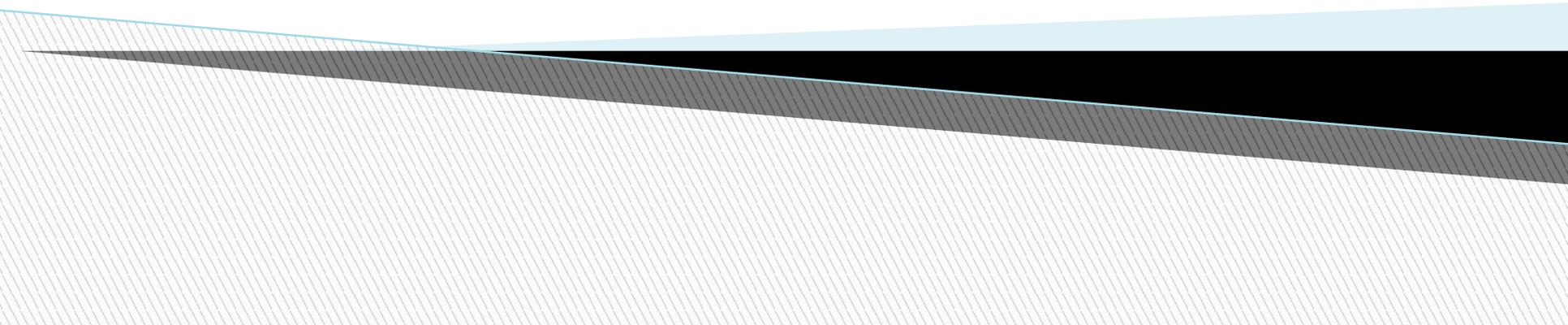


A photograph of a rocky canyon landscape. The sun is shining brightly from behind a rock formation on the left, creating a lens flare effect. The sky is blue with some white clouds. The rock formations are reddish-brown and layered.

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

Zig Ziglar

Best Practices





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

- Tony Robbins

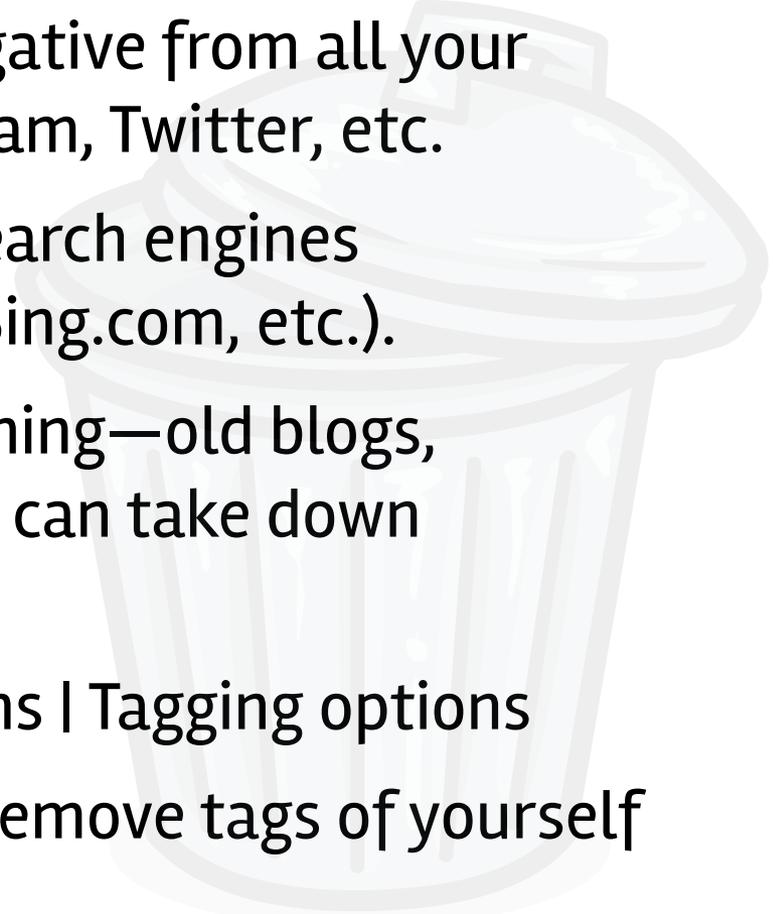
Consistency

Consider

- Using the same profile photo on all channels.
- The same key words & hashtags
- Sharing content that reinforces your brand
- Encouraging people who share your focus
- Be observant



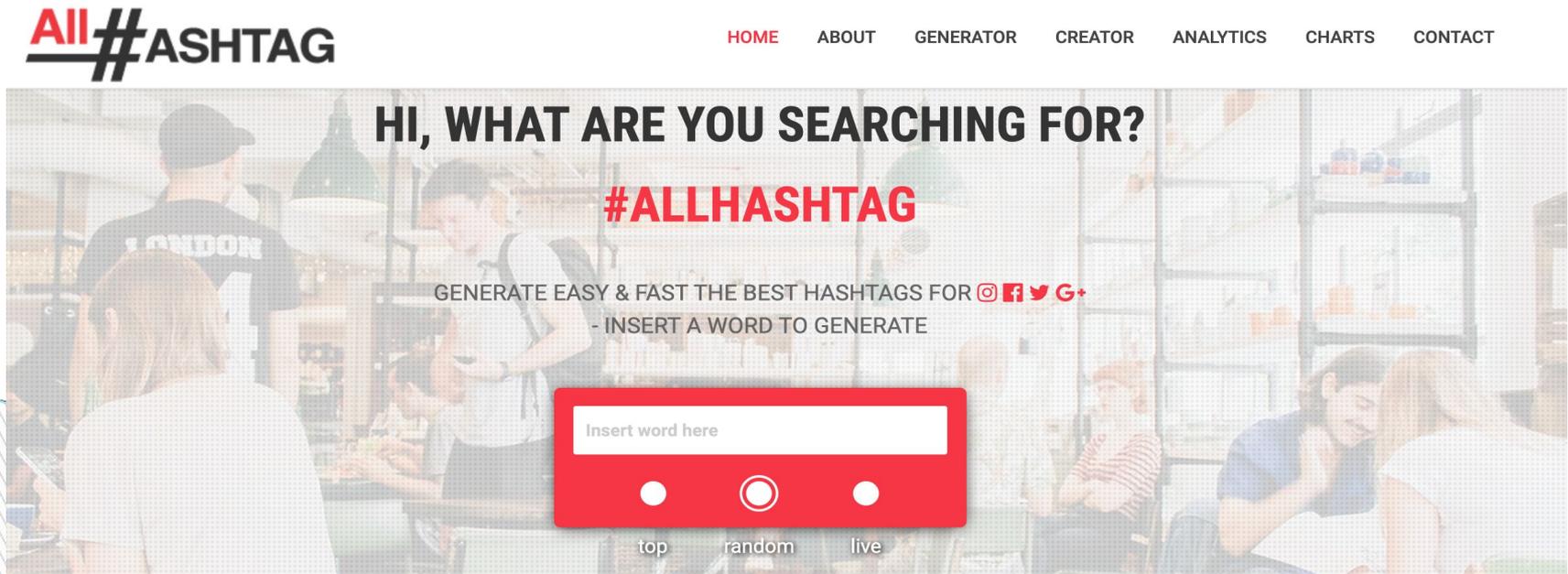
Minimize potential negatives regarding your brand

- Remove anything potentially negative from all your social media – Facebook, Instagram, Twitter, etc.
 - Search yourself using multiple search engines (Google.com, Duckduckgo.com, Bing.com, etc.).
 - How are you doing? Is there anything—old blogs, embarrassing pictures—that you can take down completely?
 - Be Careful about your connections | Tagging options
 - Delete or consolidate accounts, remove tags of yourself from friends photos
- 

Use #Hashtags

For LinkedIn and Twitter include up to 3 niche hashtags to help your posts be found

Resource for finding trending hashtags for your topic:
all-hashtag.com



The image shows the homepage of the website 'All-Hashtag.com'. The logo 'All #ASHTAG' is in the top left, with 'All' in red and '#ASHTAG' in black. A navigation menu in the top right includes 'HOME', 'ABOUT', 'GENERATOR', 'CREATOR', 'ANALYTICS', 'CHARTS', and 'CONTACT'. The main content area features a large heading 'HI, WHAT ARE YOU SEARCHING FOR?' followed by the hashtag '#ALLHASHTAG' in red. Below this, it says 'GENERATE EASY & FAST THE BEST HASHTAGS FOR @ f t G+' and '- INSERT A WORD TO GENERATE'. A red search bar with the placeholder text 'Insert word here' is prominent, with three radio buttons below it labeled 'top', 'random', and 'live'. The background of the page is a blurred image of people in a social setting.

Post/Like Cautiously

(even on your personal social media like FB & IG)

1. Political issues & religious posts
2. Videos with improper language
3. Inappropriate photos–excessive drinking, inappropriate language, polarizing/sensitive topics
4. Anything that could be offensive including hashtags

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

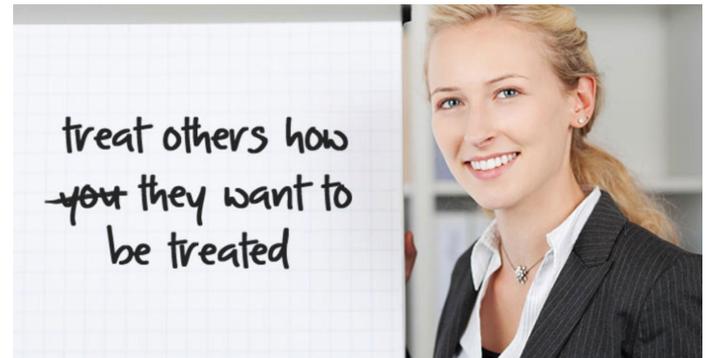


Networking Platinum Rule

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.



Do this today:

1. Find your LI Social Selling Index:
<https://www.linkedin.com/sales/ssi>
2. Follow LinkedIn News
3. Follow Richmond Biz Sense on LI and Twitter
4. Join LI groups for your industry and:
 - a. [Career Prospectors](#)
 - b. [St. Michael Job Assistance Ministry – JAM](#)
5. Plan what content you are going to share this week at the peak daily post times. Write at least one engaging post a day

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.





Questions?

Resources

[How To Find Your SSI LinkedIn Score](#)

[How to Calculate Your Social Selling Index on LinkedIn](#)

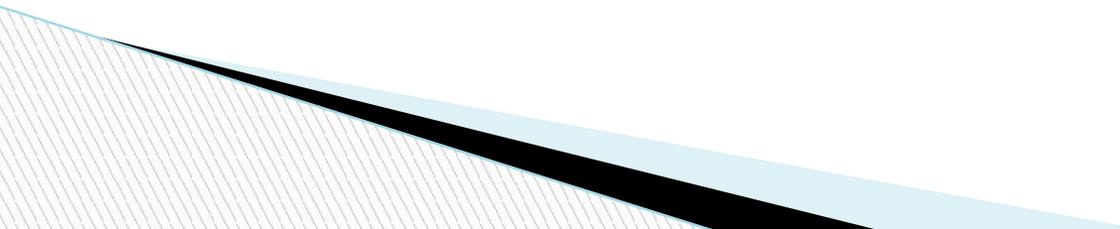
[How Many Connections Are Too Many?](#)

<https://www.photofeeler.com>

[How The Platinum Rule Trumps The Golden Rule](#)

[Top Social Media Mistakes To Avoid](#)

[10 Tips To Brand Yourself In the Job Market](#)



Contact/Questions

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Thank you for participating!

