

Marketing your Personal Brand Through Social Media

Phillip Smith



Managing Your Career: Using Social Media YES or NO.

Career Management Best Practices:

- ❖ Personality and career review,
- ❖ Develop your Personal Brand
- ❖ Produce compelling resume
- ❖ Formulate your marketing plan
- ❖ Network... Network... Network!!!

Digital Media is a dynamic tool that can:

- ❖ Enhance your marketing strategy
- ❖ Improve your ability to communicate, network and do research.
- ❖ Reach out to people you know and who care about "YOU"



Working with the Internet: You Ask

- ❖ Should I look at having a presence on the internet?
- ❖ What Do I know about Social Media?
- ❖ What value does it have for me?
- ❖ Where do I participate and how active should I be?
- ❖ What do I want to accomplish?
- ❖ Who am I trying to reach and why?
- ❖ What are my expectations?



Social media - do recruiters use it?

- ❖ A recent social media study, by Rippler shows that 90% of recruiters and hiring managers review candidate social network portfolios.
- ❖ 69% of the candidates are rejected because of content.
- ❖ 68% of the recruiters have hired people based on information found on social media reviews.



Items of interest:

- ❖ Profiles gave a positive impression of personality and organizational fit
- ❖ The profile supported professional qualities
- ❖ Showed creativity
- ❖ Demonstrated good communication skills, shows a well rounded background
- ❖ Good references

Why should I be active with social media?

Access a whole new world of possibilities

Communities of interest provide hidden opportunities

Talk with others about topics of interest

Investigate professional contacts, personal contacts and future opportunities/companies

Value it creates immediacy and accessibility

Exposure 24/7- creating constant visibility

What options do I have?

There are a number of different options available, it is best to participate in the more popular sites e.g.

- ❖ Personal Web site e.g. <http://www.phillipasmith.com>
- ❖ Facebook: <http://www.facebook.com/>
- ❖ LinkedIn: <http://www.linkedin.com/>
- ❖ Twitter: <http://twitter.com/>
- ❖ Youtube: <http://www.youtube.com/>

First steps:

Do a Google Search on your name:

- Phillip Smith
- Phillip Smith university
- Phillip Smith professional associations
- Phillip Smith cities you have lived
- Phillip Smith zip code.....

Google search Hunts text on the Web containing words that match up with your search query.

The more content you have on the internet the greater the opportunity of being identified.

First Steps:

- ❖ Find out what the internet is saying about you.
- ❖ Managing your image on the internet it is a vary important.
- ❖ Some resources that can help you in managing your background checks are:
<http://www.netdetective.com;>
<http://www.reputation.com;>



Google Profile:

If your Google Search does not provide you with any information, create your own profile.

Google Profiles: [https://**profiles.google.com/**](https://profiles.google.com/)

About 5,680,000 results (0.14 seconds)

- everything
- pages
- ps
- leos
- ws
- opping
- re

Phil Smith - Trumpet

www.principaltrumpet.com/home.html

Phil's gospel group! RESOUNDING PRAISE, is Mara Mulder, piano, John Breur and Mike Gleason, keyboards, Gary Mure, drums, Sheila and **Phil Smith**, ...

Phil Smith | principaltrumpet.com

www.principaltrumpet.com/ - Skip intro

PhilSmith. principaltrumpet.com. enter site.

Show more results from principaltrumpet.com

Phillip A Smith - Google Profile

<https://profiles.google.com/pasmith3434>



Hamburg, NY - Executive Sales, Marketing and Development ...

"I take Great Pride in working with people to identify need ..."

I have had a high measured record of performance in many ...

linkedin.com - www.phillipasmith.com

Edit profile

Phillip Smith - Pushing bits since '96

www.phillipadsmith.com/

By **Phillip Smith** on October 11, 2011 2:00 PM. Dear Friends,. I am hoping you can help

Ads

We Found Phillip Smith

www.intelius.com


Current Phone, Address, Age & More. Instant & Accurate **Phillip Smith**

See your ad here >

Hamburg, NY
change location

results
es with images
neline
re search tools



 Send an email

Phillip A Smith

[Edit Profile](#)

I take Great Pride in working with people to identify need and set expectations.

About Photos Videos

Introduction

I have had a high measured record of performance in many professional arenas, including higher education, advertising and marketing, industrial sales, telecommunications, and financial planning.

Working in a variety of industries with high profile companies I have developed strong learning, lissening, and communication skills. My success is well docuemented in each field. I take Pride in who I am, what I have accomplished and what I have to offer to those who I come in contact with professionally and personally.

A superior ability to connect both abstract and concrete data, devise strategies, and determine the best actions/systems to achieve objectives.

Strong consultative sales skills enable customers, employees and other business stakeholders to succeed by first understanding the big picture, then using creative problem solving to break down barriers and achieve solid results.

Other profiles

-  <http://www.linkedin...>
-  www.phillipasmit...

[Send feedback](#)

Personal Website:

- ❖ Creating a Billboard with your branding, resume, and skills is very impactful.
- ❖ A web page allows you to expand your career background and goals because you control content.
- ❖ Content will include: contact info, carrier objectives, skill sets, accomplishments/successes, clients you have worked with, referrals and just about anything that you feel is important for people to know.
- ❖ Let's you communicate with people from a distance.
- ❖ Open interactive Blogs through your web page.
- ❖ Include your personal URL on all correspondents, job related emails, business cards and other social media sites.
- ❖ It is easy to do and can be done at a minimal cost there are several options and tutorials available on line.

Phillip A Smith - Windows Internet Explorer provided by Yahoo!

http://phillipasmith.com/

File Edit View Favorites Tools Help

Google Search

Phillip A Smith

Home RSS Mail Print Page Safety Tools

Phillip A Smith Follow

Phillip A

Professional Experience Specialty Summary Client List Accomplishments Contact

Type text to search here...

Professional Experience

Edit



I have extensive working experience in several different types of industries - Education; Radio Advertising and Marketing, Advertising Agency, Industrial Sales, Telecommunications, Investment, Higher Education and as a Professional Ski Instructor. I have a strong measured record of high performance in each arena and have been recognized by my peers and management for my bottom line success and team building talents. I thrive on change it is motivating, stimulating, and energizing. I apply scientific/technical/ logical thinking to identify, analyze and solve challenges and/or problems. I take the appropriate time to collect data, establish facts, connect abstract and concrete variables in order to draw valid conclusions in order to determine appropriate action, and devise strategies and systems to achieve objectives.

"Phil is one of the most personable people I have ever met. He is dedicated, hard working, and is always a team player. I would highly recommend Phil for any position that puts an emphasis on developing relationships and providing great customer service."

Jay Friedman, Associate Vice President – Alumni Relations, University at Buffalo

www.linkedin.com/in/phillipasmithexecutiveleader

[View my resume](#)

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Done

Internet 95%

start

4 Internet Explorer Microsoft PowerPoint ...

4:40 PM

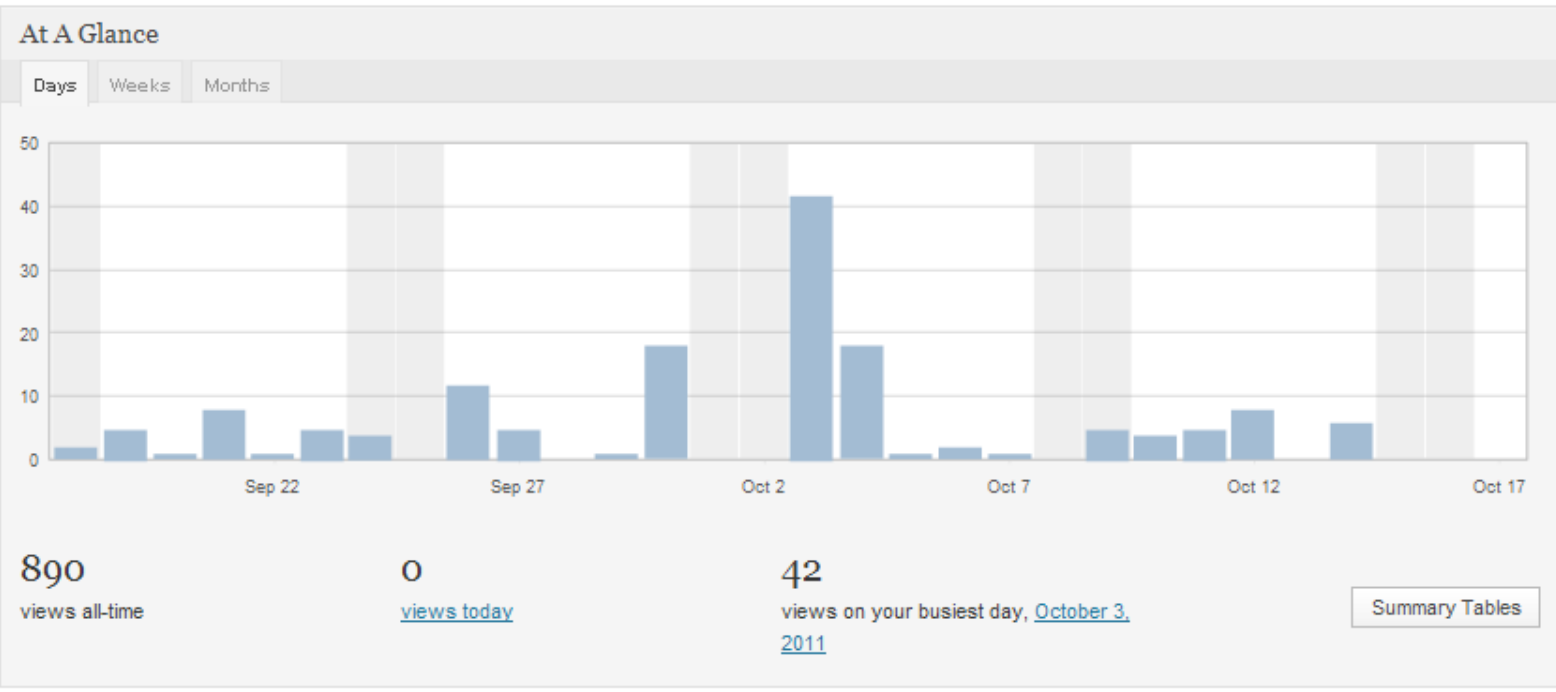


Personal Website: Stat's

- ❖ Are people looking at my website?
- ❖ Market your personal website in all of your correspondents and marketing materials.
- ❖ The **stats** feature of your website will provide daily hit reports. An excellent tool that helps you evaluate traffic to your web page.

- Phillip A Smith Follow
- Readomatic
- Tag Surfer
- Site Stats**
- Akismet Stats
- My Blogs
- Blogs I Follow
- Connections
- Store
- Posts
- Media
- Links
- Pages
- Comments
- Feedbacks
- Polls
- Ratings
- Appearance
- Themes
- Widgets
- Menus

Tip: Want to stand out from the crowd? [Buy a premium theme](#) →



Referrers

Today Yesterday [This week](#)

No referrers. A referrer is a click from another site that links to yours.

Top Posts & Pages

Today Yesterday [This week](#)

No top posts or pages. This panel shows your most viewed posts and pages.

Facebook:

Look at Facebook as a BBQ in your backyard with Friends and Family gathered to share good times and sharing personal stories with one another.

- ❖ Security is **very Important**.
- ❖ There are several security options available review and understand.
- ❖ Do NOT register your account with public access.
- ❖ Make your site access is restricted to family & friends only.
- ❖ Be prudent on the type of discussions and photos that you share.

LinkedIn:

Unlike Facebook, LinkedIn can be viewed as a corporate cocktail party with vendors, clients, and colleagues with many different professional conversations in progress.

- ❖ Great opportunity to rebrand yourself highlighting skills achievements.
- ❖ Join other professional groups that are of interest to you and participate in discussions. Make constructive comments
- ❖ Great tool to be used for exploring companies of interest, peers, professional contacts, job opportunities etc.
- ❖ If you commit, get your content up to a satisfactory 100% level (LinkedIn will inform you of your content status).

Audit your LinkedIn profile:

- ❖ You should make sure your profile gets the proper exposure.
- ❖ A quick audit will let you see which queries bring your profile to the first page
 - 1) Go to the people tab & hit advanced search
 - 2) Enter a keyword(s) with targeted position
 - 3) Enter geographic information – Zip Codes, Distance
 - 4) Select industry(s) that apply
 - 5) Hit search
- ❖ Review the top names – are you where you want to be?
- ❖ LinkedIn scans Professional Headline, Titles, Specialties and Industries



Twitter:

Twitter is like going to a cocktail party where you may know some people or may not know anyone. You will have the opportunity of to participate in a variety of conversations on a variety of topics or just sit back and observe.

When you engage in a dialogue on Twitter just remember your input remains in the public domain forever.



YouTube:

Look at YouTube as an opportunity to create your own personal info commercial.

Video resumes are new and not really a proven resources but can set you apart for the right opportunity.

In Summary:

- ❖ Showcase your skills, experience and promote **your personal brand** – be sure your information is consistent!
- ❖ LinkedIn is the preferred site for those looking for professional connections & opportunities.
- ❖ Your content is always evolving.
- ❖ Give to Get – respond to those who ask for help, references, introductions
- ❖ Market your URL - drive people to your web content.
- ❖ Be pro active and practical in what you say and do.
- ❖ By participating in social media you demonstrate your understanding and ability to work with this new media..