

Using Social Media for Personal Branding

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Brief Presentation Overview

- 1 What is a brand?
- 2 What is your brand?
- 3 Benefits of a strong personal brand
- 4 Social media – best practices

75%

of buyers now use social media to do research before making a purchase. They're looking up product and brand information. They're checking references. They're asking the opinion of their connections and your customers.

The Case for Personal Branding

You now have to decide what 'image' you want for your brand. Image means personality. Products, like people, have personalities, and they can make or break them in the market place.
David Olgivy

All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You. – *Tom Peters in Fast Company*

Personal branding is about managing your name—even if you don't own a business—in a world of misinformation, disinformation, and semi-permanent Google records. Going on a date? Chances are that your “blind” date has Googled your name. Going to a job interview? Ditto. – *Tim Ferriss*

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. – *Seth Godin*

If you're not branding yourself, you can be sure others do it for you. *unknown*

Your brand is what you DO, not what you say it is

- It is your promise to others
 - It encompasses your natural strengths and values
 - It fuels your successes
 - It defines how you behave in difficult situations
 - It defines your unique leadership strategy
 - It defines what you share with people at work and outside work
- Your brand is what other's say it is, based on their experience with you.

Patty Azzarello: [RISE: 3 Practical Steps for Advancing your Career, Standing Out as a Leader AND Liking Your Life](#)

Benefits of a strong personal brand

- **Differentiation** - a brand will help differentiate you from people who do similar work.
- **Credibility** – trust, effectiveness as a leader
- Provides a **foundation for decisions and actions**
- Leads to **consistency**
- You work to **shape other's perceptions** of you
- It helps ensure your own **personal satisfaction** that your work matters

Branding “Building Blocks”

Self reflection and assessment

- ✓ Knowing your personal values
 - ✓ Knowing your personal strengths
 - ✓ Knowing what gives you energy
 - ✓ Knowing your area(s) of expertise
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- ✓ Explore the behaviors that people observe you doing in interactions...

Essential Elements for a Creating a Great Brand

1. Identify where your passions, talents and value overlap
2. Brainstorm: what is your leadership brand?
3. Create a succinct brand statement
4. What reputation are you currently known for?
5. Where do your passions, talents and value overlap?
6. What does your company and/or industry need and value most, right now?

Your Brand and Social Media

Social Media - a group of Internet-based applications that allow the creation and exchange of user-generated content

Enables connections - socially and professionally as well

Helps to spur innovation because more people can learn from others

Personal branding makes you accountable to others in a way that mirrors the corporation to consumer relationship.

Choosing the right social media platforms for your brand

Know your audience:

Who's your target audience?

Which platforms are most popular with that demographic?





TWEETS 176 FOLLOWING 59 FOLLOWERS 510 LIKES 126 MOMENTS 0

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The mission of Oracle Women's Leadership is to develop, engage and empower @OracleWomen leaders to foster an inclusive and innovative workforce | #WomenInTech

Global

Tweets Tweets & replies Media

Oracle Women Lead @OracleWomenLead · Apr 27 Great panelists for MCX customers in Las Vegas: Amanda Jobbins, Titina Ott, Arnold Flowers; moderator - OWL leader Mary Ellen Kassotakis

Retweet Like 2

Oracle Women Lead @OracleWomenLead · Apr 17 Lorri Brady, Jane Galli & Mary Ellen K. attended the @AnitaBorg_Org Inst 2017 Partners mtng in San Jose April 12 - lots of great info & opps

Your Tweet activity Your Tweets earned 2,925 impressions over the last 28 days View your top Tweets

Who to follow - Refresh - View all Veritas Tech EMEA @...

Everyone Needs a Professional Photo for Social



What's wrong with these photos?



Profiles with photos are **11 times** more likely to be viewed than those without

LinkedIn Top 10 Checklist

- Profile Picture
- Customize your URL
- Write a value-statement Headline that uses keywords
- Update your contact information
- Update your Summary section to emphasize 3-5 key strengths and to demonstrate value
- Add Skills and Expertise
- Attach your Twitter account to your LinkedIn profile
- Review your privacy settings
- Add connections; give/receive endorsements/recommendations
- Add Groups and Influencers

Creating your brand's maintenance plan

- Create and maintain an update schedule for your social media - at least, 2- 5 times per week.
- Consider the context of the platform that you're looking at, and also your content.
- You want to be relevant and timely

CAUTION:

* It can be very obvious that your messages are old; this can destroy that sense of personal connection and community.

it can be very tempting to set your updates, and then forget about social media

Automated Tools for Social Media

Why? When to Use?

Some tools (in alpha order)

- ❖ Buffer <https://buffer.com/>
- ❖ Hootsuite <https://hootsuite.com/>
- ❖ HubSpot <https://www.hubspot.com/>
- ❖ Social Flow <http://www.socialflow.com/>
- ❖ Social Oomph <https://www.socialoomph.com>
- ❖ SproutSocial <http://sproutsocial.com/>

see Mashable <http://mashable.com/2016/02/01/automate-social-media/#wOvqm.1qkqw>

Reputation Management

Check your privacy settings once a month; this is critical

Use the “rule of 80/20”

- 80% focused on content relevant to audience’s interest
- 20% focused on your product/service/brand

Setup search alerts through a search engine (e.g., Google alerts)

You can decide how often you want to receive updates, you can decide if you want only specific sources to show up or if you choose automatic

Useful resources for personal branding

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https://university.linkedin.com/content/dam/university/global/en_US/site/pdf/TipSheet_BuildingYourBrand.pdf

<http://mashable.com/2016/02/01/automate-social-media/#wOvqm.1qkqw>

<https://www.forbes.com/sites/sujanpatel/2016/11/12/9-ways-to-use-social-media-to-build-your-personal-brand/#1ccef9213520>

RISE: 3 Practical Steps for Advancing your Career, Standing Out as a Leader AND Liking Your Life book written by Patty Azzarello

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