

Building a Brand and Professional Networking



April Kelly

Building a Brand and Professional Networking

We will discuss:

- The Age of Social Media
- Basic Differences
- Social Media Tool – Facebook
- Google You
- Creating Brand YOU
- Making the most of LinkedIn
- 4 LinkedIn Tips
- Social media housecleaning in 4 steps

Growing Up

- Internet is 18 years old



- Social Networking is about 9 years old



Social Network's Personality Profile...



Virtual Scrapbook



Weekends



Monday - Friday



24 x 7 x 365



Differences in Network Uses

	Social	Professional
Major Networks (Containers)		
Most Common Applications	<ul style="list-style-type: none"> Photo Sharing Top Friends Super Wall Movie Tastes Bumper Stickers Play Scrabble Compare People Super Poke Texas Hold 'em Share Music Taste 	<ul style="list-style-type: none"> People search Send a message Recruiting Job Posting Get Advice Find a job Get Valuable News Get Introduced Check References Conduct research Recommend someone

College Recruiting

College prospects are being watched on Facebook and Twitter

10:00 am May 26, 2012, by Howard Carter

College football prospects are being watched on Twitter and Facebook.

And many of them know it.

Jordan Walkins realized it after attending a VinesatMania event last year. "One of the Ohio State coaches was messaging me, asking who was winning and who was doing what," said the Woodward Academy defensive tackle who signed with Stanford last February. "That kind of woke me up to it."

Shay Wiggins discovered it after tweeting out some song lyrics. "When I was talking to some coaches in person, they were like 'I like you and so long that you put on Twitter and I was surprised they had paid attention,'" said the Sandy Creek high school cornerback who is committed to Georgia.

Brandon Mullins, the highly recruited offensive lineman, knew after attending his prep at Walker High School. "I had coaches look through my Facebook photos, and were telling me I looked nice in this or that one."

Social Media is a new and popular way for colleges to both monitor and communicate with potential recruits. Just about every elite recruit has a Facebook or Twitter account, at least.

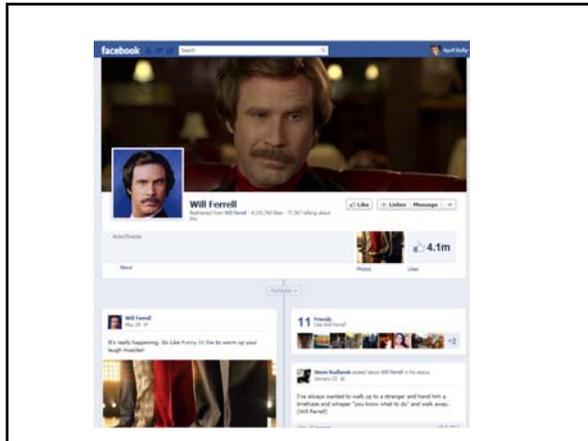
Coaches are on there, too. Georgia's Mark Richt, after expressing reluctance, returned to Twitter last week after an 11:22-day absence to publicize the program and get hooked by recruits.

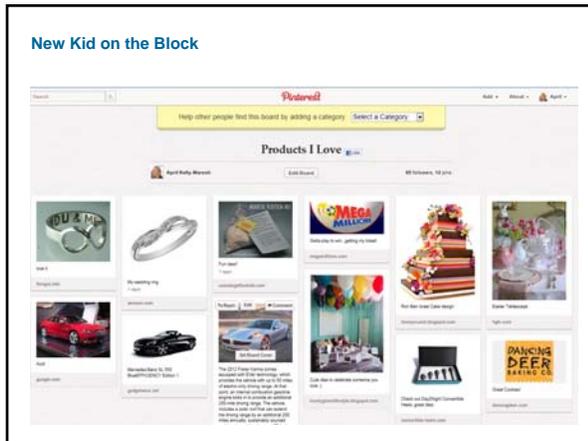
Under NCAA rules, a coach can send a Facebook friend request to a prospective student athlete and follow them on Twitter.

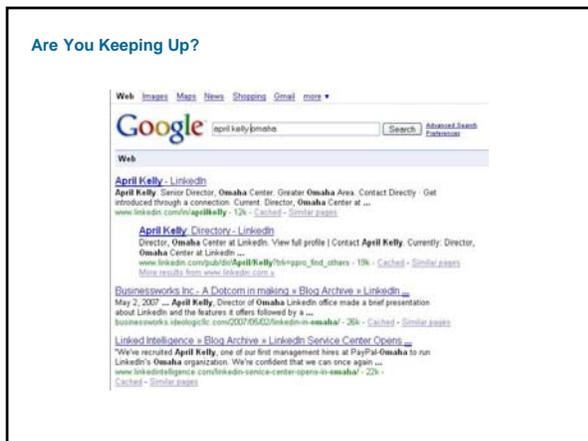
And once they do, they are often feeding out a lot of new



"Unfortunately for some recruits, their comments and tweets are also destroying relationships with colleges."







Other Applications



What's Next – LinkedIn Tips

1. Start / Enrich your profile and personal brand by starting a LinkedIn profile. Showcase your published papers, articles, etc. on your profile by linking to them. If tweet or blog be sure to add these applications to your profile.
2. Join Groups – Join where potential clients / students gather – you can gain new leads as well as find others likely to help you with referrals.
3. Make clear what you offer /See what others have to offer – leverage all past experience that will serve as your professional presence.
4. Answer Questions – When you find a question you can answer from someone senior in a company you might want to do business with or find employment, write a high value response.

4 Social Media Steps to Your Professional Brand

- 1. Develop your LinkedIn Profile
- 2. Edit content on other Social Media sites
- 3. Pick 1-2 additional tools to master. Example; Twitter, Blog, etc...
- 4. Connect with people you know.

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Thank you!

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