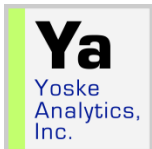


# Social media: 101

*(how to grow your career using social media)*

**Leslie Roche & Mark Dowman**  
**Yoske Analytics, Inc.**



# what's social media?





# First, get an email account...

- **Email account? Yahoo or gmail are free**
- **Nothing clever...use your name**
- **No shared email accounts (i.e. family or husband/wife accounts)**

# ...on to LinkedIn!

- **Create a LinkedIn account, using your newly-created professional email address**

**[www.linkedin.com](http://www.linkedin.com)**

- **Create a compelling LinkedIn profile**

**Goal: Make it clear what you've done in your career, and where you want to go next.**

# Creating your LinkedIn resume

- **Copy & paste your resume**
- **Figure out how to define yourself**
  - **Senior Project Manager**
  - **Leader of Human Spaceflight projects**
- **Use relevant keywords to your industry that will help others find you**
- **Clearly state what you've done**
- **Say what you WANT to do**

# List your job experience

- **Use verbs to describe experience**
  - Chaired a panel
  - Led the Committee on...
  - Created the...
- **Talk about your “real” job, and your non-jobs**
  - Revamped the organization’s...
  - Saved the company \$3 million on a...



# Make sure you...

- **Use active voice**
  - I revamped the department
  - ~~The department was revamped~~
- **Include a professional-looking picture**
- **Indicate how you want to be contacted**
  - Telephone, email, etc...)
- **Be clear about your interests**
  - Interested in reference requests, consulting offers, etc...

# Be careful...

- **Only your contacts will see your email and telephone number, but be very careful with listing personal information**
- **Tell the truth**
- **Stay away from politics, religion, and your personal opinions**
- **Check for typos, misspellings, and other inaccuracies**

# Build your network

- **Connecting with others is how you grow your contacts and get noticed**
- **Connect with current and past coworkers, people from your church, organizations you belong to...**
- **As you connect to others, look to see who's in their networks, and then connect to those that you know**
  - **Be careful connecting with strangers**

# It's who you know...

- **Treat your network carefully, and be respectful of their time**
- **Never, ever spam your network**
- **Don't let your network "friends" spam you**
- **Go ahead and friend competitors**
- **Ask for introductions carefully, and be thankful when you are introduced**

# Be diplomatic

- **Don't say yes to every invitation...sometimes invitations are just marketing ploys (one exception...headhunters!)**
- **Don't want to be friends with someone who sent you an invitation?**
  - Hit “archive” to their invitation
- **If someone's spamming you, remove them**
- **If someone's using a community LinkedIn forum for spam or inappropriate postings, report them (it's anonymous)**

# Be helpful

- **If a contact asks you for a favor, do it (within reason), or briefly explain why you can't**
- **Answer questions when you know the answer**
- **Be succinct and prompt**
- **Recommend and introduce colleagues**
- **Be nice, appropriate, and professional at all times, in all dealings...**

# Be informed

- **Read the profiles of your contacts**
- **Join organizations and online forums that are relevant to your industry**
- **Read about the organizations in your network**
- **Read LinkedIn's weekly informational emails about your contacts**

# Get noticed

- **Update your profile once a month (this places you in front of your contacts)**
- **Send brief congratulatory messages to those in your network**
- **Recommend others**
- **Send relevant articles and information to your contacts (never, ever spam)**
- **Talk to a few contacts every week**



# Never, ever...very bad

- **Spam is bad (marketing is usually spam)**
- **No negative feedback**
- **If you can't say anything nice, then say NOTHING**
- **No lying**
- **No gossip**
- **No arrogance or overselling**

# Blogging...why do it?

- **It allows you to sell your expertise**
- **It causes others to see you as a professional**
- **It broadens your contacts**
- **It allows you to sell a niche service**
- **It gets you noticed**
- **It's easy and free marketing**
- **It brings in money (not instantaneously)**

# How to blog like a pro

- **Every professional blogger started small**
- **Pick your area of expertise**
- **Blog regularly**
- **Include relevant illustrations**
  - 1 with each posting
  - Don't steal copyrighted material
- **Pay attention to what readers like**

# Helpful tips

- **Make sure your postings are relevant to the topic of your blog**
- **Be consistent**
- **Careful with advertisers**
- **Spell and profanity check**
- **Be nice**
- **Set aside time every day to blog**
  - **Pros work 8 hours a day on their blogs**

# Increasing readers

- **Make comments on related blogs**
  - **Appropriate, kind, and professional**
- **Respond to comments posted to your blog**
- **Never, ever spam your readers**
- **Use Google Analytics**
- **Write about what people want to read**
- **Use keywords and embedded links**
- **Guest blogging**

# Where's the money?

- **2-3 years of consistent postings = \$**
  - Assuming that you're relevant
  - Assuming that you're nice
- **Advertisers are interested in consistency, honesty, and diplomacy**
- **Magazines, newspapers may approach you**
- **Television stories**

# Blogging recommendations

- **Don't pay to play (in the beginning)**
- **Try out a free service first**
  - Wordpress
  - Blogger
- **When you've filled your cache, you'll be ready to move on to a paying service**