



Using Social Media to Maximize Your Brand Online!

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“A Career Services Company”

✚ **Personal Branding through Social Media: What is your Personal or Professional Brand? Do you have one?**

A Brand differentiates You from others. It influences how people feel about you, your company, your products and/or services. There is an emotional component to your brand. It motivates people to call you and gets them excited about who you are and what you are offering.

✚ **What helps create your professional brand?**

Your Behavior, Knowledge, Communication and Personality, Style, Integrity, Results, and Reputation. It's the “Buzz” about you.

✚ **Why is Branding important for your Career?**

Other people influence which opportunities are available to you. People prefer to work with those they know, like, and trust – which ties directly to your brand. Companies are using these tools to generate revenue, increase their market share, and exposure.

It's a deal breaker for hiring managers and recruiters.

✚ **What is Social Media?**

- Social Media is anything that allows for the sharing of information online between two or more people. i.e., Facebook, Twitter, LinkedIn, Youtube, MySpace, Blogs, and Wikipedia.
- Social Media doesn't have to be a specific tool or platform, it can be a micro-site that an individual or company develops in order to share and gather information from their clients, friends, family, networking contacts, etc.
- Social Media Technologies enable people to get what they need from each other.
- It empowers people, unleashes creative and positive energy.
- It allows you to be transparent and authentic vs. preserving your competitive advantage.
- It gives you access to all of your customers, networking contacts, new contacts and customers, references from the past, etc.
- It gives you access to hiring managers, future employers, colleagues, etc.

What is Facebook?

- Giving people the power to share and make the world more open and connected.
- Facebook – In 2004, a Harvard student created a digital version of the college “face books” that were given out to new students.
Facebook grew in popularity among Harvard students, and for awhile was only open to college students.
- Facebook was opened to the general public in September 2006.

What is Twitter?

- Twitter is a real-time information network powered by people all around the world that lets you share and discover what’s happening now.
- Twitter is the latest social media phenomenon. It is the fastest growing social network on the planet and has grown to 44 million users within the last three years.
- Twitter is technically a micro-blogging platform but some people think of it as a global chat room.
- You have 140 characters (letters, spaces, punctuation) to say ... something. This is called a tweet.

What is YouTube?

- Founded in February 2005, YouTube is the leader in online video, and the premier destination to watch and share original videos worldwide through a Web experience. YouTube allows people to easily upload and share video clips on www.YouTube.com and across the Internet through websites, mobile devices, blogs, and email.
- In November 2006, within a year of its launch, YouTube was purchased by Google Inc. in one of the most talked-about acquisitions to date.
- YouTube has struck numerous partnership deals with content providers such as CBS, BBC, Universal Music Group, Sony Music Group, Warner Music Group, NBA, The Sundance Channel and many more.

What is MySpace?

- MySpace is a social network similar to Facebook. It was the king of the playground until Facebook came along.
- It’s target market is younger, and most people think it’s a joke social network.
- According to Quantcast, MySpace’s fastest growing demographic is people between the ages of 18-30.
- Features are similar to Facebook, such as videos, profile comments, and groups.
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What is a Blog?

- A Blog is an easy way to give information to people who want it.
- A Blog is a way to express your thoughts and feelings or to disseminate information through an efficient, easy to use content management system.
- Individuals and Companies build and use blogs.
- Blogs are seen as a more open and honest form of communication between a company and/or consultant and their customers.
- Examples of Blogs: Wordpress, Blogger, Typepad.

What is LinkedIn?

- LinkedIn is the largest Professional Social Networking Site in the world. As of today, LinkedIn has over 60 million members in over 200 countries and territories around the world. A new member joins LinkedIn approximately every second, and about half of their members are outside the U.S.
- Relationships matter. Their mission is to connect the world's professionals to make them more productive and successful. They believe that in a global connected economy, your success as a professional and your competitiveness as an individual, consultant, or company depends upon faster access to insight and resources you can trust.

Through your network you can:

- Manage the information that's publicly available about you as professional.
- Find and be introduced to potential clients, service providers, and subject experts who come recommended. Be found for business opportunities and find potential partners.
- Gain new insights from discussions with likeminded professionals in private group settings.

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