

Building Your



With Social Media

About Me



rue21®



Twitter: @dferrari


If you're a ~~bird~~ brand, I'm a brand

You're a brand. I'm a brand. We're all brands, whether we aim to be or not.

Personal branding, then, is the process of managing and optimizing the way that you are presented to others. And social media is one of the keys (if not the biggest key) to managing your personal brand online. – Kevan Lee, Buffer



We're all brands, no matter how big or small, and social media is one of the best ways to showcase your personal brand online #ACES2015



What is personal branding?

https://www.youtube.com/watch?v=mP_xc5dKQjc

Describe this brand in 3 words



**Describe YOUR
brand in 3 words**



BRAND
yourself

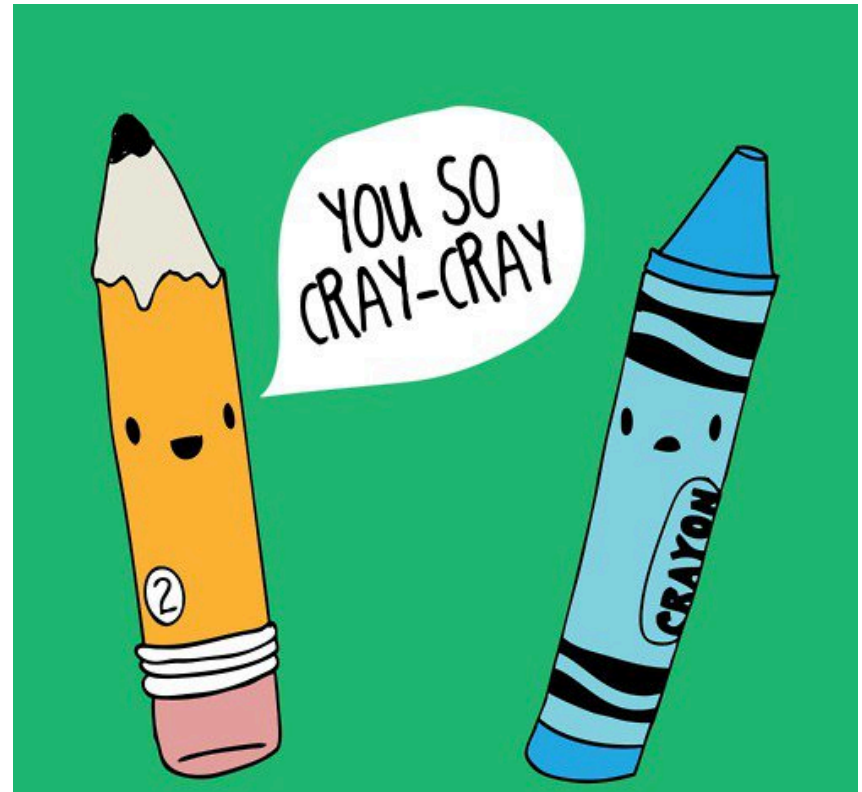
Your Brand on Social: Go **CRAY**

Consistent

Relatable

Attainable

YOU



Think "CRAY" when branding in social: Consistent, Relatable, Attainable, YOU #ACES2015

First, take inventory

Where are you now?

- Current social channels
- Google your name – how do you show up?



*Have you Googled yourself lately? Take inventory of your current online presence before you start to brand yourself
#ACES2015*

C is for CONSISTENCY

- **Step 1: What's in a name?**
 - Do you want to be portrayed as YOU (Sally Jones) or YOUR BUSINESS (Copywriting by Sally)
- **Step 2: Write your bio, social style**
 - Write your bio in 140 characters – can you do it?! This will help you hone in on what's most essential to your personal brand
 - Then take that bio and write it out for your FULL online bio (website, About.me, LinkedIn, etc.)
- **Step 3: Strike a pose!**
 - Get a new professional headshot that showcases who you are and/or develop a logo
 - Casual vs professional – let your personality shine through (at the office, in the kitchen, on location, etc.)
 - Whatever you do, DON'T crop a photo of you from some random Facebook photo you're tagged in. This is not tinder, this is your brand
- **Step 4: Stake a claim in a domain**
 - Choose where home base is for your brand. Is it a website, a blog, both? Decide where you want to lead people to as your main home base. Then, purchase a URL and match your social channels to it
 - Examples: URL:
 - sallywrites.com / Twitter: @sallywrites
 - Sallyjones.com / Twitter: @sallyjones
- **Step 5: Update, update, update**
 - Take your social bio, homebase URL and headshot or logo and update ALL online channels to match. Make sure you stay clear and consistent

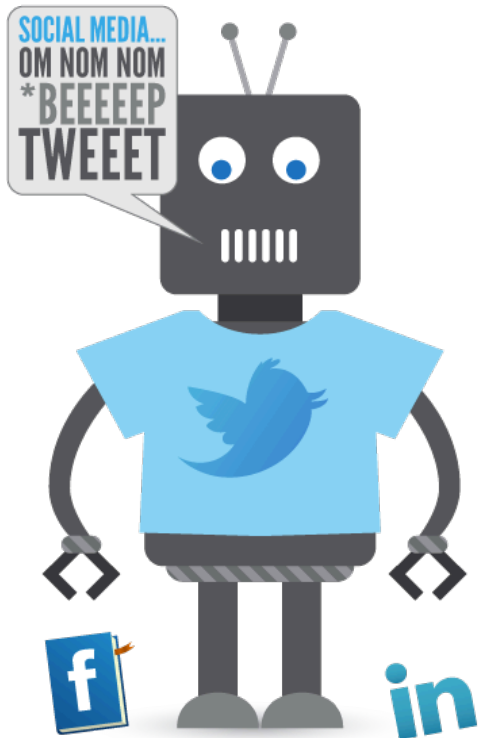


Places to tell
your own story.

LinkedIn.com	Muckrack.com
Clippings.me	Naymz.com
Contently.com	Plaxo.com
Pinterest.com	Tumblr.com
Pressfolios.com	Scoop.it.com
RebelMouse.com	YouTube.com

R is for RELATABLE

- Don't take yourself too seriously – develop an online persona that's you, that people can relate to
- Inject YOUR personality, not what you think it SHOULD be. Genuine and authentic is key
- Don't always automate. A little is OK, but be organic, too
- Post about your brand and business in a way that people can understand – no jargon or difficult concepts
- Talk in sound bites and link back to your website for more information and explanation



Be relatable: Post in sound bites, don't always automate, inject your personality into your social brand. #ACES2015

A is for ATTAINABLE

- Develop a posting strategy
- Put together a content calendar and stick to it
- Set realistic goals for what you want to achieve and how often you want to post that fits within your schedule
- Tools to help: Hootsuite, Buffer App
- Don't join social media sites just because everyone else is, or you think you should. Do what's best for you and go where your audience is (LinkedIn vs Twitter vs Instagram, etc.)

Sample Editorial & Content Calendar

Jun 2013 (Pacific Time)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
						7 Tweets Cutesy- Alt Sat FB
2	3	4	5	6	7	8
7 Tweets	7 Tweets Create Event on Facebook Update Email: Speaker Facebook Update Post on	7 Tweets Create Event on Email: Speaker Tweet Campaign-	7 Tweets Facebook Update Tweet Campaign-	7 Tweets Facebook Speaker Facebook Update	7 Tweets Facebook Update	7 Tweets
9	10	11	12	13	14	15
7 Tweets	7 Tweets Facebook Update LinkedIn Group Post on	7 Tweets Tweet Campaign- Twitter Chat	7 Tweets Facebook Update LinkedIn Group LinkedIn Group	7 Tweets	7 Tweets Facebook Update LinkedIn Group Twitter Chat	7 Tweets Cutesy- Alt Sat FB
16	17	18	19	20	21	22
7 Tweets	7 Tweets Facebook Update LinkedIn Group Post on	7 Tweets Last Chance and Tweet Campaign-	7 Tweets Facebook Update LinkedIn Group Twitter Direct	7 Tweets Partner Blog SM4NP-Blog	7 Tweets Facebook Update LinkedIn Group Twitter Chat	7 Tweets
23	24	25	26	27	28	29
7 Tweets	7 Tweets Email: Day before Facebook Update LinkedIn Group Post on	7 Tweets Email: Day before EVENT DAY! Tweet Campaign-	7 Tweets EVENT DAY! Facebook Update LinkedIn Group Post Event	7 Tweets	7 Tweets Facebook Update LinkedIn Group Twitter Chat	7 Tweets Cutesy- Alt Sat FB



*Set attainable goals
in terms of how often
you'll post and what
you aim to achieve.
#ACES2015*


Y is for YOU

- What do you stand for? And, what sets you apart?
- Think about what types of things you'll post: news, quotes, tweetable tips, retweets, articles – this makes up your personal social brand and what your audience can count on from you
- But it's not all about you. Get to know your audience. Remember what they like and share information for them. They'll reciprocate



What do you stand for? Let that shine through in social media. #ACES2015

Taco Bell: A lesson in on-point social branding

**Patrick Saleeby** @littleepistles 13h
If Taco Bell thinks they're revolutionary by putting nachos inside of a burrito, then they've never met a drunk person.
[Expand](#)

**TACO BELL** @TacoBell 10h
[@littleepistles](#) Where do you think we got the idea?
[Hide conversation](#) [Reply](#) [Retweet](#) [★ Favorited](#)

1
FAVORITE



1:24 AM - 6 Jun 12 via Twitter for iPhone · [Details](#)



Taco Bell

February 14 · 🌐

My kind of Valentine.



Like Comment Share 4.95K 305 4.95K



Taco Bell retweeted

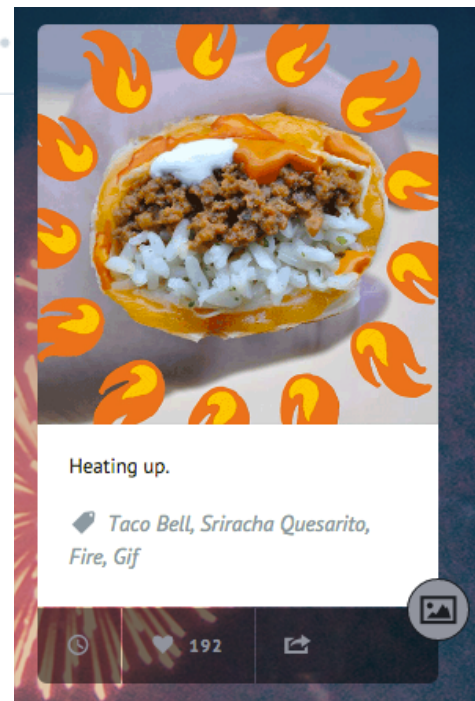
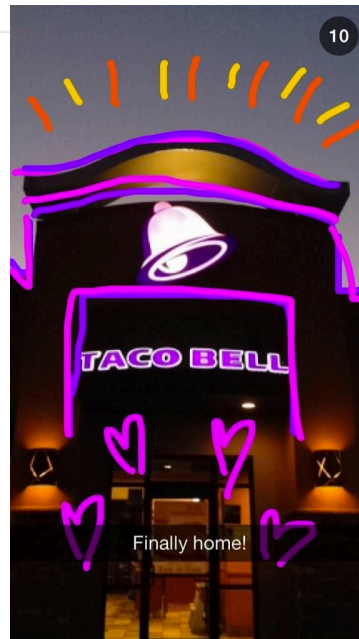


vann@vantiti1112 · Mar 23

taco 'bout yes 🍕 #prom @tacobell



1.3K 3.2K



Heating up.

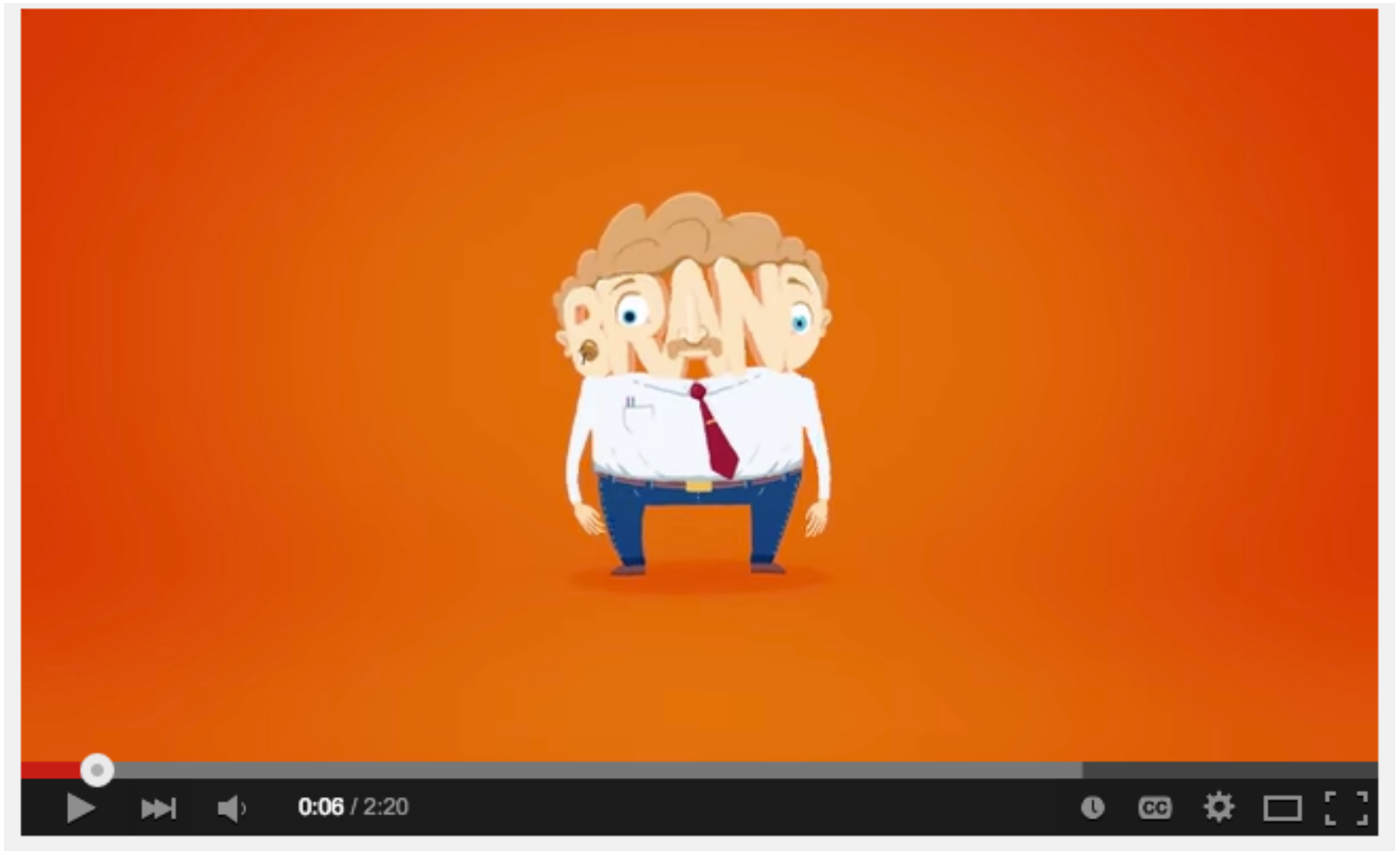
Taco Bell, Sriracha Quesarito, Fire, Gif



192



Takeaway: Social branding faux pas



<https://www.youtube.com/watch?v=3hKT31RHsC8>

Sources

- Brand image via Shutterstock <http://www.adweek.com/socialtimes/7-tips-for-consistent-branding-on-twitter/616557>
- Cray image: <http://followpics.me/you-cray-cray/>
- The Notebook image: <http://maybeaddicted.blogspot.com/2011/02/notebook.html>
- Your Brand image: <http://codemink.com/personal-branding-how-to-discover-and-develop-your-brand/>
- Kevan Lee quote: <http://www.entrepreneur.com/article/243079>
- Tell your own story image: http://www.poynter.org/news/job-news/229996/tips-for-storytellers-your-personal-brand/attachment/qfg_personalbrand/
- Google meme: <http://dananotman.com/google-yourself/>
- Robot: <http://blog.siliconcloud.com/bid/77078/Don-t-Let-a-Robot-Ruin-Your-Social-Media-Marketing>
- Calendar: <http://socialmedia4nonprofits.org/leveraging-social-media-for-nonprofit-events/>
- Be yourself shoe image: <http://www.forsythwoman.com/be-yourself-but-not-too-much/>
- Taco Bell Images: Google image search