Building Your Brand With Social Media

By Deanna Tomaselli | Presented to ACES 2015 | March 28, 2015
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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
What is personal branding?

https://www.youtube.com/watch?v=mP_xc5dKQjc
Describe this brand in 3 words
Describe YOUR brand in 3 words
Your Brand on Social: Go **CRAZY**

- **C**onsistent
- **R**elatable
- **A**ttainable
- **Y**OU

Think “CRAZY” 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?

Searches for name in Google
owns every result

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.

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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

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- 7 Tweets
- Create Event on
- Facebook Update
- LinkedIn Group
- Tweet on
- LinkedIn Group

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- 7 Tweets
- Create Event on
- Facebook Update
- Email Speaker
- Facebook Update
- Tweet Campaign

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

Tweet This!
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

Tweet This!

What do you stand for? Let that shine through in social media. #ACES2015
Taco Bell: A lesson in on-point social branding

Patrick Saleebay @littleepistles
If Taco Bell thinks they’re revolutionary by putting nachos inside of a burrito, then they’ve never met a drunk person.

TACO BELL @TacoBell
@littleepistles Where do you think we got the idea?

1:24 AM - 6 Jun 12 via Twitter for iPhone · Details
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](http://www.adweek.com/socialtimes/7-tips-for-consistent-branding-on-twitter/616557)
- Cray image: [http://followpics.me/you-cray-cray/](http://followpics.me/you-cray-cray/)
- Google meme: [http://dananotman.com/google-yourself/](http://dananotman.com/google-yourself/)
- Taco Bell Images: Google image search