Put Your Personal Brand to Work, In Person and Online.

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Aaron Rector, Director of Social Recruiting, has led his team to manage one of the highest engaged Employment Branded channels in technology industry. Aaron brings his 10 years of experience in media to the recruitment field to create a content driven approach to attracting talent on a number social channels.
Session Abstract

You already have a personal brand... whether you actively are aware of it or not. A strong personal brand is a must for today’s working professional. Now is the time to **discover your unique personal brand** and how to leverage it at work and online.

Every interaction you have contributes to building the brand called YOU. We will share **techniques to help you discover and establish your trusted brand.**

We will show you how to **use LinkedIn and online content to build your personal reputation and amplify your personal brand.** It’s time to take an active role in defining your personal trademark.
Agenda

**Personal Brand** - What is your personal brand and how to discover, build and amplify it.

**Social Brand** - An approach to developing your and social brand

**Linkedin profiles** - getting them right

**Creating a consistent brand across channels** - Effectively manage social channels and multiple streams of YOU

**Tips, Tricks & Tools** - Techniques to elevate your social brand, and to make it simpler to manage!

**Wrap up** - Reminders and call to action
Personal Brand
Just 7 Seconds

Personal Brand

- How you package and present yourself
- How someone describes you when you aren’t in the room
- Not something that should be left to chance
Why is a Personal Brand Important?

Personal Brand = “The Sum of Every Experience Others Have of You”

How Have these Experiences:
1) Caused you to be noticed
2) Made people remember you
3) Motivated them to seek out your advice
4) Created trust

Brand Reflects Reputation
Personal Brand is also about knowing who you aren’t.
Personal Branding has three key stages

Discover Your Brand

Build & Live Your Brand

Amplify Your Brand

In-person & Online
Your buzz is your brand.
It’s what makes **you** ...

- different
- distinctive
- memorable

What different, distinct and memorable three words uniquely describe you?
"If you were going to open up your own company, what position would you offer me and why?"
Create a Strong Brand Statement

- Grab the listener’s attention
- Demonstrate how you are unique
- Translate your unique skills into strengths you bring to your role.
- Show how you make an impact by applying these unique capabilities

I pride myself on producing game changing innovations and results by connecting people, programs, and processes into something larger than themselves.

I believe that by unleashing the brilliance of each individual we can drive workforce engagement and performance.
Promoting the Brand Called YOU

✓ It isn't about promoting yourself. It's about promoting your value.
✓ Share examples, not your ego
✓ Be relevant
✓ Toot the horn for others
✓ Reframe disapproval

Adapted from “Self-Promotion Is Not Crucial (Unless You Want To Get Ahead!)”, by Margie Warell, Forbes, April 2013
Amplify Your Brand

What you can do:

Include brand specific objectives in your development plan

Be able to articulate your brand & elevator pitch in a clear concise sentences.

Demonstrate that you are a thought leader—innovative, relevant, current and marketable—both internally and externally – I will be memorable

Update your online profiles to promote and reflect your brand

Self Promotion is not a bad thing.
Social Brand
Why is a Social Brand Important?

Social Brand = “The Sum of Every Experience Others Have of You Online”

How Have these Experiences:
1) Caused you to be noticed
2) Made people remember you
3) Motivated them to seek out your advice
4) Created trust

Brand Reflects Reputation
The Day of Personal vs Professional is Dead

If your desire is to create a social brand for yourself...

- Do you need to do some house cleaning?
- Should you declare social bankruptcy?
- Privacy settings are your best friend... use them!

Personal Voice + Professional Voice = Successful Social Brand
Social Brand Mathematics

Social Profile x Reputation = IMPACT

Content

Awareness, engagement, registration, opportunities, speaking engagements, influencer connections, interviews, sales,

LinkedIn, Twitter, blogging, etc.
Brand Consistency vs Understanding of Channel Purpose

Each social channel has a different purpose and use. However, it’s important to have some consistency across your channels.

3 Simple Tips for Consistency

- Use same photo for all social channels
- Streamline sharing by pushing shared content to various channels
- Commit to posting on your channels; dormant channels hurt your brand.
Brand Consistency vs Understanding of Channel Purpose
Brand Consistency vs Understanding of Channel Purpose

- I Like Coffee
- I am drinking #Coffee
- I am a Google employee who drinks coffee
- I am good at drinking coffee
- Here is a collection of pictures & recipes of coffee drinks.
- Watch me as I drink coffee.
- Here is where I drink coffee. I come here a lot, I am the Mayor.
- Here is a vintage picture of me drinking coffee.
LinkedIn Profile

**Your Mission**: Achieve All Star Status on your LinkedIn profile.

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**A Professional Photo, Not A Selfie**

- Transparent?
- Life’s a beach
- Be Selfie-less
- Hmm
- Off-centered

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**A Headline To Tell Your Story, Not A Job Title**

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Learn more: Marketing Think Personal Branding Blueprint
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LinkedIn Profile

Your Mission: Achieve All Star Status on your LinkedIn profile.

1. Complete your Profile in full, including location, industry, picture, profile headline.
2. Have 5+ Recommendations
3. Customize your LinkedIn URL
4. Be redundant with your top 5 strengths throughout your profile, keywords are critical
5. Add Your Publications
6. Create a Customer Focused Summary
7. Secure LinkedIn connections, Join Groups, Engage with Blogs.
8. Make it personal, ensure your invites to connect aren't generic

Measure Your Success

- LinkedIn Profile views
- LinkedIn Update views, likes, comments
- LinkedIn Blog followers
- LinkedIn Network Growth
- LinkedIn invitations to you
- LinkedIn Invite acceptances by others
Streamline your sharing by scheduling out content in bulk
Create a custom blog feed to streamline your content
Keep up to date with trends
Tips Tricks and Tools
Share-Learn-Engage

BE BOLD

Engage

BUILDING YOUR TEAM

31 Influential Business Leaders to Follow on Twitter

- Follow industry leaders on Twitter
- Join relevant groups on Facebook

Social Media Managers Group
Where Social Media Professionals Connect and Share Tips

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1. Be Diligent
2. Be Consistent
3. Be Relevant
4. Be Interesting
5. **Be Yourself**
6. **Craft your pitch**
7. **Linkedin & Social are your friends**
8. **Google Yourself**
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