



Professional Online Presence

Crash Course on Personal Online Branding for Professionals

Suzanne Woodward | Center for Maternal & Infant Health

March 14, 2015





Send Q's & share live-updates from today's event

Tweet at @SuzyKaye & @EmployeeForum

Using hashtag: #UNCStaff



Virtual Networking

1. Stay connected to loved ones, colleagues, alumni, acquaintances, companies, news updates/topics or people of interest
2. Real-time, live updates for breaking news, conversations, articles, customer service, consumer feedback
3. Provides an authentic online footprint. You can improve & control your Google Search Engine results
 1. Social media can increase search ranking. More social engagement, higher Google ranking.
4. Social media offers professional transparency in background & opportunity to become influencer in key areas of expertise
5. Essential for career opportunities & networking - whether that be for a new position, partnership, donor; opens the door to opportunities
6. Communities online - 2-way conversations with brands (customer service), reviews, advice, patient/health-focused, etc.

Virtual Networking Opportunities

More than 1 in 3 Professionals in the World Has a LinkedIn; 9 in 10 companies use LinkedIn to recruit new hires.

94% of recruiters used LinkedIn to vet candidates.

54% of recruiters had a negative reaction to grammar and spelling mistakes on profiles.

Twitter reported there are more than 3.5M hiring-related tweets per month.

2/3 of employees are not actively seeking employment opportunities. 45% of these passive candidates are open to talking to a recruiter about a potential job switch.



Online Personal Brand

Building & elevating your online profile

“

The sum of all your social media activity is truly a reflection of your collective brand, so manage it all with purpose. Your behavior on social media becomes your brand and builds your reputation.

”

Your Appearance & Opportunities

Google yourself: notice search engine results AND the order webpages are listed

- What websites, images are displayed? Are you satisfied with your online-self?
- Do your professional pages and work accurately represent you and your work to-date?
- Understand Google's search engine algorithm to control your voice and improve your presence

Explore social media networks

- Audit popular Twitter handles and hashtags and LinkedIn groups to join
- Look for groups that focus on your career/discipline area, connect with alumni/professional groups in your field (start with three C's: College, Companies, Career)
- Find people to connect with, people to learn from, and people you can help - within your niche, you can become an influencer by actively sharing your ideas, industry news and real-time event coverage

Which Channel for What?



LinkedIn:

Professional-use ONLY.
Status updates \neq
Facebook statuses.

LinkedIn misconception:
LinkedIn is a only human
resource company. It's a
data company*

Twitter:

Real-time, direct
conversations, breaking
news, live coverage

Maximum opportunity to
join conversations &
virtually connect on an
ongoing basis

Facebook:

Personal preference -
but post with caution!

Lots of engagement on
company pages, less for
individual connections

*uses data to connect people, places, organizations, opportunities, website/pages, information

Your Personal Brand

1. Consider your purpose for joining a network

- To virtually network with colleagues, expand your professional networks, or join online communities?
- To engage with other thought leaders or organizations in your field? To share your insights or work?
- To follow news and conversations in real-time?

2. Consider the audience you want to reach and engage

3. Consider your level of involvement and time for engagement

4. Select the appropriate platform for what you are aiming to accomplish & where the strongest opportunities lie

5. Create boundaries for personal vs. professional platforms

Online Positioning

Create an elevator pitch, a 30-45 second summary of who you are - summary of your professional endeavors, interests and goals - what makes you the strongest candidate. Essential for interviews!

Tips:

Use your elevator pitch to create your social media bio and content focus.

ALWAYS tag organizations you are affiliated with. Be sure to include keywords associated with your experience.

Be consistent across all of your professional channels - using similar name, bio, photos.

Creating Your Profile

Photo: Using a professional headshot results in 14x's more views than without.

Profile Name: Your real name (or a variation for Twitter).

Headline: Position title and company or expertise/field.

Location/Industry: Helps connect you with people/companies you may be interested in the area.

Bio: Your elevator pitch.


Work History: Description of what you did during each position (action words a plus!) - from internship to present.


Education: Tag your university, add groups/honors or organizations.


Causes/Volunteer Experience: 42% of hiring managers say they weigh volunteer experience and work experience equally...

Skills: Easily breaks down your skillsets & allows other to endorse you.

- ▶ Photo/Cover Photo
- ▶ Profile Name
- ▶ Headline
- ▶ Location/Industry
- ▶ Contact Information








Does Sarah have these skills or expertise?

Nonprofits ✕ Strategic Planning ✕ Program Development ✕

Community Outreach ✕ Grant Writing ✕ Type another area of expertise...

Endorse Skip

What is this?



Sarah Verbiest

1st

Clinical Associate Professor at UNC School of Social Work

Chapel Hill, North Carolina | Program Development

Current	UNC School of Social Work, UNC Center for Maternal and Infant Health
Previous	March of Dimes, North Carolina Chapter
Education	St. Lawrence University

Send a message

235 connections


★ Relationship

📁 Contact Info


Connected 1 month ago

Background

- ▶ Summary/Bio
- ▶ Work History*
- ▶ Education








Search for people, jobs, companies, and more...



Summary

Specializes in corporate communications and executive positioning, media relations, and social media strategy | Passionate about overall health and wellness, patient advocacy, leadership development, and communicating essential messages to influence communities | Aspires to advance business and communications while impacting culture, society, and lives

Add Media:  Document  Photo  Link  Video  Presentation






Experience


Communications Manager, Digital Strategist

University of North Carolina at Chapel Hill


October 2015 – Present (2 months) | Raleigh-Durham, North Carolina Area


- o Leads all internal and external communications for UNC Center for Maternal and Infant Health, including thought leadership for their executive director.
- o Directs communications for all five workgroups within the National Preconception Health and Health Care Initiative (PCHHC), a public-private partnership of over 70 national, state, and local organizations working to advance preconception health and care among men and women of reproductive age. Workgroups include: PCHHC Leadership, Consumer, Clinical, Policy & Finance, Surveillance and Research, and Public Health.
- o Spearheads the development and execution of the all-encompassing media relations strategy for PCHHC and their flagship initiatives and programs, beforeandbeyond.org and Show Your Love.
- o Develops and distributes grant programs for PCHHC Show Your Love campaign.

Add Media:  Document  Photo  Link  Video  Presentation



- ▶ Promotions
- ▶ Adding work
- ▶ Adding Awards







Account Executive

Makovsky

April 2015 – October 2015 (7 months) | Greater New York City Area

- o Day-to-day account lead for top healthcare and pharmaceutical companies, the largest health-oriented advertising network, and the young adults (The Jed Foundation)
- o Spearheaded The Jed Foundation's Clinton Health Matters Campus Program on Facebook
- o Coordinates the communications efforts for various initiatives or campaigns (i.e., Ad Council's National Substance Abuse and Mental Health Awareness Month, Free America, etc.)
- o Published thought leadership bylines in top-tier outlets and trades such as I
- o Develops strategies and implements campaigns; maintains relationships with reporters
- o Supported the FDA approval and launch of women's health, gastroenterology, and unbranded and branded health awareness campaigns
- o Contributes to new business pitches and manages client scope of work and contract

Add Media:  Document  Photo

Digital Strategist

Makovsky

April 2015 – October 2015 (7 months)

- o Developed and executed the social media strategy for healthcare organizations; develop
- o Manages Makovsky Health's social media strategy; coordinates social media strategy for

[Home](#)
[Profile](#)
[Connections](#)
[Jobs](#)
[Interests](#)


Account Coordinator/Associate Account Executive

Makovsky


January 2013 – March 2015 (2 years 3 months) | 16 East 34th Street New York, NY 10016

- o Supported media relations and account management for the leading health information website; supported and developed strategies for their executive and corporate platform, including numerous speaking engagements and exhibitions or sponsorships at national and global conferences
- o Supported the thought leadership speaking, media and social strategies for global leaders of the largest health-oriented advertising network
- o Led the network's executive leadership to garner 51% of the media share-of-voice over their top five competitors
- o Worked extensively using multiple social media outlets and tools (including monitoring tools, such as Brandwatch, Social Mention, SproutSocial, Tweetdeck/Buffer/Hootsuite); Proficient in all Microsoft applications, CisionPoint, Critical Mention, Meltwater, Sysomos, HARO, Profnet, PRSourceCode

▶ 5 honors and awards




Pick Your Poison: The Everyday Health of...




When Social Media Saves Lives

- ▶ Volunteer/Causes
- ▶ Honors




Search for people, jobs, companies, and more...



Volunteer

Social Media Coordinator, RTP Chapter
Healthcare Businesswomen's Association
October 2015 | Health



I manage the social media channels for the Healthcare Businesswomen's Association Research Triangle Park Chapter. HBA-RTP Chapter is on Twitter, Facebook and LinkedIn.

The mission of the Healthcare Businesswomen's Association (HBA) is to further the advancement and impact of women in healthcare worldwide. The HBA empowers more women as business and thought leaders in...

Causes you care about:

Topics and causes that matter to you.

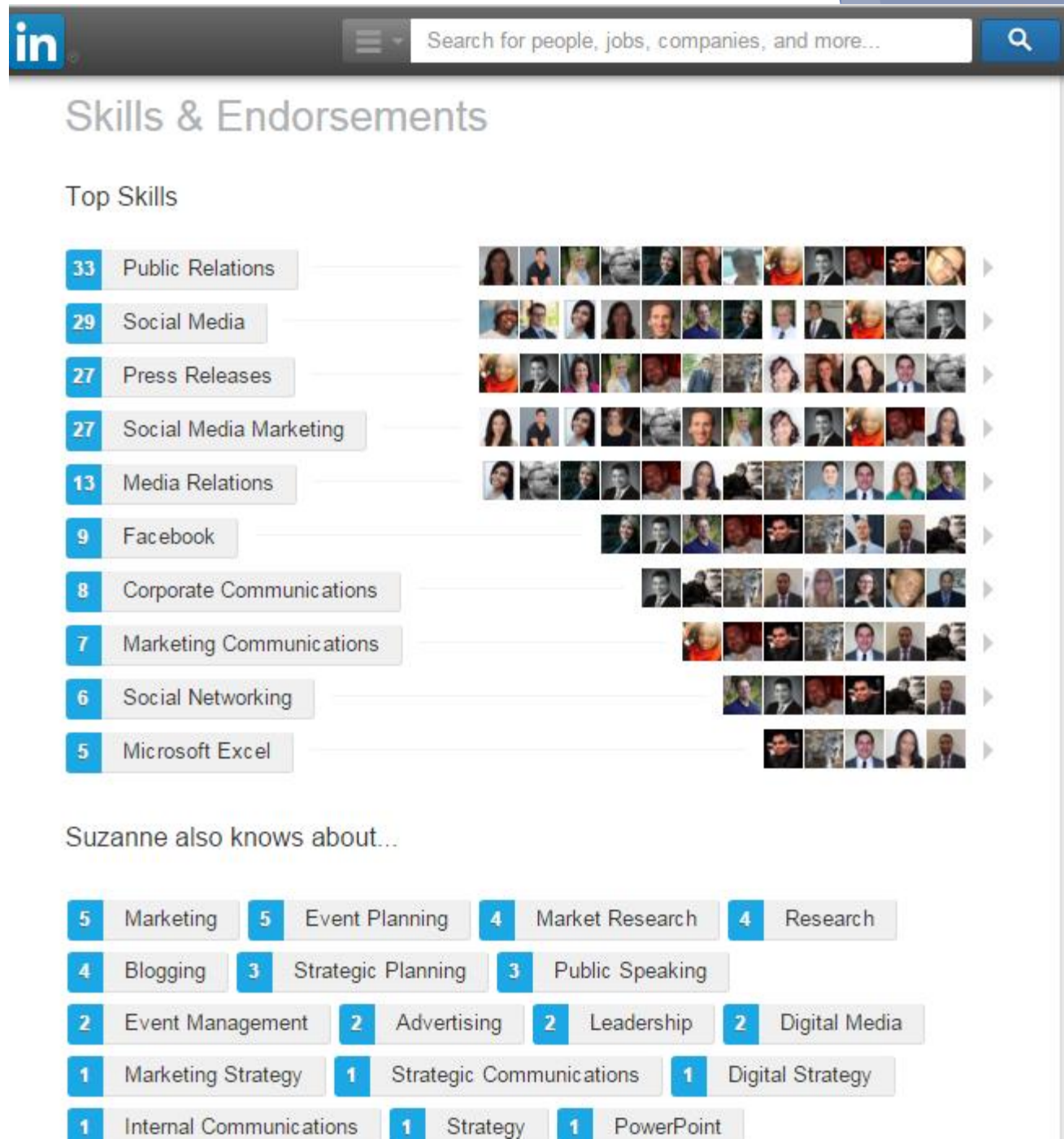
- Children
- Civil Rights and Social Action
- Health
- Human Rights
- Social Services

Add volunteer experience

Honors & Awards

Healthcare Agency of the Year
The Holmes Report
April 2014

► Skills & Endorsements



The screenshot shows the LinkedIn 'Skills & Endorsements' section for a user named Suzanne. At the top is the LinkedIn logo and a search bar. Below the title 'Skills & Endorsements' is a 'Top Skills' section. This section lists 10 skills with their respective counts and a grid of profile pictures of people who endorsed each skill. The skills are: Public Relations (33), Social Media (29), Press Releases (27), Social Media Marketing (27), Media Relations (13), Facebook (9), Corporate Communications (8), Marketing Communications (7), Social Networking (6), and Microsoft Excel (5). Below this is a section titled 'Suzanne also knows about...' which displays a grid of 18 additional skills, each with a count: Marketing (5), Event Planning (5), Market Research (4), Research (4), Blogging (4), Strategic Planning (3), Public Speaking (3), Event Management (2), Advertising (2), Leadership (2), Digital Media (2), Marketing Strategy (1), Strategic Communications (1), Digital Strategy (1), Internal Communications (1), Strategy (1), and PowerPoint (1).

in Search for people, jobs, companies, and more...

Skills & Endorsements

Top Skills

Count	Skill	Endorsers
33	Public Relations	[Grid of 10 profile pictures]
29	Social Media	[Grid of 10 profile pictures]
27	Press Releases	[Grid of 10 profile pictures]
27	Social Media Marketing	[Grid of 10 profile pictures]
13	Media Relations	[Grid of 10 profile pictures]
9	Facebook	[Grid of 10 profile pictures]
8	Corporate Communications	[Grid of 10 profile pictures]
7	Marketing Communications	[Grid of 10 profile pictures]
6	Social Networking	[Grid of 10 profile pictures]
5	Microsoft Excel	[Grid of 10 profile pictures]

Suzanne also knows about...

Count	Skill	Count	Skill	Count	Skill	Count	Skill
5	Marketing	5	Event Planning	4	Market Research	4	Research
4	Blogging	3	Strategic Planning	3	Public Speaking		
2	Event Management	2	Advertising	2	Leadership	2	Digital Media
1	Marketing Strategy	1	Strategic Communications	1	Digital Strategy		
1	Internal Communications	1	Strategy	1	PowerPoint		

Elevating your profile

- ▶ Customize your URL (www.linkedin.com/in/suzannevergensen)
- ▶ Organize your profile to tell your story
- ▶ Stay connected and active - Frequently share articles with your network and groups
- ▶ Add a “connect with me” link to your email signature - professional & personal

Suzanne Woodward

[UNC Center for Maternal & Infant Health](#)

SuzanneW@med.unc.edu

O: 919-843-9336 | M: 908-591-5460

Connect on [LinkedIn](#) | Follow on [Twitter](#)

Engage!

Stay top of mind! Choose 1 to 3 areas of expertise to regularly discuss. Regularly update your status, publish content on LinkedIn (and Tweet it out!), regularly post to LinkedIn group pages.

Heading to a conference, online webinar, professional event? Find out the event social media profile and hash tag.

Get business cards and add those individuals on LinkedIn. Follow up with “nice to meet you, let’s stay connected” email.

Take photos and share live coverage of the event for your networks using the hashtag.

What is Twitter?

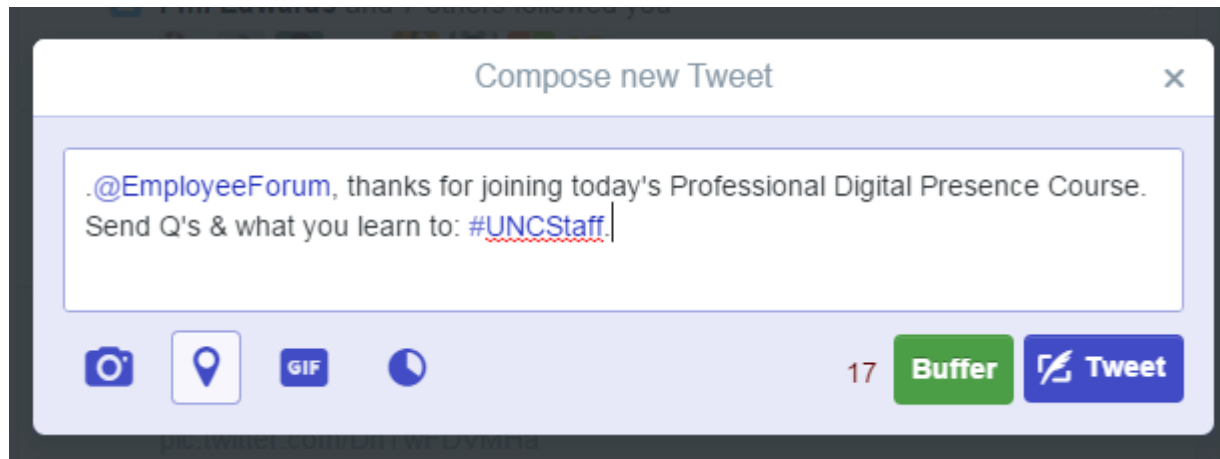
Online news source, two-way dialogue for communities, world's largest focus group, promotional platform...

They call themselves: a service for friends, family, and coworkers to communicate and stay connected through the exchange of quick, frequent messages. People post Tweets, which may contain photos, videos, links and up to 140 characters of text. These messages are posted to your profile, sent to your followers, and are searchable on Twitter search.

What is Twitter?

What is a Tweet?

A Tweet is any message posted to Twitter which may contain photos, videos, links and up to 140 characters of text. Once you've signed up, just type your first Tweet in the update box. We'll even count the characters for you! Click the Tweet button to post the update to your profile.



Why 140 Characters?

Keep it concise. 140 characters is the perfect length for sending status updates via text message. The standard text message length in most places is 160 characters per message.

<https://support.twitter.com/articles/215585>

Twitter Jargon

Username (handle): A username is how you're identified on Twitter, and is always preceded immediately by the @ symbol. For instance, @SuzyKaye (my profile page is: Suzanne Yergensen).

Hashtag: A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.

Mention: Mentioning other users in your Tweet by including the @ sign followed directly by their username is called a "mention." Also refers to Tweets in which your @username was included.

News feed (Home): A timeline is a real-time stream of Tweets. Your Home stream is where you see all the Tweets shared by your friends and other people you follow.

Trending (moments/trends): A Trend is a topic or hashtag determined algorithmically to be one of the most popular on Twitter at that moment. You can choose to tailor Trends based on your location and who you follow.

Notifications: The Notifications timeline displays your interactions with other Twitter users, like mentions, favorites, If you request it, you can get notifications via SMS or through the Twitter apps.

Profile Page: Your profile displays information you choose to share publicly, as well as all of the Tweets you've posted. Your profile along with your @username identify you on Twitter.

Promoted posts: Promoted Tweets are Tweets that are paid for by our advertisers. These appear in your Home timeline, at the top of search results on Twitter and elsewhere on the platform, and are clearly marked as "Promoted."

Tweet at vs. Direct Message*

Direct Messages are private messages sent from one Twitter user to another Twitter users. You can use Direct Messages for one-on-one private conversations, or between groups of users. Tweeting at someone is public, if you do not include a "." before their username, it will only be seen by your common followers.

Twitter 101

- ▶ Character Count: 140 characters (includes spaces, periods, tags, URLs)
- ▶ Images rule! Can post 4 photos or one GIF. Note: Character count is limited to 117 characters with any number of photos attached
- ▶ Bio can be 160 characters - utilize tags & keyword hashtags!
- ▶ Bit.ly URL links (short links)! A URL of any length will be altered to 23 characters, even if the link itself is less than 23 characters long.

Twitter Bios



Sarah Verbiest

@S_Verbiest FOLLOWS YOU

DrPH, MSW, MPH | Exec Director at
UNC Center for Maternal & Infant Health
| @UNC_SSW Prof | Director of
@PCHHC | @EveryWomanSE advocate

📍 Chapel Hill, NC

🔗 bit.ly/sverbiest

✉ Tweet to

💬 Message



Suzanne Yergensen

@SuzyKaye

Healthcare PR | @UNCOBGYN +
@PCHHC | @HBA_RTPChapter Digital
Elite | Interest in #publichealth
#socialstrategy & #leadership
development | Jersey girl

📍 New York, NY

🔗 bit.ly/Suzykaye

📅 Joined September 2011

🎂 Born on September 30, 1989



Blair Woodward

@blairwoodward FOLLOWS YOU

Proud @UNC alum. @UNCpublichealth
MHA class of 2017. Diehard @Eagles
fan. #HCLDR #MedEd

📍 NJ/NYC

📅 Joined July 2009

✉ Tweet to

💬 Message

**UNC-Chapel Hill** ✓

@UNC

America's first public university, ranking among the world's leading research universities. Go Heels! #UNC

Chapel Hill, NC

unc.edu

384K Vine Loops

Joined February 2009

Tweet to UNC-Chapel Hill

23 Followers you know

TWEETS
15.1KFOLLOWING
1,305FOLLOWERS
58.1KLIKES
15.2K

Follow

Tweets Tweets & replies Photos & videos



UNC-Chapel Hill @UNC · 15m

#UNC has taken another step forward in helping its startups get off the ground: unc.live/1QJC9fV



1



3



View summary



UNC-Chapel Hill Retweeted



UNC DeptComm @UNCDeptComm · 1h

TONIGHT "The Color of Courage" 7pm @ the Stone Center @UNC
For more: comm.unc.edu/2016/03/02/38-...



IME at UNC @IMEUNC

Join us 3/8/16 @ 7pm for "The Color of Courage" featuring #IMEScholar @SonnyKelly3 @jaarunc @UNC Diversity @UNCBGPSA



2



1



View summary



UNC-Chapel Hill @UNC · 1h

Finding the right drugs to control diabetics' blood sugar can be hard but #UNC researchers are up for the challenge: unc.live/1Tqnagt



4



5



View summary



UNC-Chapel Hill @UNC · 2h

This Tar Heel is building up east Raleigh

Who to follow · Refresh · View all



WorldVision Advocacy @... X

Follow



Jim Gera @jimgera X

Followed by PCHHC and oth...

Follow



P. Mastroiacovo @pierpa45 X

Followed by eleonora agricola...

Follow

Find friends

Trends · Change

#IWD2016

Celebrating women inventors past, present, and future

Promoted by Microsoft

#2DaysTilDangerousWoman

93.5K Tweets

#GameofThrones

16.8K Tweets

#NHSAwards

Started trending in the last hour

Fort Bragg

Started trending in the last hour

Roma

274K Tweets

IHOP

181K Tweets



Show Your Love
@SYL_Today

TWEETS 60 FOLLOWING 429 FOLLOWERS 62

Trends · [Change](#)

- #WD2016**
Celebrating women inventors past, present, and future
Promoted by Microsoft
- #2DaysTilDangerousWoman**
89.7K Tweets
- #WeirdThingsICantUnderstand**
29.8K Tweets
- #NHS Awards**
Started trending in the last hour
- Devin Thomas**
Trending for 2 hours now
- Roma**
242K Tweets
- IHOP**
171K Tweets
- Mike Wallace**
Started trending in the last hour
- Bjoern Werner**
Started trending in the last hour
- Malik Jackson**
16.5K Tweets
- Kim K**
161K Tweets

What's happening? 

ACOG News @acognews · 8s
First-ever American [#UterusTransplant](#) patient speaks to media—@nytimes reports on the successful surgery: [ow.ly/ZdrUX](#)






[View summary](#)

 **Laney Spann Poye** @LaneyPoye · 11s
Wisdom is knowledge practically applied. [#Wisdom](#) [#DailyQuote](#)







We Are Cisco @WeAreCisco · 2h
We ❤️ our [#WomenInTech](#) EVERY day, but especially on [#InternationalWomensDay](#)! 🌸 [#WeAreCisco](#) [#BeUnstoppable](#)




 18
 
 44
 

 Promoted

 **NPHW 2016** @NPHW · 17s
Don't forget to register for tomorrow's [#NPHW](#) hangout on social media! [bit.ly/1R7LCgA](#)







 **WomenWorking.com** @Womenworking · 35s
3 Ways To Get A Yes From Your Manager @lynnecurry10 [bit.ly/1UQazCF](#)



- Notifications >
- Mentions >

Trends · [Change](#)

#IWD2016

Celebrating women inventors past, present, and future

Promoted by Microsoft

#2DaysTilDangerousWoman

89.3K Tweets

#WeirdThingsICantUnderstand

29.2K Tweets

#NHS Awards

481 Tweets

Devin Thomas

Trending for 2 hours now

Roma

236K Tweets

IHOP

169K Tweets

Mike Wallace

Started trending in the last hour

Kim Kardashian

255K Tweets

Bjoern Werner

Started trending in the last hour

Malik Jackson

16.4K Tweets

Notifications

All / People you follow

Jay Harmon and 14 others followed you 37m



Nancy Miller @smansmill · 2h

@SYL_Today @JayneODonnell @USATODAY how much do drugs play into the stats?



[View conversation](#)



Ernesto Chacin liked your Tweet

6h

Mar 7: These #nhsasc16 smiling faces give us some #mondaymotivation. Full album: Facebook.com/showyourlovetoday... #showyourlovetoday pic.twitter.com/u01GXhaqmk



HopeAnne Robinson liked your Tweet

12h

Feb 29: At #nhsasc16? Stop by #ShowYourLoveToday photo booth & help us improve #pch resources: showyourlovetoday.com pic.twitter.com/kCf280aGrD



OKC Healthy Start Retweeted your Retweet

19h

19h: Huge racial disparities persist despite a drop in infant mortality rates: usat.ly/1TFkDj3



PCHHC Retweeted you

19h

Mar 7: These #nhsasc16 smiling faces give us some #mondaymotivation. Full album: Facebook.com/showyourlovetoday... #showyourlovetoday pic.twitter.com/u01GXhaqmk



- Today >
- News >
- Sports >
- Entertainment >
- Fun >

Trends · Change

#GalaxyS7

The Samsung GalaxyS7. Let Best Buy show you what it can do.

Promoted by Best Buy

Civil War

309K Tweets

De Gea

85.4K Tweets

Notre Dame

10.5K Tweets

#SXW20

Trending for 2 hours now

#DangerousWomanTonight

148K Tweets

#DukevsND

Started trending in the last hour

#EastEnders

Just started trending

Sean Obi

Started trending in the last hour

Goose Gossage

Trending for 3 hours now

#JuniorDoctorsStrike

CELEBRITY

Why are people comparing Kim Kardashian & Ayesha Curry?

Following Kim K's nude selfie spree, some on the Internet dredged up an old Tweet from Steph Curry's wife...

2 hours ago



BASKETBALL

Nate Robinson plans on being first NBA player in the NFL

11-year veteran Nate Robinson is attempting to do what no NBA player has done before, make the transition to the NFL. Robinson is no stranger to football as he played cornerb...

1 hour ago



CELEBRITY

Adam Levine and Behati Prinsloo are having a baby!

Sources revealed to Us Weekly that the happy couple is expecting their first child together. The offspring of People's Sexiest Man Alive 2013 and a Victoria's Secret model?...

3 hours ago



Who to follow · Refresh · View all



GIPHY @giphy

Followed by Ogilvy Common...

Follow

Promoted



Fox News @FoxNews

Follow



Nat'l Healthy Start @NatlHe...

Followed by Sarah Verbiest ...

Follow

Find friends

© 2016 Twitter · About · Help · Terms · Privacy · Cookies · Ads info

Twitter Etiquette

- ▶ Phase 1: Observe Followers/Feed and Retweet
- ▶ Phase 2: Draft Replies, Mentions, Quote Tweets
 - ▶ Reply: Tweet “@” a follower to direct a comment to them. Add a “.” in front of the “@” to make the comment public (i.e., [.@SuzyKaye](#) Great article!)
 - ▶ DM: Direct message for completely private conversations (like Facebook Messenger/LinkedIn mailbox)
- ▶ Phase 3: Draft Original Posts
 - ▶ Share something from an article or website! Create a bit.ly link for it and add relevant hashtags/handles
- ▶ Phase 4: Original Posts with Photos/Videos
 - ▶ Go beyond sharing your thoughts that link back to your source or website; add a relevant photo/video
 - ▶ Bonus: Tag any relevant handles, include your location!
- ▶ *Next: Twitter polls, Twitter Analytics, GIFs, MTs and HTs, promoted posts/trends*

Questions?

- ▶ Suzanne Woodward, [Center for Maternal & Infant Health](#)
- ▶ Email: SuzanneW@med.unc.edu
- ▶ O: 919-843-9336 | M: 908-591-5460
- ▶ Connect with me on [LinkedIn](#): ([Linkedin.com/in/SuzanneWoodward](https://www.linkedin.com/in/SuzanneWoodward))
- ▶ Follow me on Twitter: [@SuzyKaye](#)