EMPLOYEE FORUM
THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL
Serving Since 1992

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 your satisfied with your online-self?
- Do your professional pages and work accurately representing 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 ≠ 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.

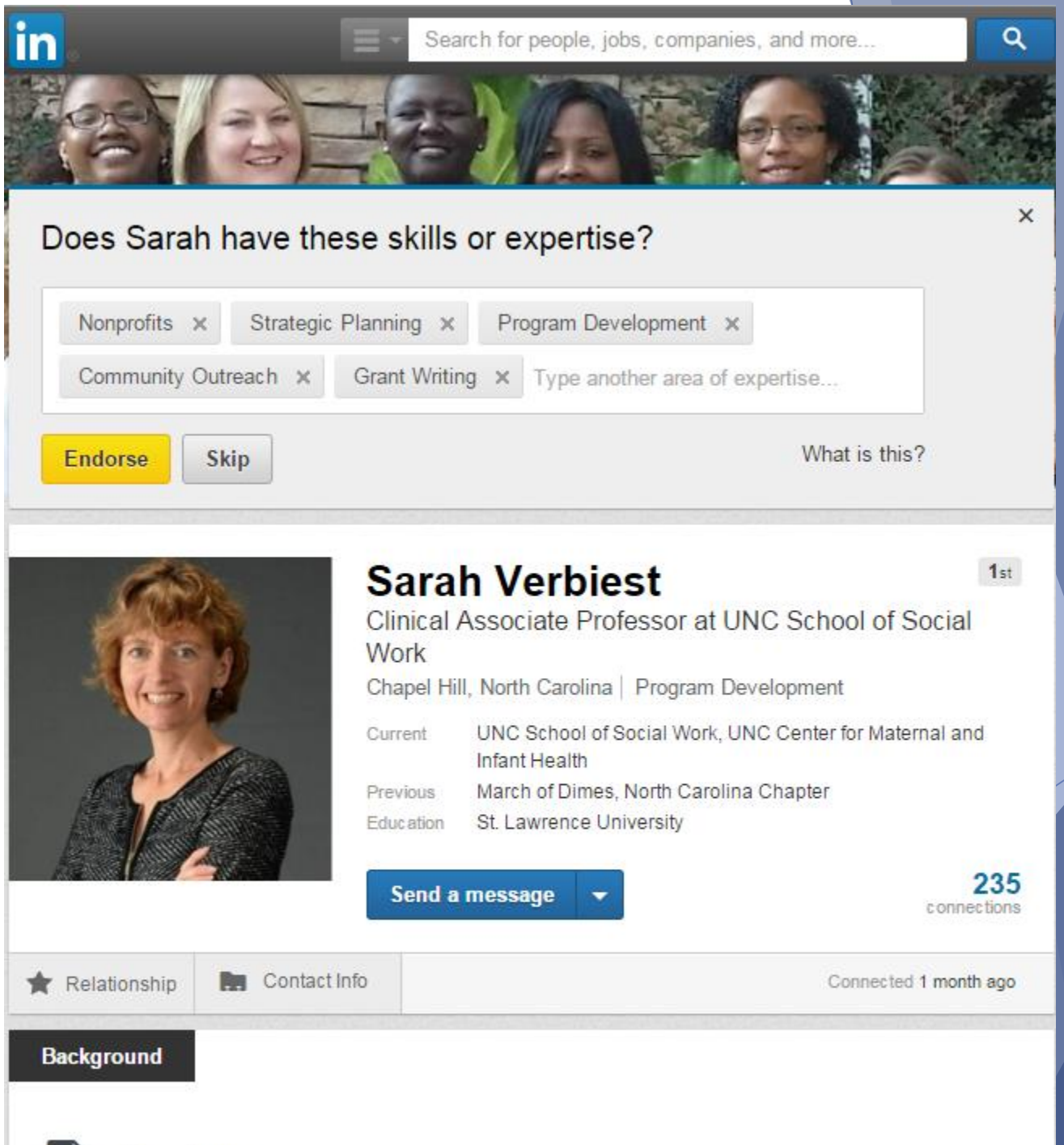
Work History: Description of what you did during each position (action words a plus!) – from internship to present.

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

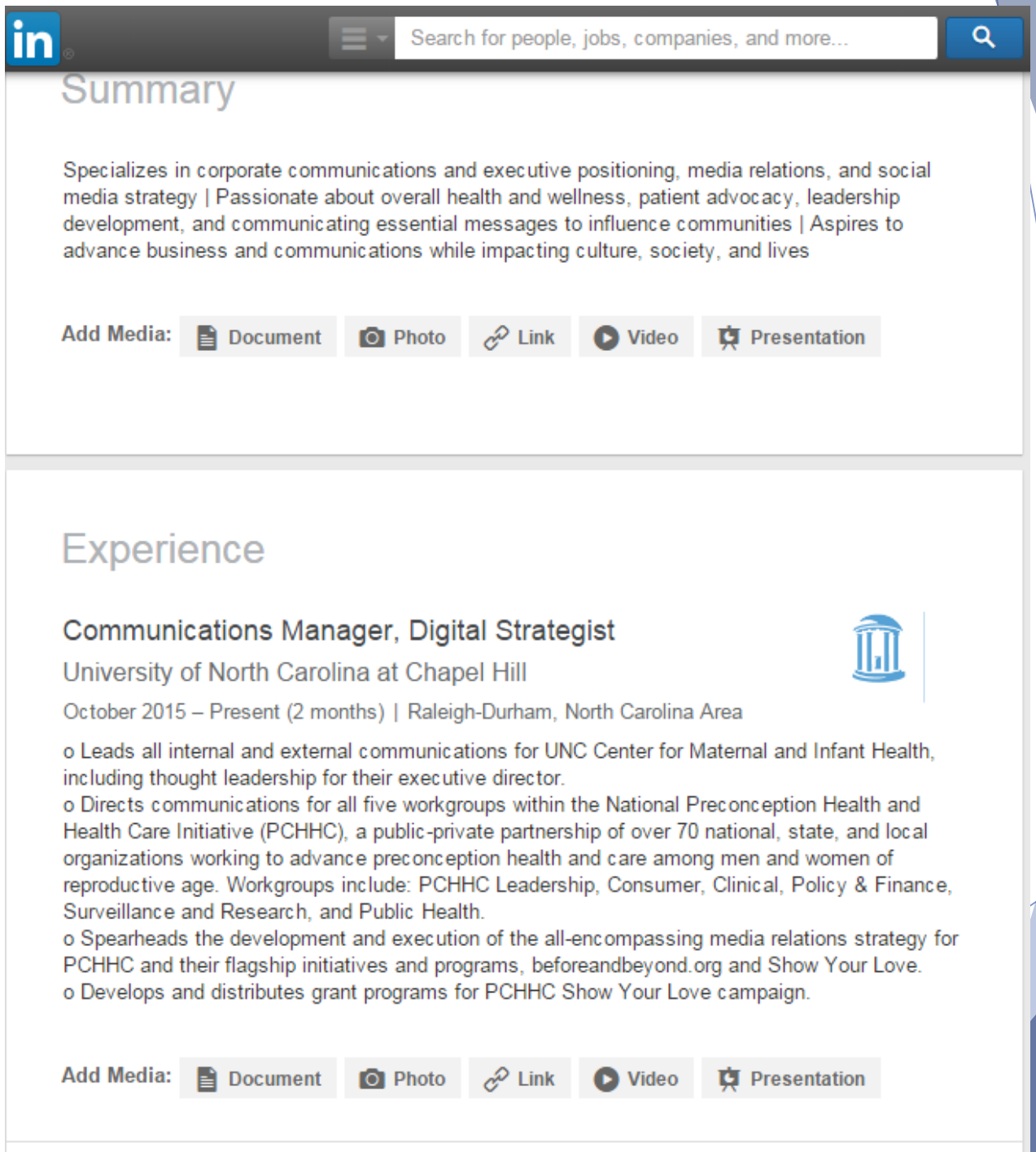
Causes/Volunteer Experience: 42% of hiring managers say they weigh volunteer experience and work experience equally…

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

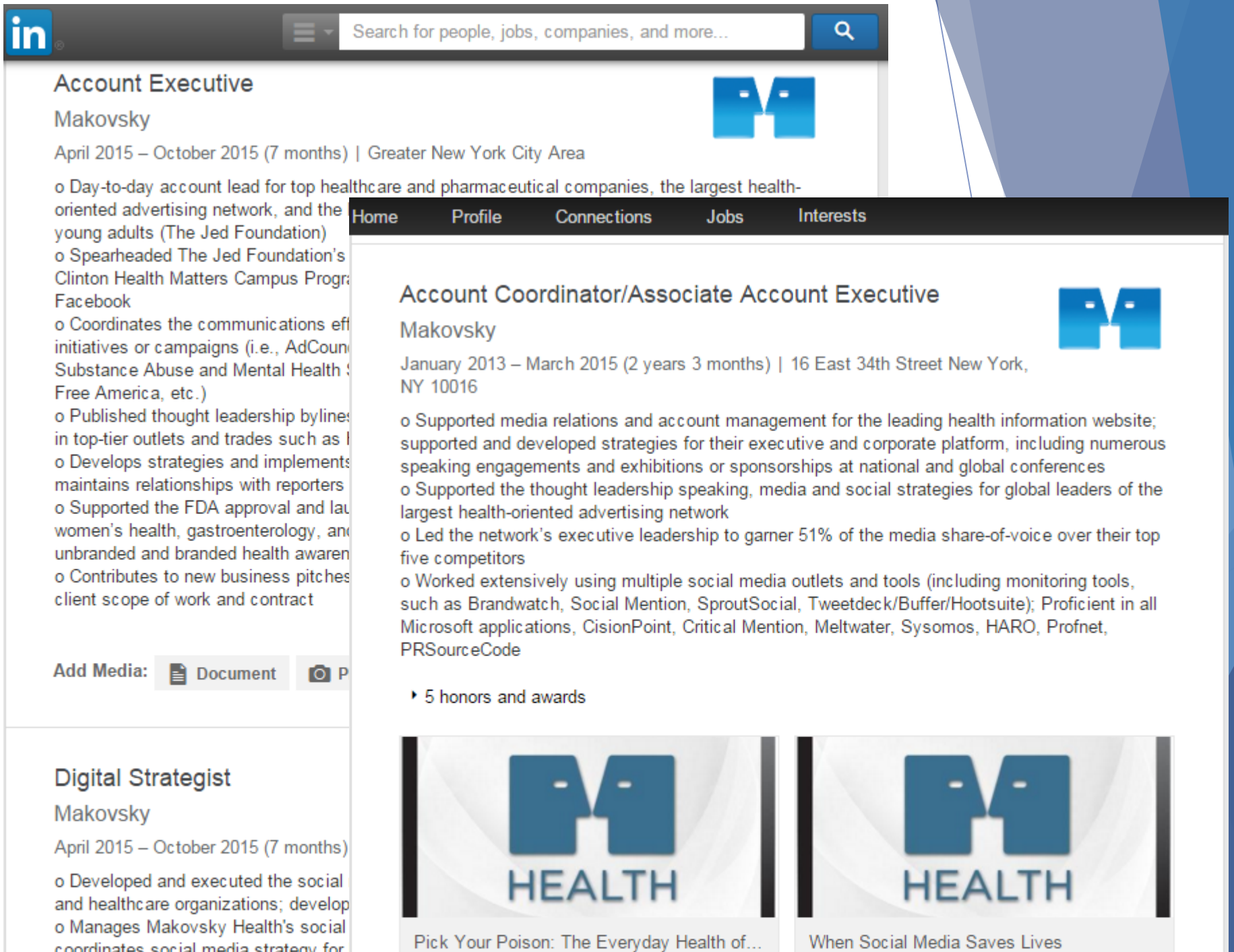
- Photo/Cover Photo
- Profile Name
- Headline
- Location/Industry
- Contact Information



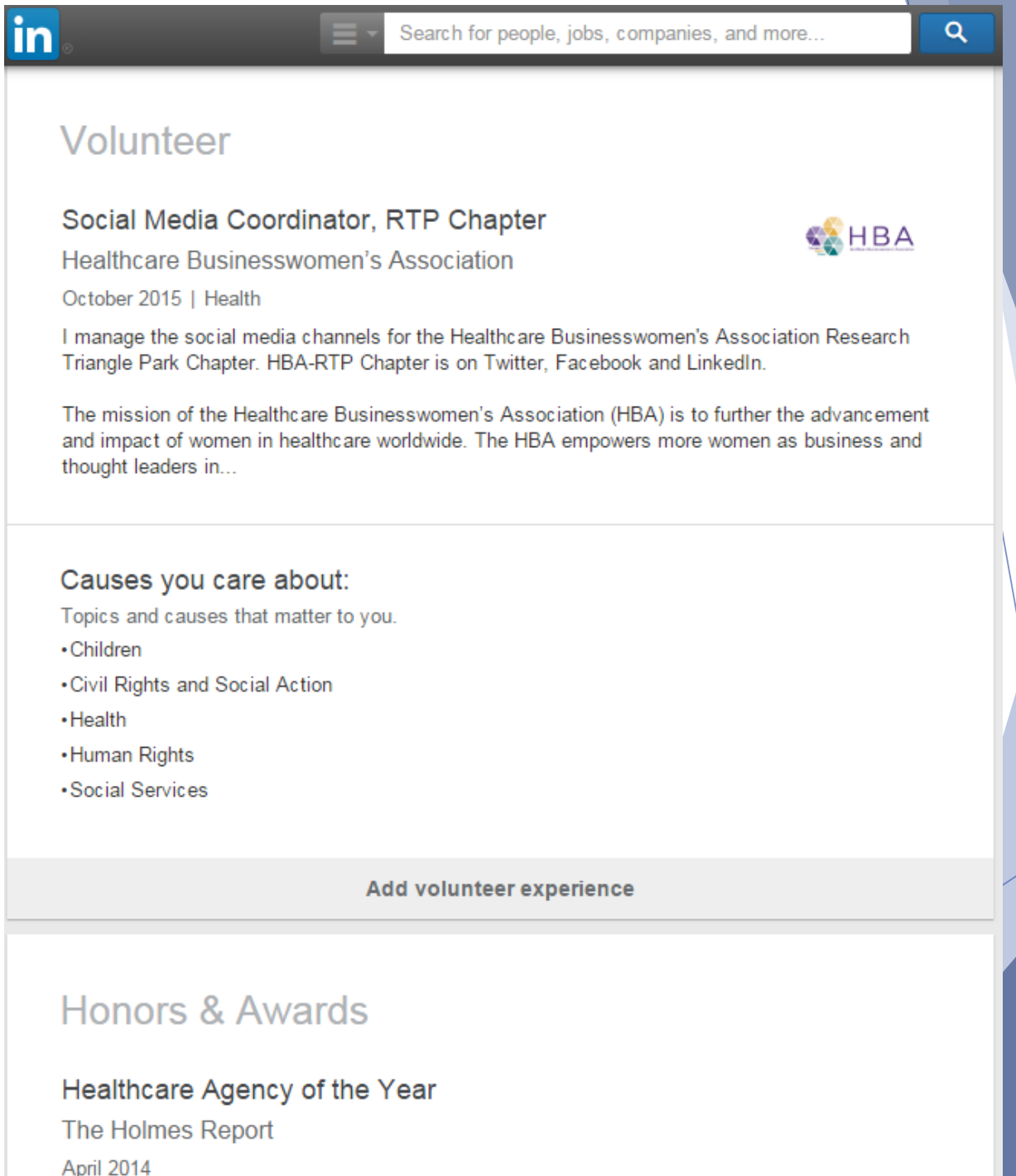
- Summary/Bio
- Work History*
- Education



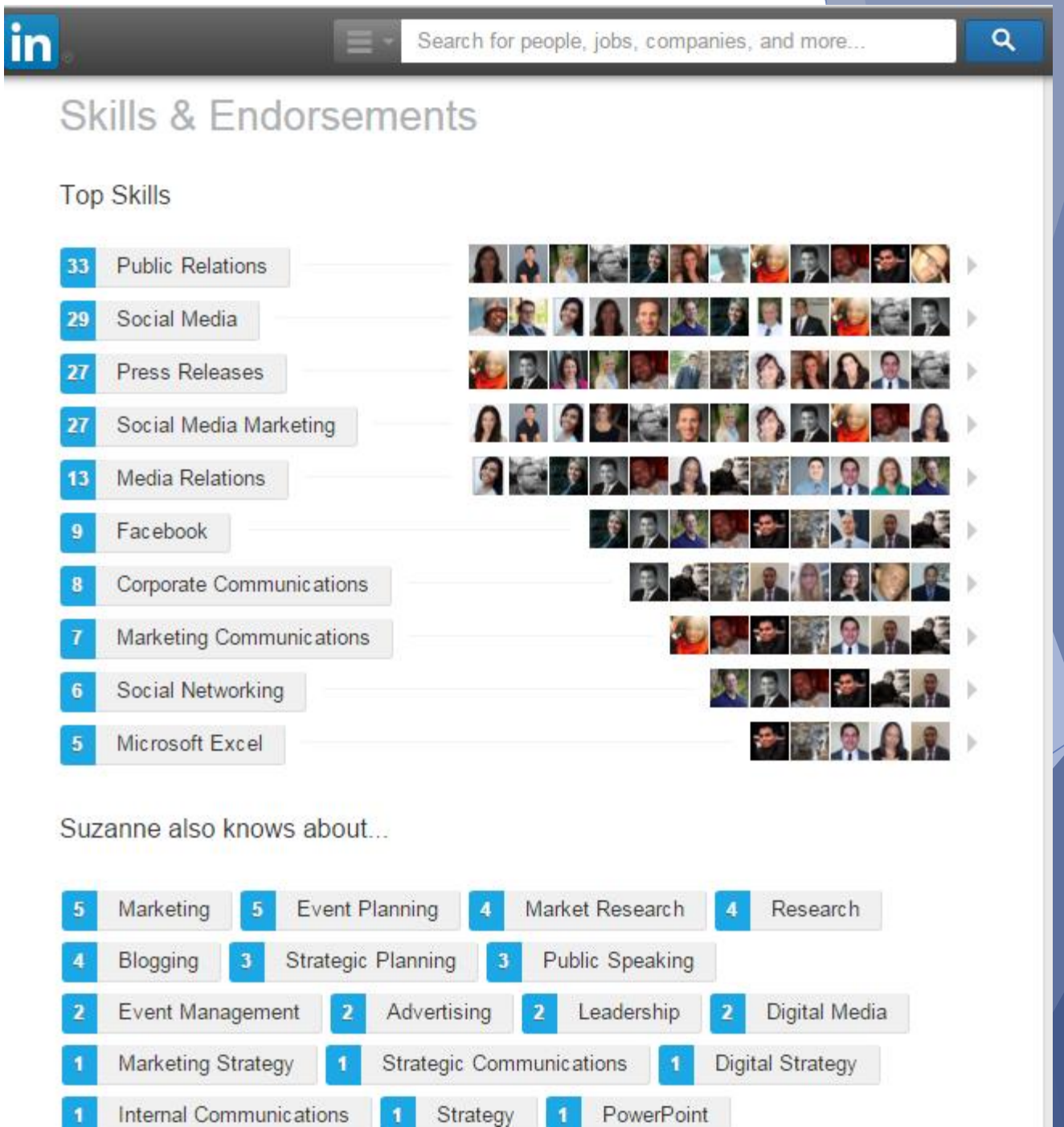
- Promotions
- Adding work
- Adding Awards



- Volunteer/Causes
- Honors



- **Skills & Endorsements**



Elevating your profile

- Customize your URL (www.linkedin.com/in/suzanneyergensen)
- 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?

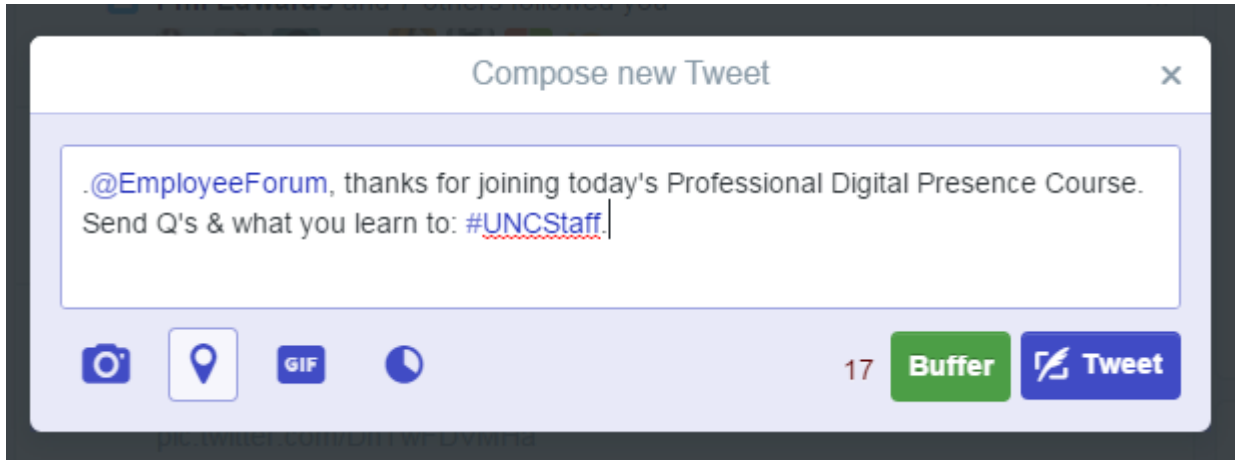
Online news source, two-way dialogue for communities, world's largest focus group, promotional platform…

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

Home Moments Notifications Messages Search Twitter Tweet

TWEETS 15.1K | FOLLOWING 1,305 | FOLLOWERS 58.1K | LIKES 15.2K

Follow

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 | 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 @iaarunc @UNCDiversity @UNCBGPSA

2 1

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 @... Follow

Jim Gera @jimgera
Followed by PCHHC and oth... Follow

P.Mastroiacovo @pierpa45
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

Home | Moments | Notifications | Messages | Search Tw

Show Your Love
@SYL_Today

TWEETS	FOLLOWING	FOLLOWERS
60	429	62

Trends · Change

#IWD2016
Celebrating women inventors past, present, and future
Promoted by Microsoft

#2DaysTilDangerousWoman
89.7K Tweets

#WeirdThingsICantUnderstand
29.8K Tweets

#NHSAwards
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

#NHSAwards
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/showyourloveto… #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/showyourloveto… #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

#SXW2O
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)
- Follow me on Twitter: @SuzyKaye