Make Social Media Work for You

Jodie Sprayberry
Caitlyn McCrary
What We’ll Cover

• What is personal branding?
• Using social media for personal and professional branding
• Some do’s and don’ts
Personal Branding
Why Brand Yourself?

personal
trusted
authority knowledgeable
social networking
online confidence
career branding professional
job media resource
leader expert memorable
brand expertise
Why Use Social Media?
Creating a Personal Brand

1. Define desired brand
2. Determine which social media sites to use
3. Find or create content
4. Stay engaged!
Choosing a Profile Picture
Twitter Profile

- About section
  160 characters
  Keywords for interests
- Hashtags
- Engagement
LinkedIn

- Job information
- Expertise
- Work history
- Summary
- Connections
- Keep it professional
- Newsfeed
Think About Your Posts

Whatever you post online has the potential to be seen by your coworkers, managers, or future or potential boss. Parents (and grandparents!) are on social media, too.
Do’s
Your Work

Ross Winans @RossWinans · Mar 17
Special thanks to @Esri Honolulu Training Center for hosting @PRiMOhui @NOAADigCoast Pacific Lidar Workshop!
Since we already have the second storm of the 2014 Hurricane Season, you may want to learn about the new potential storm surge flooding maps that NOAA will be releasing this year. My colleagues and I created this video (the long version) to help educate the public about the new maps and about storm surge in general.

Experimental Potential Storm Surge Flooding Map (Long Version)

This video provides a detailed explanation of the new Potential Storm Surge Flooding Map, issued on an experimental basis by the National Hurricane Center.
Interactions With Coworkers

“Participating in some good, clean fun with my coworkers!”
Hobbies, Interests, and Selfies
Be Careful
Extra-Curricular Activities
Work Negativity

“How my job makes me feel.”
Conference Attention

“#CoastalGeoTools sunset”
Timing and Teleworking

“Happy Monday, people! What a great start to the work week!”
Live Tweeting

• Why live tweet?
• Use conference hashtag (#RAETCS16)
• Use presenter’s name, initials, or handle
• Make stand-alone tweets
• Include a link if possible
• Ask questions you receive through Twitter
Conference Attendance

Lori Cary-Kothera
@Kothera

Powerful! MT @PREPCommunity: A quote to mull over this Weds morn. from the Gullah nation #socialcoast @kbrooksh

"In the other world, there's this word called 'adaptation.' There's this word called 'resiliency.' Those words don't exist in the Gullah language. We call it living."

-Queen Quet
Final Thoughts

Remember that information posted on social media can be seen by more people than you think. Think before you post.

Most important, how you present yourself reflects you. Make sure you are creating the personal brand you intend.