

Make Social Media Work for You

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What We'll Cover

- What is personal branding?
- Using social media for personal and professional branding
- Some do's and don'ts



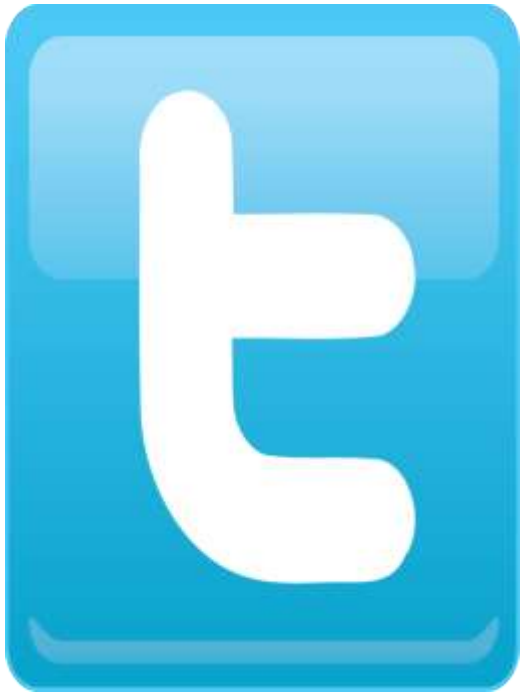
A person's hands are holding a black tablet. The screen of the tablet is white and displays the words "Personal Branding" in a bold, blue, sans-serif font. The text is centered on the screen and arranged in two lines. The background is plain white.

Personal Branding

Why Brand Yourself?

personal
trusted
authority knowledgeable
social networking
online confidence
career branding professional
job media resource
expert
memorable
expertise
leader
brand

Why Use Social Media?

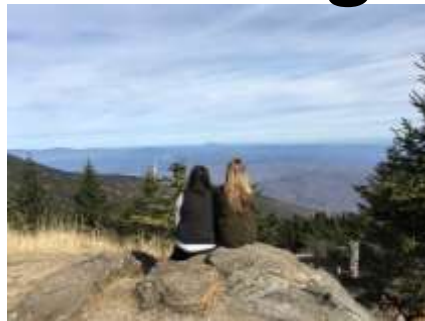


Creating a Personal Brand

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!



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Working With Partners



Russell Jackson shared a link via NOAA NWS National Hurricane Center.

19 minutes ago

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 be...

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Interactions With Coworkers

“Participating in some good, clean fun with my coworkers!”



Hobbies, Interests, and Selfies



Be Careful

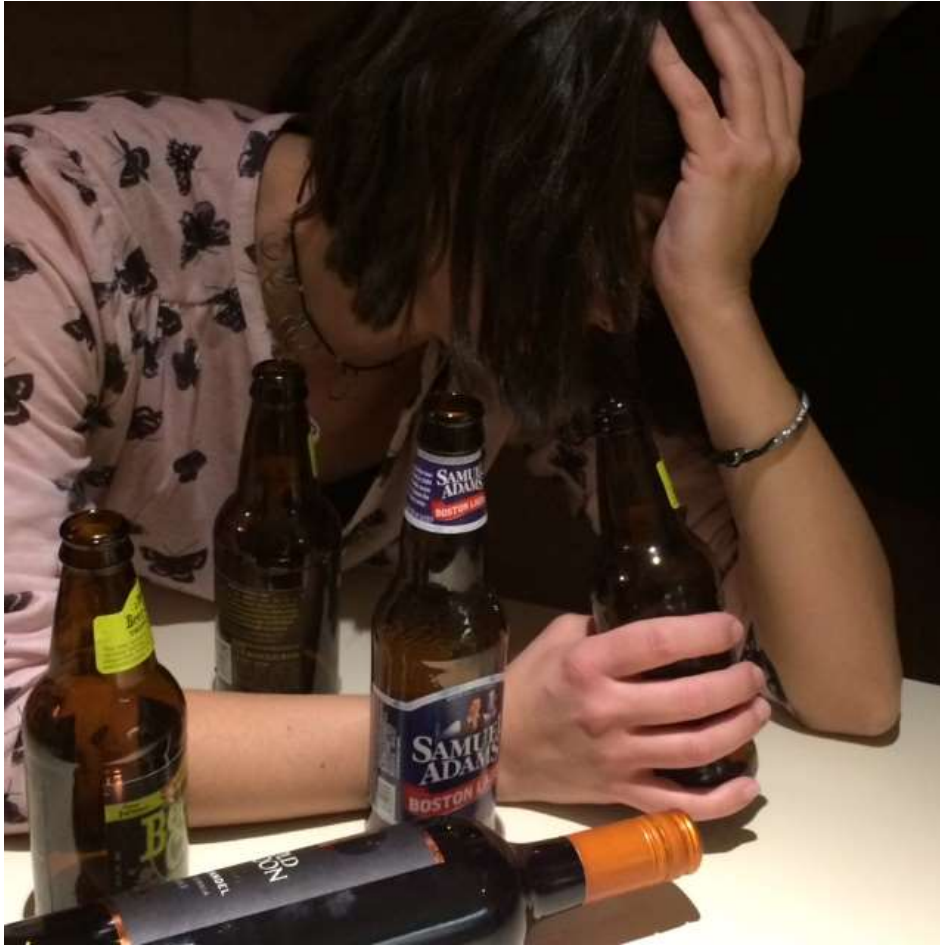


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Extra-Curricular Activities



Work Negativity



“How my job makes me feel.”



Conference Attention



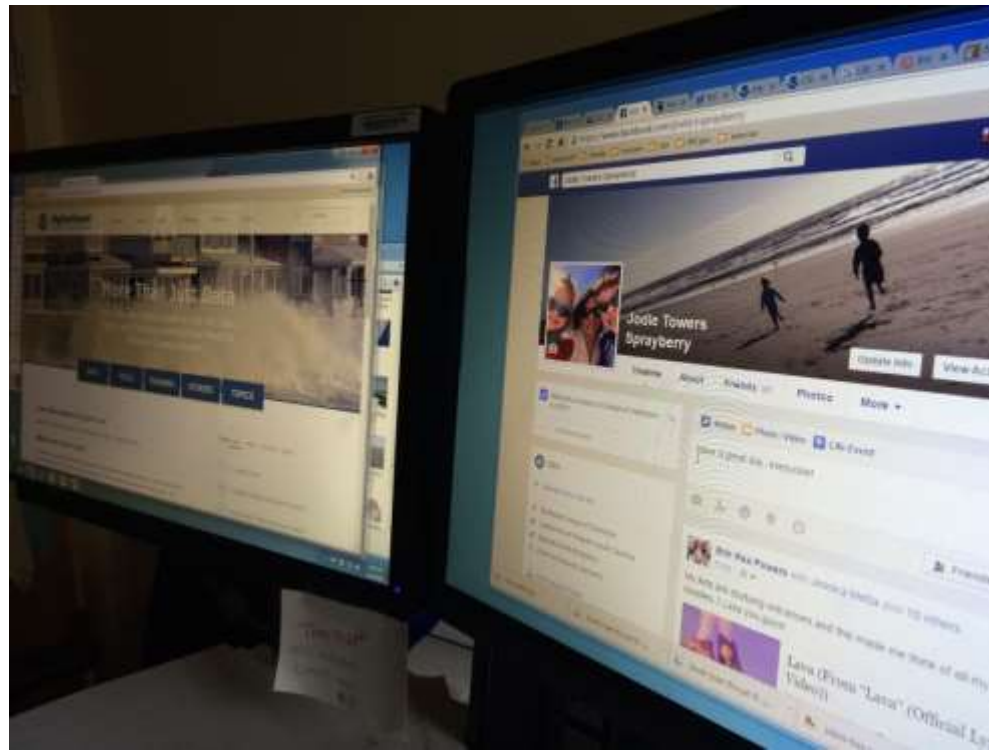
“#CoastalGeoTools sunset”



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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



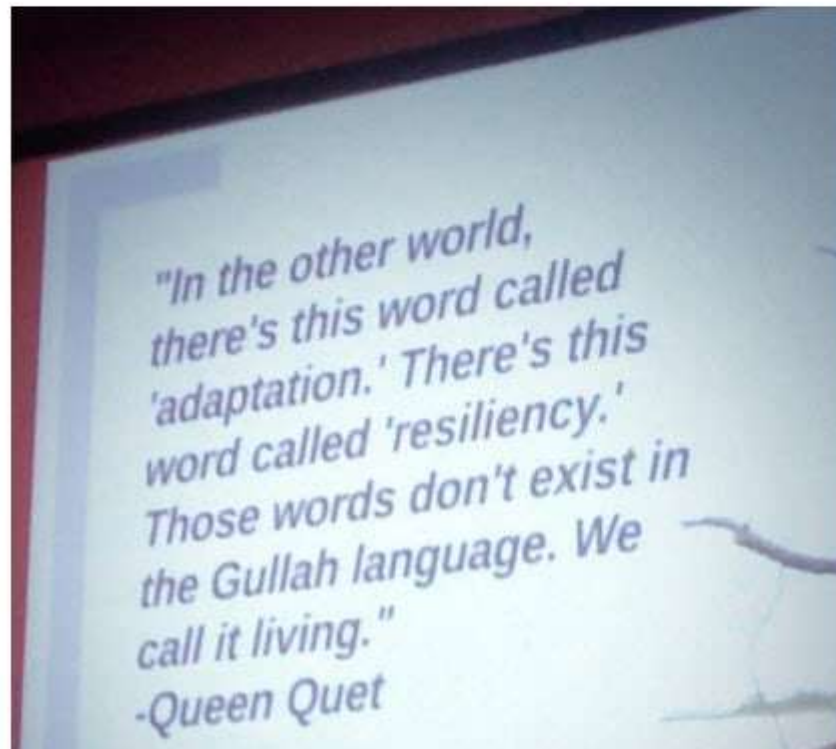
Lori Cary-Kothera
@Kothera



Following

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

↩ Reply ↻ Retweet ★ Favorite ⋮ More



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.





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