



**Using Social Media Strategically
to Build Your Personal Brand and Leverage Your Business**

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1. WHY SHOULD YOU USE LINKED?

OVER 48 MILLION MEMBERS IN 200 COUNTRIES AND TERRITORIES AROUND THE WORLD

LINKEDIN IS THE BUSINESS NETWORKING TOOL

USE LINKEDIN TO LEVERAGE YOUR CONTACTS AND . . .

- **BUILD YOUR PERSONAL BRAND**
- **BE FOUND FOR BUSINESS/JOB OPPORTUNITIES**
- **FIND AND BE INTRODUCED TO POTENTIAL CLIENTS, SERVICE PROVIDERS, AND SUBJECT EXPERTS WHO ARE RECOMMENDED BY YOUR CONTACTS**
- **EXCHANGE KNOWLEDGE, IDEAS, AND OPPORTUNITIES WITH A BROAD NETWORK OF PROFESSIONAL CONTACTS TO ACCOMPLISH YOUR GOALS**
- **GAIN NEW INSIGHTS FROM LIKE-MINDED PROFESSIONALS IN PRIVATE GROUP SETTINGS**
- **CREATE AND COLLABORATE ON PROJECTS, GATHER DATA, SHARE FILES AND SOLVE PROBLEMS**
- **DISCOVER INSIDE CONNECTIONS THAT CAN HELP YOU FIND NEW CLIENTS AND CLOSE DEALS**
- **POST AND DISTRIBUTE JOB LISTINGS TO FIND THE BEST TALENT FOR YOUR COMPANY**
- **SHARE YOUR KNOWLEDGE AND RESOURCES – MARKET YOURSELF!**

SOCIAL MEDIA HAS CHANGED THE MARKET DYNAMICS OF BUSINESS BUILDING AND PERSONAL BRANDING

TO BE EFFECTIVE IN BUSINESS TODAY YOU *need* AN ONLINE PRESENCE

REACHING SPECIFIC TARGETS CAN NOW BE COST EFFECTIVE FOR ALL COMPANIES. . . IF YOU TAKE THE TIME TO. . . .

- 1. UNDERSTAND WHAT SOCIAL MEDIA OFFERS**
- 2. IDENTIFY YOUR GOALS AND TARGET MARKETS**
- 3. LEARN TO USE THE NEW TECHNOLOGY RESOURCES AND TOOLS EFFICIENTLY AND EFFECTIVELY**
- 4. LEVERAGE YOUR SOCIAL MEDIA MARKETING STRATEGY TO EXPAND REACH AND BUILD YOUR ONLINE BRAND**

[SOURCE: ~~http://~~LEARN.LINKEDIN.COM/WHAT-IS-LINKEDIN/](http://learn.linkedin.com/what-is-linkedin/)

2. CREATE YOUR PROFILE

IF YOU DON'T HAVE A PROFILE GO TO www.linkedin.com/reg/join

Personal Branding Statement ~ Professional Headline

PERSONAL BRANDING IS THE PROCESS BY WHICH WE MARKET OURSELVES TO OTHERS AND OUR PERSONAL BRANDING STATEMENT IS OUR PERSONAL POSITIONING SUMMARY OR "TAGLINE."

Websites: My Company (LIST UP TO 3 WEBSITES)

MAKE SURE YOUR LINKEDIN PROFILE IS IN SYNC WITH YOUR WEBSITE COMMUNICATIONS.

PUBLIC PROFILE: <http://www.linkedin.com/in/lindateerjesen>

YOUR LINKEDIN URL SHOULD APPEAR AS "<http://linkedin.com/in/yourfullname>."

THIS SHOULD HELP YOUR PROFILE SHOULD RANK HIGHER IN GOOGLE MAKING IT EASIER FOR PEOPLE TO FIND YOU.

SUMMARY

YOUR SUMMARY SHOULD INCLUDE A BRIEF PARAGRAPH SUMMARIZING YOUR WORK EXPERIENCE, INCLUDING INFORMATION ABOUT YOUR COMPANY.

BE SURE TO KEEP YOUR LINKEDIN PROFILE/BRAND CONSISTENT WITH YOUR COMPANY POSITIONING.

USE KEYWORDS FROM YOUR HEADLINE AND WORDS THAT PEOPLE WILL SEARCH WHEN LOOKING FOR YOUR TYPE OF BUSINESS. THIS WILL HELP YOU RANK HIGHER WHEN SOMEONE CONDUCTS A LINKEDIN SEARCH. EXPLORE SEO... AND/OR USE GOOGLE ADWORDS TO HELP YOU FIND THE BEST KEYWORDS.

ADD A PROFILE PHOTO... IT'S THE NORM

CUSTOMIZE YOUR PROFILE AT "SETTINGS AND PERSONALIZATION"

THIS IS VERY IMPORTANT IN HELPING YOU SET THE AMOUNT AND FREQUENCY OF INFORMATION YOU'D LIKE TO BE RECEIVING FROM LINKEDIN. I RECOMMEND SELECTING THE WEEKLY OPTION FOR LINKEDIN UPDATES AND FOR MOST GROUPS YOU MAY BELONG TO.

RECOMMENDATION COLLEAGUES AND CLIENTS... AND ASK THEM FOR RECOMMENDATIONS

USE LINKEDIN LEARNING CENTER

ITS AN EXCELLENT RESOURCE AND VERY EASY TO USE.

<http://learn.linkedin.com/new-users/>

WHEN YOU HAVE COMPLETED YOUR PROFILE

DOWNLOAD YOUR PROFILE IN PDF FORMAT

GOOGLE YOURSELF

3. BUILD YOUR NETWORK

INVITE PEOPLE YOU KNOW/MEET TO JOIN YOUR NETWORK

USE "PEOPLE YOU MAY KNOW" AND "COLLEAGUES WHO HAVE JUST JOINED" AND/OR IMPORT CONTACTS

Promote your distinct LinkedIn URL

Take your distinct URL and put it in your email signature, on your presentations, website, etc.

When you log in to your LinkedIn homepage you'll get a list of "Network Updates"

Send a note to say congratulations

Offer help... Share a contact or other resource

Check your contact's connections to see who you know and invite those mutual contacts into your network

4. Build Your Business - Use LinkedIn to Market yourself and your Company

Update your profile occasionally, so people in your network know what you are doing *now!*

Add a new photo, update work assignments, client list, etc...

Invite new contacts ASAP after meeting

Stay on the radar screen... updates are regularly shared with your contacts

Use "What Are You Working on Now" and let your network know when...

You start working with a new client or complete an existing project or offer a new service

Add a new team member... highlight their value added expertise

Publish an article and/or speak at a conference

Share a useful book you've read

Share an article you've written or post a presentation

If you have a blog use the APPS... Blog <http://blog.linkedin.com/>

Know your potential clients... always check for a profile before going to an important meeting

Use Resources at LinkedIn Partners <http://press.linkedin.com/partners>

Business Week, The New York Times, Capital IQ, The CFO Group, etc

Join Groups and/or start a group

If you join a group ask and answer questions. By answering questions you can establish yourself as a subject matter expert. By starting a group you can highlight yourself and your company as leaders in your field.

5. What's next? Evaluate the potential for leveraging other business building media tools

Twitter, Facebook, Google, YouTube