Social Media Training
Monday, June 03, 2013
10:03 AM

Session 2:

Title: "Brand Management and Audience Engagement Using Social Media"

This session will focus on managing personal and professional branding online and engaging audiences through social media. Participants will learn how to package their online image and techniques for effectively engaging audiences in their target demographics through social media. A portion of the session time will be devoted to hands-on practice with social media practices such as posting media, following other user accounts, and creating polished profiles. Participants are encouraged to come with mobile devices, any existing social media account information, and an open mind.

Welcome (1:00 - 1:05)
- See Prezi
- See agenda and notes on tech.lasalle.edu
- Log in to social media accounts

Intro (1:05 - 1:10)
- Michael D. Smith quote
- Why Social Media?
- Cardinal rule
- Session Goals

Branding Activity (1:10 - 1:20)
- Goal: To get as many people as possible to engage with your information.
- Strategies: Active campaigning and engaging in conversations and online events.
- As an individual you need a personal brand to attract an audience
- Session Goals
  - Define personal brand on social media
  - Engage target audiences
  - Practice discretion
  - Activity: Write down three adjectives that describe how you want to represent yourself:
    ▪ Authoritative?
    ▪ Personable?

Social Media Musts for Professionals (1:20 - 1:30)
- Keep the purpose of your social media account in mind
- Be consistent with your use of social media
- Monitor who follows, tags, or tweets at you
- Reflect and self-censor before everything you post
- Screening friends
  - Screen any new followers before following them back
  - Be wary of porn and spam accounts
  - Check new followers' profiles and recent tweets to see how they use
twitter before following them
- Use Discretion
  - Activity: Create account if necessary and review the following privacy settings on Twitter:
    - Allowing others to find you by email address or phone number (twitter will not display these publicly)
    - Making tweets public or private
    - Approving or denying followers (only for private tweets)
    - Connecting or revoking 3rd party applications
    - For more info on account settings, see https://support.twitter.com/groups/51-me#topic_205

Public and Polished Profile Pictures (1:30 - 1:40)
- Social media pics should present a consistent image across platforms
- Should be public or it kind of defeats purpose of social media
- Different pics for different social media
  - Twitter
    - 48 x 48 pixels
    - Should be a current head shot
    - Use solid background
    - Experiment with angles
      - Try angling your shoulders at a 30 - 45 degree angle to the camera and then turn your head towards the camera
    - Use natural soft light
    - Crop from chest to top of head
    - Use bright colors or photo filters to add liveliness
    - Not as professional as LinkedIn
  - LinkedIn
    - 150 x 150 pixels
    - Use a good camera if possible
    - Should look like you are going to a job interview
    - Go for clean and smart
    - Look directly at camera to create eye contact
    - Take out distracting accessories
    - Conservative hair style, groomed facial hair, etc
    - Avoid effects and group shots
  - Facebook
    - If your profile is set to friends-only, you have more room for creativity
    - Avoid anything incriminating
    - More opportunities for photo editing
      - Rule of thirds
  - Activity: Look at Examples of Profile Pics:

Writing Your Profile Bio (1:40 - 1:50)
- Keep it under 160 characters so it is not cut off
- Avoid overly used quotations, clichés and buzzwords
  - i.e. - guru, expert,
- Use specific keywords and descriptive adjectives
- Use correct grammar, punctuation, and spelling
- Highlight areas of expertise to appear authoritative
○ Feature hobbies and passions to attract people of similar interests, backgrounds, etc.
○ Display personality, but don't try too hard to be clever
○ Keep it short by using recognizable acronyms and symbols
  ○ Activity: Review examples of good bios:
    http://marianlibrarian.com/2011/11/5-twitter-bio-examples-that-will-rock-your-socks/
    ○ Share your three adjectives to the hashtag #brand

Engaging Audiences (1:50 - 1:55)

• What to post
  ○ Ask questions of your followers to tap into shared knowledge
  ○ Post links to interesting things online
  ○ Post breaking news
  ○ Look at what avid twitter users post
• What not to post
  ○ Posts taking up multiple tweets that would be better published in a different medium
  ○ Avoid posting mundane details about what you are doing right now
  ○ Rude, offensive tweets or anything that an employer may object to
  ○ Personal info about you or your family that could lead to identity theft
  ○ Details about your daily routine that could help criminals track your whereabouts

• Who to follow
  ○ Ask your friends and colleagues to follow you
  ○ Join in their conversations and engage with their followers
  ○ Follow authorities on subjects of your interest
  ○ Check out #FollowFriday or #FF campaigns
  ○ Activity: Write down examples of the types of followers you want to attract and search twitter for them. Also see #FollowFriday and #FF.

• How to tweet
  ○ #tag
    ▪ Definition: words or statements preceded by the "#" symbol to mark them as keywords that can be followed
    ▪ Creating hashtags
      □ Keep it short and simple
      □ Make it clear and relatable
      □ Browse through twitter list of trending topics to see what's popular
      □ Check to make sure your hashtag isn't already in use
      □ Note that hashtags change depending on your location
      □ For multiple words, do not use spacing but capitalize the first letter of each word
      □ Provide a description of your hashtag
      □ Post a few times a day
      □ Encourage your followers to participate
  ○ Tweeting @others
Definition: Add the "@" symbol followed by a username to send your tweet to that user's twitter feed
- Best used with people who follow you or people you already know
- Use to begin conversations
- Could be perceived as harassment

Re-tweeting (RT)
- Definition: repeating someone else's tweet for your followers

Strategies:
- Avoid using the re-tweet button
  - It won't notify the original author
  - It does not allow you to add to post
- Instead, Copy and paste tweet the use "RT @username" to let the original author know you are retweeting
- Edit tweet down to allow for your own comment
- Don't appear overzealous or overly complimentary by abusing the RT function
- Shoot for about 15 - 20% of your posts to be retweets
- Retweet within 30 min of original posting and monitor for immediate responses and discussions

Activity: try retweeting @someone

Best Practices and Q & A (1:55 - 2:00)
- Devices
  - Tweeting is best done on-the-go via mobile devices to update followers about events in real-time
    - i.e. - you could tweet during a field trip
- Share only information that is appropriate for the public
- When in doubt, use your workplace persona
  - Check tweets for broken links, proper grammar and accuracy of information
  - Be polite

Photo tricks and tips - if time and interest allow
- Dark background and dark clothing will put emphasis on eyes and facial expression
- Add a blur effect to the background in order to present a setting without too much distraction
- Use bright, contrasting colors to create excitement and convey personality traits
  - Blue = calm, intelligence
  - Violet = imagination, artistic
  - Red = power, vitality
  - Orange = creativity, optimism
  - Yellow = fun, lightness
  - Green = harmonious, social
- Use warm, earth tones to create relaxing and comfortable image
- Try monochrome and tight cropping on your face to add impact
- Optional Activity: Practice editing in Paint or other image editor and posting new social media profile pic
- Resources
  - Site for photo correction: https://www.pictricks.com/
Tips for profile pics:

Social Media Sizing Sheets:
- [http://blog.snoackstudios.com/design/social-media-profile-image-areas-sizes-tips/](http://blog.snoackstudios.com/design/social-media-profile-image-areas-sizes-tips/)

How to Change Profile Pics in Different Platforms

Bio Tips
- Twitter Help page: [http://support.twitter.com/articles/127871-editing-your-profile](http://support.twitter.com/articles/127871-editing-your-profile)