

# YOUR PROFESSIONAL BRAND AND STRATEGY

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# Introduction

- Sonya L. Weiland, PHR
  - HR Consultant, Trainer, Speaker
  - Not a Social Media Expert



Are you In?

# Communicating your Professional 'Brand' and Value

- Discover what professional branding is and why it is important
- Learn how to identify and strengthen your unique professional brand
- Communicate and maintain your professional brand online and offline



# What is a “Brand?”





# Why Have a Brand Online?

1. To increase your chances of being found
2. To communicate your brand and value
  - Users with complete LinkedIn profiles are 40x more likely to receive opportunities through LinkedIn! (LinkedIn Statistics available at [Learn.Linkedin.com](https://www.linkedin.com/learn))



# How Will They Find YOU?

- Get Found!
- For Me, 1<sup>st</sup> client through LI- January 2010
- For You, recruiters are using daily... helps in being found and adding credibility
- Study found that 48% of recruiters are using ONLY LinkedIn now



# Connections/Recommendations

- How many connections? LION?
- Your connections should represent your “real world” network
  - Past companies, community, church, business associations, non-profits, school, etc
- LinkedIn purchased by Microsoft will open more opportunities



Recommendations, get them and ensure they are quality

# Other Ways To Be Found

- **Blog:** Attracting proper public exposure helps employers find you.
- **Groups:** Join and be active
- Regular **Status Updates**
- **Share and Like** other people's updates



# What Will They Find?

## Brand, Image, Value

How do people see you?

- Expertise
- Network
- Referrals



# Your Value and Expertise

- Your LinkedIn Profile is your online, professional “snapshot” or commercial
- Facebook is you on Saturday with Friends; LinkedIn is your Professional Image
- LinkedIn Groups, Twitter add style
  - Get in the conversation!
- The Blog on LinkedIn shows Expertise
  - Great posts get shared

# How Will You Find Them?

## How will they find you?

- Reputation
- Your Network
- Searches (Google)
- Activity
- Outlook contacts

## How will you find them?

- Groups
- Follow Companies
- Searches
- Your Network
- Associations

# Getting info...



You have to keep momentum...

Action causes reaction

**Events**

Informal Meetings

Never lunch alone...

# Talk to People...

- Reasons to Meet
  - Company info
  - Industry info
  - Their expertise
  - Networking
  - Resume review
  - Catching up
  - Their success...



# Weekly Plan...

What are you doing today?

	<b>M</b>	<b>T</b>	<b>W</b>	<b>Th</b>	<b>F</b>
<b>AM</b>					
<b>PM</b>					



# What This Means

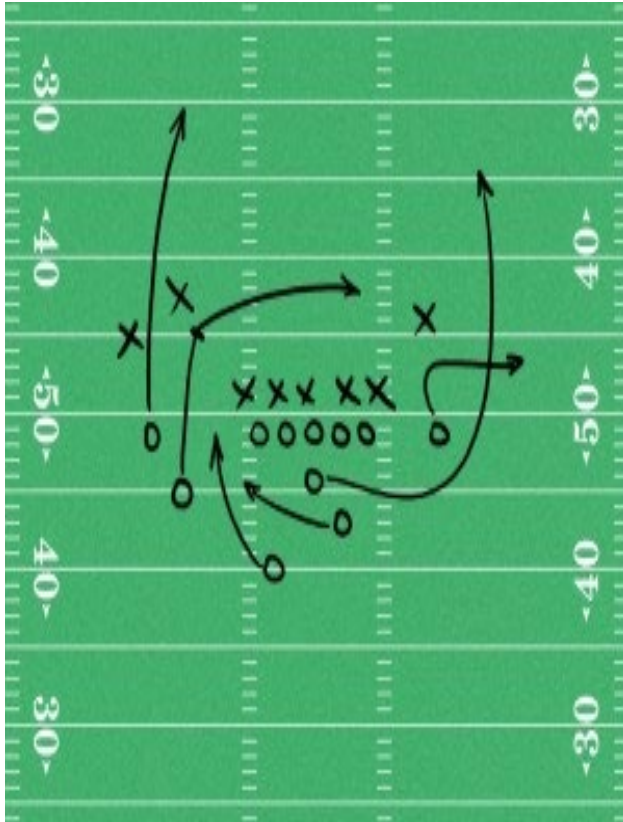
- Your LinkedIn Profile determines your professional Brand, Image and Value
- LinkedIn® is a powerful tool for Recruiters, Hiring Managers and Job Seekers
- “Its not what you know, its who you know”  
...that’s not good enough anymore.
  - Its who knows YOU!

# The Competition



- Who are they?
- What do they offer?
- How are you:
  - Better than
  - Different than
- The competition?

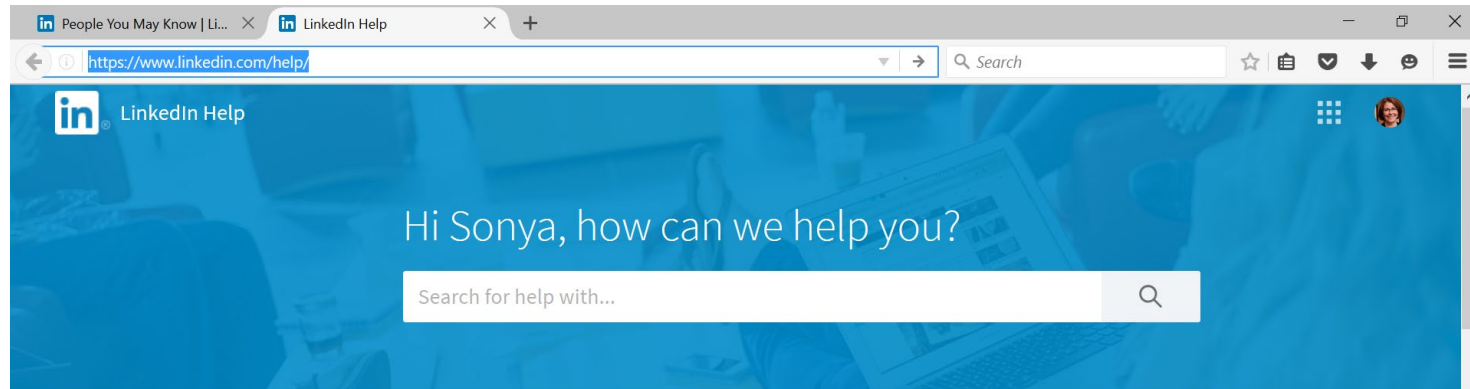
# Game plan...



- Have a game plan!
- Revise as needed

# LinkedIn Next Steps

- [www.linkedin.com/help](https://www.linkedin.com/help)
  - Resources, e-learning, webinars, users guides
- Build, grow and leverage!



Home

Getting Started

Manage Your Account

Build Your Profile

Messaging & InMail

Grow your Network



**Suggested for you**

[LinkedIn Professional Community Guidelines](#)

LinkedIn is a company that aims to put its members first when it comes to making important decisions. Millions of professional conversations and shared insights are being exchanged every day on LinkedIn. To ensure these discussions help our members be...

[Merging or Closing Duplicate Accounts on LinkedIn](#)

Questions?

THANK YOU

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