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# BUILD YOUR BRAND THROUGH SOCIAL MEDIA

June 2009

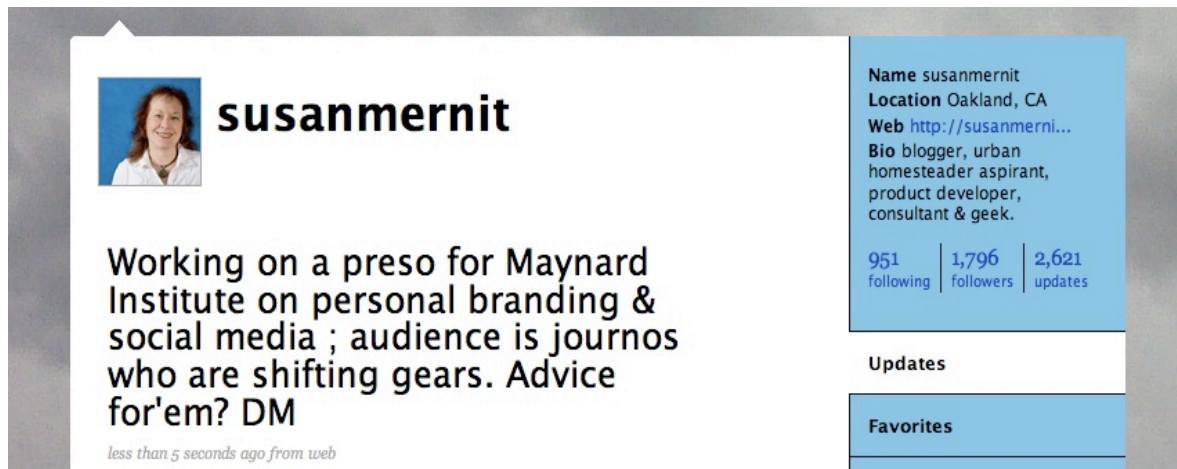
Susan Mernit

# This workshop is about:



- The value of a social media/  
personal branding strategy and a  
strategy for your product/program
- How to plan your strategy based on  
your goals
- How to execute your strategy
- How to measure results

# A challenge to get started....Can you name this service ?



The image shows a screenshot of a social media profile for 'susanmernit'. The profile includes a profile picture of a woman with red hair, the name 'susanmernit', and a bio: 'Working on a preso for Maynard Institute on personal branding & social media ; audience is journos who are shifting gears. Advice for'em? DM'. Below the bio is a timestamp: 'less than 5 seconds ago from web'. To the right of the profile information is a blue sidebar with the following details: Name: susanmernit, Location: Oakland, CA, Web: http://susanmerni..., Bio: blogger, urban homesteader aspirant, product developer, consultant & geek. Below this is a statistics section showing 951 following, 1,796 followers, and 2,621 updates. At the bottom of the sidebar are sections for 'Updates' and 'Favorites'.

**susanmernit**

Working on a preso for Maynard Institute on personal branding & social media ; audience is journos who are shifting gears. Advice for'em? DM

*less than 5 seconds ago from web*

**Name** susanmernit  
**Location** Oakland, CA  
**Web** <http://susanmerni...>  
**Bio** blogger, urban homesteader aspirant, product developer, consultant & geek.

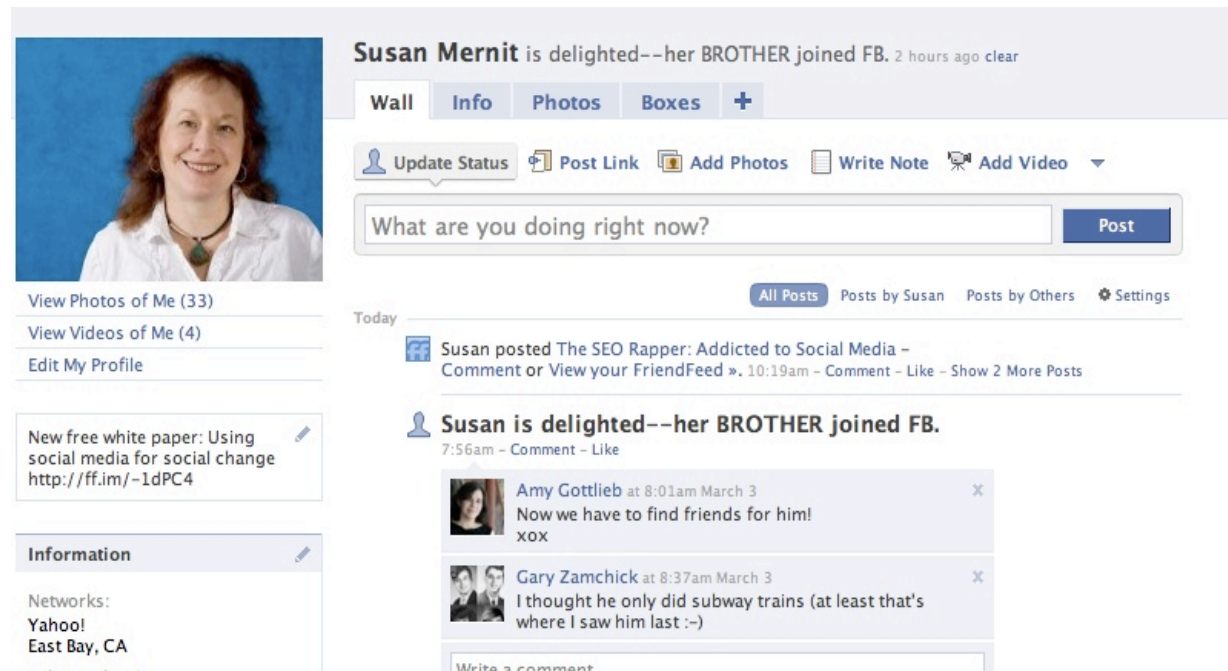
951 following | 1,796 followers | 2,621 updates

**Updates**

**Favorites**

*Are you using it yet?*

# What's this one?



**Susan Mernit** is delighted--her BROTHER joined FB. 2 hours ago clear

Wall Info Photos Boxes +

Update Status Post Link Add Photos Write Note Add Video

What are you doing right now? Post

View Photos of Me (33)  
View Videos of Me (4)  
Edit My Profile

New free white paper: Using social media for social change  
<http://ff.im/-1dPC4>

Information

Networks:  
Yahoo!  
East Bay, CA

Today

Susan posted The SEO Rapper: Addicted to Social Media - Comment or View your FriendFeed ». 10:19am - Comment - Like - Show 2 More Posts

Susan is delighted--her BROTHER joined FB.  
7:56am - Comment - Like

Amy Gottlieb at 8:01am March 3  
Now we have to find friends for him!  
xox

Gary Zamchick at 8:37am March 3  
I thought he only did subway trains (at least that's where I saw him last :-)

Write a comment

*Are you using it yet?*


# How about this one?

**Profile**

Edit My Profile View My Profile

**Susan Mernit** you

Get it done  
consultant/entrepreneur/blogger/change-maker  
San Francisco Bay Area | Internet



Susan Mernit developing workshop on planning social media strategy & execution for mission-driven orgs, just published two free white papers 1 day ago

**Current**

- Co-founder, at **stealth start up**
- **Consultant, Strategist, Developer, Troublemaker**; at [susanmernit.com](http://susanmernit.com)

.....

**Past**

- Co-founder, Peoples Software Company at TechStars
- Senior Director, Product at Yahoo! ☑
- Partner at Five

*Are you using it yet?*

*Are you using it yet?*

# How about this one?



**Bangawoyo smernit!**

Now you know how to greet people in Korean!

» **Your Photostream** pro



▼ [Recent Uploads](#) | Recent Activity

You are viewing *all types of activity*. [More activity and options](#)



★ [Creative Sage™](#) added this as a [favorite](#).

17 hours ago



[slavin fpo](#) added you as a contact.  
View [slavin fpo's profile](#), [photos](#), [contacts](#), or [change your relationship with slavin fpo](#).

2 weeks ago

*Are you using it yet?*

# And this ?

## Interview - Amy Gahrn



 **digidavid** [Subscribe](#)  
May 05, 2008  
[\(more info\)](#)

She takes no prisoners - and that's why she is a leader and hero in journalism.

URL   
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### ► More From: digidavid

### ▼ Related Videos

-  **Stephen Quinn talks about mobile journalism**  
278 views  
onlinejournalist
-  **Stand Up For Journalism**  
104 views  
stephennewton

# Welcome to the social media ecosystem

- 44 Million Americans are on Facebook
- Roughly 19 million people use Twitter—maybe 32 MM!
- There are over 2 Billion photos on photo-sharing community Flickr
- You are now connected to everyone on the planet via Google searches
  - *How do you show up?*

# Like this?



## Web

### [Kathryn Fong | Facebook](#)

**Kathryn Fong** is on Facebook. Facebook gives people the power to share and makes the world more open and connected. Millions of people use Facebook everyday ...

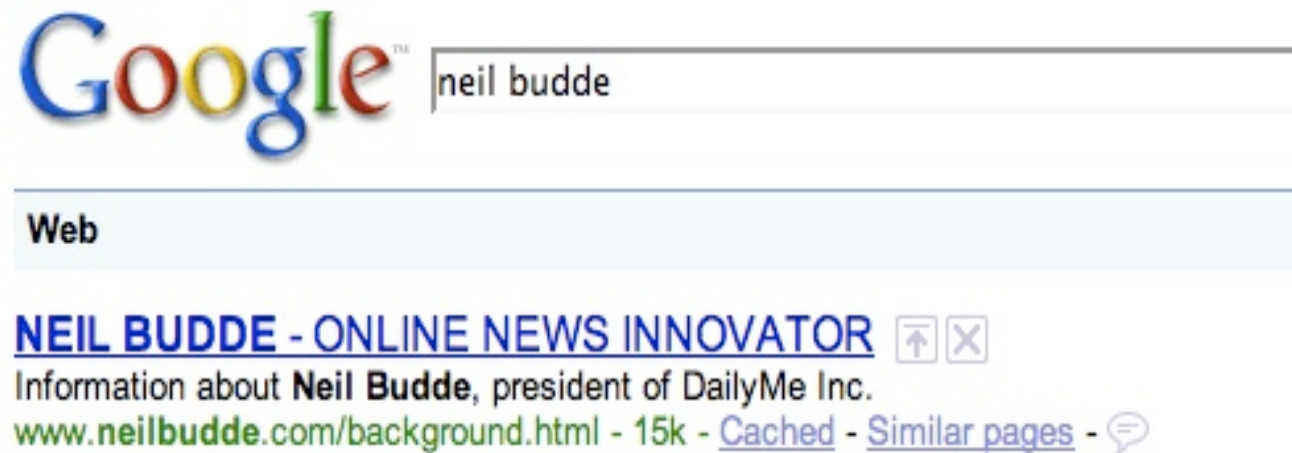
[www.facebook.com/people/Kathryn\\_Fong/901450021](http://www.facebook.com/people/Kathryn_Fong/901450021) - [Similar pages](#)

### [Player Bio: Kathryn Fong :: Women's Gymnastics](#)

The Official Athletic Site for Yale University, member of the Official College Sports Network. The most comprehensive coverage of Yale University Athletics ...

[yalebulldogs.cstv.com/sports/w-gym/mtt/fong\\_kathryn00.html](http://yalebulldogs.cstv.com/sports/w-gym/mtt/fong_kathryn00.html) - 31k - [Cached](#) - [Similar pages](#)

# Or like this?



The image shows a screenshot of a Google search interface. At the top left is the Google logo. To its right is a search input field containing the text "neil budde". Below the search bar is a horizontal line. Underneath this line is a light blue box with the word "Web" in bold. Below the "Web" box is a search result. The result title is "[NEIL BUDDER - ONLINE NEWS INNOVATOR](#)" in blue, followed by two small square icons: one with an upward arrow and one with an 'X'. Below the title is the text "Information about **Neil Budde**, president of DailyMe Inc." in black. At the bottom of the result is the URL "[www.neilbudde.com/background.html](http://www.neilbudde.com/background.html)" in green, followed by "- 15k - [Cached](#) - [Similar pages](#)" in blue, and a small speech bubble icon.

# The Game Has Changed




Even beyond Google, everyone is interconnected

We've gone beyond centralized authorities that credential us—newspapers, universities, affiliate groups

To crowd-sourcing, networks, and the wisdom of crowds

--And you need to play to compete

- 
- In this new world, referral, recommendation and reputation control a lot of things
  - --And can get you jobs, consulting gigs, influence & more

# We're going to talk about the basic social media toolbox and how to use it:

- Facebook
- Twitter
- Linked-In
- Flickr
- YouTube (Vimeo/Viddler)
- Blogging

## Social Media Rap (Online for Hours)



0:38 / 3:28

[watch in high quality](#)

Rate: ★★★★★ 31 ratings

Views: 1,857

You don't need to use them all the time, but you do need to use them.

# 1. Start with a strategy

What do I want to accomplish? My Goals:

## Establish presence & expertise

- Determine a category/interest
- Blog, link, comment—contribute
- Twitter profile your interests
- Follow people who share your interests (find via search.twitter.com)
- Plan posts that contribute news, reflection expertise, share links
- Attend meetups and conferences in your area of interest
- Coffee with virtual friends and colleagues
- Organize a barcamp, meet up or dinner

## Get a job, contracting, consulting

DO EVERYTHING IN THE LEFT COLUMN AND ALSO:

- Use LinkedIn, Facebook to build connections w/peers
- Join the real world community-find on Meetup, Upcoming, Barcamp.org
- Network as you build relationships
- Let people know what your skills are and what you are hoping to work on

•***Keep it up, forever***

## 2. Execute your plan

- Create a campaign for yourself using the tools you select
- Schedule your posts
- Create newsfeeds and alerts to monitor your areas
- Share breaking links on twitter, almost real time
- Link and comments to others' ideas and sites
- Monitor your own links w/Google alerts, twitter search
- Stay focused, be responsive, nimble
- Use your authentic voice, always

### 3. It's okay to do “bursty” work



- Blog or twitter daily.
- Visit Facebook daily; update your status & interact
- Build your linked in contacts weekly
- Use YouTube, Flickr, Seesmic, etc as needed to intensify your connections, share materials

## 4. Pay attention to SEO, headlines

- SEO is about crawling robots.txt
- Use precise descriptions in your post heds
- Revise your meta-data to reflect how you want to be seen
- Read up on SEO, this is a must have skill
- Make it catchy, we're in the entertainment economy
- Make it literal so your post can be discovered
- Keep testing and improving!

## 5. Self-monitor and check the metrics



- ❑ Set up ego alerts for your name at [google.com/alerts](http://google.com/alerts) and [search.twitter.com](http://search.twitter.com)
- ❑ Install Google Analytics on your blog and learn how to use it.
- ❑ Check your content and keywords in Google analytics: are you turning up where you want to be?
- ❑ Be consistent with both checking and posting

## 6. Reach into the community, online & off

- This is an “we’re all in this together, people” moment.
- Support and form co-working spaces, organize coffees and meet ups.
- Have at least 1 meeting a week with someone new you connected with via the Net but who is local
- Keep your contacts active—send links, try Zentat

## 8. Be entrepreneurial!



- Start a new blog for your area or for a passion, alone or with a friend
- Blog w/ a group: Salon, Huffington Post, BlogHer, etc.
- Be an active Twitterer or video blogger
- Work your network as you seek your goal

# Remember, it's about the outcomes



- Building your brand
- Being known for something
- Expanding your community
- Staying connected
- Purposeful Networking

It is all about the relationships—when you build your brand, you build them as well.

# Recommended links

- Social Media in Plain English

<http://www.youtube.com/watch?v=MpI OCIX1jPE>

- The SEO Rapper: Addicted to social media

<http://www.youtube.com/watch?v=vXCCGsBVzrc>

- Gary Vandercheck, IMAN conference (real estate)

<http://www.viddler.com/explore/KellyOlexa/videos/1>

- Tom Peters, The Brand Called You

<http://www.fastcompany.com/magazine/10/brandyou.html>

# About the author



- Susan Mernit is an entrepreneur, trainer, consultant and blogger with a passion for social media. A former VP at AOL and Netscape, Mernit was also a Senior Director at Yahoo! and the founding editor for NJ.com.
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- Friendfeed: [friendfeed.com/smernit](http://friendfeed.com/smernit)
- Email: [smernit gmail](mailto:smernit@gmail.com)