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# BUILD YOUR BRAND THROUGH SOCIAL MEDIA

MARCH 2009

Susan Mernit

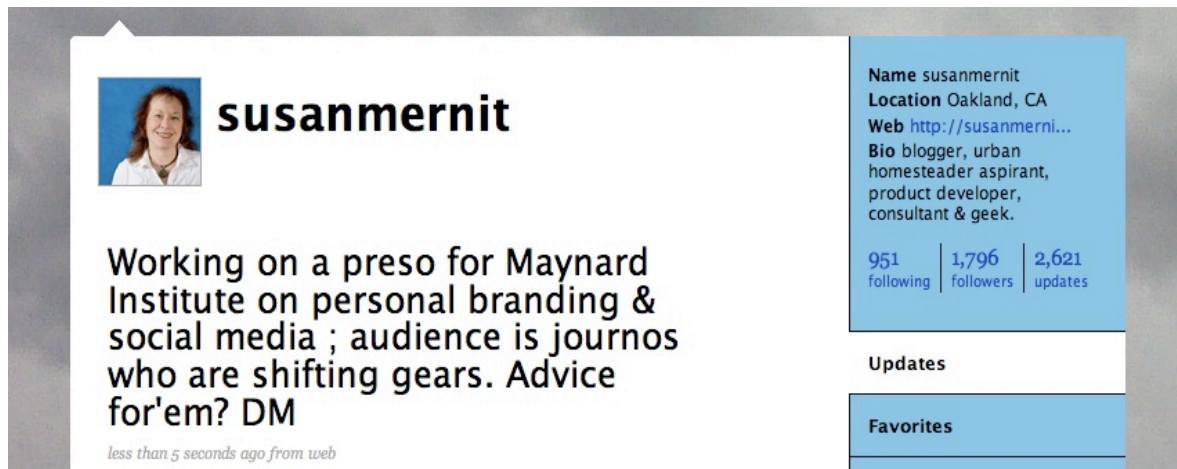
Maynard Institute workshop

# This workshop is about:



- The value of a social media/  
personal branding strategy
- 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 is a blue sidebar with the following information: Name: susanmernit, Location: Oakland, CA, Web: http://susanmerni..., Bio: blogger, urban homesteader aspirant, product developer, consultant & geek. Below this is a statistics section: 951 following, 1,796 followers, 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.

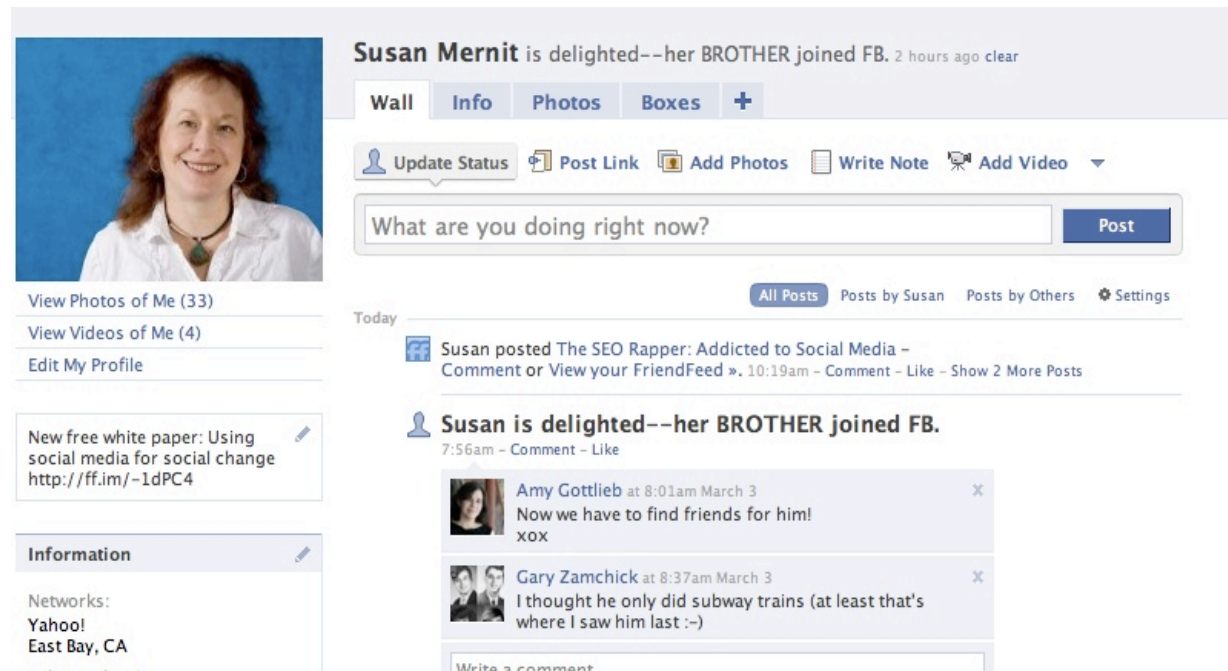
951 following | 1,796 followers | 2,621 updates

**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](#)

.....

**Past**

- Co-founder, Peoples Software Company at TechStars
- Senior Director, Product at Yahoo! ☑
- Partner at 5ive

*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   
Embed  

### ▶ More From: digidavid

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-  **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 4 million people use Twitter
- 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 ...

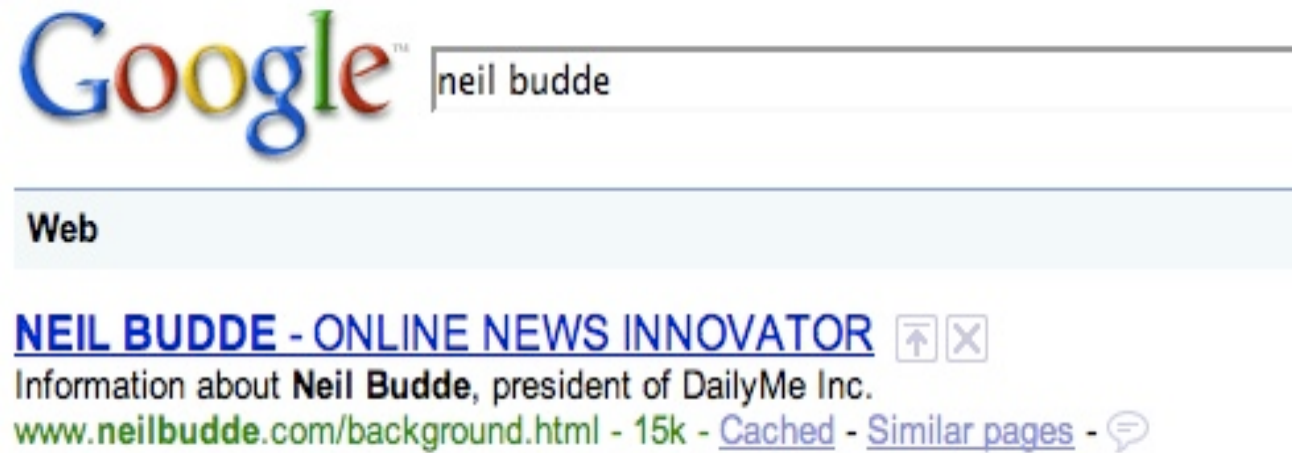
[www.facebook.com/people/Kathryn\\_Fong/901450021](http://www.facebook.com/people/Kathryn_Fong/901450021) - [Similar pages](#)

### [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 light blue horizontal bar with the word "Web" on the left. Underneath this bar, the search results are displayed. The first result is a blue link titled "NEIL BUDDE - ONLINE NEWS INNOVATOR" with two small square icons to its right. Below the link is a snippet of text: "Information about Neil Budde, president of DailyMe Inc." At the bottom of the snippet is the URL "www.neilbudde.com/background.html" followed by "- 15k - Cached - Similar pages" and a small speech bubble icon.

Google™ neil budde

Web

[NEIL BUDDE - ONLINE NEWS INNOVATOR](#)  

Information about **Neil Budde**, president of DailyMe Inc.  
[www.neilbudde.com/background.html](http://www.neilbudde.com/background.html) - 15k - [Cached](#) - [Similar pages](#) - 

# 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](http://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)