
Upgrade Your Digital Presence

Leverage social media to your networking advantage



By Kathy McAfee
America's Marketing Motivator

How proficient are you at networking via social media?

The onset of social media networking sites has changed the way people are connecting and communicating. You now have the ability to develop a global professional network filled with potentially thousands of connections from across the globe. You are no longer restricted to the people in your immediate geography. The world is your network.

Can you identify the names of these online networking sites from these icons? (See page 4 of this workbook for the answer key)



Please list the online networking sites that you use regularly? How and why do you use them? Please describe below:

Leveraging LinkedIn for networking

Many professional people still have their heads in the sand when it comes to LinkedIn and social media. Underperformance on social media could be limiting your company's marketing platform. It may also limit your future career opportunities. Below are my suggested standards for using LinkedIn to help manage your career. Check with your Human Resources Department to understand your company's policy towards social media and LinkedIn before using it.



Level 1 - Basic

- Basic profile: top-line summary
- Current position and education
- Have 25 or more Level 1 contacts (*including current work colleagues*)
- Professional photograph uploaded
- Check in with LinkedIn at least once/week
- Other? _____

Level 2 - Good

- Personally written summary
- Current and past positions, education
- Have 100 or more Level 1 contacts (*including current work colleagues*)
- Professional photograph uploaded
- Send invitations with personalized messages
- Belong to at least one LinkedIn group
- Update status weekly
- Check in with LinkedIn at several times per week
- Other? _____

Level 3 - Better

- Professionally written summary
- Current and past positions, education
- Have 250 or more Level 1 contacts (*including current work colleagues*)
- Professional photograph uploaded
- Receive 1 or more recommendations
- Give 1 or more recommendations to others
- Belong to at least two LinkedIn groups
- Update status weekly with link to relevant business topic
- Check in with LinkedIn daily
- Other? _____

Level 4 - Best

- Personal brand listed next to your name (not just your title, but what you stand for)
- Executive level summary written in the first person
- Cover art for backdrop
- Current and past positions, detailed accomplishments, plus education, awards and affiliations
- Have 500 or more Level 1 contacts (*including current work colleagues*)
- Professional portrait uploaded
- Send invitations only with personalized messages
- Received 3+ / Give 3+ recommendations
- Belong to 3+ LinkedIn groups with regular participation
- Update status weekly with links to relevant business topics
- Publish on LinkedIn
- Check in with LinkedIn several times per day
- Congratulate contacts on promotions, anniversaries, birthdays. Comment on the articles that they post.
- Send personalized messages to key contacts via LinkedIn
- Other? _____

Most common mistakes on LinkedIn

Review the following list of common mistakes and check off those that you are guilty of when it comes to LinkedIn:

- Not having a LinkedIn account.
- Sending LinkedIn invitations without writing a personal message.
- Using the default LinkedIn messages (e.g., “*Because you are someone that I trust, I want to invite you to LinkedIn with me*”).
- Checking the “friend” box when you send LinkedIn invitations to people you don’t know well.
- Not having a professional photograph on your profile, so people can’t recognize you.
- Using your current title as your personal brand (i.e., the space under your name).
- Using industry acronyms in your profile.
- Being too brief in your work history.
- Being too long winded in your work history.
- Not being connected with your current colleagues on LinkedIn.
- Not using LinkedIn as a networking follow-up tool.
- Not asking for introductions through LinkedIn.
- Not using LinkedIn to do research on prospects, clients, and new hires.
- Neglecting to check in to your LinkedIn account, leaving invitations unanswered for weeks/months on end.
- Accepting any and all invitations that you receive on LinkedIn.
- Not asking for or having any recommendations from customers on your LinkedIn profile.
- Not making time for LinkedIn during your work week.
- Forgetting your password to LinkedIn.
- Denying the power of LinkedIn and other social media sites.
- Other: _____



ANSWER Key: The icons on page 2 belong (*left to right, top row then bottom row*): Google+ (Google Plus), Facebook, Twitter, Tumblr, LinkedIn, Flickr, Msn Messenger and MySpace.

Becoming digitally distinct

Have you “Googled” yourself?

A company called Vizibility™ has created a free online assessment tool to help you understand your digital presence. All you need to do is go to this web site, www.onlineIDcalculator.com , answer a few questions and have access to Google and you can receive a free report on your on-line identify.

After examining the volume and relevance of your on-line presence after Googling your name, they will let you know how you fall into one of four quadrants:

1. Digitally Distinct
2. Digitally Dabbling
3. Digitally Dissed
4. Digitally Disastrous

The report will also introduce the concepts of *purity*, *diversity* and *validation* as key elements in developing a strong digital presence.

Why is this important? *Personal branding* is the answer.

1. When you network, you bring your personal brand with you.
2. It's easier to network with others when you know what your personal brand is and what you want it to be.
3. Taking charge of your online presence will help you to showcase your personal brand to the world.
4. How you present yourself and conduct yourself online will impact your personal brand. Consistency and visibility are important to making the most of your digital presence.
5. As the size of your network grows, more and more people will know you and/or know about you. It will be easier for people to find you if you have a strong on-line presence and distinctive personal brand.

Can you think of other reasons why having a strong digital presence is important for your career and business?

Becoming digitally distinct

Here are a few actions you can take to help make yourself more digitally distinct:

1. **Upload a professional head shot to your LinkedIn profile.** There may be other people with your same name. Your photograph will help to identify you. Your picture will also be helpful in starting to build rapport and familiarity with people in your network.
2. **Purchase your own domain name.** Even if you never intend to develop your own web site or blog, you will want to protect your name (your original brand) from someone else taking it.
 - a. Check to see if your domain name is available for purchase by going to www.GoDaddy.com
 - b. Enter your *FirstLastName* with no spaces and see if the .com has been taken or if it is available for purchase
 - c. If it is available, consider purchasing it. You can also forward this new domain name to your LinkedIn profile URL
3. **Create content on the web.** Write an article, contribute to a white paper, be quoted in a blog post or upload a video with content related to your professional field. Upload it to a web site and make sure you add keywords and description to help with search engine optimization (SEO). Ask your marketing department if there is an opportunity for you to be featured in an upcoming newsletter.
4. **Participate in a professional panel or give a public presentation.** Videotape and photograph the session. Edit the content and upload a short segment of it to YouTube (1-3 minutes). Include your name and company name in the description. This will help you increase the diversity of your digital presence across the different channels.
5. **Develop your personal brand.** Invest the time and effort to better understand your personal brand. Get external feedback. Develop a list of five attributes that best describe you and the personal brand you desire to have. Develop a personal brand statement for yourself. Test it out on a few people. Continue to refine it. Live up to your personal brand in everything you do and say. For help on personal branding, contact Loretta Peters at <http://www.cebranding.com/>

Can you think of other actions you could take to enhance your digital presence?

Why is networking good for you?

Networking is about relationships

Networking is fundamentally about relationship building. It's about getting to know people and finding ways to help each other. It's about collaboration and mutual support. It's about doing business with people that you like and trust. It's about helping other people and allowing others to help you achieve your goals and dreams. It's about friendship. You've been doing it all of your life; you just may not have called it networking.

Anyone can learn to network more effectively

Networking is not a skill reserved for extraverted personality types or sales/marketing professionals or deal-makers. Even the most shy and introverted people can learn to network more effectively. You just need to push yourself out of your comfort zone now and then. With each networking success you have, your confidence and skill will grow. Keep on networking!

It's good for your career

Networking has long been associated with the career management process. Indeed, the majority of professionals and executives land their new jobs through networking, rather than through job boards, postings or even executive recruiters. Savvy professionals learn to leverage the power of networking throughout their careers. They utilize networking as a "strategy for life" and are continuously building professional and personal relationships to create greater present and future value.

It's good for your business

One of the best ways to land new business is through the networking process. By establishing new connections and relationships with people who know people, you can gain access to decision makers and influencers who are in position to advocate for and/or hire BlumShapiro. No matter what position you currently hold, you can play an active part in the new business development process for BlumShapiro. Did you know you had that potential?

Networking is
the art of
building and
sustaining
mutually
beneficial
relationships
*before you need
them.*

Inspired by Diane
Darling, author of
*The Networking
Survival Guide*

In your words, explain why is networking good for you?

About the author

Kathy McAfee is **America's Marketing Motivator**, a professional speaker and executive presentation coach whose mission is to help business leaders more effectively use their talent, energy, and influence to create positive changes in the world.

Hundreds of executives and entrepreneurs have gained invaluable lessons from Kathy's company, Kmc Brand Innovation, LLC. Since 2005, Kathy has delivered hundreds of workshops, presentations and coaching sessions that have made professionals of all disciplines more confident, credible and valuable leaders. Kathy's clients learn to master the business arts of high engagement presentations, more productive networking and more effective business relationship building.



She is the author of the book **Networking Ahead for Business** (Kiwi Publishing 2010). She is working on her second book, **Stop Global Boring: Reduce your PowerPoint emissions to become a more effective, engaging and motivated presenter!**

In her role as **Executive Presentation Coach**, she helps clients increase their confidence, credibility, and influence by reducing their PowerPoint clutter to better engage their audiences and move them to action. She is the creator of *The Motivated Presenter™* high engagement communication skills training series. A certified Master Practitioner of Neuro Linguistic Programming or NLP and certified Blind Spots Profile Coach, Kathy helps her clients to clear their limiting beliefs and use more effective strategies to realize their full leadership potential.

Over the past 30 years, Kathy has held numerous corporate leadership positions, bringing marketing success to the likes of Levi Strauss & Co., Maybelline, Southcorp Wines of Australia and ADVO, where she served as Vice President of Marketing Services. Living and working in England for three years, she led European marketing initiatives for an international vision care company.

A graduate of Stanford University in Economics, Kathy is a member of the National Speakers Association, a board member for the YWCA of the Hartford Region, and an active member of Soroptimist International of the Americas. She is an ovarian cancer survivor and holds a second degree black belt in the martial art of Tae Kwon Do. Kathy and her husband Byron reside in Connecticut.

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For more valuable resources, get your key to the VAULT-www.AmericasMarketingMotivator.com

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