

## CAREER CORNER

BY SIMA DAHL

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## Smart Social Networking Promotes Brand “You”

As marketers we spend our professional days promoting someone else’s brand, but remember this: Each of us is our own brand too. Promoting brand “you” is an area that most of us could pay more attention to, and social networks make it easy to get started.

If you’re already a member of a social network like LinkedIn, Facebook or Twitter, then I encourage you to consider how you can leverage these tools to establish your personal brand and enrich your career. The word “networking” is an action verb that requires you to do something, and social networking is no different. Here are three areas to think about the next time you Tweet, friend or link online:

### 1. Think SEO

Keywords matter, especially on LinkedIn. Your profile is not only searchable within LinkedIn but indexed by Google too. If you are a researcher trying to make a name for yourself in neuroscience, be sure that the word “neuroscience” and all related terms appear with a high propensity in your profile. Start at the very top with your headline, summary and specialties and then weave keywords into your experience and interests too.

For example, my headline could be my title, president of Parlay Communications, but that doesn’t say much about my value proposition or me. Instead, I use the following keywords to “shape my space”:

Marketing Consultant | Social Media Strategist | Networking Coach | Speaker | Trainer | LinkedIn Expert

### 2. Think Share

Sharing information is a powerful way to attract targeted attention to your profile. You can share information in any number of ways: your LinkedIn or Facebook status, your Tweets, your Facebook wall and so on. Any place you have the opportunity to contribute content or share information is an opportunity to reinforce your personal brand position. See all those widgets that enable sharing? Use them!

For example, I might use my LinkedIn status to share an article about B-to-B social media that I think is well written. It doesn’t even need to be authored by me; it just needs to add value and remind you of what I do. Or I might suggest the **AMA**



page on Facebook to my friends who aren’t yet members.

### 3. Think Subtle

Remember that a little self-promotion goes a long way. Braggers are equally if not more annoying online than they are in person, perhaps because it is difficult to read humor or intention in short posts and status updates. The best way to shape your personal brand is to pay it forward. The old adage about “giving to get” is especially true within social networks where your actions are visible to thousands.

If you view social networking as a pulpit to promote yourself or your business, you’re missing out. Savvy networkers know that conversation precedes conversion. Aim to chat, not sell, and you’ll be well on your way to building a network of champions. **m**

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Before there was the hit TV show “Mad Men,” before Coca-Cola was “the real thing,” before branding became a marketing buzzword, there was Phil “Deals” Geier.

Part business bible, part advertising history and part personal memoir, Geier was the man who created the successful blueprint for the global advertising networks within the holding company model. By the age of 45, he was named Chairman and CEO of Interpublic. During his 20 years leading the company, Interpublic stock experienced a compound growth of 22 percent.

- How did a bomb scare in the middle of a new business pitch help win the account?
- Which United States president accidentally helped save Geier’s job?
- The real story behind the new Coke launch.

“From recessions to corporate calamities to actual heart-stopping moments, there’s no kind of crisis Phil Geier hasn’t lived through. He offers a 5-star meal made up of powerful business messages, rules of leadership, personal stories, the value of family, friends, as well as giving back.”

Bob Wright

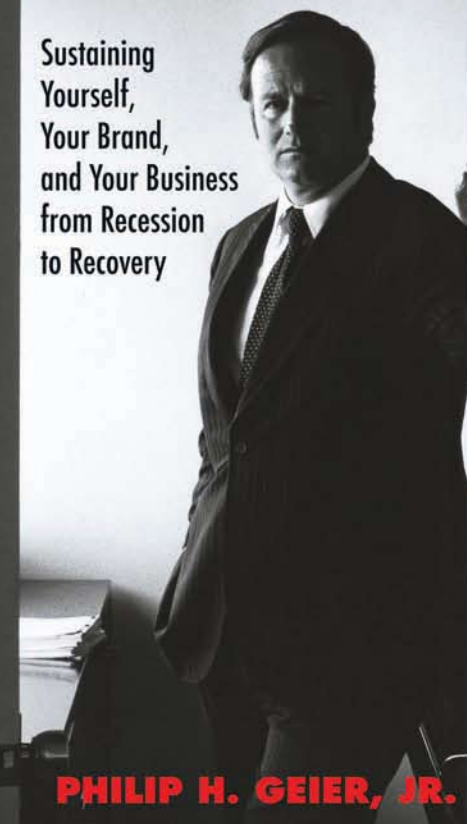
former Vice Chairman, GE and Chairman of NBC Universal

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