McCombs Career Webinar

Thursday, August 21

8 Steps to a Powerful Personal Brand on Social Media

Presented by
Stacey Harmon
Principal of Harmon Enterprises
(www.harmonenterprises.com)
Hello!

HarmonEnterprises.com
@staceyharmon

Today’s Goal:

Get YOU

Effective, professional & powerful on-line!
WHY does a personal social brand matter?

“All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.”

– Tom Peters

“Do you market in the year we live in?” - Gary Vaynerchuk
WHY does a personal social brand matter?

Today's reality is this:

Recruiters, prospects, customers, love interests... all develop instant opinions of you through social profiles and a simple web search of your name.

Case Study Example

C.A.R. Expo Presentation

Gallagher, Deborah
2:43 PM (4 hours ago)

To: Stacy,

I wanted to take a quick minute to tell you that I enjoyed your class last week. It was time well spent. You're got an interesting perspective on business.

Thanks for sharing your knowledge.

All the best,

Deborah

Deborah Gallagher, REALTOR(R)
DRR #593886
Curran/Barnes Residential Brokerage
707-669-7432
Sent from my iPad2
Social Sites = Personal Brand SEO
Effective **Structure** = Hub & Spoke

**What’s Your URL?**

- www.PatsyOlivas.com
- www.SummitHomeConsultants.com
- www.LAHouseGuru.com
The Key

Own Your Domain Name
www.GoDaddy.com

www.PaulMarkMorris.com
Social Media Freedom

“REDIRECT”
YOUR URL

www.PaulMarkMorris.com
What’s Your Hub?

www.RobertWatson.com
From Structure to Strategy

Foundations: The “Feed”
What Account Info Do People See?

Consistency Principles

Consistency = Perceived Professionalism
## 1. Consistent Username

<table>
<thead>
<tr>
<th>JaneLoveday.com</th>
<th>StaceyHarmon.com</th>
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<tbody>
<tr>
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<td>Facebook.com/StaceyHarmon</td>
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<td>LinkedIn.com/in/JaneLoveday</td>
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<td>Zillow.com/profile/AwesomeRealtor</td>
<td>StaceyHarmon.Yelp.com</td>
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<td>ActiveRain.com/SanDiegoBuyersAgent</td>
<td>Flickr.com/StaceyHarmon</td>
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</tbody>
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www.NameChk.com

![namechk](https://i.imgur.com/3Q5Q5Q.png)
2. Consistent Photo

2. Consistent Photo (Avatar) Examples

Stacy Harmon
@stacyharmon
Curious woman. Ambrosia digital.
Executive Business Certified Consultant.
Ambassador. Facebook Mixer,
Speaker. Microconf. Author. QFD.
Oenology. Jump to.
Austin, TX.
farmerswine.com
* Joined March 2008
Shape Matters!

Display size = SMALL!
Size Matters!

500 x 500 pixels

Pick a Single Supporting Image

Digital Identity: “After” Screen Shots
3. Consistent Marketing Copy

Bio Copy
160 - 250 Characters

author, speaker, professional agitator, labeled the Red Bull of management thinking


Include Likes & Interests
4. Consistently Point Back To Your Hub

Stacey Harmon
@StaceyHarmon
Curious person. I embrace digital!
Evernote Business Certified Consultant & Ambassador. Facebook Mixer.
Speaker. Micropreneur. Author. GTD. Crunchy taco lover.

- Austin, TX
- harmonenterprises.com
- Joined March 2008

Easy to Learn More...

Chris Smith

YouTube

Curaytor

Become an Evernote Expert

RSVP NOW
Vs. Not Easy to Learn More

Does your hub point to your spokes?
5. Consistent Visual Branding

SkinIt.com
6. Consistent Testimonial Gathering

Converse
Engage/Socialize/Network

Create
New Content

Curate
Filter & repurpose the best

7. Consistent Content
Create a Calendar Or Checklist

### Facebook Editorial Calendar:

<table>
<thead>
<tr>
<th>Month</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
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### Schedule Your Content: www.Hootsuite.com
8. Consistent Connections

Social media = one-on-one relationship building at scale
Promote Your Presence

DIDELOT REAL ESTATE GROUP
Your referral business is always welcome!
Call 949-309-0993
mdidelot@cox.net
www.MichaelDidelot.com
DRE #01740391

Reach Out

Lastly. Are We Connected?
If we’re not connected on all of your social platforms, let’s make it happen. I share different content on each and I’d love for you to have the full story:

Connect with me on Twitter
Connect with me on Facebook
Connect with me on Instagram

It’s confirmed! I’m speaking at ACRExico in San Jose on Sept 22nd. Who will I see there? http://twi.ly/0288X
Your Personal Brand Social Strategy:
- Own your domain name [buy your URL]
- Pick a hub [this can evolve]
- Set a consistency strategy in your:
  1. Consistent username
  2. Consistent photo/avatar image
  3. Consistent marketing copy: bio, likes, interests
  4. Consistently point back to the hub
  5. Consistent visual branding elements
  6. Consistent testimonial gathering
  7. Consistent content: posting on a regular basis
  8. Consistent connections

Resources:
- GoDaddy.com (Buy URL)
- NameChk.com (Availability of username)
- Hootsuite.com (Schedule your content)
- SkinIt.com (Brand your computer/phone)
- HarmonEnterprises.com (Digital Identity Package, Consulting, Speaking, and Training)

www.HarmonEnterprises.com
www.facebook.com/HarmonEnterprises
949.891.1140 | @staceyharmon
Thank You!

- The recording of today’s presentation, along with the PowerPoint slides, will be available on our Career Resources web page by early next week:

  http://www.mccombs.utexas.edu/Alumni/Career.aspx