

LET'S GET SOCIAL!

How To Build Your Professional Brand with Social Media

Why use Social Media?

Platforms like Facebook, Twitter and especially LinkedIn are great ways to interact with our **4C's: Clients, Colleagues, Consultants and the Community.**

HOW YOU CAN PARTICIPATE

Create High-Quality Profiles

- Choose a fun, yet professional photo
- Make your bio count
- Highlight your connection to TIG and list TIG website URL (LinkedIn and Twitter)
- Craft your public information with care
- Remember: you are a professional and your name is your brand

Build a Relevant Network

- Send LinkedIn invites to all of your business peers
- Search for potential followers on Twitter via Twitter search function

Engage with Valuable Content

- Share interesting and timely news stories, blog posts, videos, journal reports, white papers, etc.
- Join industry-relevant groups and engage in conversations with other members
- Find a balance between work and personal tweeting
- Use keywords and hashtags when possible



Hashtags Cheat Sheet

When sharing content that is:

... related to a job, location or industry:

#IntersectJobs
#FinanceJobs
#DallasJobs
#UX
#Charlotte
#TechJobsATL

... general, related to TIG:

#TheIntersectGroup
#Staffing
#TopTalent
#ITConsulting

... a TIG blog post or other TIG-authored content:

#IntersectInsights

2016 GOALS AND NEXT STEPS

Create and Optimize your Social Media Profiles

- Set up your LinkedIn, Twitter and Facebook profiles

Connect with TIG

- Follow TIG on LinkedIn and Twitter
- Join our LinkedIn Group
- Like TIG on Facebook

Build Your Network

- LinkedIn: Target at least 1,000 total connections and 500 new connections in 2016
- Twitter: Aim for 75-100 new quality followers in 2016
- Work with your leader to set specific targets for clients/candidates sourced from social media

Engage with Valuable Content

- Post or share one piece of content on LinkedIn every weekday and comment on at least 3 posts each week
- Engage with 3-5 tweets each week (original tweet, retweet, reply)
- Share all new TIG blog posts across LinkedIn, Twitter and Facebook
- Send at least 5 new social media/blog post ideas to Lisa Simpson (lsimpson@theintersectgroup.com) in 2016

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The Do's and Don'ts of Social Media

BE TRANSPARENT

Say Who You Are

- Always identify yourself and when necessary, your role at TIG.

Stay on the Record

- Everything you say can be used in the court of public opinion
- You not only represent yourself on social media, but you also represent TIG and your colleagues across the company.

PLAY NICE

Respect our Core Values and 13 Behaviors

- Our values are as important in social conversations as they are in the way we do business.

Know Your Facts and Cite Your Sources

- Share factual, non-proprietary information that won't potentially damage you or the company.
- Always refer to your sources and give proper attribution.

Play by the Rules

- Each social media platform has a unique terms-of-service that dictate how individuals can use the channel – stay informed and adhere to these.

ESTABLISH YOURSELF

Show your Personality

- Write in first-person and be conversational while remaining professional.

Be a Thought-Leader

- Proactively share things that are interesting and ask thought-provoking questions.

Listen Before You Talk:

- Take the time to listen and engage with potential clients and candidates.
- Read what they are posting, and if you can add value – jump in!

BE A BRAND AMBASSADOR

Be Passionate

- Talk about things that you truly love and are excited about.
- Provide potential candidates and clients with a glimpse into TIG culture to keep them interested.

Be Yourself

- Originality is the hallmark of a fantastic brand ambassador.
- Stand out with your unique content and personality.

Avoid Online Drama

- Always take the high road.
- If you encounter an unhappy candidate or client, take it off social media ASAP. Talk to your manager if you're not sure how to handle it.