

Personal Branding: How to Navigate In Today's Social Circles

Lizz Pellet

Fellow, Johns Hopkins University

We Will Cover....

- How do you determine your emotional appeal
- Review how your personal brand is coming across and whether it is authentic and congruent with who you are
- What do you do that makes you stand out from everyone else?
- Recommendations on how to better message your brand
- Ways to increase your online clout and establish credibility.

So What's a Personal Brand?

- Is it a look?
- A feel?
- A word?
- An icon?
- A statement?
- A style?

Back in the Old Days, It Was a Look

It Still Is.....

Today It's a Brand

Personal Brand
= All Things YOU



Create a Differentiator with Your Brand



(May I Have)

YOUR @TTENTION!

(Please)

A photograph of two Buddhist monks sitting outdoors on a concrete surface. They are both wearing traditional orange robes. The monk on the left is wearing glasses and is smiling while looking towards the monk on the right. The monk on the right is looking down at a smartphone he is holding in his hands. The background shows green foliage and a bright sky. A blue rectangular box with white text is overlaid on the image.

Time For A New Philosophy ?

Who Are You? (www.wordle.net)

Your name is your greatest asset and will stay with you for the rest of your life. Transforming it into a personal brand that others will recognize and appreciate is your best strategy for long-term success in business.



Values Alignment: Personal and Professional: Worksheet

- Do your values match your current organization?
- Should your values match your organization?

5 Great Reasons for Creating Your Personal Brand

1. Establish credibility
2. Grow your network
3. Attract opportunities
4. Securing work, promotions or mobility
5. Increase your online clout

Establish Credibility

- Your personal brand is your unique promise of value and as long as you add this value to others on a consistent basis, you are gaining trust and credibility.
- This trust will be your best and cheapest promotional activity, as word travels fast when you do great work.
- Let your colleagues and customers be your fans and become your brand ambassadors.

Grow Your Network

- Expanding your network is hugely important to success. It opens up avenues you never thought of.
- Your personal brand works like a magnet and it attracts like minded people which can be very useful for your career, just like you can be useful to them.
- Networking is all about karma, help others and they will help you. Don't only go to the well when your bucket is empty!

Attract Opportunities – Time to get Creative.....

- As a result of your expanded network and having a strong online presence, not only will people help you but some will actually have relevant opportunities for you
- This could be a customer referral, a joint venture, co-writing a book, a new job, promotion or mobility
- Your personal brand demonstrates success and that is what others will be looking to tap in to

The More Creative, The Better

What Color is Your Brand?

Securing Work

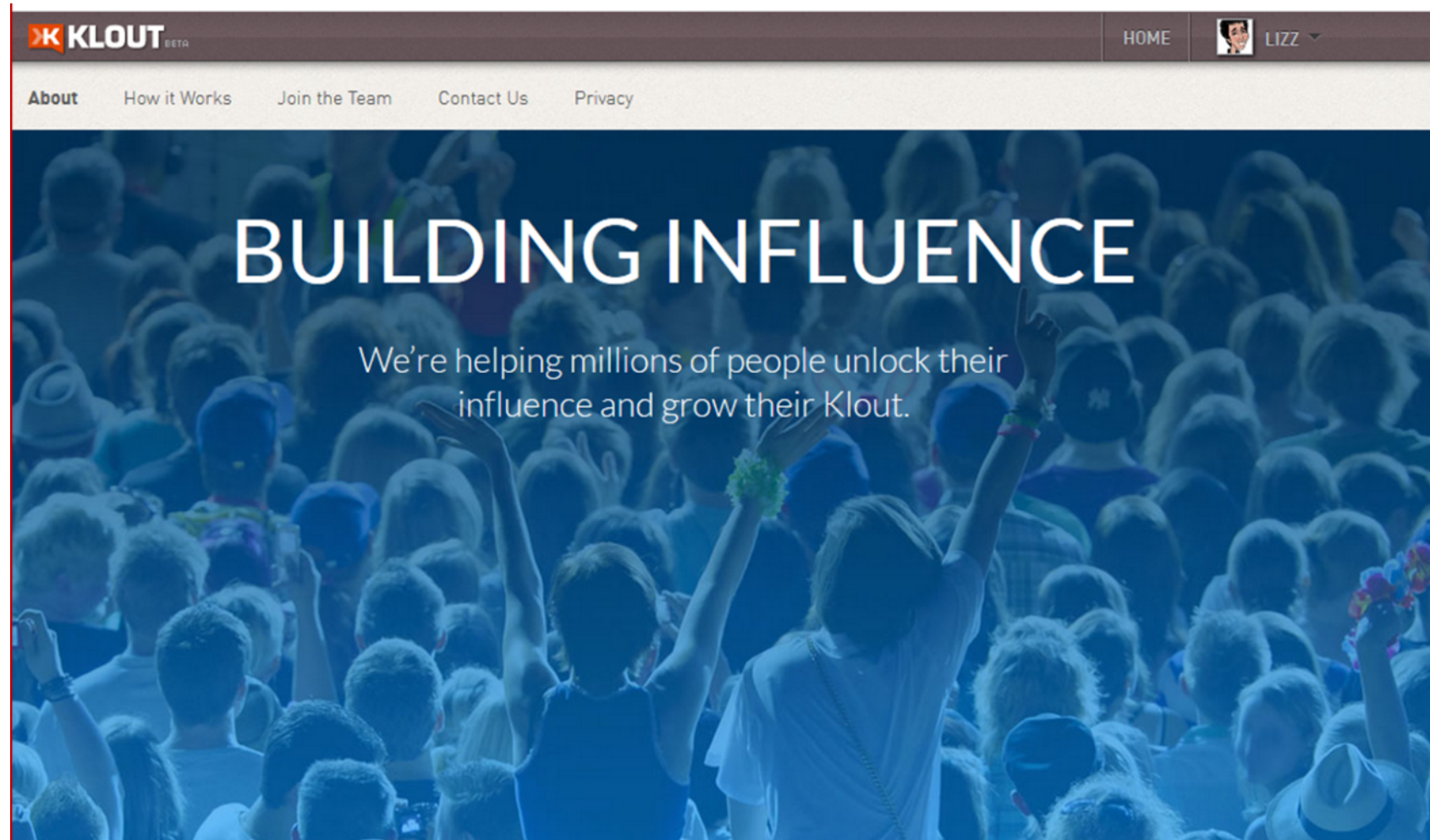
- A magnetic brand will ensure that you keep busy. You and your services will always be in demand, as long as you live up to your personal brand.
- There is little you can do about external factors but you can rest assured that your strong brand will help you attract other opportunities instead.



Increase Your Online Clout

As you build your personal brand, you will notice that you get a loyal following online. This following will put you in a position of influence, as others listen to what you have to say. You can turn your clout into business as long as you do it in an authentic and trustworthy manner.

Increase Your Online Klout



The image shows a screenshot of the Klout website homepage. At the top left is the Klout logo, which consists of a stylized 'K' followed by the word 'KLOUT' and 'BETA' in smaller text below it. To the right of the logo is a navigation menu with the word 'HOME' and a user profile picture labeled 'LIZZ'. Below the navigation menu is a secondary menu with links for 'About', 'How it Works', 'Join the Team', 'Contact Us', and 'Privacy'. The main content area features a large, blue-tinted photograph of a crowd of people at a concert or festival, with many individuals raising their hands. Overlaid on this image is the text 'BUILDING INFLUENCE' in large, white, sans-serif capital letters. Below this headline is a sub-headline in a smaller, white, sans-serif font: 'We're helping millions of people unlock their influence and grow their Klout.'

K KLOUT BETA

HOME LIZZ

About How it Works Join the Team Contact Us Privacy

BUILDING INFLUENCE

We're helping millions of people unlock their influence and grow their Klout.

We all want transparency!

- We want a meaningful, authentic and congruent work experience
- Cultural *fit* is paramount in finding a job you love
- Values Alignment is KEY

No One is 100% in Control of a Brand Any More

The World of Social Networking Changes Every Day...January 2012

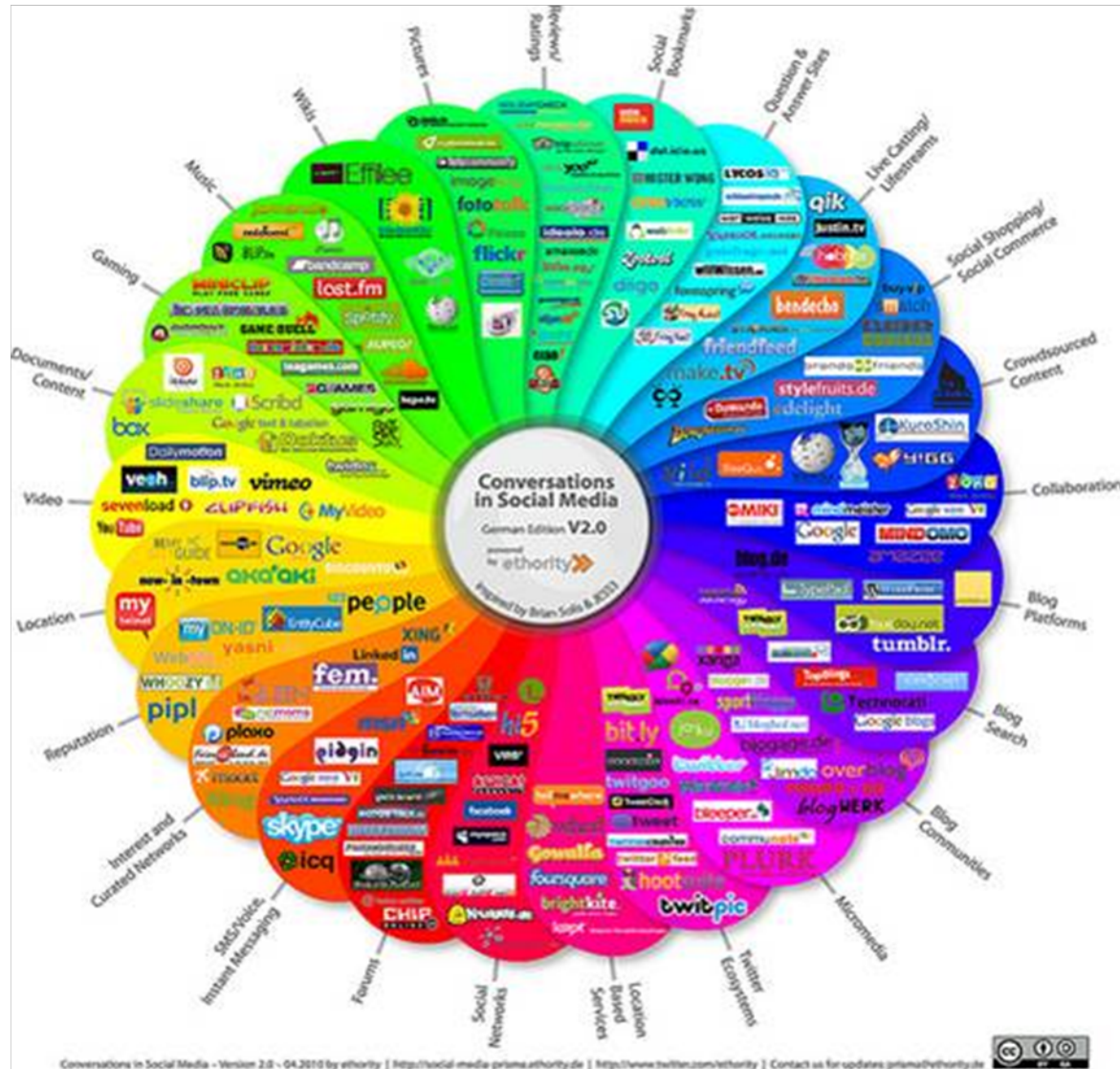


...2013...

The image displays a vast collection of social media and digital marketing tools, organized into numerous categories. The categories include:

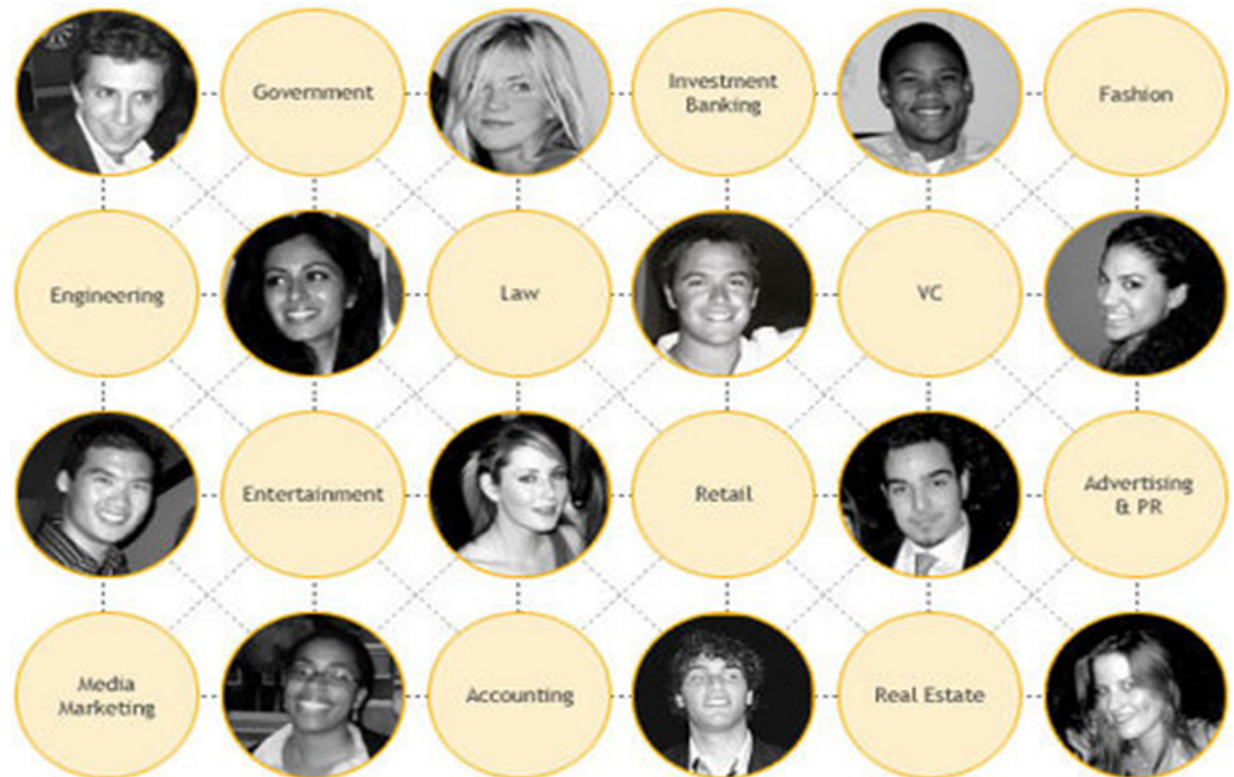
- Social Marketing Management:** shoutlet, SYNAPSE, vitrue, Involver, hootsuite, Spreadfast, hear say, offerpop, Seesmic, Strutta, votigo, extole, Zuberance, BuzzGent, CaunSea.
- Social Publishing Platforms:** Flowtown, Socialware, MUTUALMIND, SPROUT SOCIAL.
- Social Promotion Platforms:** Social Apps, Fanzilla, CaunSea.
- URL Shorteners:** bitly, TinyURL.com, tinyurl.com.
- Stream Platforms:** UberMedia, TweetDeck, twah!, AOL Lifestream...
- Twitter Apps:** twitpic, StockTwits, wefollow, Listorious, tweetmeme, Cadmus, fixup!, twitvid.
- Content Curation:** hunch, BuzzFeed, SkyGrid, Storify, memlane, summary.
- Analytics:** awe.ssa, bluefin, kontagent, Caspalyst, mizpanel, OMNITURE, webtrends.
- Social Commerce Platforms:** Payment, Moontoast, live gamer, SHOP TAB, dotbox, Mollilo, Fluid, shop igniter, VendorShop, mlyoni.
- Facebook Apps:** LIKESTER, BranchOut, snapchat, badoo, smile, causes, booshaka.
- Facebook Gaming:** playfish, zynga, MetroGames, Playdom, socialpoint, EA, WILDREDELEGANT.
- Social Advertising Platforms:** TBG, Lexity, spruceMEDIA, Acceptly, BLINQ MEDIA, epic social, SOCIALTYZE, nanigans, Ybrant, KENSHOO, Marin, EfficientFrontier.
- Social Brand Engagement:** socialvibe, mylikes, adly, appsoavvy, DynamicSocial, sharethrough.
- Social Ad Networks:** OnePilot, rockyou, across, LIFESTREET, roduint, XGRAPE, mediatedegrees.
- Social Data:** GNP, DATA SIFT, RapLeaf.
- Social Search & Browsing:** Topsy, Aardvark, StumbleUpon, greplin, spokeo.
- Social Intelligence:** PostRank, Trendr, ATTENDITY, VISIBLE, actionly, bottlenose, colligent, trackur, ALTERIAN, NETBASE.
- Social Scoring:** KLOUT, empira/ence, PeerIndex.
- Social TV:** PHILIP, GetSize, clipsync, INTO NOW, tunerfish.
- Social Networks - Other:** LinkedIn, TAGGED, plico, Path, orkut, Google+, #hashable, renren, friend.ly, myYearbook, my, FRONDO, goia, HABBO.
- Social/Mobile Apps & Games:** waze, iWIK, Foodspotting, glu, petapop, gogogard, iWIK, iWIK, iWIK.
- Social Shopping:** GiantHerd, Zappi, Swipoly, LOCKERZ, SUPPLY, bobocool.
- Social Referral:** socialfeed, socialfeed.
- Content Sharing (Reviews/Q&A/Docs):** topix, fotopedia, yelp, Angies list, Quora, Scribd, yelp, Angies list, Quora, Scribd.
- Photo Sharing:** SmugMug, flickr, ZangZang, ZangZang, ZangZang.
- Social Business Software:** lithium, jive, intelligent, External (Customer) Facing: Satisfaction, LeverageSoftware, Internal (Employee) Facing: huddle, cubetree, moxie, Socialtext, Rumble, TWILIO.
- Blogging Platforms:** tumblr, posterous, Blogger, WordPress, SQUARESPACE, Joomla!, JUX.
- Community Platforms:** Grouptz, Grouptz, Grouptz.
- Plug-ins/Widgets:** tynr, sharethis, Mass Renaissance, widgetbox, giga, Badgeville, janrain, PowerReviews, meebp, PowerReviews, meebp, PowerReviews.
- Traditional Publishers:** ABC, Glam Media, THE WALL STREET JOURNAL, Aol, CONDÉ NAST.

Today



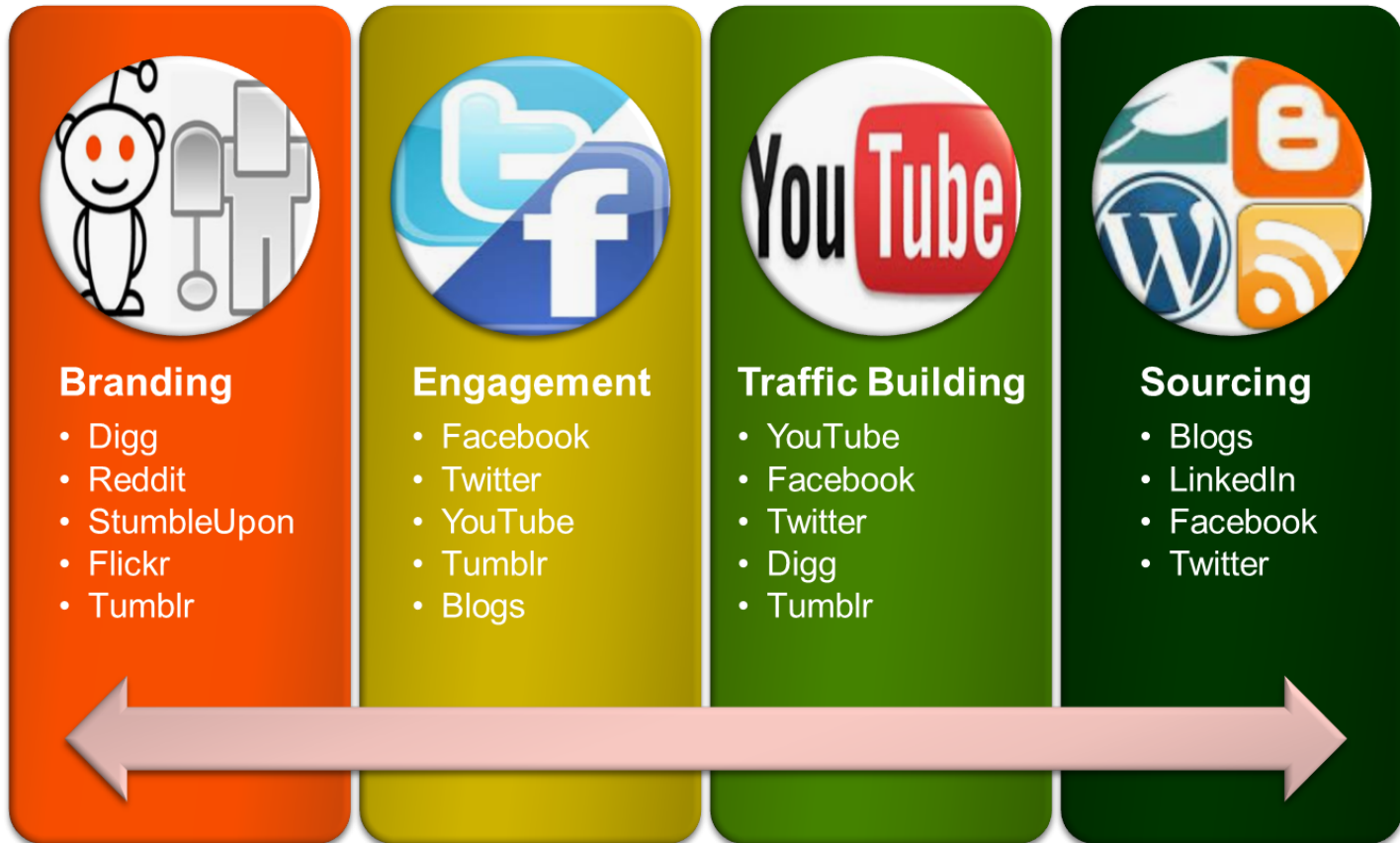
Leveraging Personal Brand in the New “Social” Circles

Talented people are openly sharing their ideas, experiences, and insights online. It's more important for us to connect with people in the way they want to be connected with, than ever before.



Where Should You Spend Your Time?

Which Network Should You Use?



Vendor Trends – It's a Revolution.....

Don't miss this year's roadshow excitement, as our Jobvite experts once again travel the country to rap about recruiting with revolutionaries like you. We'll be convening at trendy hotspots over apps and drinks, sparking discussion on what's new in your world.

Where did These Conversations Take Place?



You Can't Run Away From It.....



Social Recruiting
Social and Mobile Recruiting Strategies to Attract, Engage, and Retain Talent

July 15-17, 2014
3 West Club
New York, NY

The collage features several images: a group of three business professionals (two men and one woman) in a meeting looking at a laptop; a woman in a grey blazer looking at her smartphone; a man in a grey sweater looking at his smartphone; and two women in business attire standing on a rooftop or balcony, one holding a laptop. The background is dark with abstract white lines and a pinkish-purple gradient at the bottom.

You Are Now a Reporter

twitter Home Profile Find People Settings Help Sign out

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

9:36 PM Jan 15th from TwitPic

 **jkrums**
Janis Krums

© 2009 Twitter About Us Contact Blog Status Codes API Business Help Jobs Terms Privacy

US AIRWAYS

People On Twitter Are The Newbreakers

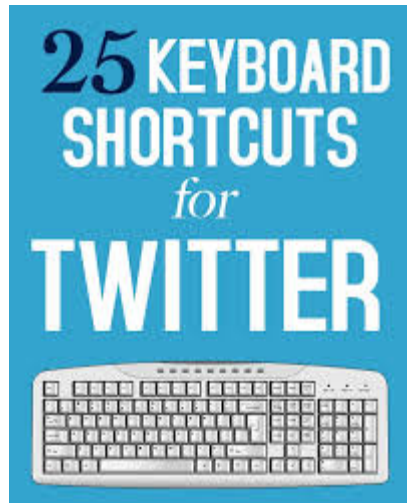
Twitter

What are you saying? What are you reading?



Twitter: How Efficient Are You?

Have you set up your Tweetdeck yet?



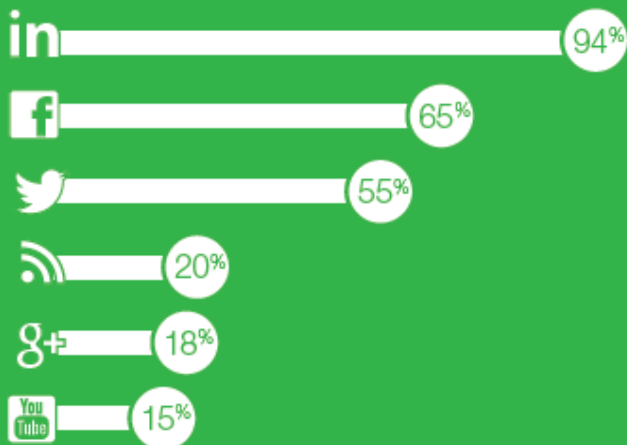
Twitter is a Great Way to Find Opportunities



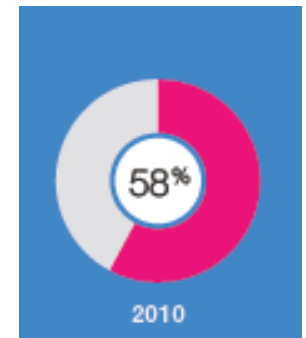
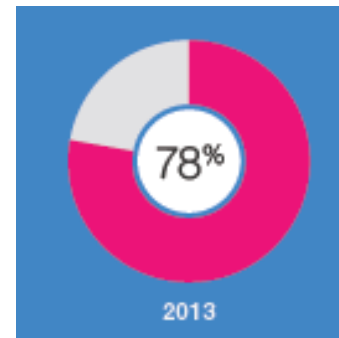
Hires Though Social Media: The Big Three

LinkedIn, Facebook and Twitter
are still the recruiter's social networks of choice

Top social networks for recruiting, 2013



78% of recruiters have hired
through a social network



Jobvite Study Results on the Quality of Candidates

The best-quality candidates come through your company's and employees' networks.



The highest-rated candidates are sourced through referrals, social networks and corporate career sites.

Rate the quality of candidates from these sources from 1 to 3, where 3 represents the highest quality.

Percent noting 3 (highest quality) for each



You Have to Have All Star Status on LinkedIn



Lizz Pellet



Talent Acquisition Advisor - Educator, LinkedIn Guru,
Culture /Branding Expert, Master Facilitator
Orange County, California Area | Human Resources

Current The Sourcing Institute, Social Presence Coaching
Previous Felix Global Corp., EMERGE International, BD Medical
Education The Johns Hopkins University

Improve your profile

Edit Profile

500+
connections

www.linkedin.com/in/lizzpellet/

Contact Info



Skills & Expertise

Most endorsed for...

99+ Talent Management

99+ Employee Engagement

99+ Leadership Development

95 Talent Acquisition

73 Change Management

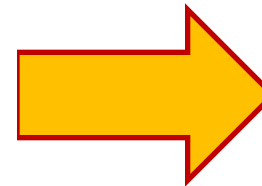
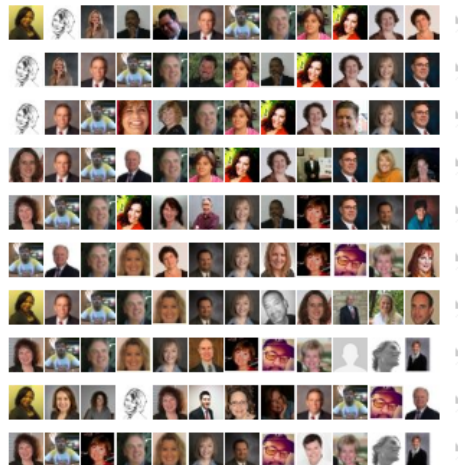
69 Organizational...

65 Public Speaking

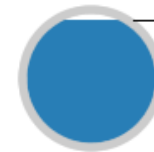
46 Corporate Culture

43 Organizational...

40 Cultural Transformation



Profile Strength



All-Star

Do you have a complete profile?

- Personalize your URL
- Use all 3 website links
- Link to Twitter account
- Have at least two past positions
- List something under education
- Brief and meaningful summary
- Add a profile photo
- List your specialties
- Have at least three recommendations
- Be clear about your current position

Link to your public profile in:

- your email signature
- all your blog posts
- comments on others' posts

Helps with search engine rank!





Search for people, jobs, companies, and more...



Home

Profile

Network

Jobs

Interests

Female VP's Only - Apply Now to the National Association of Professional Women.



Lizz Pellet



Talent Acquisition Advisor - Educator, LinkedIn Guru,
Culture /Branding Expert, Master Facilitator

Orange County, California Area | Human Resources

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Improve your profile

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connections

Email lizzpellet@gmail.com

Twitter [Lizzpellet](#)

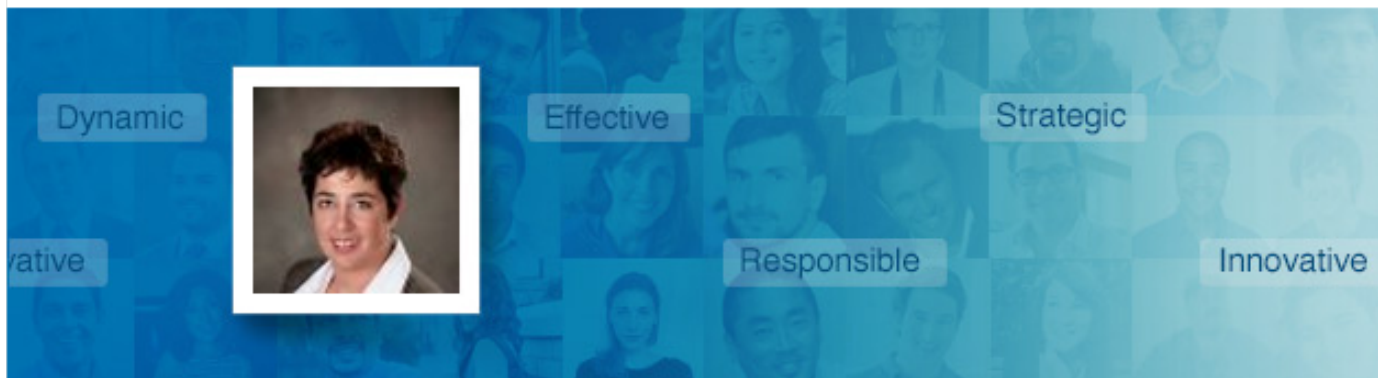
www.linkedin.com/in/lizzpellet/

Contact Info

Choosing Key Words is Key

You say you're "dynamic."
So do 251,782 other people.

Update your profile today




It's true—the word "dynamic" appears in 251,782 LinkedIn profiles. Here are a few tips for making your LinkedIn profile stand out:

- **Keep it real** – Your profile should tell the world what makes you, you.
- **Keep it unique** – Your skills and experience are unique. Make sure your profile connects you to the opportunities you're most interested in.
- **Keep it fresh** – Make updating your profile a habit, so when opportunity knocks, you're ready.

Update your profile today

LI is the new CRM!

in PREMIUM Search for people, jobs, companies, and more...



Strategic Change Leader, Dynamic Multi-cultural Team Builder, Advocate of Women and Mentoring, Notre Dame fan
Greater New York City Area | Financial Services

Current McGraw Hill Financial
Previous The McGraw-Hill Companies, Maxwell Communication Corporation, KPMG
Education Columbia University - Columbia Business School

[Send a message](#)

500+
connections

Last Conversation 12 days ago

★ Relationship Contact Info

Note | Reminder | How you met | Tag

RE: Greetings! 12 days ago
 11/19/2013 via LinkedIn

How you met
Skill survey LinkedIn webinar

See More

Using Templates

- Use the [LinkedIn Templates](#) to save time.

Who are the Best Connections for you to Contact?



















In a classic study, sociologist Mark Granovetter showed that people were 58% more likely to get a new job through weak ties than strong ties. How could acquaintances be more helpful than good friends?

Inviting Contacts



Leveraging LinkedIn Groups

Groups

 MEETING OF THE MINDS ADP Meeting of the M... Visible >	ADP VirtualEdge Users Group Hidden >	 THE HUMAN SIDE OF HEALTHCARE American Society for ... Visible >	 BEST PRACTICE INSTITUTE BPI Verified Experts (...) Visible >
California HR Network California Human Res... Visible >	 Certified Diversity Re... Visible >	 Change Consulting, C... Visible >	 Powered by citi Connect: Professiona... Visible >
 Corporate Recruiters... Visible >	 CyberSleuths Private Group	 EMPLOYER BRAND INTERNATIONAL EBI Employer Brandin... Visible >	 ERE.net Visible >
 Endicott College Alumni Visible >	 ENGAGEMENT Engagement & Reten... Visible >	 forum FOR HEALTHCARE STRATEGISTS Forum for Healthcare... Visible >	 Global Keynote Spea... Visible >
			

Growing Your Network

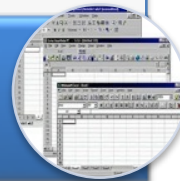
- Scan for Colleagues
- Scan for Alumni
- Use “people you may know”
- Use [Open Link](#) (paid accounts)
- Search for open link members

Add
Connections



- Upload open connectors from:
 - [LIONS](#)
 - [Lions MetaNetwork](#)
 - [MLPF \(MVPF\)](#)
 - [TopLinked](#)
 - [MyLinkWiki](#)
 - [Wiki Group](#)

Import
Spreadsheets



- Scan your [Webmail](#): Gmail, Yahoo, Hotmail
- [Outlook](#) contacts
- [“Discover your contacts”](#) 1/mo.
- Upload new contacts regularly using the [Outlook toolbar](#)

From your
Inbox



Facebook is Not Only For High School Friends Anymore

Keys to a Successful Facebook Page

Goals:

- ✓ Build relationships
- ✓ Strengthen your brand
- ✓ Engage current connections to become your brand ambassadors



Niche Facebook

Millions of Special Interest Groups


Be kind to nurses. We keep doctors from accidentally killing you.
Global

Basic Info
Type: [Just for Fun - Facebook Classics](#)
Description: This is not a place to allow your attitude and anger to take control, friends. just merely to state that our importance is often overlooked and sometimes belittled. thank you.

Contact Info
Location: Hershey, PA

Recent News
60,000+ members!

Members
Displaying 8 of 72,070 members



Maria Ashritha Christy Rhonda

Discussion Board
Displaying 3 of 237 discussion topics

What's the funniest thing you've seen a patient...
71 posts by 49 people. Updated 27 minutes ago

You know you're a nurse when...
178 posts by 153 people. Updated about an hour ago

World War III goes on, Tactics updates
1 post by 1 person. Updated about an hour ago











140,834 members
of a Nurse Group

Architects are hotter than regular people.
Global


Basic Info
Type: [Organizations - Philanthropic Organizations](#)
Description: As Architects we are undeniably superior to regular people, we are also better looking, more interesting and we know stuff about things. Despite this we do not generally distance ourselves from non architects affording the general public enrichment through our company - evidence of our selfless philanthropy.

Contact Info
Office: The left door in the sky, right next to G-d
Location: our creations are available for perusal on most streets (except for the ugly poor streets)

Members
Displaying 8 of 13,758 members [See All](#)



Kelly Fithian (Harrisburg, PA)
MG and hottest girl on HVCU



[View Discussion Board](#)
[Join this Group](#)
[Share +](#)
Group Type

16,194 members

You Are Now an Expert: To Blog or not to Blog?



Gay Marriage and Equality



By Larrie on April 1st in [Human Resources](#)



While love is universal, marriage is not a human right. It is an entitlement, given to us by the state, that affords protection and privileges to designated groups of people.

And while I believe that two consenting adults should be able to love and marry one another, I don't think the path to equality goes through marriage.

Marriage can be a great and amazing institution; however, the past 100 years of feminist history reminds us that it can be oppressive, unhealthy and unequal.



About The Girl



Hard core punk rock pixie of the apocalypse. Obsessed with figuring out work, money, power and politics. Sometimes writes about HR, recruiting and cats.



[Of Course There Is More. Click It.](#)

hrbn
HR BLOGGER NETWORK


*Trusted publishers.
Exclusive access
to HR buyers.*

[▶ Learn more](#)

Ads by HRBN

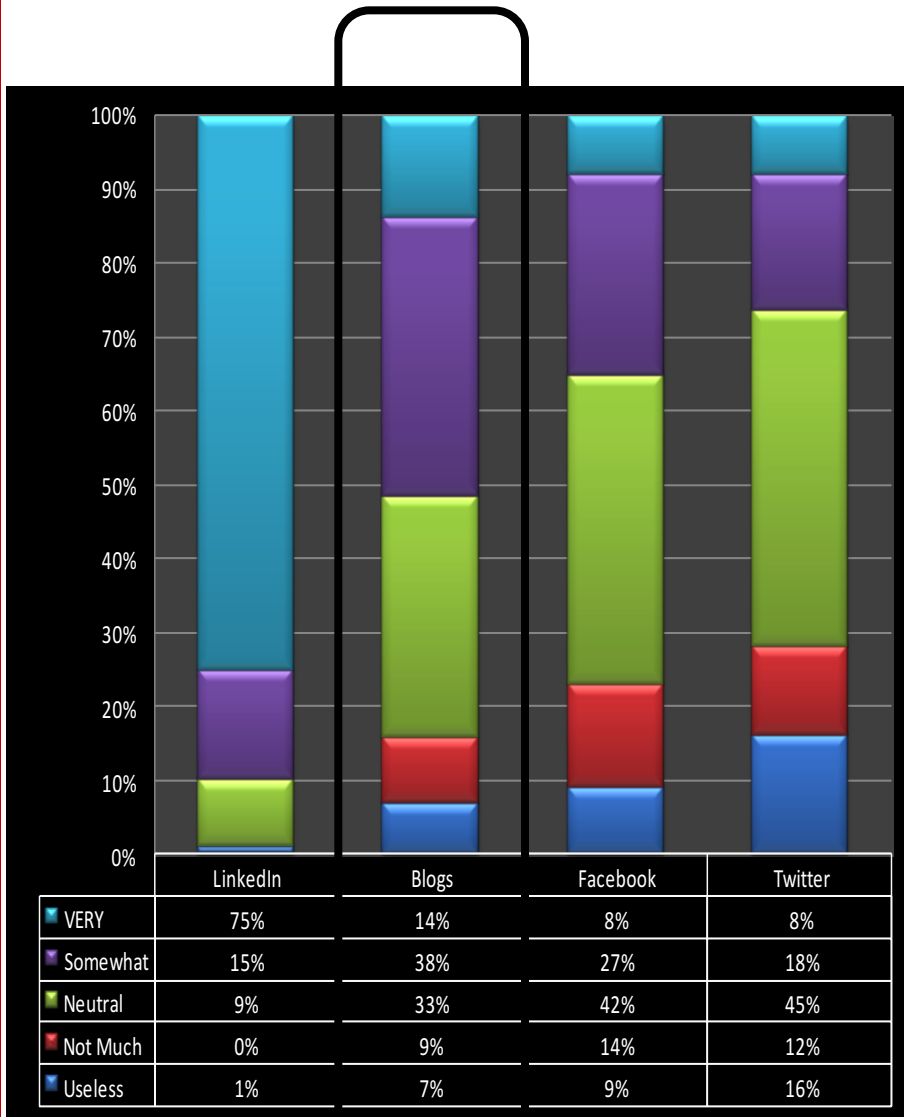
Have You Thought About Recruiting from Blogs

BLOGS? Really? A source of candidates?



A massive and **widely overlooked source**,
83% of employers have no blog sourcing strategy

Social Recruiting Survey Relating to Blogs....



Ranked by Usefulness



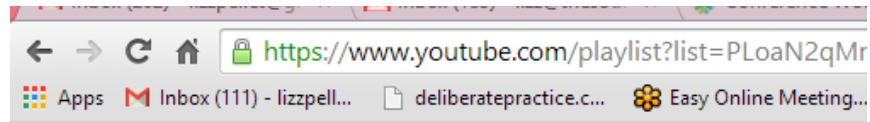
Are you sourcing from blogs?



52% useful!

Do You Have a You Tube Channel?

How Are You Leveraging it?



- What to Watch
- My Channel
- My Subscriptions
- History
- Watch Later

PLAYLISTS

Liked videos

Lizz Pellet

SUBSCRIPTIONS

Add channels

- Popular on YouTube
- Music
- Sports
- Gaming

- Browse channels
- Manage subscriptions



Lizz Pellet

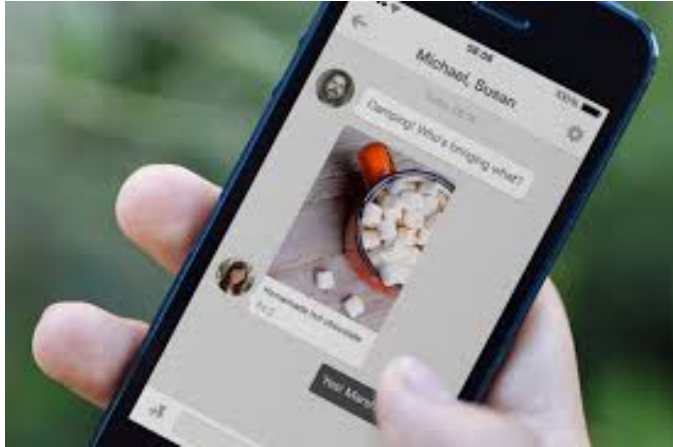
Home Videos Playlists Ch



1 **The Social Media**
Lizz Pellet's Vid

2 **Introduction**

Have You Created Your Brand on Pinterest?



Pinterest



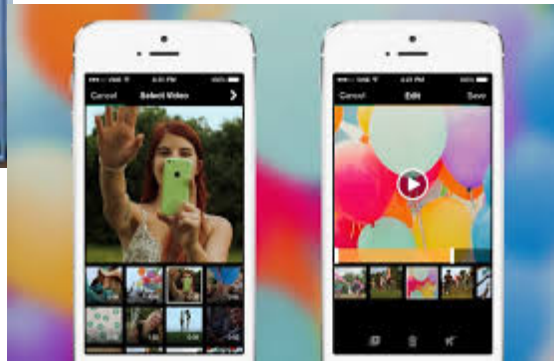
Leveraging Social Sites for Social Sites

The image shows a Pinterest board titled "Twitter". At the top, the Pinterest logo is centered. Below it is a navigation bar with categories: "il Media", "Twitter Backgrounds", "Marketing", "Infographic", "Business", "Engagement", "Guide To", "Social Media Tips", and "V". The board title "Twitter" is prominently displayed in the center. Below the title is a red "Follow Board" button. The board contains several pins:

- Pin 1 (Left):** A yellow pin with the text "WANT MORE TRAFFIC? How to Turn] ME VISITORS Into urning aders".
- Pin 2 (Middle-Left):** A blue bird on a branch with the text "How I Increased the Reach of a Tweet by 23,810%". Below it is a small profile picture and the text "from Adrian Jock's Internet Market... How I Increased the Reach of a Tweet by 23,810".
- Pin 3 (Middle-Right):** A pin titled "Blogging Topics just for Writers" featuring a laptop and mouse on a wooden desk. The text below reads "34 Blogging Topics Just for Writers by Social Media Just for Writers Blog". It is pinned from "socialmediajustforwriters.com".
- Pin 4 (Bottom-Middle):** A green pin with a Twitter icon and the text "Twitter Lists".
- Pin 5 (Right):** A blue pin with a yellow flower and the text "always Include Images". It is pinned from "FrancesCaballo.com".

At the bottom of the board, there is a partial pin with the text "ne Visitors Into Return".

Where are you on Instagram?



Have You Integrated All Your Information?



Google+:



Lizz Pellet's Contact information

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Direct line: 480-221-9649

Office: 657-212-5838 Pacific

Invite me to connect on LinkedIn:

www.linkedin.com/in/lizzpellet

Follow me on Twitter: www.twitter.com/lizzpellet

To order your copy of *The Cultural Fit Factor*:

<http://shrmstore.shrm.org/cultural-fit-factor.html>

