Social Media for Success

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Objectives and Outcomes

- ❏ Before Starting Online
- ❏ Process Development
- ❏ Impediments
- ❏ Importance of Keywords
- ❏ Finding Keywords
- ❏ Primary and Secondary Keywords
- ❏ Success on LinkedIn
- ❏ Success on Google+
- ❏ Success on Facebook
- ❏ Success on Twitter
- ❏ Success on Instagram
- ❏ Finding the Right Audience
- ❏ Etiquette
- ❏ Sourcing Help

Today – giving you:

- • Framework for variable uses
- • Written guidelines
- • Quick overview

Assuming you have:

- • Basic knowledge of social media platforms

Please:

Ask questions and debate any content based on your experience!

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Before Starting Online

Before starting online:

- ☐ Make sure there is a market for the job/business choice
- ☐ Review the latest statistics and research
- ☐ Find out what the thought leaders are saying
- ☐ Assess the trends

It is much harder to attract roles that:

- ☐ Are exclusive to locals
- ☐ Require extensive accreditation
- ☐ Are highly competitive in an open market
- ☐ Are not aligned with your client's purpose

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Before Starting Online

Two things you need from your client:

- ❑ Their Purpose
- ❑ Their Target Audience

What does your client want to achieve?

What will his/her target audience type in to find your client?

Remember:

- ❑ Around 90% of jobs are not advertised
- ❑ Around 95% of decision makers will Google your client
- ❑ Finding a candidate can be easier than selecting one from 100 resumes

Process Development

Online works before the client is clear on purpose because:

- ❑ The process of completing their social media profiles aids clarity
- ❑ They can do more research across relevant social media platforms
- ❑ They can connect with thought leaders
- ❑ They can start conversations

Online works after the client is clear on purpose because:

- ❑ They can affirm their strengths aligned with their purpose
- ❑ They can eliminate tyre kickers (people not genuinely interested)
- ❑ They can use better keywords and produce targeted content
- ❑ They can complete their profile with more relevance and reliability

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Impediments

As Consultants, it can be difficult to:

- ❑ Be aware of the best social media platforms for your client's purpose
- ❑ Remain up to date across multiple social media platforms
- ❑ Train people on how to use the platform for their purpose
- ❑ Empower reluctant clients to go online

You need to:

- ❑ Plant seeds that can grow – discuss ideas before implementation
- ❑ Rely on and incorporate their industry knowledge and expertise
- ❑ Move forward in manageable steps, teaching them the framework
- ❑ Encourage the client to take responsibility

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Warning

Warning:

It may also be necessary to:

❑ Clean up old social media profiles (delete inappropriate photos, posts etc)

❑ Develop a strategy for clients that have a message that needs to be massaged (bad reviews, poor online profiles, gaps in their history)

❑ Teach clients the basics or be ready for those with advanced online skills

❑ Ask them to create a usernames and passwords list (in Excel)

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Importance of Keywords

Content is found by:
- ❑ Keywords
- ❑ Frequency of Keywords
- ❑ Keywords next to other Relevant Keywords
- ❑ Location
- ❑ Recency (date edited or updated)
- ❑ Reliability (good links to quality content)
- ❑ Related (by industry or profession)
- ❑ Activity (logging in and frequently active – at least monthly)

You need to:
- ❑ Plant seeds that can grow – discuss ideas before implementation
- ❑ Rely on some of their industry knowledge and expertise
- ❑ Move forward in manageable steps
- ❑ Encourage the client to take personal responsibility (but also review)

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Finding Keywords

- You can help them find keywords at:
- Google Keyword Planner Tool
  https://adwords.google.com.au/KeywordPlanner
- Job Description Websites http://myfuture.edu.au
- Job Advertisements on Job Aggregator websites
  http://indeed.com.au
- Other People's Profiles including peers, mentors, consultants
- Websites in the industry or profession (right click the mouse on the website page, choose 'View Page Source' to see the title, keywords and meta description)
- Magazines, Publications, Journals for the industry or profession

Always consider the target audience and what they will search for to find your client (including new and old terminology)

Primary and Secondary Keywords

Primary Keywords

❑ Essential Keywords your client simply must use to describe their value (ie LinkedIn Trainer)

Secondary Keywords

❑ **Descriptive Keywords** that match the Primary Keywords
(Independent, Consultant, Specialist, Training, Australia)

❑ **Related Keywords** that are associated with Primary Keywords
(Careers, Business, Marketing, Social Media)

❑ **New Keywords** that replace the old keywords
(Facilitator, Presenter, Workshop)

❑ **Old Keywords** that may still be in use
(Class, Learning and Development, Teaching)

❑ **Positioning Keywords** that help the reader say 'hell yes' or 'hell no'
(Practical, Results Based, Based on Marketing, IT, SEO, Careers and Recruitment Experience)

❑ **Culturally Appropriate Keywords** that may be needed in a particular location
(Pricing, Willingness to travel, Ways to Contact, Frequently Asked Questions)

Always consider the target audience and what they will search for to find your client

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Success on LinkedIn

You will need to help your client

- ☐ Customise their public profile URL (http://au.linkedin.com/in/sueellson)
- ☐ Include their primary keywords in their headline (120 characters under their name)
- ☐ Include their contact details in their Summary and Advice for Contacting Sections (for every person access)
- ☐ Achieve 100 views per 90 days
- ☐ Secure 60 or more connections
- ☐ Source 6 or more recommendations
- ☐ Select their top 15-20 skills for endorsement and put them in priority order
- ☐ Encourage them to connect with past colleagues and friends and future collaborators
- ☐ Research and network - find the thought leaders and reach out
- ☐ Join relevant Groups and Follow relevant Companies, Associations etc
- ☐ Complete ALL of their profile sections (except Personal Information)
- ☐ Write an Optimised Post on Pulse http://www.linkedin.com/today/author/77832

Linked in™

...and more

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Success on Google+

You will need to help your client

☐ Use their existing email address or Gmail email address or new Gmail email address and complete a 'Profile' at http://plus.google.com

☐ Add in links to all of their other online content in the 'Links' section of 'About.'

☐ Add their photo

☐ Change their cover photo

☐ Personalise their URL https://plus.google.com/+SueEllson1

☐ Consider creating a Google Plus page if they want to come up on the right hand side of Google and obtain reviews https://plus.google.com/+SueEllson2 (Retail or Service require a street address, Brand does not)

☐ If they have a personal website, install Google Analytics and connect it to this account

☐ Ensure that they post on Google+ at least once a month and +1 relevant items every so often

☐ Encourage them to collect Google+ Reviews – they are GOLD
https://plus.google.com/+Sueellson2/?review=1

☐ Network and research

…and more

Success on Facebook

You will need to help your client

- ☐ Remove any inappropriate content for the country they are living in
- ☐ Make sure that their profile photo does not detract from their career or business purpose
- ☐ Understand the difference between their personal
  Profile and Friends https://www.facebook.com/sueellson versus a
  Page and Likes https://www.facebook.com/sueellson2
- ☐ Encourage them to Join relevant Groups (perhaps location or interest specific)
- ☐ Invite them to Like relevant Pages (perhaps location, industry, profession or interest specific)
- ☐ Make the most appropriate Privacy choices
- ☐ Encourage them to regularly visit their most important Groups and Pages to keep up to date
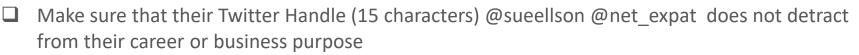- ☐ Network and research

…and more

Success on Twitter

You will need to help your client

- ☐ Remove any inappropriate content for the country they are living in

- ☐ Make sure that their Twitter Handle (15 characters) @sueellson @net_expat does not detract from their career or business purpose

- ☐ Put a suitable amount of Twitter Handles, Hash Tags and Links in their 140 character updates – see if you can get them to share the following with your handle!
  Thanks @net_expat for #culturaltraining #expats with @sueellson
  http://portal.netexpat.com/index.php/services-and-solutions/intercultural-training

- ☐ Unfollow unsuitable people and Follow potential leads

- ☐ Retweet and Favorite good quality Tweets that they have read in full and are associated with their purpose

- ☐ Always Sign Out when logged on to a computer and have a Password on their Phone

- ☐ Not send too many Tweets and have no Followers

- ☐ Not spam and always add value with their Tweets

- ☐ Network and research

…and more

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Success on Instagram

Instagram

You will need to help your client

- ❑ Remove any inappropriate content for the country they are living in

- ❑ Make sure that their Instagram Username (30 characters) and Bio (150 characters) does not detract from their career or business purpose

- ❑ Consider putting their own website or LinkedIn URL as the Link in their Bio (Instagram does not allow links in posts)

- ❑ Use active and relevant hashtags when posting images via their phone - can now download a program to use Instagram from your computer http://www.bluestacks.com/apps/instagram-on-pc.html

- ❑ Unfollow unsuitable people and Follow potential leads

- ❑ Heart good quality Posts that they have found, viewed and are associated with their purpose

- ❑ Sign Out when logged on to a computer and have a Password on their Phone

- ❑ Not Post too often and have no Followers

- ❑ Not spam and always add value with their Posts

- ❑ Network and research

...and more

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Finding the Right Audience

You will need to help your client

- ❑ Find relevant associations, companies, groups to visit and share
- ❑ Find relevant publications where they can blog on their topic to the most relevant audiences
  http://www.openforum.com.au/jobs-future-new-world-of-work-people-paid-their-value-rather-time
  http://www.openforum.com.au/content/corporate-social-responsibility-beyond-ethical-minimum-%E2%80%93-start-talking
- ❑ They can publish their own history – definitely recommend their own website hosting and WordPress.org at http://sueellson.com (and have their own email address) or free blog online at http://sueellson.wordpress.com (will never be deleted – lives beyond death!)
- ❑ Select the most suitable photo to be used across all platforms related to their purpose and target audience
- ❑ Craft the right keywords and descriptions for their profiles
- ❑ Make relevant suggestions based on your local knowledge and relationships
- ❑ Network and research

…and more

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Etiquette

You will need to help your client understand the following principles:

- ❑ Post 70% information, 20% share others information, 10% can be 'sales'
- ❑ Personalise all content sent to anyone they reach out to – do not use 'standard' templates that have not been customized
- ❑ Don't spam – always add value, if in doubt, DON'T
- ❑ Always check links, images, tags, handles etc before posting (sometimes things cannot be undone)
- ❑ Use social media for research – then contact personally
- ❑ Consider it to be an effective pull strategy – but remember Purpose and Target Audience
- ❑ Be consistent in voice, style, accuracy, content, theme, images etc
- ❑ Quality over quantity – but keep it ticking along at least every three months
- ❑ Always think keywords and purpose – and where you can, add an image (greater than 200x200 pixels)!

…and more

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Sourcing Help

Time for questions...

You can reach me via:

- ❑ LinkedIn Person - http://au.linkedin.com/in/sueellson
- ❑ LinkedIn Pulse - http://www.linkedin.com/today/author/77832
- ❑ Google+ Profile - https://plus.google.com/+SueEllson1
- ❑ Google+ Page - https://plus.google.com/+SueEllson2
- ❑ Facebook Person - https://www.facebook.com/sueellson
- ❑ Facebook Page - https://www.facebook.com/sueellson2
- ❑ Twitter - http://twitter.com/sueellson
- ❑ Instagram - http://instagram.com/sueellson
- ❑ Email - sellson@netexpat.com
- ❑ Skype - sueellson (by appointment)
- ❑ Telephone/SMS - +61 402 243 271