



BEACON

MEDIA + MARKETING



Go **BEYOND**
the resume!

Leverage
SOCIAL MEDIA!



Personal Branding is KEY

Personal Branding is the process of managing and optimizing the way you are presented to others.

An effective personal brand wields influence and with it you're likely to enjoy:

THE BENEFITS OF A POWERFUL PERSONAL BRAND



- 1 A steady stream of ideal clients
- 2 Rewarding partnerships
- 3 Leadership opportunities
- 4 Greater mindshare
- 5 Association with a market niche
- 6 Greater credibility
- 7 Recognition and prestige
- 8 Higher perceived value

Infographic courtesy of Fedlman Creative and Placester



Who Are YOU?

Decide What You Want to be Known For.

- What is your expertise?
- What is your niche?
- What are you passionate about?





What is your Goal?

- New Job?
- Promotion?
- Show Off Case Studies?
- Exhibit Your Portfolio?
- Expanding Professional Network?



- + Your Goal will Determine which Social Media Channel to focus on:
 - + LinkedIn
 - + Facebook
 - + Pinterest
 - + Instagram
 - + Twitter
 - + More...

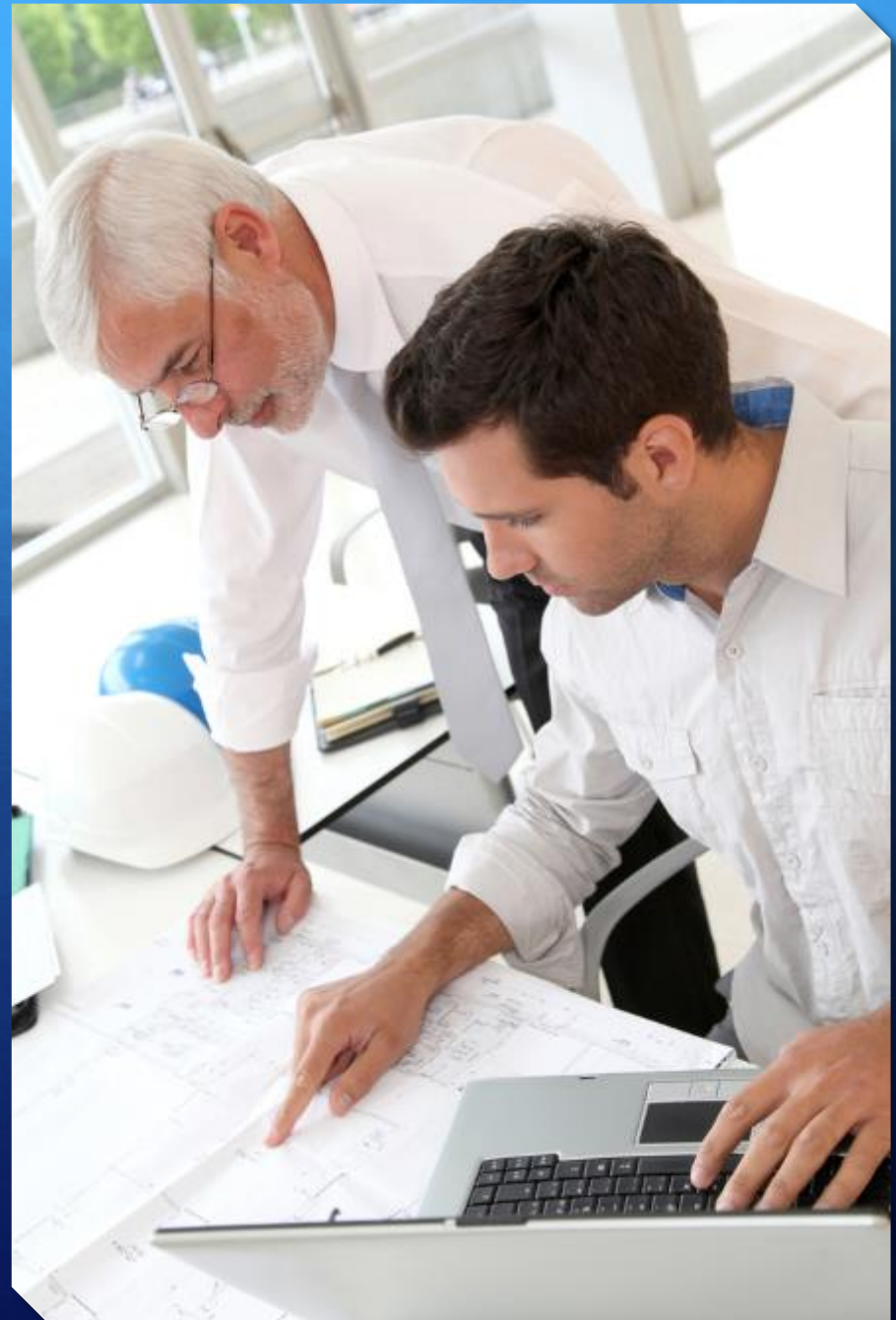




Be Consistent!

Keep the following elements that same across the channels you use.

- Photo
- Name
- Headline/Title
- Tone of posts
- Color scheme or theme if you can



Keep it Clean & Professional

- + Purge your accounts of “unprofessional” images and language.
- + Make use of personal and public share settings for new content.



Find Ways to Produce Value



Quality Content

- + Find ways to produce value in the content you share
- + Create original content that contributes to your community
- + Participate with quality groups
- + Associate with other strong brands



LinkedIn

LinkedIn is one of the best social media tools for building your brand

Tips for Your LinkedIn Profile

- + Professional Headline
 - + Leverage all 120 characters
- + Photo
 - + Choose Wisely!
- + Updates
 - + Post consistently
- + Recommendations
 - + Be Authentic
- + Connections
 - + Quality vs. Quantity-You Decide
- + Outside Links
- + Public Profile URL
- + Sections are Important
 - + Skills & Experience



- + Summary
 - + Use all 2,000 characters, focus on keywords
- + Experience & Education
- + Interests
 - + Create touch-points
- + LinkedIn Groups
- + Personal Information
 - + How much is too much?
- + What is Above the Fold?



social network



Facebook & More

Pick up and stick with up to 3 social media channels

Tips for Facebook & More

- + Post Consistently
 - + Focus only on as many channels as you can maintain
- + Respond to Comments & Questions Promptly
- + Be Deliberate About Content
 - + Share and create content that develops your brand and delivers value.
- + Follow and Interact with Strong Brands

Summary

- + Create Your Brand
 - + Who are you?
 - + What is your goal?
- + Be Consistent
- + Be Professional
- + Contribute
- + Leverage 3 Social Media Platforms
- + Have FUN!





Do you need a
BEACON of LIGHT
through the questionable world of marketing?

LET'S **WORK**
TOGETHER



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