BUILDING AND MAINTAINING AN ONLINE PRESENCE

FINAL PROJECT 2 PRESENTATION

COM 540

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GOALS FOR IMPROVING AND MAINTAINING MY ONLINE PRESENCE

LinkedIn

1. Increase online presence

   - Non-existent unless searching for a job

2. Create and improve working relationships, i.e., network

   - Strengthen current and establish new

3. Increase engagement

   - Consistently post, share, comment

UTILIZING BEST PRACTICES

- View oneself as a brand (Eberhardinger, 2017, p. 78).

- Join professional groups and be a consistent member.

- Reach out to those in own network and those that are not. Ask questions.

- Leverage AI—Hubspot

  - Aid with posting consistently

FURTHER RESEARCH SHOWS…

The importance of an online presence

- Image and reputation are valuable. A weak digital footprint is like a weak reputation (Kaputa, 2012, p. 200).

  o When it comes to branding, "tell your story in a captivating narrative" (Kaputa, 2012, p. 209).

- Social Media like LinkedIn make it easy to expand network of acquaintances (Kaputa, 2012, p. 205).

  o Use it to link up with colleagues and seek out the great networker in your field (Kaputa, 2012, p. 212).

- Participating in LinkedIn groups are a valuable way to keep up with the buzz in your industry as well as meet new people (Kaputa, 2012, p. 213).

- "After you establish yourself on the big social media sites, explore more targeted sites" (Kaputa, 2012, p. 209).

  o Reddit—targeted communities with same interests/industry

DIALECTIC BETWEEN PERSONAL AND PROFESSIONAL ONLINE IDENTITIES

AFFECTS IN CREATING AN ONLINE PRESENCE

- Posting, commenting or sharing personal beliefs and values on various topics such as politics, religion, etc. may be deemed controversial.

- Accidental or blatant misuse of company social accounts—publishing il-advised comments

- Company reputational damage

- Blurred lines between one's personal and professional networks

  o How would one balance that out, especially if there is a random lapse of judgment on one post?

RECOMMENDATIONS FOR CREATING A PERSONAL ONLINE PRESENCE

- Consider setting personal ethical guidelines for the social platforms that are used and produced content.

- Consider the image that is desired to be portrayed to others. This will help manage content better such as posting inappropriate pictures.

- Consider providing personal views, beliefs or opinions positively and productively that is not harmful to others. Having an opinion and sharing it is fine, but how it is shared makes the difference.

- When posting on social and digital platforms, refrain from posting, sharing or commenting anything negative about any individual, public figure or entity.

- When accepting friend requests, consider whether a colleague should remain in the professional network or move into the personal network. Trust should be assessed here.

RECOMMENDATIONS FOR CREATING A PROFESSIONAL ONLINE PRESENCE

- Consider thinking of company handbook, social media policies and ethical guidelines when developing a professional brand.

- View oneself as a brand. Develop an account that demonstrates image favorably and professionally.

- The content you post is a representation of who you are. You are a representation of your company. Post content that acknowledges professional accomplishments, industry knowledge and being an active member within the industry

- Leave personal beliefs and values off of professional social accounts. Refrain from posting, commenting or sharing negative information about any individual, public figure or entity. This mistake could be detrimental to professional reputation.

- Keep content and engagement with others strictly professional.

PRINCIPLES FOR EFFECTIVELY MARKETING ONE'S PERSONA BRAND

- Create an appropriate and ethical balance between personal and professional, ambitions, goals and interests that emulates your authentic self as a whole.

- Strategize what type of content will be used for your personal and professional identities that establishes a seamless online brand.

- Establish a blended network of individuals that will encourage, aid and promote you positively and not potentially jeopardize your future by the content they post. Trust and loyalty must be considered when doing so

- You are a representation of a company and the person you want to be depicted. The content you post should reflect who you are positively and should not implicate or demonstrate you negatively in any way.

- Refrain from impulsivity when wanting to post, share or comment on a subject that may be deemed controversial. Consider the pros and cons. Would you lose your job over what you post and would you be okay with losing your job?

- Post, share or comment on subjects that entail personal beliefs, values or opinions in a positive way that gets your viewpoint across and does not offend others.
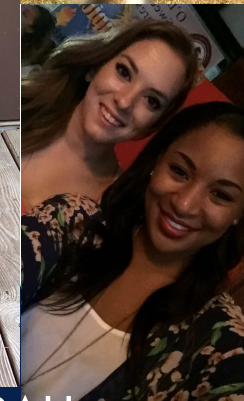
CONTENT PRESENTATION

PERSONAL CONTENT

HEALTH & WELLNESS

VOLLEYBALL

BASKETBALL

PROFESSIONAL CONTENT

INSTAGRAM

SNAPCHAT   FACEBOOK

TWITTER

the SHA way

Little Flower Catholic School
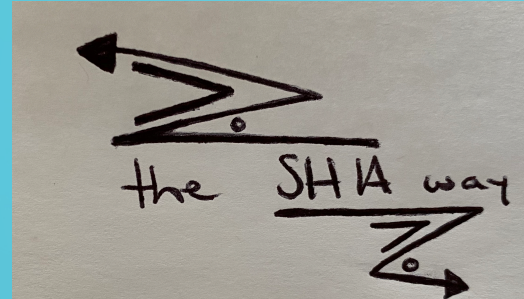
McGill-Toolen Varsity Basketball

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Alabama Contemporary camps are not your average art camps. Campers will explore a range of mediums including painting, drawing, Papier-Mâché, photography, and more. They will draw inspiration from the work of nationally and internationally recognized artists through Alabama Contemporary's exhibitions to generate ideas and ignite creativity.

Camps explore ideas that matter using exhibition-based curriculum taught by passionate instructors, and will offer a variety of art-making experiences, guided tours of *Back to Havana*, and field trips in downtown Mobile.

DISCUSSION & REASON

- Facebook & LinkedIn conventions & platforms benefits

- Issues considered? No issues—curated content provided a better way to emotionally impact the audience, i.e., images of myself with family and friends accompanied with an inspirational quote

- How does content shown support my brand identity?

- Inclusion of content based on best practices in brand identity paper

CONCLUSION

- What have we learned?
  - To start, set a goal(s) and utilize best practices to help begin the process of building, maintaining and improving online brand and identity.
  - Understand the dialectic between one's personal and professional identities is tricky. Therefore, one must strategize whether or not to have separate identities on different platforms or balance content on platforms that portray one brand identity that incorporate who you are personally and professionally.
    - Follow the recommendations and set of principles provided
  - Ultimately, create an online brand identity that is multifaceted and will not hinder a promotion, client relationship or new or current position (Managing personal…, 2020, para 8).

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