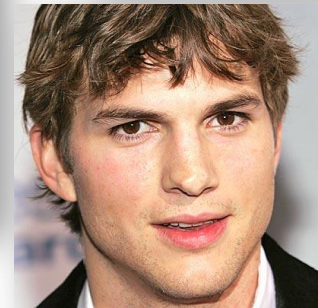




Branding Yourself Strategically with Social Media

Prepared by:
Ravit Lichtenberg, Ustrategy, LLC. For
Stanford Continuing Education
February 3rd, 2010



Self Branding is

the creation of an impression, an
identity,

you want others to perceive
when they look at, interact with,
think about, hear about

you.

Why brand myself?

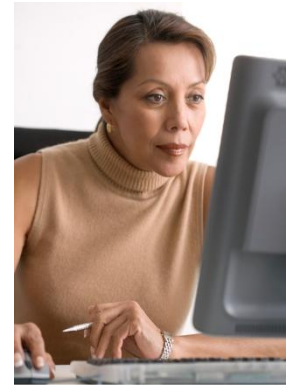
- You want others to **pay attention** to something you have to offer in a way that is helpful to you
 - 78% of consumers trust **peer recommendations**; 14% trust advertisement

Using social media is now expected!

90% of people online use social Media

89% of these expect brands and service providers to have a social media presence

It's the new form of **communication**



The Government uses social media...



The image shows a screenshot of Barack Obama's Facebook profile page. On the left is a large profile picture of President Obama. To the right of the picture, the name "Barack Obama" is displayed with a "Become a Supporter" button. Below the name are tabs for "Wall", "Info", "Boxes", and "Events". A secondary bar shows "Barack Obama" and "Just Fans".

The main content area features three posts:

- Post 1:** A post titled "Organizing for America | Tell Congress to Support President Obama's Budget". It includes a source link "my.barackobama.com" and a call to action: "Call your elected representatives and tell them to support President Obama's budget. It's a bold plan that confronts the long-term threats to our prosperity and builds a new foundation for economic growth by investing in energy, health care, and education." The post is dated "March 26 at 1:25pm" and has 34,171 feedback items.
- Post 2:** A text post titled "Barack Obama The White House is inviting you to post your questions on the economy and vote on submissions from others. The President will answer some of the most popular in an online town hall on Thursday. Submit your questions at <http://www.whitehouse.gov/OpenForQuestions/>". Below the text is a video thumbnail titled "Open for Questions: President Obama Answers Your Questions" with a length of 1:27. The post is dated "March 24 at 7:18pm" and has 45,540 feedback items.
- Post 3:** A post titled "3/21/09: Your Weekly Address" with a source link "www.youtube.com".

On the left side of the page, there is a sidebar with the following elements:

- A link to "WWW.WHITEHOUSE.GOV".
- Buttons for "Become a Supporter", "Add to my Page's Favorites", and "View Updates".
- A bio: "President Barack Obama is the 44th President of the United States of America."
- An "Information" section with a "Current Office" entry: "Office: President of the United States".

Small businesses use social media...

The screenshot shows a Twitter profile for Jennifer Benz (@jenbenz). The profile includes a profile picture, a bio, and statistics: 766 following, 1,370 followers, and 146 listed. The tweets section shows several posts, including one about '100 Things to Eat before you die' and another about a webinar for NCHRA. The right sidebar contains navigation links like 'Tweets', 'Favorites', and 'Following'.

power twitter Home Profile Find People Settings Help Sign out

jenbenz

✓ Following [Share] [Refresh] [Lists] [Settings]

Name Jennifer Benz
Location San Francisco, CA
Web <http://benzcommun...>
Bio Employee benefits and health care communications consultant, small biz owner, pro bono junkie; love living in San Francisco. Member of IABC, WIC, NCHRA, CCM

766 following 1,370 followers 146 listed

only jenbenz's updates [Search]

Tweets 2,048

Favorites

@jenbenz

Add to Top Friends

Actions
message jenbenz
block jenbenz
report for spam

Following

hp BLR RE-ENGAGE 3C [Twitter icon] [Profile icons]

Individuals use social media...



Jane Spice helps you rescue meals from the land of bland using spices. You deserve flavor. (And a life!) Get fresh with us. Don't just make food. **Make taste.**

- Recipes
- Spice Index
- Tips
- Resources
- Shop
- About
- Contact

 Search

The image shows a Twitter profile for 'JaneSpice' on a mobile device. The profile includes a profile picture of a woman, the name 'JaneSpice', location 'San Francisco', and bio 'Love to cook using spices'. It shows 282 following, 210 followers, and 6 listed. A tweet is visible: 'New recipe post: Esalen kale salad http://ow.ly/ZZgT' posted at 9:45 AM on Jan 25th from HootSuite. Below it are replies from @SAVEURMAG, @HadiasHomeCook, and @TheCookingNinja. A search bar is visible at the top of the Twitter interface.

Seven iPhone Cooking Eas

Nearly everyone I know had the chance to use one, in cooking will be happy to now I can't live without them

Social media is used for call to action

The screenshot shows a Facebook page for a campaign titled "Direct SFO - Tel Aviv Flight -- Join the campaign". The page header includes the Facebook logo, navigation links (Home, Profile, Friends, Inbox 526), and user information (Ravit Lichtenberg, Settings, Logout, Search). The main content area features a post with a call to action: "Direct SFO - Tel Aviv Flight -- Join the campaign" and a description: "Guys - almost 800 people joined including a few El-Al employees. Spread the word... last Wednesday". Below the post is a text input field for comments, an "Attach" button with icons for photos, videos, and links, and a "Share" button. The page also displays a "Fans" section with 6 of 1,166 fans, including Arnon Kohavi, Gil Ben-Artzy, Ron Berman, Tal Taltal, Hadasa Hebron, and Ophir Porat. A "Favorite Pages" section shows 1 page. On the right side, there is a "Create an Ad" section and a "Connect With More Friends" section with an envelope icon and the text: "Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting." The page also features a "Write something..." input field at the top of the main content area.

...to create iconic awareness

GUY
KAWASAKI



About Guy



Home Profile Find People Settings Help Sign out



GuyKawasaki

Following

Lists Settings

Verified Account

Name Guy Kawasaki
Location VirginAmerica 2A
Web <http://alltop.com/>
Bio I am a firehose that answers the question: 'What's interesting?' Co-founder of Alltop.

227,274 following 211,578 followers 12,426 listed

only GuyKawasaki's updates

Search

Tweets 85,792

How to Change the World

A practical blog for impractical people.

January 27, 2010

[The Elements of Guyle: British Blogging](#)

Want to make your blog classier? You should blog like a Brit. I explain [how to do this](#) in ten easy steps.

59 retweet

January 27, 2010 in [Blogging](#) | [Permalink](#) | [\(30 Comments\)](#)

[How to follow the Apple announcement](#)

Follow the Apple announcement at [Apple.alltop](#). We aggregate over 200 sources there.

32 retweet

January 27, 2010 in [Apple](#) | [Permalink](#) | [\(27 Comments\)](#)

January 25, 2010

[5 Social Media Tools for Small Businesses](#)

Amber MacArthur provided a list of the [five social-media tools](#) that small business should begin with. They aren't the latest—but you might not want to be at the cutting edge at all times. Read her posting to learn how to get going.

124 retweet



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Search this blog

[search](#)



Alltop



Guy's Golden Touch

[About Guy](#) [Blog](#) [Books](#) [Speaking Engagements](#) [Downloads](#) [Guy's Golden Touch](#)

Guy's Golden Touch

This is a list of the organizations that I am affiliated with. 'Guy's Golden Touch,' by the way, is, 'Whatever is gold, Guy touches.'

Alltop - Stay on top of all the topics.

BizShark Business Search - Search for info about businesses and websites.

Doba - Drop ship products for ecommerce sales.

FeedHub - Reduce the clutter in RSS feeds to yield relevant posts.

Garage Technology Ventures - Raise venture capital for your tech company.

Jajah - Make VOIP calls easily and cheaply.

NowPublic - Read news stories powered by the public.

Peerspin - Pimp your MySpace pages.

Posterous - Create and write blogs via email.

Slideshare - Share PowerPoint and Keynote slides including audio.

SocialToo - Engage people at social media sites like Twitter.

Spokeo People Search - Track people across over forty social websites.

TicketLeap - Sell and manage online ticket sales for events.

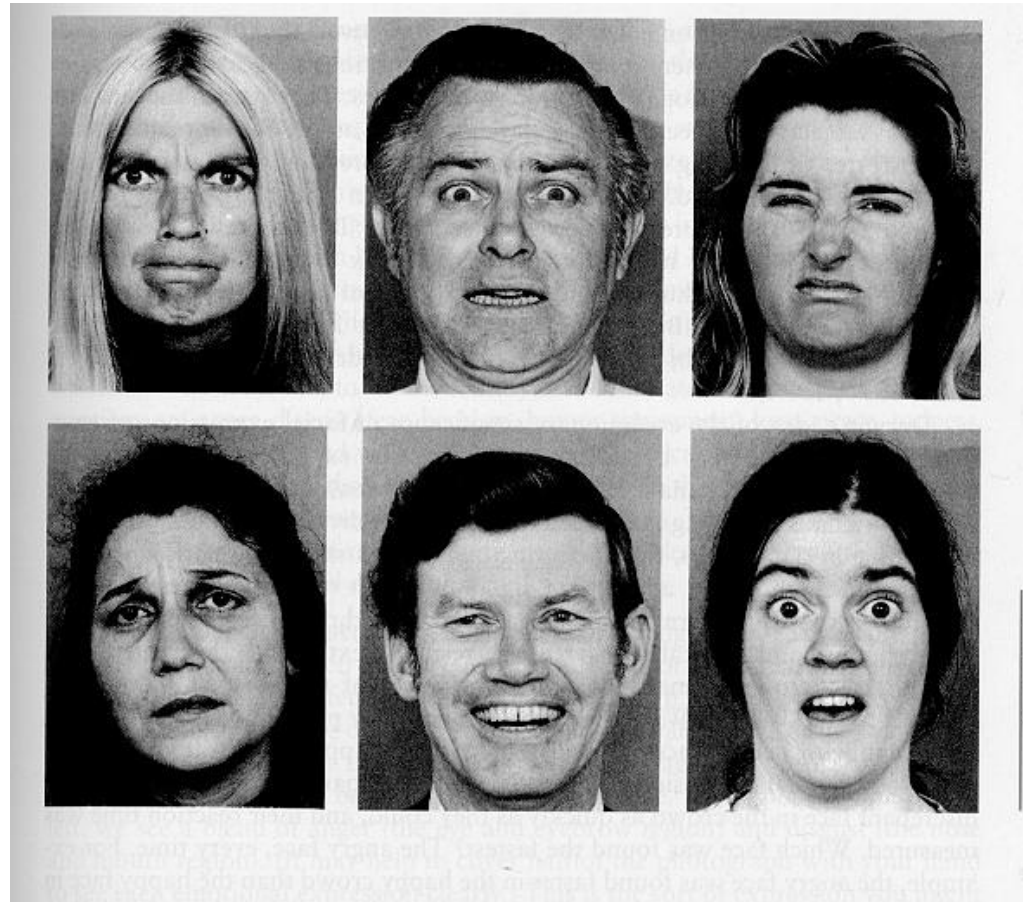


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You cannot NOT communicate



People ALWAYS communicate



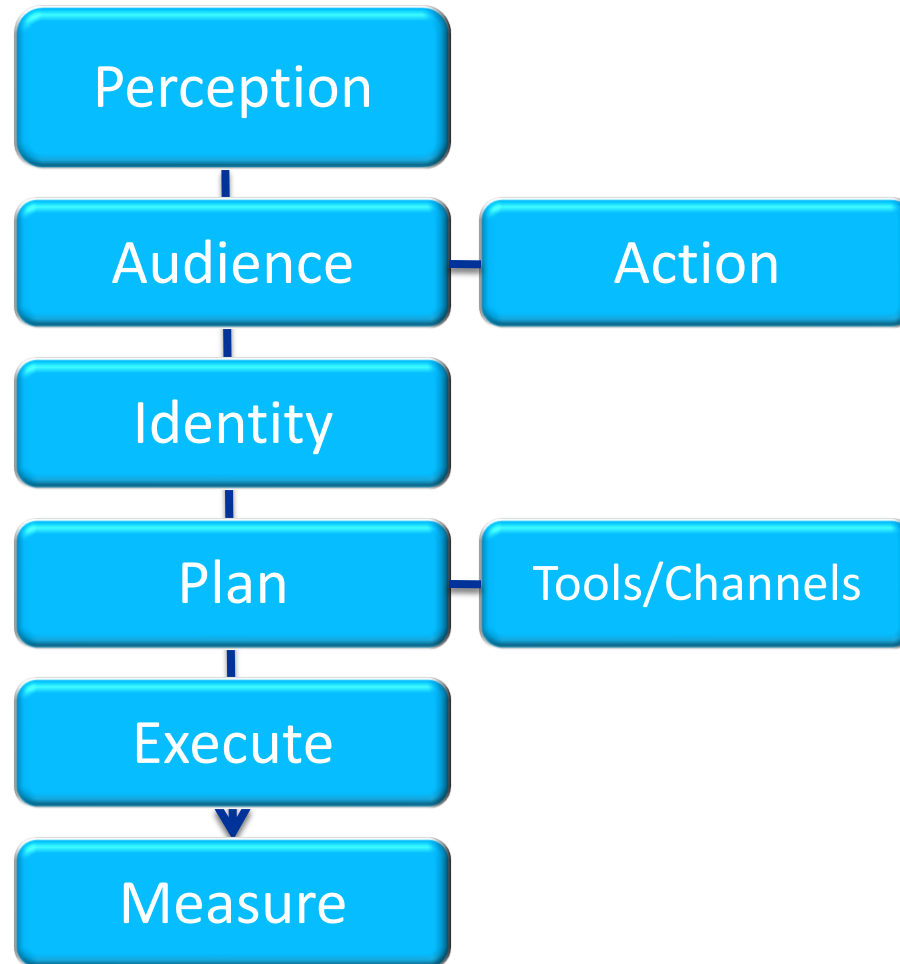
Perceptions **is** reality.

Do you want **others** to decide
independently who you are ...or
do **you** want to be
the one deciding?

5 Keys to branding yourself online

1. Treat branding as a strategy
2. Treat yourself like a product/service
3. Work around campaigns
4. Start small
5. Prepare for change

1. Self branding is a strategic task



2. Treat yourself like a product



- Features
- Benefits
- Packaging
- Messaging

3. Work in campaigns

- Leadership
- Awareness
- Expertise
- Promote
- Sell

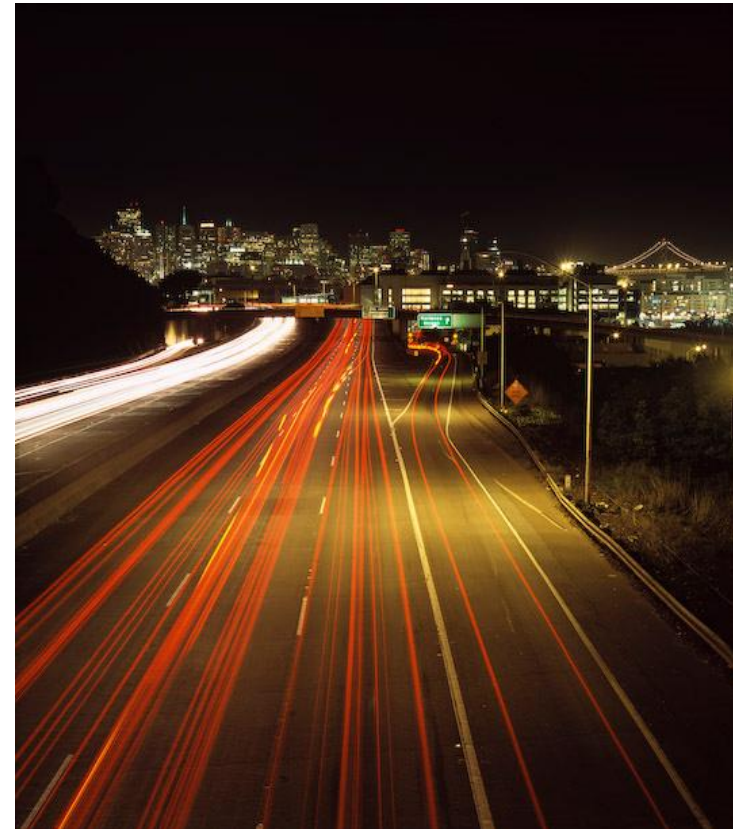
4. Start small and build

- Decide on the value you'll be delivering
- Identify tools/networks
- Choose your bandwidth carefully
- Be very deliberate
- Grow fast
- Stay consistent



5. Be flexible: prepare for change

- Evolution is at the speed of light
- Build foundation
- Prepare to adapt
- Nothing is permanent
- Create value for fleeting moment



Additional things to think about

- Get informed:
 - www.mashable.com
 - Tom Peters: Brand You 50
 - Follow lists on Twitter: branding, selfbranding, socialmedia
 - Watch/Read www.Socialnomics.net
- Draw from analogous models
 - Nike
 - Movie popcorn
 - Ashton Kutcher
- Attend relevant events:
 - SMC
 - Commonwealth club
- Define your “time budget” and stick to it
- Ask questions
- Get involved in conversations
- Test your value offerings again and again
- Relax
- Have fun!

Online branding: Getting started

1. Find someone you value/appreciate
2. See how they're doing social media. Search them on twitter, FB, LinkedIn, flickr, YouTube, blogs, websites...see what resonates most with you: analyze
3. Analyze how their branding on Social Media aligns with their off-line brand
4. Figure out what they're doing that works...what they're doing that doesn't work. Don't place judgment on engagement—just look at type of engagement
5. Analyze what is right for YOU: how you're different from them, how you're alike.
6. Create a custom plan for you: start with the most simple thing to implement and test drive it for 2 months
7. Iterate and fine-tune. Continue to research how others are doing things. Find your voice.

About **Ravit Lichtenberg** – Ustrategy Consulting

- Specializing in linking customer psychology with business objectives to help individuals and companies communicate their brand, products, and offering in a way that grows business success and customer loyalty.
- MA, Psychology, CSUN; MBA International Business Management & Entrepreneurship from UCLA Anderson School of Business & National University of Singapore
- Clients: Executives, business owners, startups and Fortune 500 companies

Thank you!

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