

SOCIAL MEDIA

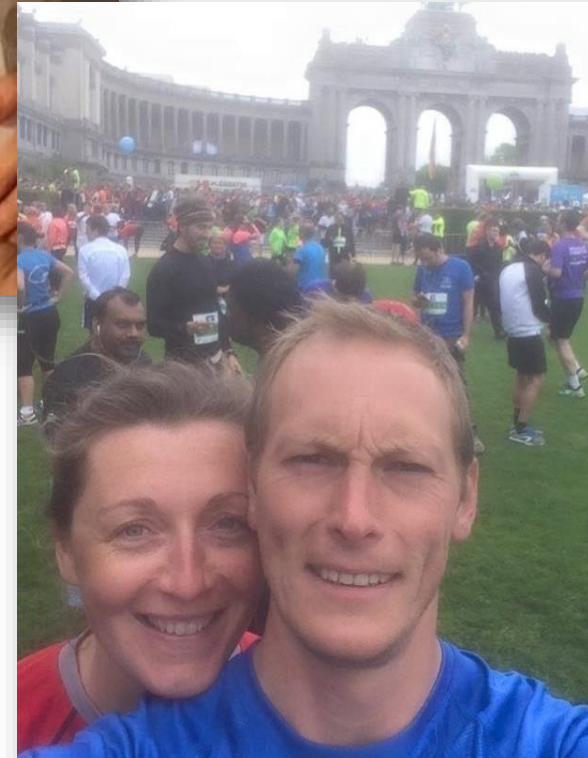


HOW TO BUILD AN AUTHENTIC PERSONAL BRAND

Wifi: Vlerick | Login: jump | Password: 1234

Twitter: @JumpEquality #JUMP2017

WELCOME !



DEFINING “DIGITAL PRESENCE”

- Your digital presence is primarily the **public persona on social media** that you manage, and the other activities that you engage in online (most of these are unknown to others).



Examples

WHY IS SOCIAL MEDIA IMPORTANT?

- 10 million social mentions of the Fortune 100 companies each month
- 87% of the Fortune 100 companies use social media
- significant volume of meaningful and influential conversations
- brands and experiences
- tell our story
- shape the way people think



Opportunities to:

- **Connect and network**
- **Collaborate**
- **Champion and support**
- **Lead**
- **Share knowledge and learn from others**

WHY IT MATTERS: DIGITAL FLUENCY & OPPORTUNITY

Our research* revealed 3 equalizers to accelerate pay equality:

Digital Fluency Ignites

[The extent to which individuals embrace and use digital]

Career Strategy Transforms

[Having a proactive approach, ambition, informed choices]

Tech Immersion Accelerates

[More digital, tech /STEM expertise]

The combined impact of these three powerful equalizers is extraordinary:

- Close the pay gap by **35% worldwide** & add **\$3.9 trillion to women's income** by 2030
- Graduating class of 2020 (developed nations) could see pay parity within their professional lifetimes (2044)
- In developing markets, the changes could cut more than 100 years off the time to reach pay parity, achieving it by 2066 instead of

Conclusion: Digital is creating an environment that is **encouraging women leaders**. It provides women with an opportunity to **lead** in their own way, **feel more connected** and **amplify** their voice.

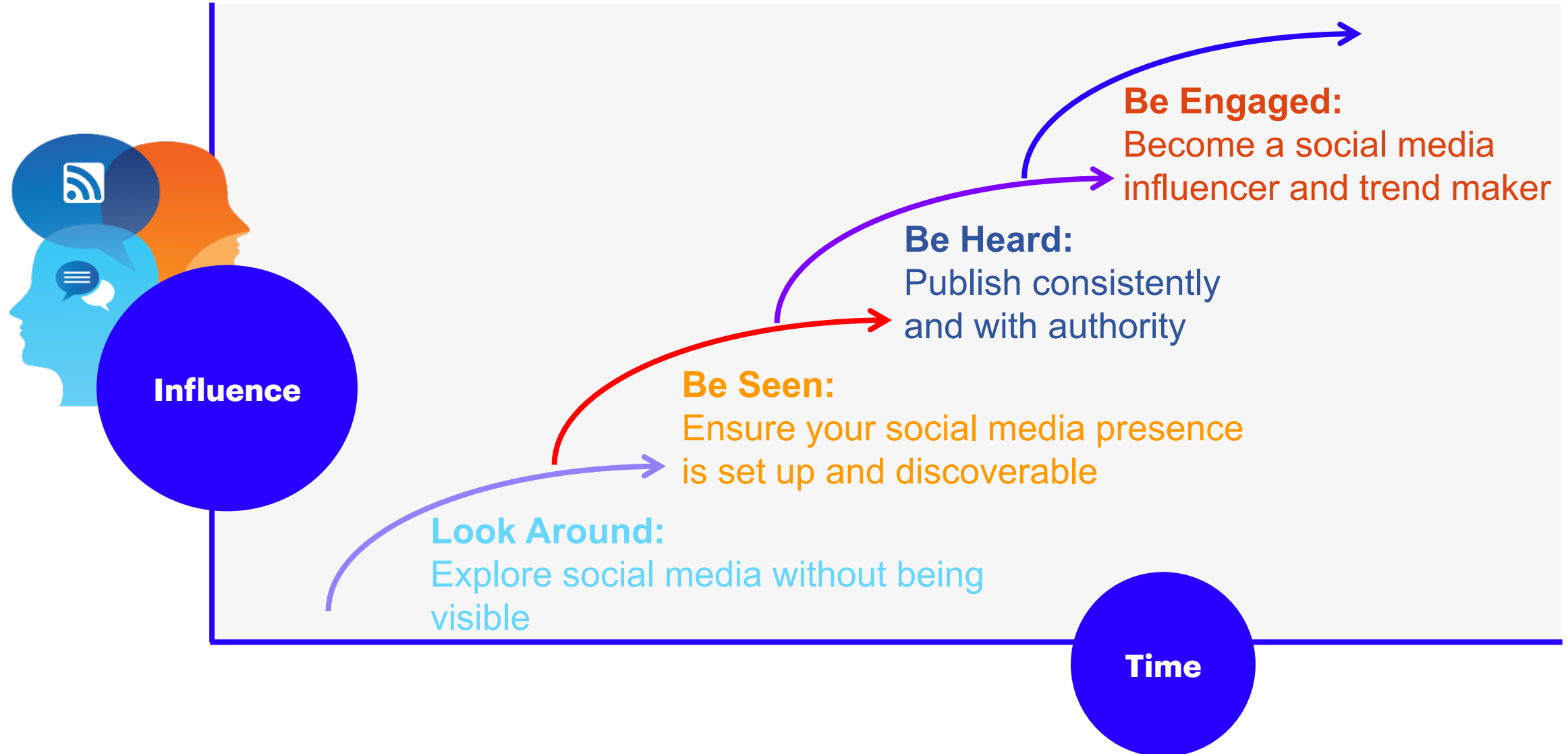
WE ARE STRONGER WHEN WE ARE DIGITALLY CONNECTED

- THERE ARE MILLIONS OF CONVERSATIONS HAPPENING SOCIALLY, ABOUT THINGS THAT YOU CARE ABOUT, TOPICS YOU ARE PASSIONATE ABOUT, SUBJECTS YOU ARE KNOWLEDGEABLE ON OR WANT TO LEARN MORE ABOUT...
- USE YOUR VOICE TO SHAPE AND DEFINE THE CONVERSATIONS TAKING PLACE
- LEAD A CONVERSATION OR CONTRIBUTE TO TOPICS YOU ARE PASSIONATE ABOUT
- ADD YOUR UNIQUE PERSPECTIVE TO ONLINE EXCHANGES
- DEMONSTRATE YOUR EXPERTISE AND SHARE IT WITH OTHERS
- YOUR VOICE IS POWERFUL; HOW DO YOU WANT TO USE IT?



We are stronger both, professionally and personally, when we are digitally connected than when we are disconnected

FOUR PHASES TO YOUR SOCIAL MEDIA EXCELLENCE



WHAT DO YOU SHARE ON SOCIAL MEDIA?

- STICK WITH TOPICS THAT ARE IMPORTANT TO YOU
- PICK A TOPIC RELATIVE TO YOUR JOB (IT WILL HELP YOU READ MATERIALS THAT BUILD UP YOUR PROFESSIONAL EXPERTISE);
- PICK A TOPIC RELEVANT TO THE SECTOR THAT YOU'RE IN; AND
- PICK A TOPIC THAT'S PERSONALLY IMPORTANT TO YOU (I.E., PROFESSIONALLY OR PERSONALLY)
- ADDING A PERSONAL INTEREST HELPS YOU STAND APART IN THE CROWD – DON'T BE AFRAID TO TALK ABOUT YOUR PERSONAL INTERESTS
- DON'T SAY ANYTHING ON SOCIAL MEDIA THAT YOU WOULDN'T SAY TO A CROWD OF COLLEAGUES



YOUR SOCIAL CONTENT MIX

Accenture recommends the 80 /20 rule

- AT LEAST 80 PERCENT OF CONTENT SHOULD FEEL ORGANIC AND NOT DIRECTLY RELATED TO YOUR EMPLOYER. FOR EXAMPLE:
- SHARING INTERESTING INDUSTRY NEWS
- CONGRATULATING A COLLEAGUE OR CLIENT ON RECENT GOOD NEWS
- PERSONAL THOUGHTS ABOUT A SPEAKER/CONFERENCE
- RETWEET OR COMMENT ON AN ANALYST'S LATEST RESEARCH FINDINGS
- POSTING A PICTURE FROM BEHIND THE SCENES AT AN EVENT
- PERSONAL ANECDOTES – NON-BUSINESS RELATED (IN MODERATION)

One in five posts can be:

- Sharing a news release or POV
- Promoting a new industry white paper
- Soliciting an open position

**Professional
v. Personal
Content**

Part of your role is to be personable in ways corporate handles cannot. Bring your personality and personal stories to social media to help connect with your audience.

ACCENTURE USES THE FOLLOWING GOLDEN RULE

ASK YOURSELF THIS QUESTION:

**WOULD THIS {BIO, PICTURE, VIDEO, BLOG POST,
COMMENT, PRODUCT/SERVICE REVIEW} PUT ME IN
AN AWKWARD POSITION IF MY {BOSS, CLIENT,
JOURNALIST, RECRUIT, PARENTS, CHILDREN} CAME
ACROSS IT?**

ACTIVITY

GROUP EXERCISE

WHAT'S YOUR STORY?

Did you know...

53% of millennials would rather lose their sense of smell than lose their technology

TIMING: 5 – 7 MINUTES

INSTRUCTIONS:

*YOU WILL NEED A PHONE OR DEVICE CONNECTED TO THE INTERNET FOR THIS ACTIVITY

PAIR OFF WITH ANOTHER PERSON OR FORM SMALL GROUPS OF 3 – 4

- GOOGLE YOUR NAME ALONG WITH THE COMPANY YOU WORK FOR, E.G., "SHELLY JONES AT ACCENTURE"
- IN YOUR SMALL GROUP OR WITH YOUR PARTNER, SHARE:
 - WHAT DID YOU FIND WHEN YOU GOOGLED YOURSELF?
 - IF YOU SEARCHED YOUR NAME AND COMPANY ACROSS GOOGLE, LINKEDIN AND YOUTUBE, HOW WOULD THOSE RESULTS ALIGN?
 - WHAT WOULD YOU LIKE TO SEE (AND OTHERS TO SEE) WHEN THEY SEARCH YOUR PROFILES ONLINE?

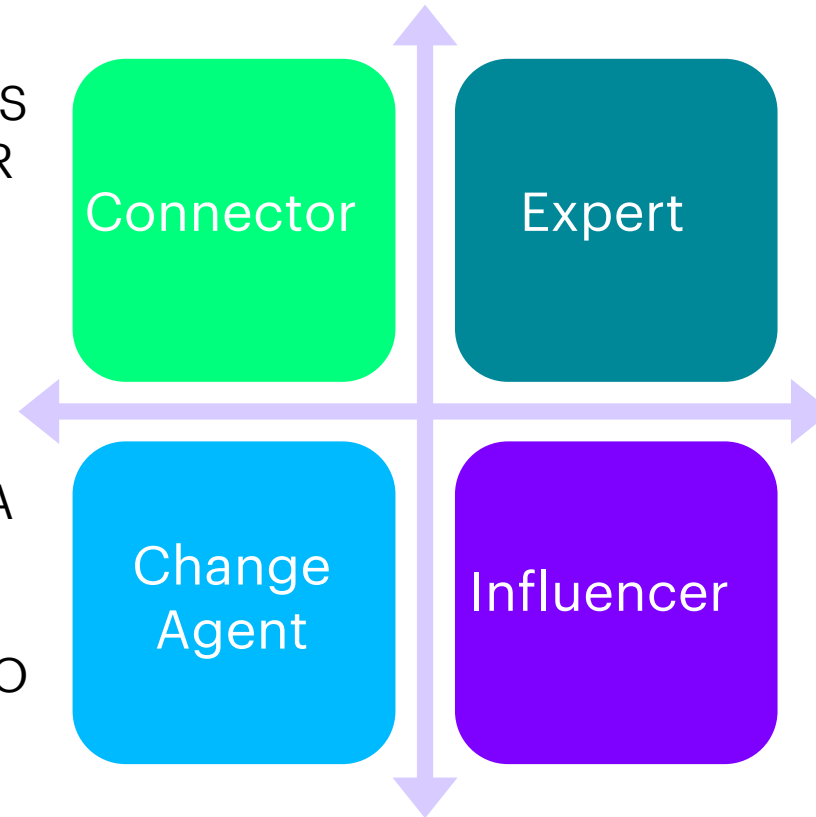


**CONTROL
YOUR
NARRATIVE
AND TELL
YOUR STORY**

WHO ARE YOU? WHAT'S YOUR PURPOSE?

*It's up to you to define your social persona. **What position do you want to take?***

- SOMEONE WHO CONNECTS PEOPLE TO RESOURCES OR OTHER PEOPLE. PERSON IS OFTEN WELL CONNECTED AND INFORMED ABOUT AVAILABLE RESOURCES.
- SOMEONE WHO ACTS AS A CHAMPION FOR IDEAS OR INITIATIVES. PERSON WILL OFTEN USE THEIR VOICE TO ENGAGE OTHERS TO SUPPORT OR DRIVE CHANGE.



- SOMEONE WHO DEMONSTRATES PROFICIENCY IN A SUBJECT MATTER OR ON MULTIPLE TOPICS. PERSON WILL OFTEN SHARE THEIR EXPERTISE OR EXPERT KNOWLEDGE OF OTHERS.
- SOMEONE WHO PERSUADES OTHERS BY CONTRIBUTING CONVINCING VIEWS AND INFO ON SPECIFIC TOPICS. PERSON WILL OFTEN SEEK TO UNITE PEOPLE IN SUPPORT OF AN IDEA OR POSITION.

Sources: ¹⁾ <https://www.linkedin.com/pulse/what-do-you-want-famous-rahul-varma?trk=prof-post;>

²⁾ <http://www.forbes.com/sites/shamahyder/2014/08/18/7-things-you-can-do-to-build-an-awesome-personal-brand/2/#6fcfee0c61cc>

CONNECTOR

Someone who connects people to resources or other people. Person is often well connected and informed about available resources.



Twitter profile of Zoe Lewis (@zoecklewis). The profile picture shows a woman with long brown hair wearing a dark blazer. The header background is a blue sky with white clouds. The statistics bar shows: TWEETS 3,755, FOLLOWING 2,206, FOLLOWERS 1,791, LIKES 889, and LISTS 1. The bio includes: Inclusion and Diversity @Accenture, #equality #womenintech #Technology #Digital #Diversity #Inclusion #Talent. Location: London, England. Website: accenture.com. Joined October 2010.

Tweets Tweets & replies Photos & videos

Zoe Lewis @zoecklewis · 8h
Technology Women is out! Daily summary of #womenintech stories paper.li/zoecklewis/141... Stories via @IsauraGaeta @techwomenaus

2 replies 1 like

View summary



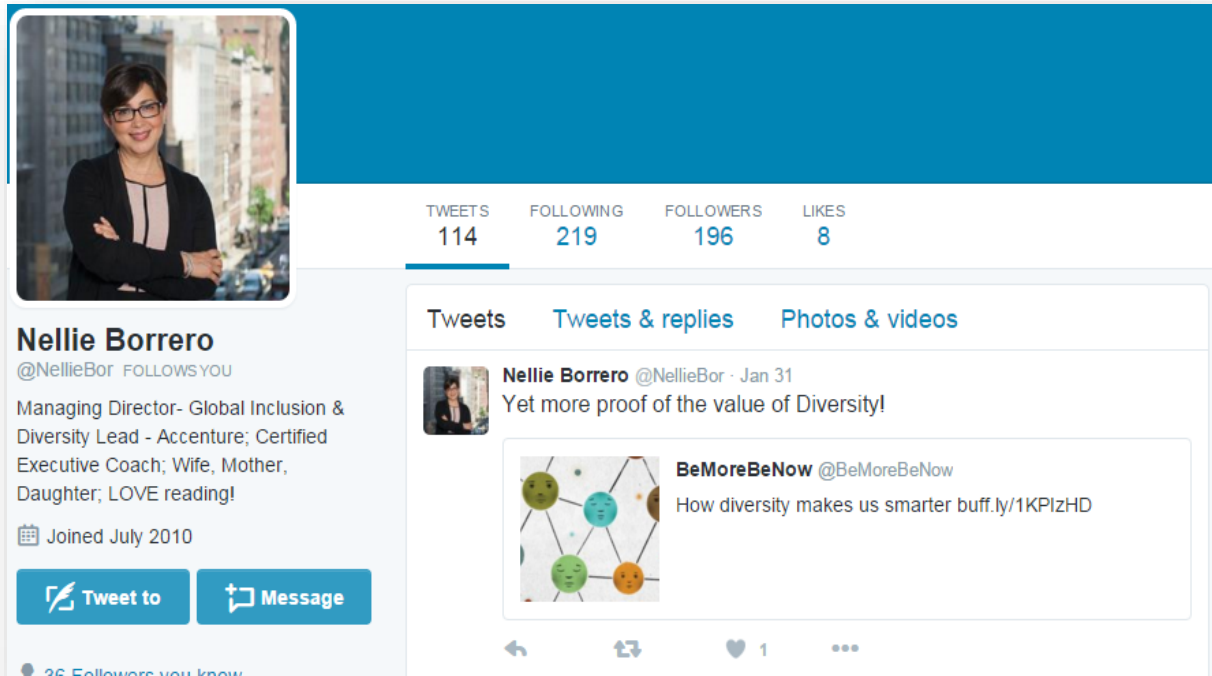
Twitter profile of Preetisha (@pritishajoshi). The profile picture shows a woman with dark hair. The header background is black. The bio includes: @pritishajoshi, FOLLOWS YOU.

Preetisha @pritishajoshi · Jan 29
People if you haven't followed these champions of #GirlsInSTEM you are missing out #followfriday @Tory_Thorpe @KennedyIsla @KStockner

1 reply 6 likes

EXPERT

Someone who demonstrates proficiency in a subject matter or on multiple topics. Person will often share their expertise or others expert knowledge.



Nellie Borrero
@NellieBor FOLLOWS YOU
Managing Director- Global Inclusion & Diversity Lead - Accenture; Certified Executive Coach; Wife, Mother, Daughter; LOVE reading!
Joined July 2010

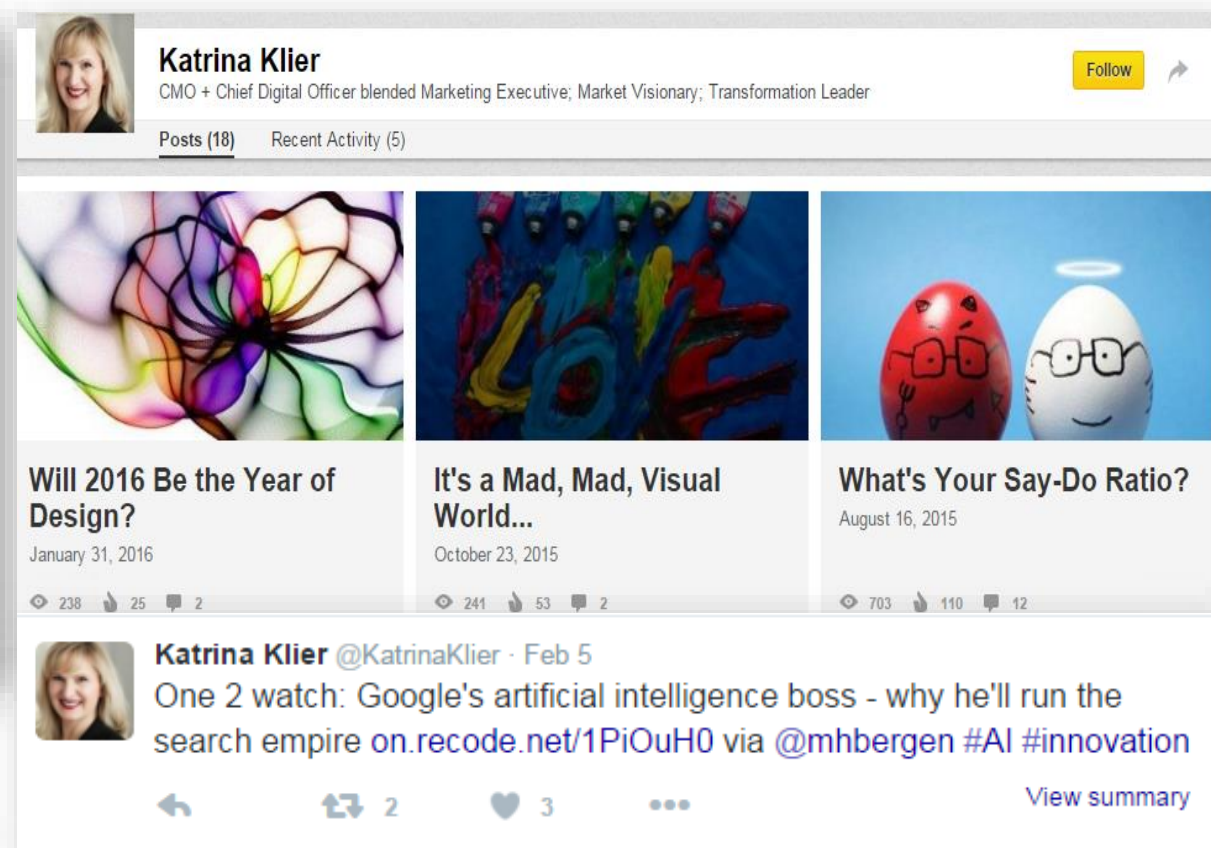
TWEETS 114 FOLLOWING 219 FOLLOWERS 196 LIKES 8

Tweets Tweets & replies Photos & videos

Nellie Borrero @NellieBor · Jan 31
Yet more proof of the value of Diversity!

BeMoreBeNow @BeMoreBeNow
How diversity makes us smarter buff.ly/1KPlzHD

26 Followers you know



Katrina Klier
CMO + Chief Digital Officer blended Marketing Executive; Market Visionary; Transformation Leader

Posts (18) Recent Activity (5)

Will 2016 Be the Year of Design?
January 31, 2016

It's a Mad, Mad, Visual World...
October 23, 2015

What's Your Say-Do Ratio?
August 16, 2015

Katrina Klier @KatrinaKlier · Feb 5
One 2 watch: Google's artificial intelligence boss - why he'll run the search empire on.recode.net/1PiOuH0 via @mhbergen #AI #innovation

INFLUENCER

Someone who persuades others by contributing convincing views and info on specific topics. Person will often seek to unite people in support of an idea or position.



Sandiso Sibisi

3rd

Accenture Development Partnership Africa Global Programmes Consultant

Johannesburg Area, South Africa | Information Technology and Services

- Current: Accenture, Seeds of Africa, Association of the Advancement of Black Accountants South Africa
- Previous: Ploughing Back Tutoring Programme, Accenture
- Education: University of the Witwatersrand


THE BLOG

Born to Succeed: Putting Women to Work in South Africa

02/03/2016 04:13 pm ET | Updated Feb 08, 2016



Like 1

 Sandiso Sibisi
Consultant, Accenture Digital



TWEETS 5,594 FOLLOWING 1,439 FOLLOWERS 1,764 LIKES 3,740 LISTS 13

Ellie Nacheva

@ElitsaNacheva

Accenture Consulting | Social | #Millennial Leadership | Inspired by #Innovation, #technology, #mindfulness, #3Dprinting, #wellbeing. Views my own

Tweet to Ellie Nacheva

20 Followers you know

Tweets Tweets & replies Photos & videos

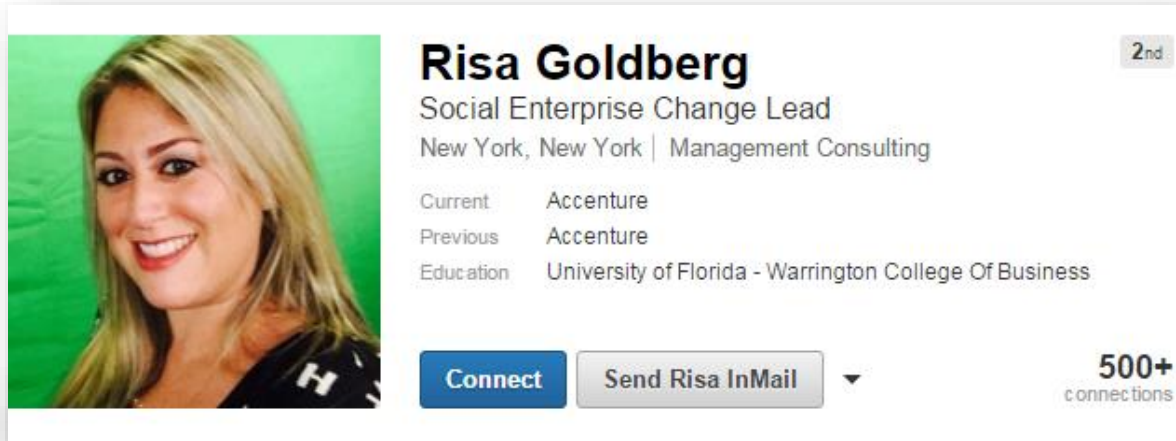
Pinned Tweet
Ellie Nacheva @ElitsaNacheva · Feb 2



Elitsa Nacheva - Alumni 2013
Elitsa Nacheva shares her experience of studying the MSc in Management at Nottingham University Business School and how the skills and knowledge gained helped...

CHANGE AGENT

Someone who acts as a champion for ideas or initiatives. Person will often use their voice to engage others to support or drive change.



Risa Goldberg 2nd
Social Enterprise Change Lead
New York, New York | Management Consulting

Current Accenture
Previous Accenture
Education University of Florida - Warrington College Of Business

[Connect](#) [Send Risa InMail](#) 500+ connections

Published by Risa

See more ▶



Blab much? #virtualwork
October 2, 2015



Technology's Next Gen
August 1, 2015



**What I learned @
#SocialShakeup15**
June 23, 2015



Emma McGuigan
@EmMcgoo
Technologist, pragmatist, campaigner for



Emma McGuigan @EmMcgoo · Jan 27

Can we trend [#GirlsInSTEM](#) & [#inspire1800girls](#)? [@Stemettes](#)
[@AccentureTechUK](#) [@JdR_Tech](#)
[@techUK](#) [@DigiLeaders](#)
[@TechPartnership](#) [@zoeklewis](#)



25



26



ACTIVITY

DISCUSSION

DEFINE YOUR ROLE ON SOCIAL MEDIA

DID YOU KNOW

**OUT OF 7.2 BILLION PEOPLE IN
THE WORLD, ALMOST 2.1
BILLION HAVE SOCIAL MEDIA
ACCOUNTS**

TIMING: 30 MINUTES

INSTRUCTIONS:

- CHOOSE YOUR STRONGEST SOCIAL POSITION AND GROUP WITH THE SAME
- DISCUSS 10 MIN. WHAT ARE CONCRETE ACTIONS ONE CAN TAKE TO REINFORCE THIS POSITION
- ALL GROUPS DEBRIEF WITH AUDIENCE (5 MIN. PER GROUP)



EXPLORING

EXTERNAL

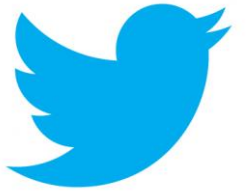
SOCIAL

MEDIA

PLATFORMS

WHY GET ACTIVE ON SOCIAL MEDIA?

- 98 OF INTERBRAND 100 BRANDS ARE ACTIVE ON TWITTER
- 34% OF MARKETERS SAY THAT THEY HAVE GENERATED LEADS FROM TWITTER
- 50% OF TECHNOLOGY COMPANIES HAVE ACQUIRED A CUSTOMER THROUGH TWITTER.
- TWITTER HAS OVER 500 MILLION TOTAL USERS AND 255 MILLION ACTIVE USERS
- LINKEDIN IS THE MOST USED SOCIAL PLATFORM BY OUR KEY CLIENT EXECUTIVES
- 9 OUT OF 10 EXECUTIVES (88%) USE SOCIAL MEDIA AND 58% ARE ON LINKEDIN
- 6 OUT OF EVERY 10 LINKEDIN USERS ARE INTERESTED IN INDUSTRY INSIGHTS
- 40% OF USERS CHECK LINKEDIN DAILY
- A STRONG PROFESSIONAL BRAND CAN HELP YOU STAND OUT AND OUR CLIENTS ARE LOOKING FOR YOU THERE!



WHICH SOCIAL MEDIA PLATFORMS WILL YOU USE?

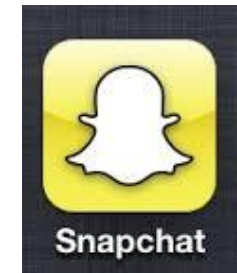
THERE ARE MANY DIFFERENT SOCIAL MEDIA PLATFORMS YOU CAN JOIN TO ESTABLISH YOUR ONLINE PRESENCE AND CREATE YOUR NARRATIVE



Instagram



tumblr.



Take the first step by adopting 1 or more of these platforms

**LET'S NOW TAKE A
DEEPER LOOK AT
ONE OF THE
MORE POPULAR
PLATFORMS**

LINKEDIN



**GOING
SOCIAL:
LINKEDIN**

LINKEDIN: DID YOU KNOW?

- LINKEDIN IS THE THIRD MOST POPULAR SOCIAL MEDIA PLATFORM, BEHIND FACEBOOK AND TWITTER
- THERE ARE MORE THAN 380 MILLION USERS ON LINKEDIN
- 87% OF EXECUTIVES SAY THEY TRUST LINKEDIN AS A SOURCE FOR DECISION MAKING
- SAY GOODBYE TO 6 DEGREES OF SEPARATION – WE'RE NOW AT 4.74
- AS EXAMPLE, ACCENTURE HAS ALMOST 250,000 EMPLOYEES ON LINKEDIN. GLOBALLY, 873,000 PEOPLE ARE VISITING ACCENTURE EMPLOYEE PROFILES EVERY MONTH...WHAT DO THEY SEE?

CLIENTS AND PROSPECTS CHECK US OUT BEFORE INTRODUCTORY MEETINGS AND DURING RFP/BEFORE ORALS



EXAMPLE OF A BEST PRACTICE PROFILE

[Katrina Klier](#)

Katrina Klier
Managing Director Global Digital Marketing & Communications at Accenture
Greater New York City Area | Management Consulting

Current: Accenture
Previous: Microsoft, Hewlett Packard, Sixth Dimension (Converge)
Education: Northeastern University

Experience

Managing Director Global Marketing & Communications, Digital
Accenture
December 2012 – Present (1 year 2 months) | New York, NY

Chief Digital Officer type role. Lead digital marketing and engagement globally for Accenture including web, social, mobile and new platforms. Creating brand differentiation, preference and engagement through unique digital experiences across paid, owned and earned media. Extending brand reach and conversations via digital to new audiences. Creating content marketing innovation.

- 4 honors and awards

- Nifty50 Top Women Writers on Twitter 2013**
Nominated and voted by broad community, this list includes the top women writers on Twitter for the year. [View](#)
- PRSA Big Apple Award for Innovation and Technology - Accenture Outlook iPad App**
The Accenture Outlook journal for iPad app was named the winner for the Innovation & Technology Category. Here is a... [View](#)
- PR News Social Media Icon Award - Honorable Mention**
The Accenture Outlook journal for iPad app was a finalist in the App Category. Here is a write-up on the awards... [View](#)
- Top 100 Management Experts to Follow on Twitter**
List of top management and business advice experts on Twitter. [View](#)

Responsive Content Design 101 with Accenture's Katrina Klier

B2B art and science collide in new mantras for CMOs

- FOR A DEEPER EXPLORATION OF THIS TOPIC, [VIEW A REPLAY](#) OF THE DEFINING SUCCESS FORUM ON
- “HOW TO NETWORK THROUGH SOCIAL MEDIA,” FEATURING KRISTA CANFIELD FROM LINKEDIN, AND KATRINA KLIER, MANAGING DIRECTOR OF GLOBAL DIGITAL MARKETING & COMMUNICATIONS AT ACCENTURE

**Leveraging Digital and Social:
Using social networks more effectively - June 2013**

The lively discussion included guest speaker, [Krista Canfield](#), Senior Manager, Corporate Communications at LinkedIn and [Katrina Klier](#), Managing Director of Marketing and Communications, Digital at Accenture.



[Krista Canfield](#)

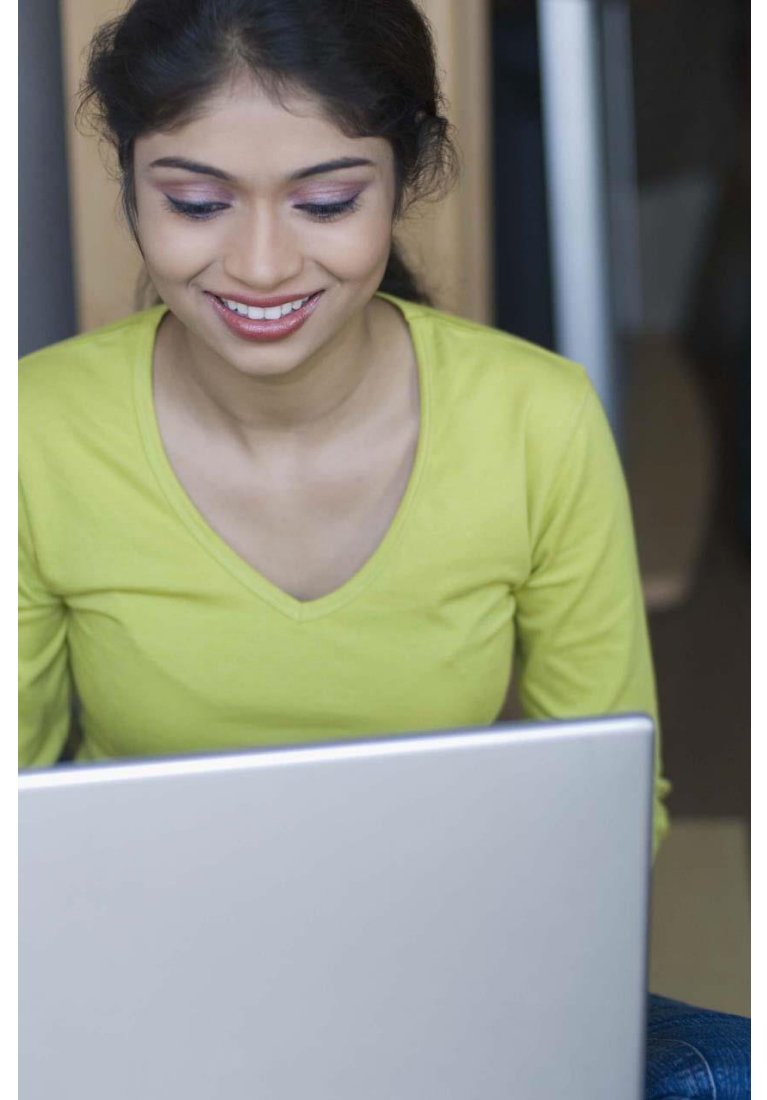
[Katrina Klier](#)

Materials:

[WATCH THE REPLAY NOW](#)

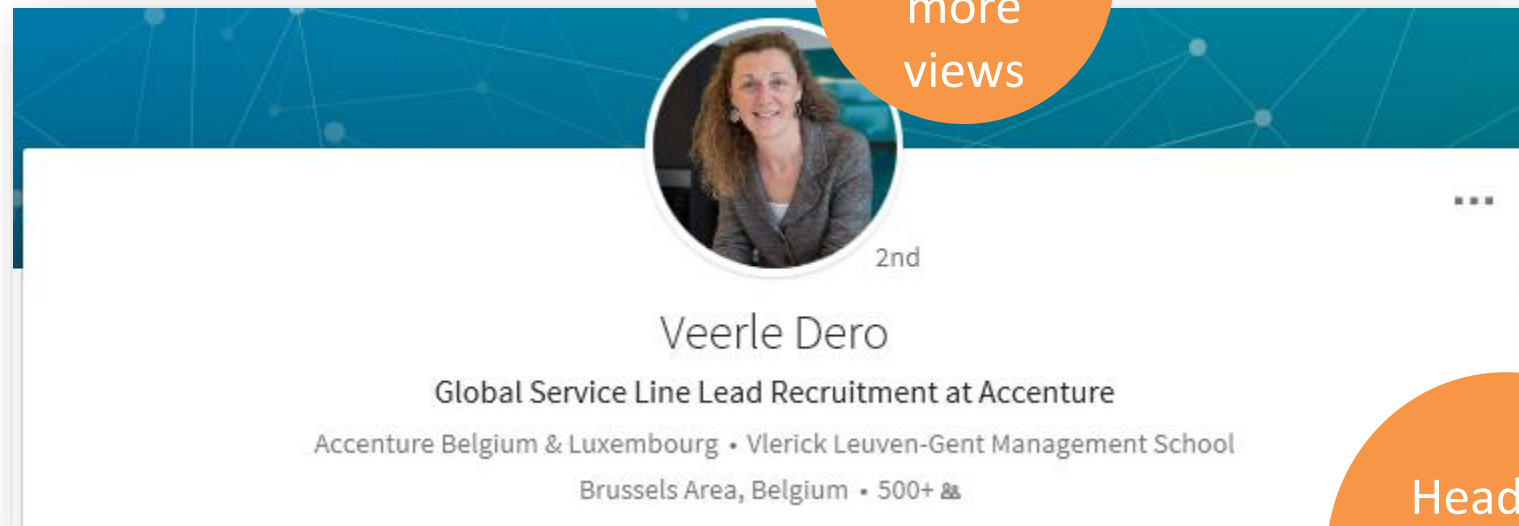
YOUR LINKEDIN STRATEGY

- **QUALITY** IS MORE IMPORTANT THAN QUANTITY.
- KEEP YOUR PROFILE AND CONNECTIONS **FRESH**. IF YOU HAVE AN EXTERNAL PRESENCE AT CONFERENCES, HAVE AUTHORED THOUGHT LEADERSHIP, ARE ON POINT FOR KEY INDUSTRY TOPICS, ETC.
- **BALANCE** THE PERSONAL VS. YOUR EMPLOYER. IF YOU POST ONLY COMPANY CONTENT YOU WILL LOSE YOUR OVERALL AUTHENTICITY AND READERSHIP
- YOUR ROLE ALSO DEFINES HOW MUCH FOCUS YOU SHOULD BE PLACING ON CONVERTING THE DIGITAL CONNECTIONS INTO FACE-TO-FACE DISCUSSIONS (E.G., LOCAL SALES ROLE VS. INDUSTRY THOUGHT LEADERSHIP).



PROFILE HEADER IS KEY

Photo
= 7 x
more
views



Headline
=
Visit card

SUMMARY IS WHAT MOST PEOPLE READ!

I am a Senior Talent Acquisition & Talent Director with 20 years of experience in local and global recruitment and selection.

Recognized as a strong people manager, both within Accenture and at our clients, I am experienced in leading large teams of recruitment professionals at regional and global scale to deliver dynamic talent acquisition projects in different industry areas.

I have an innate ability to understand an organization's business, talent and recruitment challenges, and identify pragmatic opportunities for improvement. I also bring deep skills in recruitment and sourcing technology, global recruitment operating models, performance and project management to my current roles as Capability Lead for Talent & HR in Benelux & France and as Global Recruitment Lead for a major FMCG client.

Working in teams and driving people engagement has remained a passion throughout my career. I strongly believe that engaged people create more value for themselves, Accenture and our clients. As such, I am particularly proud to lead the BeLong Program at Accenture Belgium & Luxembourg and to work with dedicated teams of colleagues on BeLong programs such as Inclusion & Diversity, Corporate Citizenship and Fit At Work that further engage and increase the wellbeing of our people.

SUMMARY IS “THE ELEVATOR PITCH”

IT SUMMARIZES:

- WHO YOU ARE AND WHAT YOU ACHIEVED (KEY STRENGTHS)
- THE VALUE PROPOSITION OF YOUR BUSINESS UNIT

Tip:
Add multi-media like photos & videos

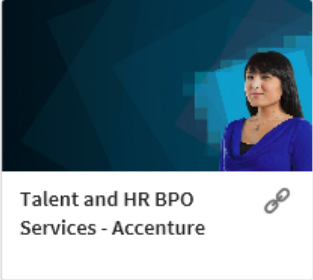
EXPERIENCE

Tip:
Use
relevant
keywords

Experience

Regional Talent & HR Capability Lead
Accenture Belgium & Luxembourg
Sep 2016 – Present • 7 mos • France, Belux, Netherlands

Media (1)



Talent and HR BPO Services - Accenture

See less ^

BeLong Lead (drive people initiatives like Inclusion & Diversity, Corporate Citizenship, Fit@Work)
Accenture Belgium & Luxembourg
May 2016 – Present • 11 mos • Belgium and Luxembourg

[See description](#) v

Global Service Line Lead Recruitment for leading FMCG company
Accenture
Apr 2012 – Present • 5 yrs • Global

[See description](#) v

EXPERIENCE REFLECTS YOUR CV

- YOUR RESPONSIBILITIES
- DON'T MENTION CLIENTS NAMES

UPDATE SKILLS AND ENDORSE YOUR CONTACTS

Human Resources · 57

Endorsed by Rose May and 2 others who are highly skilled at th...

Endorsed by 35 of Veerle's colleagues at Accenture

Veerle is also good at...

Executive Search · 40	Employer Branding · 30	Organizational D... · 25
Management · 23	Sourcing · 22	Talent Management · 22
Change Managem... · 22	Career Counseling · 21	Consulting · 15
Leadership · 14	Management Con... · 13	Assessment Center · 12
HR Transformation · 10	Talent Acquisition · 9	Personnel Manag... · 9
Performance Man... · 8	Coaching · 6	Organizational D... · 5
Business Process... · 5	Interviews · 4	Taleo · 3
Technical Recruit... · 3	Human Capital · 3	Interviewing · 2
Employee Engage... · 2	Graduate Recruit... · 2	Screening · 2
Training · 2	Employee Relations · 2	Onboarding · 2
Internet Recruiting · 2	SAP HR · 2	Organizational Ef... · 2
HR Policies · 1	Search · 1	Deferred Compen... · 1
Screening Resumes · 1	Leadership Devel... · 1	Succession Plann... · 1
Recruitment Adv... · 1	Contract Recruit... · 1	HRIS · 1
Career Developm... · 1	Workforce Planning · 1	Applicant Trackin... · 1
Job Descriptions · 1	BPO · 1	

Min. 5 skills

Your connections will be asked to *Endorse* you for your skills – this adds weight to your profile in search results

JOIN GROUPS, FOLLOW INFLUENCERS AND COMPANIES

Companies

Entrepreneur Media
Publishing
[+ Follow](#)



LinkedIn
Internet
[+ Follow](#)



Procter & Gamble
Consumer Goods
[+ Follow](#)



Inc. Magazine
Publishing
[+ Follow](#)

TED Conferences
Media Production
[+ Follow](#)



NPR
Broadcast Media
[+ Follow](#)

TechCrunch
Internet
[+ Follow](#)



Harvard Business R...
Publishing
[✓ Following](#)

Schools



St. Stephen's College
New Delhi Area, India
[+ Follow](#)



Indian Institute of Ma...
Ahmedabad Area, India
[+ Follow](#)



Stanford University
San Francisco Bay Area
[+ Follow](#)

Groups



Pan IIM Alumni Asso...
5,695 members
[+ Join](#)



IIM Ahmedabad Alum...
306 members
[+ Join](#)



Ivy League Jobs and ...
40,061 members
[+ Join](#)



Sales / Marketing Ex...
234,114 members
[+ Join](#)



IIM Society
4,394 members
[+ Join](#)



iimjobs.com
22,485 members
[+ Join](#)



P&G (Procter & Gam...
18,328 members
[+ Join](#)



[See 2 more >](#)

Following

Influencers



Richard Branson
Founder at Virgin...
[+ Follow](#)



Deepak Chopra MD (...
Founder, Chopra...
[+ Follow](#)



Arianna Huffington
President and...
[+ Follow](#)



Jeff Weiner
CEO at LinkedIn
[+ Follow](#)

OPPORTUNITIES TO ENGAGE

In addition to on-going opportunities to engage – where our listening helps to find regular opportunities – there are ad hoc opportunities that can be either dictated by the news of the day, offline events, or opportunities for more significant social media activities

ON-GOING ENGAGEMENT

LISTENING AND ENGAGING WITH:

- COMPANY PROFILES
- COLLEAGUES
- CLIENTS & PROSPECTS
- COMPETITORS
- INFLUENCERS
- PROFESSIONAL ORGANIZATIONS
- ON-POINT HASHTAGS

AD HOC ENGAGEMENT OPS

RESPONDING THROUGH:

- EVENT INTEGRATION (E.G., CONFERENCE HASHTAGS, LIVE BLOGGING)
- TWEETCHATS
- WEBINARS

CONNECTING OFF AND ONLINE

BUILD ENGAGEMENT BY:

- FOLLOWING UP ON MEETINGS WITH SOCIAL CONNECTIONS
- SUGGESTING MEETINGS WITH ONLINE INFLUENCERS AT EVENTS
- POSTING THANK YOU NOTES ON SOCIAL MEDIA

ENGAGE IN SOCIAL IN 15 MINUTES OR LESS

CHALLENGE YOURSELF TO FIND 15 MINUTES A WEEK TO DEVOTE TO GETTING MORE SOCIAL, WHICH CAN BE YOUR TIME FOR:

Network nurturing

Learning

Research

News

Client engagement



Commuting



Lunch Break



Coffee Break



Mental Break



Between Meetings



ACTIVITY

Get to know your colleagues

DISCUSSING EACH OTHERS PROFILES

Did you know...

Every second, 2 new members join LinkedIn

TIMING: 5 – 7 MINUTES

INSTRUCTIONS:

GATHER IN SMALL GROUPS OF 3-4,
OR IN PAIRS

EACH PERSON SHOULD TAKE A
MOMENT TO PRESENT HER / HIS
LINKEDIN PROFILE TO THE GROUP
AND GET FEEDBACK

SHARE WITH THE FULL GROUP WHAT
YOU DISCOVERED ABOUT EACH
OTHERS



GOING SOCIAL: FACEBOOK

FACEBOOK: DID YOU KNOW?

- FACEBOOK IS THE MOST POPULAR SOCIAL MEDIA PLATFORM, WITH 1.65 BILLION OF MONTHLY USERS (WITH AN INCREASE OF 15% PER YEAR)
- ON FACEBOOK, YOU CAN BECOME “FRIEND” (THAT’S HOW IT’S CALLED) WITH YOUR COLLEAGUES, RELATIVES FLOATING AROUND, ACTUAL FRIENDS ETC. MAINLY USED TO SHARE PICTURES, LINKS, QUICK THOUGHTS ETC., YOU CAN ALSO SHOW YOUR SUPPORT TO BRANDS OR ORGANIZATIONS BY “LIKING” THEIR PAGE.
- MORE THAN 1 BILLION USERS LOG ONTO FACEBOOK DAILY, WITH 4.5 BILLION LIKES GENERATED DAILY.
- 5 NEW FACEBOOK PROFILES ARE CREATED EVERY SECOND
- ACCENTURE INTENSIVELY USES FACEBOOK FOR RECRUITING



YOUR FACEBOOK STRATEGY

- FACEBOOK CAN BE AN AMAZING SOCIAL TOOL. HOWEVER, YOU HAVE TO BE CAREFUL WITH THE INFORMATION YOU SHARE, AS ACCORDING TO YOUR PREFERENCES, PEOPLE WILL HAVE ACCESS TO THAT INFORMATION.
- BE SURE TO EDIT YOUR PREFERENCES TO KNOW WHO CAN ACCESS WHICH OF YOUR INFORMATION. YOU CAN, FOR INSTANCE, RESTRICT YOUR PROFILE FOR COLLEAGUES IF YOU DON'T WANT THEM TO SEE THE PICTURES OF YOUR LAST PARTY.
- ONLY ADD AND ACCEPT PEOPLE YOU KNOW. YOUR PROFILE IS ABOUT PERSONAL INFORMATION. PEOPLE YOU DON'T KNOW DO NOT NEED YOUR PERSONAL INFORMATION.
- LIKE COMPANY PAGES AND ACT AS A PROMOTER IF YOU FEEL COMFORTABLE...





GOING SOCIAL: TWITTER

WHY TWITTER?



WE CAN USE TWITTER TO QUICKLY SHARE INFORMATION, GATHER MARKET INTELLIGENCE AND INSIGHTS, AND BUILD RELATIONSHIPS WITH PEOPLE WE WANT TO HEAR FROM AND PEOPLE WHO WANT TO HEAR FROM US.

COMMON TWITTER USES:

- SHARE CONTENT, THOUGHTS AND IDEAS
- DRIVE TRAFFIC TO YOUR WEBSITE OR TO A SPECIFIC DESTINATION
- PROMOTE YOUR GLOBAL BRAND LOCALLY BY SHARING CONTENT
- BUILD YOUR PROFESSIONAL BRAND
- CONDUCT POLLS FOR MARKET RESEARCH OR TO ASK QUESTIONS
- SHOWCASE EVENTS – BOTH DURING (LIVE COVERAGE) AND POST
- NETWORK WITH FOLLOWERS AND INDUSTRY PROFESSIONALS
- LEAD GENERATION
- RECRUITING
- MONITOR THE COMPETITION



KEY TWITTER FACTS



- MORE THAN 400 MILLION TWEETS SENT EVERY DAY
- USERS LEVERAGE THE PLATFORM IN MANY WAYS TO STAGE PROTESTS, COORDINATE DISASTER RELIEF EFFORTS, BREAK NEWS, AIR GRIEVANCES AGAINST BRANDS AND STAY IN TOUCH WITH EACH OTHER
- TWITTER PROVIDES AN ALWAYS-ON PLATFORM FOR BRANDING AND CLIENT ENGAGEMENT
- TWITTER GIVES US A POWERFUL PLATFORM TO ENGAGE OUR KEY AUDIENCE, AND TO LISTEN TO PUBLIC CONVERSATIONS TAKING PLACE AROUND OUR CLIENTS, COMPETITORS AND TOPICS OF INTEREST

ACTIVITY

CREATING A PLAN

MAPPING THE STEPS TO BUILD OR EXPAND YOUR SOCIAL PRESENCE

DID YOU KNOW...

*EVERY SECOND, 2 NEW MEMBERS
JOIN LINKEDIN*

TIMING: 5 – 7 MINUTES

INSTRUCTIONS:

- GATHER IN SMALL GROUPS OF 3-4, OR IN PAIRS
- EACH PERSON SHOULD TAKE A MOMENT TO WRITE DOWN THE 2-3 THINGS S/HE CAN DO TO DEFINE OR EXPAND THEIR SOCIAL PRESENCE
- SHARE WHAT YOU WROTE WITH THE GROUP/YOUR PARTNER



READY TO GO VIRAL? 😊



CHALLENGE

**45 LIKES
3000 VIEWS**

**CAN WE
CONNECT
AND DO
BETTER?**

 **Fabian Pepe**
Online marketing lead at Accenture BeLux | H2H Communications architect
4w

I work at a [#topemployer](#) [#proud](#)



45 Likes

 Like  Comment  Share

 3,009 views on this post



APPENDIX



LINKEDIN: SETTING UP & MAINTAINING AN ACCOUNT

GETTING STARTED: LINKEDIN

Be seen: Create a compelling **profile headline** that grabs readers' attention and prompts them to read more.

No

Tim O'Gorman
Marketing Manager
Chicago, Illinois | Marketing and Advertising

Previous Accenture, United States Air Force
Education University of Illinois at Chicago

Yes

Tim O'Gorman
North America Digital Marketing and Social Media Lead at Accenture
Chicago, Illinois | Marketing and Advertising

Previous Accenture, United States Air Force
Education University of Illinois at Chicago

Tip: Avoid using a generic title

The **headline appears in Google search** as a meta description, so make it count!

[Tim O'Gorman | LinkedIn](https://www.linkedin.com/in/timogorman)

<https://www.linkedin.com/in/timogorman>

Chicago, Illinois - North America Digital Marketing and Social Media Lead at Accenture





View Tim O'Gorman's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Tim O'Gorman discover inside ...

UPDATE YOUR BACKGROUND






THIS IS WHERE YOU PAINT A PICTURE OF WHO YOU ARE AND WHAT YOU WANT PEOPLE TO NOTICE. KEY SECTIONS INCLUDE:

- **SUMMARY**
- **EXPERIENCE**
- **SKILLS & EXPERTISE**
- **EDUCATION**
- PROJECTS
- **PUBLICATIONS**
- CERTIFICATIONS
- LANGUAGES
- COURSES
- **VOLUNTEER EXPERIENCES AND CAUSES**
- **ORGANIZATIONS**
- **HONORS & AWARDS**

Recommended for you

-  Languages +
-  Publications +
-  Organizations +
-  Honors & Awards +

You can also add...

-  Test Scores +
-  Courses +
-  Patents +
-  Certifications +
-  Volunteering & Causes +

CREATE A COMPELLING SUMMARY

THE SUMMARY IS A QUICK SNAPSHOT OF YOUR PROFILE. IT SHOULD BE CONCISE AND **HIGHLIGHT PROFESSIONAL ACCOMPLISHMENTS, EXPERTISE AND SKILLS.**

- WRITE IN FIRST-PERSON, GET TO THE POINT, CREATE A REASON TO READ MORE
- ADD 2 – 5 WORK SAMPLES; CAN INCLUDE NON-CONFIDENTIAL, PUBLIC PRESENTATIONS AND VIDEO INTERVIEWS FROM YOUR COMPANY
- USE INDUSTRY SPECIFIC KEYWORDS
- ROTATE OR UPDATE PERIODICALLY

Tip: The summary should also show your personality. Your profile should have its own identity and it give people information that your CV cannot.

Background



What I do Best... Create brand differentiation by mixing media and experiences in new ways. Extend brand reach, engagement and satisfaction through audience-first marketing. Create new sales motions with eCommerce, web syndication, SaaS, apps. Grow revenue through sustained, efficient, innovative marketing and sales strategies. Lead transformation of markets, brands and organizations.

Extensive experience in B2B and B2C marketing, brand building or reinvention, digital marketing strategy, ecommerce, social media, mobile marketing, demand generation programs, partner marketing and global marketing campaigns. Known as an innovator in organization design, business strategy and market development. Active mentor and advocate to grow talent.

Accomplished speaker at industry conferences, company events and other organization gatherings. Please see my personal website for more information. <http://katrinaklier.com>

Specialties: Brand building. Social Media. Digital marketing. Market creation and expansion. Channel development. Partner programs. Ecommerce. Global marketing. Competitive Strategy. Executive communications. PR.



Panel: Creating your "Editorial" Calendar - What Content Should a Brand Produce?



From Community to Kinship - Online Communities that Drive Business - Katrina Klier,



Katrina Klier - What's Next DC - Mobilize Your Brand



PRSA Digital Impact - Does Your Brand Have ESP?



Online Video for PR - Katrina Klier

HIGHLIGHT YOUR EXPERIENCE

THIS **DESCRIPTION SHOULD BE RICH IN KEYWORDS** SO THAT IT GETS OPTIMIZED FOR SEARCH WITHIN LINKEDIN AND IN THE EXTERNAL BROWSER SEARCH.

Global Inclusion and Diversity Managing Director

Accenture

January 2006 – Present (10 years 2 months)



- Built world class Global Inclusion & Diversity Strategy and Infrastructure; focused on Gender, Ethnicity, Persons with Disabilities, Lesbian Gay Bisexual and Transgender, Interfaith, Cross-cultural and generational
- Created global diversity training curriculum and content focused on overall leadership awareness and talent development specifically for women and ethnic minorities
- Designed and executed global diversity metrics scorecard; hence increasing leadership accountability
- Led client-centric diversity framework in order to leverage program for enhancing client relationships
- Developed tailored geographic specific programs , some highlights include: South Africa Black Economic Empowerment program, on-boarding of Latin Americans into Spain, addressing cultural women biases in Latin America, India, Italy, Japan and many other countries, institutionalized U.S, U.K. and S.A. ethnic minority outreach and retention strategy
- Positioned diversity corporate leadership agenda; driven by CEO and Executive Leadership Teams
- Partnered with Corporate Functions including; Legal, Employee Relations and Marketing & Communications to deliver a cohesive strategy and leverage programs
- Updated global and geographic policies ensuring diversity segments are fairly represented
- Trusted Advisory to key "business" and HR leadership
- Recognized for thought leadership in complex situations
- Effectively lead global virtual team

Tip: Use elements from your professional resume – but avoid simply copy and pasting. Don't overdo it with too much detail (i.e. mentions of clients). Keep it clear and clean!

ADD YOUR PROFESSIONAL EXPERIENCES

ADD IN YOUR PAST ROLES

DESCRIPTIONS SHOULD INCLUDE THE VALUE YOU DELIVERED IN YOUR PAST ROLES. **ONE TO TWO SENTENCES IS MORE THAN ENOUGH.** SHORT AND SWEET.

Business Negotiator

Accenture

July 2008 – Present (5 years 10 months)

Lead cross-functional engagement teams including solution architects, pricing and legal in negotiations with clients, third-party advisors and external counsel to establish scope, pricing and terms/conditions in support of outsourcing relationships.

North American Project Executive

IBM

January 2007 – June 2008 (1 year 6 months)

Responsible for contract P&L (\$40M/year), client satisfaction, delivery quality and revenue growth for a leading global industrial sector company.

Client Solutions Executive - Outsourcing Sales

IBM

May 2003 – January 2007 (3 years 9 months)

Led the sales pursuit and capture team for large outsourcing opportunities in the Media and Entertainment industry.

Negotiations Executive - Global Business Development

IBM

June 1998 – May 2003 (5 years)

Identified, validated and qualified outsourcing opportunities. Structured, prepared and led the negotiation of large national and international outsourcing agreements. Successfully negotiated agreements with total contract value in excess of \$10B.

DON'T FORGET TO INCLUDE YOUR CERTIFICATIONS AND AWARDS

MENTION OF **CERTIFICATES AND AWARDS** ADDS TO THE CREDIBILITY OF THE PORTFOLIO.
IT ALSO ADDS TO YOUR **PROFESSIONAL ACCOMPLISHMENTS**.



Honors & Awards

Clarion Award - Accenture Digital Launch

Association for Women in Communications
October 2014

Top awards for excellence in communications. Awards are open to men and women. For details please visit: <http://www.womcom.org/wp/clarion-awards/2014-clarion-winners/>

Top 50 Sales and Marketing Influencers

InsideView
October 2014

To select the industry's top influencers each year, a research team at InsideView begins with a blank slate and then identifies those with the most -- and most relevant -- influence, voice, and ideas. For 2014, the team also consulted other B2B influencer lists, including those from Forbes, Top Sales World, Business2Community, and many others.

Additionally, the team's data-driven selection algorithm included social ranking and social authority... [more](#)

Tip: Share details on your certifications and awards and honors received with direct links (if possible)



FACEDBOOK: SETTING UP & MAINTAINING AN ACCOUNT

GETTING STARTED: FACEBOOK



- GO TO WWW.FACEBOOK.COM AND FILL IN THE SIGN UP SECTION OF THE PAGE (FIRST NAME, LAST NAME, MOBILE NUMBER OR EMAIL, RE-ENTER MOBILE NUMBER OR EMAIL, NEW PASSWORD, BIRTHDAY AND MALE/FEMALE)
- BE SURE TO USE A **SECURE PASSWORD**
- MUST CONTAIN UPPERCASE, LOWERCASE, NUMBERS AND/OR SYMBOLS

Sign Up

It's free and always will be.

First name Last name

Mobile number or email

Re-enter mobile number or email

New password

Birthday

Month Day Year Why do I need to provide my birthday?

Female Male

By clicking Create Account, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

GETTING STARTED: FACEBOOK

- GO TO WWW.FACEBOOK.COM AND FILL IN THE “SIGN UP” SECTION OF THE PAGE:
 - FIRST NAME
 - LAST NAME
 - MOBILE NUMBER OR EMAIL
 - RE-ENTER MOBILE NUMBER OR EMAIL
 - NEW PASSWORD
 - BIRTHDAY
 - MALE/FEMALE
- CLICK ON “CREATE ACCOUNT”

Sign Up

It's free and always will be.

Birthday

Month ▼ Day ▼ Year ▼ Why do I need to provide my birthday?

Female Male

By clicking Create Account, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

CONFIRM YOUR NUMBER

Security check

Use a phone to verify your account

The phone number you use can only verify one account. Once you enter your number, you'll receive a code that you can enter on Facebook to verify your account.

Your phone number will be added to your Timeline. You'll be able to choose who you share it with. To learn more about how information on your Timeline is used, visit our [privacy policy](#).

[Enter a mobile number](#)

[Continue](#)

Confirm Your Number

Country code

Phone number

Confirm number by Sending me a text

You can change who you share your phone number with from the About section of your Timeline. Learn more about how info on your Timeline is used in our [privacy policy](#).

[Continue](#) [Cancel](#)

- FOR NOW, YOU WILL HAVE TO VERIFY YOUR MOBILE PHONE NUMBER.
- CLICK ON "ENTER A MOBILE NUMBER", FILL IT IN AND CLICK ON "CONTINUE".
- ON YOUR PHONE, YOU WILL RECEIVE A TEXT CONTAINING A NUMBER. YOU WILL HAVE TO FILL IN THAT NUMBER, AND CLICK ON "CONFIRM".
- ONCE CONFIRMED, CLICK ON "CONTINUE"
- THEN, YOU CAN CHOOSE TO RECEIVE TEXTS WHEN THERE IS ACTIVITY ON YOUR PROFILE. WE ADVISE NOT TO DO SO, AS THERE CAN BE LOTS OF TEXTS.

EDIT YOUR PROFILE AND FIND RELATIVES

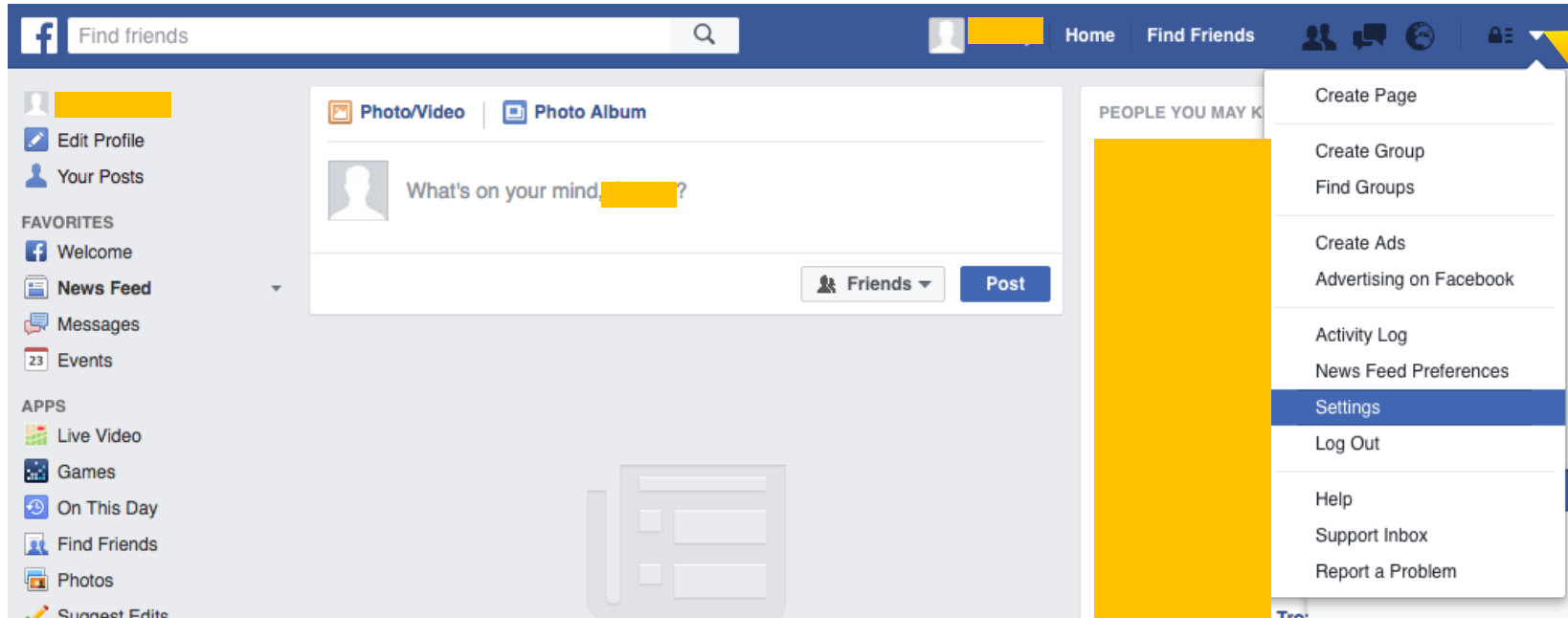
- CONGRATULATIONS, YOU NOW HAVE A PROFILE!

You can find “friends” and add them. They will be able to follow your activity (posts photo’s etc.) on Facebook, and you will be able to follow theirs.

You can edit your profile, by adding a profile picture, adding personal information etc.

The image shows a screenshot of a Facebook profile page. The page is divided into several sections: a top navigation bar with a search bar and navigation links (Home, Find Friends), a left sidebar with navigation options (Edit Profile, Your Posts, FAVORITES, APPS, PAGES, GROUPS), a main content area with a post creation box and a post from Mark Zuckerberg, and a right sidebar with 'PEOPLE TO FOLLOW' and 'SUGGESTED PAGES'. A yellow arrow points from the text 'You can edit your profile...' to the 'Edit Profile' link in the sidebar. Another yellow arrow points from the text 'You can find “friends” and add them...' to the 'Find Friends' link in the top navigation bar. The main content area shows a post creation box with the text 'What's on your mind, [redacted]?' and a 'Post' button. Below this is a post from Mark Zuckerberg with the text 'Good afternoon, [redacted]!' and a 'Follow' button. The right sidebar shows 'PEOPLE TO FOLLOW' with a profile picture of Mark Zuckerberg and 'SUGGESTED PAGES' with a profile picture of OPPO. A 'Chat' window is open over the suggested pages section.

GET TO YOUR PREFERENCES



By clicking on the arrow, you can update your preferences. Click on settings to choose your privacy settings.

EDIT YOUR PRIVACY PREFERENCES

Find friends

Home Find Friends

- General
- Security
- Privacy**
- Timeline and Tagging
- Blocking
- Language

- Notifications
- Mobile
- Followers

- Apps
- Ads
- Payments
- Support Inbox
- Videos

Privacy Settings and Tools

Who can see my stuff?	Who can see your future posts?	Friends	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts
Who can contact me?	Who can send you friend requests?	Everyone	Edit
Who can look me up?	Who can look you up using the email address you provided?	Everyone	Edit
	Who can look you up using the phone number you provided?	Everyone	Edit
	Do you want search engines outside of Facebook to link to your profile?	Yes	Edit

You can see and update your privacy preferences in these columns

EDIT YOUR TIMELINE AND TAGGING PREFERENCES

Timeline and Tagging Settings

Who can add things to my timeline?	Who can post on your timeline?	Friends	Edit
	Review posts friends tag you in before they appear on your timeline?	Off	Edit
Who can see things on my timeline?	Review what other people see on your timeline?		View As
	Who can see posts you've been tagged in on your timeline?	Friends of Friends	Edit
	Who can see what others post on your timeline?	Friends	Edit
How can I manage tags people add and tagging suggestions?	Review tags people add to your own posts before the tags appear on Facebook?	Off	Edit
	When you're tagged in a post, who do you want to add to the audience if they aren't already in it?	Friends	Edit
	Who sees tag suggestions when photos that look like you are uploaded? (this is not yet available to you)	Unavailable	

You can see and update your timeline and tagging preferences in these columns



TWITTER: SETTING UP AN ACCOUNT & INTERACTING

GETTING STARTED: TWITTER



- GO TO WWW.TWITTER.COM AND CLICK "SIGN UP FOR TWITTER"
- INPUT YOUR **FULL NAME, EMAIL** AND YOUR CHOSEN **PASSWORD**.
- UPON CLICKING, THE PAGE WILL DIRECT YOU TO ANOTHER FORM.
- BE SURE TO USE A SECURE PASSWORD
- MUST CONTAIN UPPERCASE, LOWERCASE, NUMBERS AND/OR SYMBOLS
- AS AN ADDED SECURITY MEASURE, IT'S RECOMMENDED YOU USE [LOGIN VERIFICATION](#).

A screenshot of the Twitter sign-up form. At the top, there is a 'Sign in' section with a text input for 'Phone, email or username', a 'Password' input, a 'Sign in' button, and a checkbox for 'Remember me' with a link for 'Forgot password?'. Below this is the 'New to Twitter? Sign up' section, which includes three text inputs for 'Full name', 'Email', and 'Password', and a yellow 'Sign up for Twitter' button.

A screenshot of the Twitter sign-up form with validation feedback. The form is titled 'Join Twitter today.' and includes the following fields and feedback:

- Full name:** Input: 'John Doe', Feedback: '✓ Name looks great.'
- Email address:** Input: 'john.doe25@gmail.com', Feedback: '✓ We will email you a confirmation.'
- Create a password:** Input: '.....', Feedback: '✓ Password is perfect!' (with a green progress bar).
- Choose your username:** Input: (empty), Feedback: 'Don't worry, you can change it later.'

At the bottom, there are suggestions: 'Suggestions: johndoe2510 johndoe2511 johndoe2513'.

CHOOSE A TWITTER USERNAME (HANDLE)



YOUR **USERNAME** (ALSO REFERRED TO AS YOUR TWITTER HANDLE) IS HOW YOU'RE IDENTIFIED ON TWITTER

- USERNAME IS ALWAYS PRECEDED IMMEDIATELY BY THE @ SYMBOL
 - E.G. SHERYL SANDBERG IS @SHERYLSANDBERG
- CHOOSE A USERNAME AS CLOSE TO YOUR REAL NAME AS POSSIBLE
- KEEP IT SHORT AND EASY TO REMEMBER
- CAPITALIZE EACH WORD (IF IT'S NOT YOUR NAME)

Choose your username

Suggestions: [JohnDoe01937329](#) · [JohnDoe38423274](#)

Keep me signed-in on this computer.

Tailor Twitter based on my recent website visits. [Learn more.](#)

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email

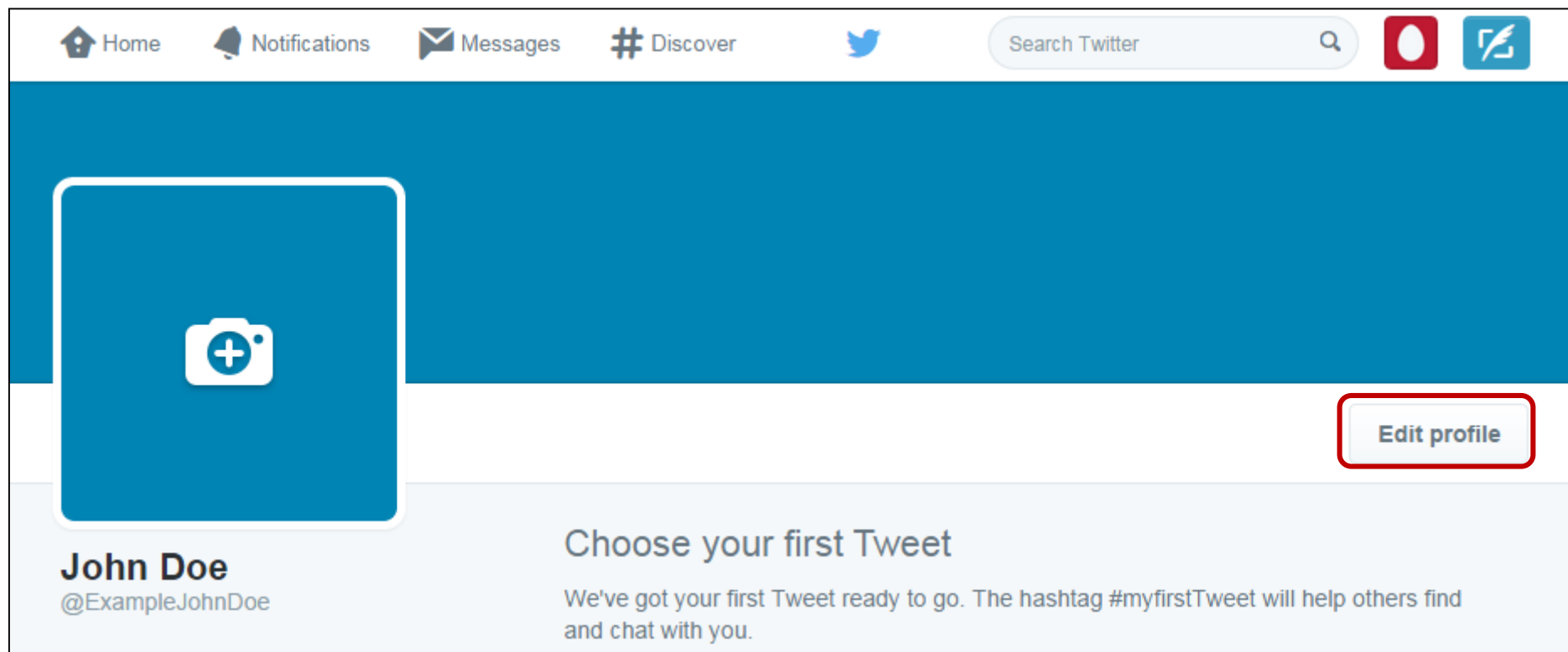
...

[Create my account](#)

CUSTOMIZE YOUR PROFILE



YOUR PERSONALIZED PROFILE IS WHAT OTHER USERS WILL SEE WHEN THEY VISIT YOUR PROFILE PAGE



CUSTOMIZE YOUR PROFILE



Upload a professional profile photo

- JPG, GIF or PNG
- 400x400 pixels
- Max size 100KB



Upload a header photo

- JPG, GIF or PNG
- 1500x1500 pixels
- Max size 10MB

John Doe
@ExampleJohnDoe
Bio
Location
Website
Theme color

Add your bio, location, and Website, if applicable.

Check your company Social Media Policy .

Recommended: Bio should include "Views are my own".

Choose your theme color



Cancel

Save changes

After customizing your profile, click "Save changes". You can go back and edit your profile at any time.

EXPLORING TWITTER



↓ Discover

↓ Search

Follow

Trends

The screenshot shows the Twitter homepage layout. At the top, there are navigation tabs: Home (selected), Moments, Notifications, and Messages. To the right is a search bar labeled 'Search Twitter' and a 'Tweet' button. Below the navigation is a user profile for Katrina Jones (@Katrina_HRM) with 3,280 tweets, 937 following, and 579 followers. To the right of the profile is a 'What's happening?' section with a search bar and a camera icon. Below this is a tweet from HuffPost Tech (@HuffPostTech) about Uber's face lift, featuring a video of a man speaking. Below the tweet is another tweet from Mashable (@mashable) about Taylor Swift's mobile game. At the bottom is a tweet from WIRED (@WIRED) about challenges for young women. On the left side, there is a 'Trends' section with a 'Change' button and a list of trending hashtags: #Zoolander2, #DemTownHall, #StephCurry, #ChicagoPD, #Ask5SOS, #NationalSigningDay, and #bryplz. On the right side, there is a 'Who to follow' section with a 'Refresh' and 'View all' button, listing accounts like Glassdoor Employers, Mary Scotton, and Ben Horowitz, each with a 'Follow' button. A purple arrow points to the 'Follow' button for Ben Horowitz. At the bottom right, there is a footer with copyright information and links for About, Help, Terms, Privacy, Cookies, Ads info, Brand, Blog, Status, Apps, Jobs, Advertise, Businesses, Media, and Developers.

HOW TO 'TWEET'



FROM YOUR TWITTER PROFILE PAGE YOU CAN ACCESS THE TWEET PLATFORM FROM ONE OF TWO PLACES

The screenshot shows a Twitter profile page for Katrina Jones (@Katrina_HRM). The navigation bar at the top includes Home, Moments, Notifications, Messages, and the Twitter bird icon. A purple arrow points to the Twitter bird icon. In the top right corner, there is a search bar and a red 'Tweet' button with a purple arrow pointing to it. The profile header shows the name 'Katrina Jones' and her handle '@Katrina_HRM', along with statistics for tweets (3,280), following (937), and followers (579). The main content area displays a tweet from HuffPost Tech (@HuffPostTech) about Uber's face lift, featuring a video of a man speaking. Below it are tweets from Mashable (@mashable) and WIRED (@WIRED). The right sidebar shows 'Who to follow' suggestions for Glassdoor Employers, Mary Scotton, and Ben Horowitz. At the bottom of the sidebar, there is a footer with copyright information and links for About, Help, Terms, Privacy, Cookies, Ads info, Brand, Blog, Status, Apps, Jobs, Advertise, Businesses, Media, and Developers.

HOW TO 'TWEET'



YOU'RE NOW READY TO WRITE YOUR TWEET.

A screenshot of the Twitter interface. In the foreground, a white 'Compose new Tweet' modal is open. The modal has a title bar with a close button (X) and a text input field containing the placeholder text 'What's happening?'. Below the input field are three icons: a camera for 'Media', a location pin for 'Location', and a speech bubble for 'Poll'. To the right of these icons is a character count '140' and a pink 'Tweet' button with a lightning bolt icon. The background is a dark-themed Twitter profile page for 'Katrina Jones' (@Katrina_HRM). The profile shows 3,280 tweets, 937 following, and 579 followers. There are also sections for 'Trends' and 'Who to follow'.

RESOURCES

1. [THE 4 BUILDING BLOCKS OF A STRONG DIGITAL PRESENCE](#)
2. [RAHUL VARMA'S BLOG, "WHAT DO YOU WANT TO BE FAMOUS FOR?"](#)
3. [7 THINGS YOU CAN DO TO BUILD AN AWESOME PERSONAL BRAND](#)

YOU CAN CONNECT WITH VEERLE DERO VIA LINKEDIN [HERE](#) AND MARTA POGORZELSKA [HERE](#)