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apmp.org

Hashtags, mentions, endorsements...oh my! How to use social media to build your personal and corporate “brand”

Beth Wingate, APMP Fellow
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Your Speaker Today



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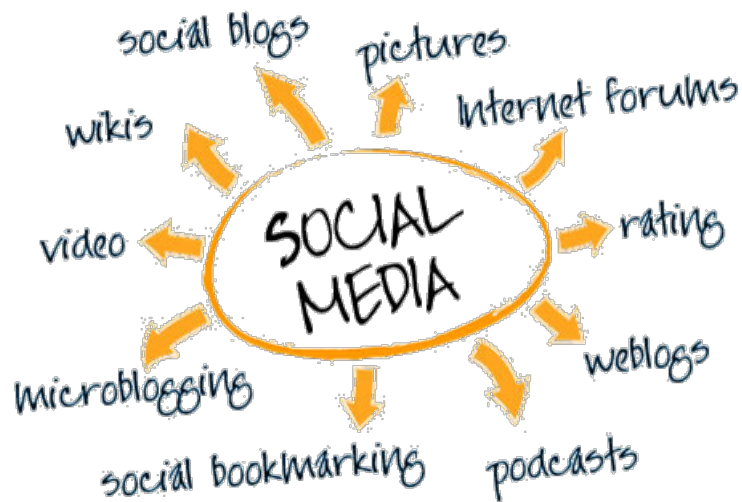
<http://www.facebook.com/LohfeldConsulting>

<https://www.facebook.com/AppMaven>

Blog: <http://www.lohfeldconsulting.com/blog/>

Agenda

- Purposes
- Platforms
- Blogging
- Content development
- Suggestions
- Analytics
- Security
- Tools
- Additional reading



Business purposes

- Company
 - Share content
 - Establish thought leadership
 - Educate
 - Interact with communities
 - Promotion
- Personal
 - Personal brand creation, e.g., “AppMaven”



Social media platforms

- LinkedIn
 - Business, personal
- Facebook
 - Business, personal
- Twitter
 - Business, personal



Profiles - LinkedIn, Facebook, Twitter

- Screen name
- Avatar - picture
- Cover image
- Summary
- Key words about you/tagline
- URL - create "vanity URLs"
 - www.Linkedin.com/in/BethWingate
 - [@Beth_Wingate](https://twitter.com/Beth_Wingate) (Twitter)
 - www.facebook.com/LohfeldConsulting
 - www.facebook.com/AppMaven





LinkedIn


- Professionally oriented social networking service
- Connect to other professionals
- Obtain introductions
- Find jobs, people, and business opportunities
- List jobs and search for candidates
- Follow companies and groups
- Like updates
- See who visited your profile
- Use endorsements to build relationships



Company page

in
Search for people, jobs, companies, and more... 🔍 Advanced

Home
Profile
Connections
Jobs
Interests
Business Services
Try Premium for free



Lohfeld Consulting Group
 Management Consulting
 51-200 employees

486 followers

✓ Following

Edit

Home
Analytics
Notifications

Admin Center

Drive engagement

Posting daily company updates is the most effective way to start a conversation, and create word of mouth for your business. [View tips](#)


Share an update 📎

Share with: All followers
Share


Today's social actions


Sorry, no activity on your content today. Post an update to start a conversation with your community.


[See all notifications](#)




How You're Connected


1st


1st


1st


1st

17 first-degree connections

5 second-degree connections

23 Employees on LinkedIn



Personal page

in Search for people, jobs, companies, and more... Advanced 12 2 1

Home Profile Connections Jobs Interests Business Services Try Premium for free

Beth Wingate, APMP Fellow

Proposal Development Expert, PC & iPad Tools
AppMaven, Blogger, Author, Speaker, APMP Fellow & former CEO

Washington D.C. Metro Area Management Consulting

Current Lohfeld Consulting Group

Previous APMP, Association of Proposal Management Professionals, National Capital Area (NCA) Chapter, Lockheed Martin Information Technology

Education William & Mary

View profile as 500+ connections

<https://www.linkedin.com/in/bethwingate> Contact Info

Profile Strength All-Star



Additional thoughts

- Write personal connection requests
- Focus on business-related niches
- Participate in Groups
- Publish both short and long posts
- Develop a complete profile
- Update profile regularly

Facebook

- Social networking service
 - Individuals
 - Groups
 - Companies



Facebook personal profile

- Where you add friends and family
- Communicate on a personal level
- Share photos, videos, and updates
- Everyone who joins Facebook gets a profile
- You can only ever have one profile under your name



Facebook personal profile (cont.)

The image shows a screenshot of a Facebook personal profile for Beth Wingate. The profile is displayed on a desktop browser. At the top, there is a search bar with the name "Beth Wingate" and a magnifying glass icon. To the right of the search bar are navigation links: "Beth", "Home", and "Find Friends", along with icons for a profile picture, a speech bubble, and a globe. Below the search bar is a blue header area with a background image of a globe and a network of lines. On the right side of this header, there is a "Recent" dropdown menu showing the years 2015, 2010, 2009, 2008, 2007, and "Born".

The main profile area features a profile picture of Beth Wingate, a woman with short blonde hair, wearing a black top and a necklace. To the right of the profile picture is the name "Beth Wingate" in white text. Below the name are two buttons: "Update Info" and "View Activity Log", followed by a three-dot menu icon. Below the profile picture and name are navigation tabs: "Timeline", "About", "Friends 93", "Photos", and "More".

On the left side of the profile, there is a "Work" section with the following information:

- Works at APMP International and Lohfeld Consulting Group, Inc.
Past: Association of Proposal Management Professionals and APMP-NCA
- Studied at The College of William & Mary
- Lives in Washington, District of Columbia
- From Fairfax, Virginia
Born on April 1, 1970 (45 years old)

At the top of the main content area, there are three tabs: "Status", "Photo / Video", and "Life Event". Below these tabs is a text input field with the placeholder text "What's on your mind?".

Below the text input field is a post by Beth Wingate. The post is dated "Yesterday at 1:15pm" and is categorized as "Act-On Software". The post text reads: "The government spends a third of its total annual budget in the 4th quarter, and here are 5 steps that can help your company grab its share of the opportunities."

Facebook company/organization page

- Facebook page represents a company/organization
 - Allows businesses to use Facebook advertisements
 - No limit to the number of pages you can manage
- No page = perception that your company is out of touch, reduces trust
- Allows company to build a following quickly
- Allows company to track and measure results

Facebook company/organization page

Lohfeld Consulting Group
 Local Business

Promote

THIS WEEK

- 20 Post Reach
- 3 Post Engagement
- 0 Contact Us

Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- Founded

Recent Post:
 145 likes 0 this week
 Betsy Blakney and 12 other friends
 20 post reach this week
 Invite friends to like this Page

Post:
 What have you been up to?

Post:
 Lohfeld Consulting Group
 Published by Act-On Software [?] · Yesterday at 1:15pm

Promote Your Page

Facebook – additional thoughts

- Participate in/set up groups
 - Professional associations
 - Alumni
 - Special interests
 - Be discreet
 - Keep it positive
 - Post regularly
 - Comment regularly



Twitter

- Used for short messages – 140 characters max.
- Tweets can contain photos, videos, links
- Tweets post to your profile/send to followers
- Followers
- Company account
- Personal account
- Pick a short handle




Beth Wingate
@Beth_Wingate

TWEETS 1,136 FOLLOWING 230 FOLLOWERS 415

- Trends · Change
- #GivingTuesday 149K Tweets
 - AIDS 199K Tweets
 - Rosa Parks 21.6K Tweets
 - #GeneEditSummit Started trending in the last hour
 - #climatechange 71.7K Tweets
 - ITS DECEMBER 34.3K Tweets
 - Scott Frost Just started trending
 - #PSYMagandangGabi 524K Tweets
 - #ManOfActionModi 39.3K Tweets
 - Apple Music 17.3K Tweets

What's happening?

Guy Kawasaki @GuyKawasaki · 45s
Lunch or friend? Tiger strikes up friendship with intended meal [video] holykaw.alltop.com/lunch-or-frien...



← ↻ ❤️ 📺 ⋮

Who to follow · Refresh · View all

- John Legere** @JohnLegere
Followed by Gov Biz Develop...
Follow Promoted
- Rick Altman** @rickaltman
Followed by Mike Parkinson...
Follow
- Rita Mascia** @Apostrofly
Followed by APMP Nor'east...
Follow

Find friends

While you were away...

Fitbit @fitbit · 23h
Fill in the blank by telling us why you love your tracker. #Fitbitisms



← ↻ 14 ❤️ 63 📺 ⋮

Twitter – additional thoughts



Join lists

- Curated group of Twitter users
 - Create your own or subscribe (see additional reading)
 - Used for reading Tweets only – can't send to members
- Participate in Twitter chats
- Add graphics/photos to all tweets
- Repeat your tweets
- Retweet others' useful/interesting tweets

Profiles (LinkedIn, Facebook, Twitter) – additional thoughts

- Optimize for scanning
- Update existing bios
- Include social media handles everywhere
- Make profile info consistent across all platforms



Blogging

- Develop a company blog
- Promote thought leadership
 - Company core strengths
 - Individual employee thought leaders
- Lohfeld Insights blog



Lohfeld Insights blog

- Our experts share tips and tricks for capture and proposals on our blog
- Many presentations available from regional and international conferences
- Numerous articles on a variety of topics



Lohfeld Insights blog topics

- [Advice](#)
- [Business development](#)
- [Capture management](#)
- [Favorite books](#)
- [Go-to-market](#)
- [Graphics](#)
- [Post-submission phase](#)
- [Pre-RFP preparation](#)
- [Proposal management](#)
- [Proposal production](#)
- [Pursuit phase](#)
- [Research reports](#)
- [Resources](#)
- [Tools & tips](#)

Blogging – additional thoughts

- Use LinkedIn Publisher (Influencer) posts
- Use social media to promote blogs/
long-form LinkedIn posts
 - Promote all blog posts
 - Add social accounts links
- Add social plugins
- Commenting – turn off
if you can't moderate



Content development

- Creation versus curation
- Include graphic in every post
- Link to original post within Facebook
- Get a subscription to stock photo service
 - Don't violate copyrights
- Total views increase 40–94% with graphics use



Content development (cont.)

- Only 1 in 20 posts should be promotional
- 3 or 4 curated posts to 1 created post
- Find, summarize, post
- Put links to all sources (hat tip)
- Post length
 - 2–3 sentences for curated
 - 500–1,000 words for original
 - Use lists and bullets



Post titles

- Make people want to read the post
 - How to...
 - 10 ways to...
 - X questions to ask...
 - X tips for...
- Google “Twelveskip blog titles”



www.twelveskip.com

Post titles (cont.)

- Use catchy adjectives
- Use numbers
- Use popular search terms
- Keep it short and focused
- Never mislead
- Don't limit yourself
- Keep title under 65–70 characters



Hashtags versus mentions

- Hashtags (#) help you find interests by topic
 - #govcon
 - #socialmedia
 - #cybersecurity
 - #environmentalscience
 - #engineering
- Max 1–2 per post
- Used by Twitter, Facebook
- Mentions (@ on Twitter or Facebook) refer to specific people or companies
 - @Beth_Wingate
 - @Lohfeld

Frequency and timing of posts

- 3–20 good posts per day max
 - Facebook, Twitter, LinkedIn (1+1+1=3 posts/day)
 - Repeat tweets several times
 - Quality versus quantity
- Use analytics to determine best time/day to share
- Right before/after top of hour
- Avoid Fridays



Write once, post many

- Cross pollinate everything you write
- Look for ways to automate
 - Google "connect X with X,"
e.g., "connect Facebook with Twitter" to find methods/apps/plugins



Commenting (LinkedIn, Facebook, Twitter)

- Don't take it personally -Guy Kawasaki
 - Respond to positive and negative comments
 - Always stay positive
 - Everyone sees your responses
 - Be sure you understand the comment – get clarification

Think
Do
Be

Positive

A hand-drawn diagram with the words 'Think', 'Do', and 'Be' on the left and 'Positive' on the right. Three arrows point from 'Think', 'Do', and 'Be' towards 'Positive'.

Commenting (LinkedIn, Facebook, Twitter)

- Many tools/services to help monitor comments and mentions
 - Hootsuite
 - Buffer
 - Sprout Social
 - MyPad+
 - LinkedIn
 - Twitter
 - Facebook
- Web-based, mobile apps



Plan your work/work your plan

- Determine desired reader action for posts
 - Click? Comment? Like? Share?
- Have a social media plan
 - Generate leads?
 - Generate interest/good will?
 - Establish thought leadership?
 - Increase sales?
- Need to gauge actions/results



General thoughts (cont.)

- Getting followers
- Do people share your posts?
- Reshare colleagues' posts
- Be a good social media citizen
- Check *help* function to get more info
- Google “how to x” for each platform



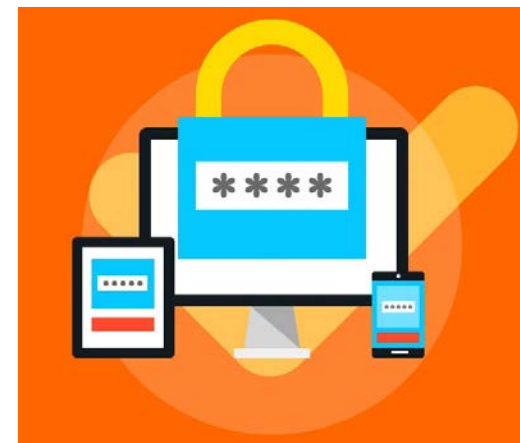
Analytics

- Optimize your work using analytics
- Learn characteristics of your best social shares
 - # impressions
 - # engaged
 - # shares
 - # replies
 - # follows
 - # favorites
- Tools
 - Tweriod (Twitter)
 - SocialBro (Twitter)
 - LikeAlyzer (Facebook)
 - Post Planner (Facebook)



Security

- Check security settings
- Don't share too much
- Passwords
- Keep personal info private



Additional tools

- Hootsuite social media scheduler and monitor (LinkedIn, Twitter, Facebook, Google+, Instagram, YouTube)
- Act-On (Twitter, Facebook)
- Buffer (LinkedIn, Twitter, Facebook)
- Sprout Social (LinkedIn, Twitter, Facebook, Google+, Instagram)



Additional tools (cont.)

- MyPad+ (iOS)
- WordPress (PC/Mac, iOS, Android, web)
- TweetDeck (Twitter)
- Friends+Me (LinkedIn, Twitter, Facebook, Tumblr)
- Twitter platform (iOS, Android, web)
- LinkedIn (iOS, Android, web)
- Facebook (iOS, Android, web)

Additional reading

- *The Art of Social Media* by Guy Kawasaki and Peg Fitzpatrick
- *Content Marketing - Think Like a Publisher - How to use content to market online and in social media* by Rebecca Lieb
- *Content Rules - How to Create Killer Blogs, Podcasts, Videos, ebooks, Webinars (and More) that Engage Customers and Ignite Your Business* by Ann Handley and C.C. Chapman



Additional reading (cont.)

- *27 Facebook marketing mistakes businesses make and how to fix them* by Jim Edwards
- *The New Rules of Marketing and PR* by David Meerman Scott
- *The Social Customer - How brands can use social CRM to acquire, monetize, and retain fans, friends, and followers* by Adam Metz
- *Social Media for business!* by Martin Brossman and Anora McGaha
- *Social Marketing Superstars - Social Media Mystery to Mastery in 30 Days* by Cydney O'Sullivan

Additional reading (cont.)

- [100+ blog post title templates that grab attention](#) (Twelveskip)
- [Everything you need to know about LinkedIn endorsements](#) (Forbes)
- [LinkedIn Tips: 5 ways to manage endorsements](#) (InformationWeek)
- [LinkedIn Endorsements: Do's and don'ts](#) (InformationWeek)
- [Why getting LinkedIn endorsements doesn't mean you're special](#) (Jeff Chatterton)
- [How to use the LinkedIn publishing platform](#) (Hootsuite)
- [A Beginner's Guide to Publishing on LinkedIn Pulse](#) (Hubspot)
- [How to Use LinkedIn Publisher to Get More Visibility](#) (Social Media Examiner)
- [3 Genius ways to find Twitter lists in your niche industry](#) (Post Planner)

How to proceed (company/individuals)?

- Pick platform
- Develop your profile
- Look at groups/lists of interest
- Begin interacting
- Start developing your thought leadership niche
- Expand to additional platforms
- Review your metrics



Questions and answers



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<https://www.facebook.com/AppMaven>

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