Navigating the Web: Are You Missing The Boat?

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This Morning’s Itinerary

• **Part 1:** 8:30 a.m. – 10:00 a.m.
  • Social Media Basics and Professional Image
  • Navigating Treacherous Waters: Online Reputation Management

• **Break:** 10:00 a.m. – 10:30 a.m.

• **Part 2:** 10:30 a.m. – 12:00 p.m.
  • Charting Your Own Course: Proactive Measures to Self Promotion
Meet Your Fellow Passengers

• Name
• Where from?
• Briefly about your interest in social media.
• Social media you have used in the last week?
Social Media: Did You Miss the Boat?

• Vast and overwhelming territory (web and apps)
• Moves fast and changes often
• Focus here on professional, use but personal use counts.
Workshop Objectives

• Explore the boundaries of social media
• Understand professional image and credibility
• Begin a plan to manage your professional image via social media
• Provide resources to take with you
Did you miss the boat? Probably not...

- Access the following graphic on your laptop or device:
  - https://wiki.ucl.ac.uk/display/UCLELearning/Conversation+Prism?preview=/48529832/48693293/JESS3_BrianSolis_ConversationPrism4_WEB_2880x1800.jpg

- In groups of 2-3, answer the following questions?
  - How many have you heard of?
  - How many have you accessed?
  - How many do you have profiles on?
  - How many do you use actively (read/post/etc. once a week or more)?
Types of Social Media

• Social networks
  • Allow you to connect with other people with similar backgrounds and interests
  • Facebook, LinkedIn

• Bookmarking sites
  • Allow you to organize and save links to resources and websites
  • Pinterest

• Social news
  • Allow people to post news items or links and “vote” on them to determine prominence
  • Reddit
Types of Social Media

• Media sharing
  • Allow you to upload and share pictures or video
  • YouTube, Flickr, Instagram

• Microblogging
  • Allow distribution and consumption of short updates pushed out by anyone subscribed
  • Twitter

• Blog comments and forums
  • Allow members and followers to discuss topics by posting messages. Comments are often allowed to continue discussion on a particular post
  • Blogger, Wordpress
Your Online Reputation: Who is Steering This Ship?

- You are already participating in social media more than you think
- Once it is out there, you are no longer in control of it
- People may access and use what is out there for purposes other than the original intent
  - Hiring/firing/promotion
  - Big data
- Impression counts as much as reality, sometimes more
Professional or Personal?

• Professional image influenced by personal image
<table>
<thead>
<tr>
<th>Types of Online Reputational Information That Influenced Decisions to Reject a Candidate</th>
<th>U.S.</th>
<th>U.K.</th>
<th>Germany</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concerns about the candidate’s lifestyle</td>
<td>58%</td>
<td>45%</td>
<td>42%</td>
<td>32%</td>
</tr>
<tr>
<td>Inappropriate comments and text written by the candidate</td>
<td>56%</td>
<td>57%</td>
<td>78%</td>
<td>58%</td>
</tr>
<tr>
<td>Unsuitable photos, videos, and information</td>
<td>55%</td>
<td>51%</td>
<td>44%</td>
<td>42%</td>
</tr>
<tr>
<td>Inappropriate comments or text written by friends and relatives</td>
<td>43%</td>
<td>35%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Comments criticizing previous employers, co-workers, or clients</td>
<td>40%</td>
<td>40%</td>
<td>28%</td>
<td>37%</td>
</tr>
<tr>
<td>Inappropriate comments or text written by colleagues or work acquaintances</td>
<td>40%</td>
<td>37%</td>
<td>17%</td>
<td>21%</td>
</tr>
<tr>
<td>Membership in certain groups and networks</td>
<td>35%</td>
<td>33%</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>Discovered that information the candidate shared was false</td>
<td>30%</td>
<td>36%</td>
<td>42%</td>
<td>47%</td>
</tr>
<tr>
<td>Poor communication skills displayed online</td>
<td>27%</td>
<td>41%</td>
<td>17%</td>
<td>42%</td>
</tr>
<tr>
<td>Concern about the candidate’s financial background</td>
<td>16%</td>
<td>18%</td>
<td>11%</td>
<td>0%</td>
</tr>
</tbody>
</table>

What is going on here?
Professionalizing Your Online Presence

• First, think credibility
• Demonstrate
  • Good will
  • Good judgement
  • Good character
Professionalizing Your Online Presence

• Know your goals

• Consider the following questions:
  • Why are you interested in social media?
  • Are you looking to consume information?
  • Are you looking to share information?
  • Are you looking to build your brand, increase your audience or drive sales?

• Make your goals as specific as possible so that you can measure your results appropriately.
  » EG/ I am writing engaging 400-word articles that I post to my blog every Thursday beginning July 1, 2015.
Professionalizing Your Online Presence

• Be selective
• You have limited time and resources
• Invest it wisely in best social media for you
• Consider the following questions:
  • Who are you trying to contact or follow and why? In other words, who is your intended audience?
  • What social media platforms are they most likely to use frequently?
Managing Your Online Reputation

• Awareness
• Removal
• Prevention
• Creation
Awareness

• Know what is out there about your and your brand... good and bad.

• Google yourself and/or your company.
  • Use variations and include affiliations
  • Get someone else to google your name and see if they get the same results.
  • What conclusions would someone come to when they see these not knowing you and with no context?
  • List things that need to be dealt with.
Awareness

• …and monitor it regularly.

• Set up a Google Alert for your name.
  » https://www.google.ca/alerts

• Go beyond a Google search
  » “A Wiki of Social Media Monitoring Solutions.”
Awareness: Self Assess

• Is your description (or bio) aligned with your social media goals?
• Is your information up-to-date? Is there anything that you can add to freshen it up based on your recent activity?
• Is your social media image appropriate?
• Is your social media presence aligned with your brand?
• Do your social media profiles include relevant links to your website, blog and other social media presences?
Removal

• Remove content that you don’t want showing up in search results anymore.
  » List things to delete as a result of Google search.
  » List your existing social media sites/profiles to check.
  » Adjust privacy settings and clean up your social media profiles.
  » Untag yourself from and/or remove inappropriate photos
BREAK
Prevention

• Be conscious of what you share and whom you share it with.
• Ask yourself the following before you post:
  • Why am I doing this?
  • Is now the right time?
  • How controversial do I want to be?
• Err on the side of caution with what you post.
  • Privacy
  • Security
Prevention

• Consider who you have included to share information with and their relationship with you.

• Consider culling your contacts in personal sites in particular
Prevention

• Keep access to your social media sites secure.

• Use passwords on your laptop and mobile devices to prevent unintended access.

• Create strong passwords for your accounts and devices.
  » At least 8 characters, special character, and upper and lower case
Creation

• Proactively create a positive first impression online.
• Plan your content creation for social media.
• Establish a social media calendar for engagement and content sharing.
• Measure your social media results.
A picture is worth a thousand words...

• Images over Text... Better response with photos and short captions
• Videos good too, but keep them short (2 min or less)
• Use sizes optimal for that platform
Creation

• Look for models:
  • Which social media sites do you consume regularly?
  • What about those sites keeps you coming back?
  • How can you imitate that?

• A couple of my favourites…
  • http://calnewport.com/blog/
  • http://waitbutwhy.com/
Social Steve’s A Path

• Get their ATTENTION
• ATTRACT them
• Gain AFFINITY for you
• Have regular engagements with you and keep them as your AUDIENCE
• Get them to be your ADVOCATES – the greatest level to reach.

Social Steve’s A Path

- **Attention**
- **Attraction**
- **Affinity**
- **Audience**
- **Advocacy**

**Off-Digital Asset**
- Monitor for relevant mentions
- Engage and converse
- Suggest applicable content

**On-Digital Asset**
- Continue to produce great content
- Introduce Community
- High engagement activity
- Identify power users
- Build 1-on-1 relationships with power users

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Creation in a Competitive Market

• Provide direct user benefit very quickly.
• Personalize content
• Address WIF-M (what’s in it for me)
• Respond and follow up with commenter/retweeters/likers/etc.
• Consider the following:
  • What is going to make you stand out such that you provide greater value to your audience over the competition?
  • What is going to make you, as Cal Newport would say, so good they can’t ignore you?
Create Attention

- Know your audience
- Understand how they might label/search for information they want.
  - Search terms that match the content you deliver
- List of potential keywords
- Validate by looking at the popularity of the key words on Google Trends
- Create or use a Twitter hashtag, for example.
Create Attraction

• Offer and deliver something of value tailored to audience
  • Information, recommendations, subject matter expert tips, etc.
  • Build credibility

• If too long, tweet a catchy headline and link to the full article or video/presentation/etc.
  • You can use the bit.ly URL shorten tool to provide a count of responses for you

• Include a hashtag to make it easy for people to find you
Create Affinity

• Build credibility by delivering value and valuable information.

• Concentrate on what your potential audience wants and needs, not what you want to sell.
  • Good will

• Be a subject matter expert
  • Good judgement

• Use social media to establish and build the audience’s comfort level and relationship.
  • Good character
Create Audience

• Convert a group that has affinity for you or your brand to your audience.
  • RSS or bookmarking your site/blog
  • becoming a Facebook fan
  • connecting at LinkedIn
  • subscribe to your email newsletter, etc.

• Deliver enough value that your affinity group wants to regularly capture what you put out

• Create incentives for people to join
  • Surveys, games, specialized content, giveaways, whitepapers, promotions, discounts, etc.

• Measure your audience/followers so you can see a cause-effect relationship
Create Advocates

- Height of credibility with audience
  - Genuinely like you and what you deliver
  - Are connected on social media.
- Extends your reach beyond your audience to your audience’s audience and can start attracting new people
  - May mention your brand to friends or colleagues.
- Build more advocates by establishing one-to-one relationships with the most active individuals in your audience.
Create Advocates

• Discuss in groups of 2-3:
  • Are you an advocate?
  • Which social media sites (blog, twitter feed, facebook page, app etc.) are you an advocate for?
  • How did they build that level of credibility with you?
Final Thoughts: Back at Port

• Professional and personal credibility are not easily separated in social media

• Managing your online reputation takes time and conscious thought
  • Awareness
  • Removal
  • Protection
  • Creation
Thank you!

Questions?

Contact: Laura.patterson@ubc.ca