

## Mixing Business and Pleasure: Managing Your Personal and Professional Brand in Social Media

Session Hashtag: #11NTCbrand

myNTC: [http://myntc.zerista.com/event/member?item\\_id=842836](http://myntc.zerista.com/event/member?item_id=842836)

Presenters:

Notes contributors:

Notes taken by Wendy Marinaccio @wendymarinaccio

How to leverage your personal and professional brand #11NTCBrand  
Farra Trompeter - Big Duck @farra

The personal/professional brand is about the people you friend and how you post  
Most people in the room use social media both personally and professionally:

Blogging

LinkedIn

Facebook

Flickr

YouTube

Twitter

FourSquare

There are many ways to use social media: spread your organizations mission, be a thought leader, develop community, get a job, be helpful, listen to others, and ask questions...

Quora: a new social media community where you can ask questions/establish yourself as an expert

Know your goals

Your goal depends on who YOU are, to determine how you want to position yourself. Fill in the blanks: "I am a \_\_\_ in \_\_\_ for \_\_\_." Check your "about me" page to ensure it reflects this. Examples: Stay on the radar of organization's alums, be seen as an expert...

Claim your name

Google yourself and see what comes up.

Use namechk. It will allow you to see where it is still available on different networks. Register your URL (perhaps just redirect it to your LinkedIn page).

Start to listen, and be sure to respond. Twilert, Google Alerts.

Select tools based on your goals

Which tools let you tell the story the best? Where is your audience? What do you want them to do? Are the tools you're choosing serving your goals? How much effort is it to maintain your presence?

Set privacy settings on Facebook

Check them regularly since Facebook changes things. You have control over what different friends see. Don't use two accounts (one work, one personal).

Think before you post. "What would Grandma think?" Would you want to see it on the front page of the newspaper?

Create a social media policy. <http://socialmediagovernance.com/policies.php> has a collection of examples, including nonprofit ones.

Measure your social capital

Metrics: Followers/friends/subscriber counts; retweets/clicks/shares; comments/favorites/discussions; key contacts, referrals, recommendations, testimonials. Peerindex.net is a resource.

Judi Sohn - Fight Colorectal Cancer @judis217

When the internet was young, she didn't have a brand and wasn't worried about what she posted. Unfortunately, past posts can be used against you.

After a horrible experience, she has rebranded and defined boundaries.

New rules of the road:

Clearly defined focus of online brand.

Set boundaries (in writing if need be)

Write as if you're speaking to one person.

Wear professional hat separately.

When talking about work-related topics: Don't repeat company PR--keep it personal. Never mention a competitor (or colleague!) except to praise them. Open season on vendors and consultants (be honest--good, bad and ugly). No conflict of interest--disclose everything.

Danielle Brigida - National Wildlife Federation @starfocus, @nwf

Risks of a "personal brand:"

Stalked, fired, risk organization's funding, caught making a mistake, ignored, involved in a touchy public conversation, worried about doing something that could harm her family, stuck in your current job because you're so branded there.

Not focused on creating an image for yourself, but when you join an online community, you have an opportunity to put out how you want to be perceived by people.

Most parent bloggers aren't comfortable using their kids' names in their blogs ("Mancub"). Everything online is saved.

Companies need to accept that their employees are human--although it's easy to overshare online and make people uncomfortable. Apologize as soon as you've offended someone or made someone uncomfortable. If you're a teacher, be careful!

Know your funders. Engage with them actively if they're on social media. (She used [www.FollowerWonk.com](http://www.FollowerWonk.com) to search Twitter profiles, so you know who wants to be defined by their profiles.)

Accidental tweets: tweeted about beer accidentally because it's hard to toggle between personal and professional accounts. Owned up to it immediately: "We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys." "We've furthered a rumor." Now the American Red Cross is partnering with the beer company!

Don't be ignored

Talk to people by replying (not just @ them)

Use wefollow and other sites to find people who are similar to you

Tweet other people's content

Make comments about other people's tweets

Twellow and search words you care about

Touchy conversations: agree to disagree; take the high road; move offline.

When you leave your organization:

You can change your username on Twitter but not on Facebook (eg if you're NWFJoe). Or let everyone know you're changing your username.

Notify your friends/followers

Never say anything bad about the experience

The power of personal accounts

Answer specific questions for @NWF from @starfocus

Tackle customer service from @starfocus

Be more personal (she uses emoticons)

People know there's a person there

Your passion for your work is incredible and worth sharing

Coworkers shares her personal passion for soccer, people connect with the organization more--even when it's unrelated. Lots of different personalities: people realize that the organization is made up of lots of different people.

NWF has 90 staffers Tweeting (personally or professionally; some are programs' accounts).

NWF CEO is awesome at Facebook, still learning Twitter

Know your privacy settings

Limited view means limited impact

Do what's comfortable for you

Learn from mistakes

Organize

## Resources

Slides are on slideshare.net (on 11NTC event); they'll tweet the link

Me 2.0: 4 Steps to Building Your Future (career side of things--position yourself)

Branding Yourself: How to use social media to Invent or Reinvent Yourself

Trust Agents: Using the web to build influence...

The Networked Nonprofit: Connecting with social media to drive change (culture change in organizations; chapter about social media policy)

Free eBook on Personal Branding [www.chrisbrogan.com](http://www.chrisbrogan.com)

....more links in slides

## Questions

Judi: When imagining speaking to one person--it influences her tone. Danielle: Imagine speaking to a friend. Be real.

Imagine what people want from you--or even ask them--before writing blog posts.

When staff is on Twitter and people know they work for your organization, are there problems with people saying things that don't reflect the NWF? When that happens, people generally say "these are my opinions." Other staff tweet about whatever they feel like, but it's not necessarily related. Some organizations request their employees disclaim their own opinions vs. the organization's.

Professionals manage social media from the central office. Org also has education programs working with teens. What happens when staff friends teens? Check the law; use a closed group. If anyone has guidelines or advice, please post to #11NTCBrand.

How do you make your personal brand not feel like an additional part-time job? You have to love it in order for it to be your personal brand, and it stops feeling like a job. Managing any relationship takes time. When it's not fun any more, you know it's time to pull back.

Leery of using personal account to respond to organizational questions/putting herself out there as a representative of the organization. Farra: when something happened, the ED would be called and they were the spokesperson. With social media, we've all become the spokesperson. So--this is reality now. We spend a lot of time thinking about our organization's brand, so need to know this. Danielle: Most people don't spend that much time looking at your previous conversations. It's OK that not every Tweet is about work. Your response doesn't warrant judgement for previous conversations. Sees herself as an extension of NWF, not being NWF.

Organization is leery of electioneering, but many staff are political workers. How do you manage that? Stay apprised of the laws. NWF has a lobbying seminar for employees. As a 501(c)3 you are allowed to say things--don't have to be politically neutral. People who know Facebook/

Twitter understand that these channels are more personal; perhaps there would be more of an issue on LinkedIn.