



Vicki S. Cannon
Social Media Expert

www.CannonSocialMedia.Com

The Brand of YOU!

**SOCIAL MEDIA SOLUTIONS TO MANAGE YOUR
ONLINE IDENTITY**

VICKI S. CANNON

**25 + Years Experience in Marketing
and Sales**

9+ Years Social Media Experience

- ◆ **Online Identity**
- ◆ **Social Media Strategy**
- ◆ **Coaching/Education & Training**



KICKING AND SCREAMING

HOW TO FIND ME

Facebook Page: **VickiSCannonBiz**

Twitter: **VickiSCannon**

LinkedIn: **VickiSCannon**

Website:

www.VickiSCannon.com

www.CannonSocialMediaSolutions.com

Survey

Facebook...Facebook Business Page

Instagram

Twitter

LinkedIn

Pinterest

Google+

YouTube

Houzz

Snap Chat

Today

- Personal Brand & Online Identity
- Strategies to Build a Strong Online Identity
- How to Build Credibility
- Tips to Actively Manage Your Brand
- Special Offer

#WCKC

Always

Take

Notes

My 2012 Prediction

If you are not using Social Media, your business or brand may not exist in the next five years.

New World



**Shift in
Consumer
Behavior**

Word-of-Mouth

Word-of-Click

**94% of all buying decisions
start with an online search**

Brandpoint

**You are either
validated or
unvalidated
online**

CONSUMER BEHAVIOR

You have a better chance of meeting with potential clients in person if you're easy to find online.

51% of Millennials
say **consumer opinions**
found on a company
website have a **greater**
impact on purchase
decisions than
recommendations
from **family & friends.**

source: Bazaarvoice



What is your Digital Footprint?

Social Media is one of the keys

(if not the biggest key)

to managing your personal brand online.

Let's take a poll
How many Google someone before
meeting with them?



**WHAT WILL
A PROSPECT
FIND ABOUT
YOU?**

Your online identity

=

The Google logo is displayed in its characteristic multi-colored font: 'G' is blue, the first 'o' is red, the second 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red.

ONLINE IDENTITY

ONLINE IDENTITY

=

BRAND



ONLINE IDENTITY

DISCOVERABILITY

Where can YOU
be found online?

The Brand of YOU!

What platforms make sense for you and/or your business?

Where should you be?

Ideas?

Real Estate Online Identity

Zillow

Trulia

Homes.com

Realtor.com

Broker website

Company website

Facebook, LinkedIn, Instagram...

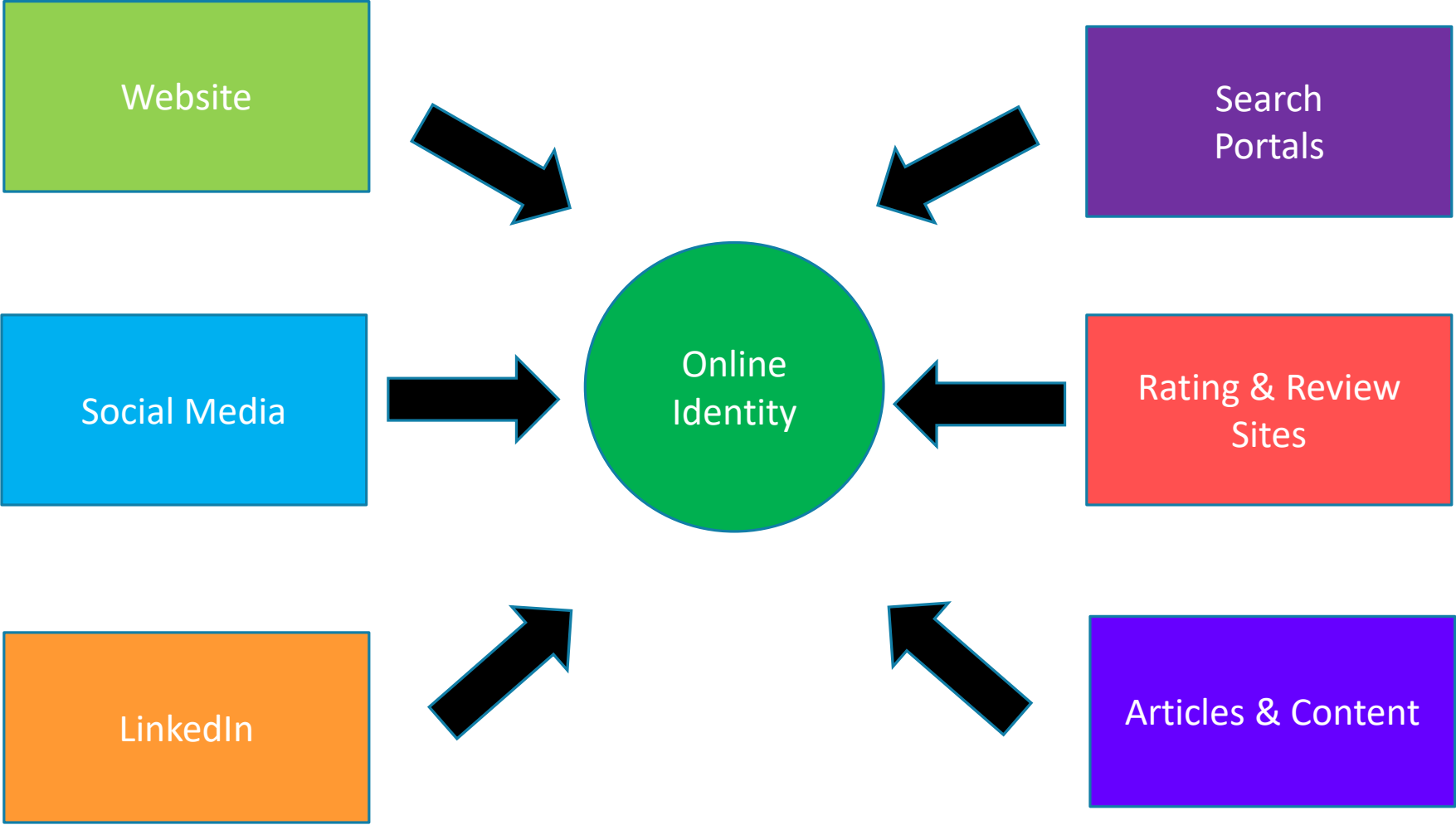
The Brand of YOU!

Company website

Facebook, LinkedIn, Instagram...

Membership Sites

Listings



Branding Aspects

**Have "branding aspects"
that are consistent across
all of your channels.**



Consistent Image



Successful Women Network - Apply to the Worldwide Who's Who


Go back Search Results



Current Human Resources/ Payroll Specialist at

Home Profile Connections Jobs Interests

Female Entrepreneurs! - Apply Now to the National Association of Professional Women



2nd

urity

403 connections

Contact Info

Background

s, d user

Look at the Camera – looking away makes people wonder what you have to hide.

Professional photo is better 1st Impressions

A Bad Image can hurt you.



Consistent Name

Vicki S. Cannon

Consistent Content



A screenshot of a LinkedIn profile for Terri S. Turner. The profile header features a blue bar with the 'tst' logo and the text 'Business and Marketing Coach' and 'Translating Business Decisions into Marketing Messages Online & Distribution Strategies'. Below this is a circular profile picture of Terri S. Turner, a woman with blonde hair wearing a green top. The name 'Terri S. Turner' is displayed below the picture, followed by the text 'Marketing Expert & Trainer • Business Writer • Author & Speaker • Turn Your Message Into Money' and 'EnCorps45 • University of Missouri-Columbia' and 'Overland Park, Kansas • 500+'. A three-dot menu icon is visible to the right of the profile picture.



A LinkedIn banner for Terri S. Turner. On the left is the 'tst' logo. The banner text reads 'terri s turner' in a bold, dark blue font, with 'business & marketing coach' in a smaller, light blue script font below it. On the right side of the banner is a large, close-up portrait of Terri S. Turner, a woman with blonde hair, wearing a green top and a blue jacket, smiling.

Bio & “About Me”

More important than you realize for delivering a first impression online.

It’s the elevator pitch people read when learning about you.

- TIP: Write in 1st person (I, me, my) vs. 3rd person (we, our)
- Terri: Who you are; what you do; who you do it for

KEYWORDS



Headline should contain
keywords

2nd

Founder / Owner / Manager DRAGNET
ENTERPRISES

Kansas City, Missouri Area | Executive Office

Current Founder / Owner / Manager at DRAGNET
ENTERPRISES

Accept invitation

454
connections

 www.linkedin.com/pi

 Contact Info

**BUILD
CREDIBILITY**

**PAY ATTENTION
TO YOUR
"VOICE"**

**WHO
DO YOU
KNOW?**

**How do you think you
build credibility online?**

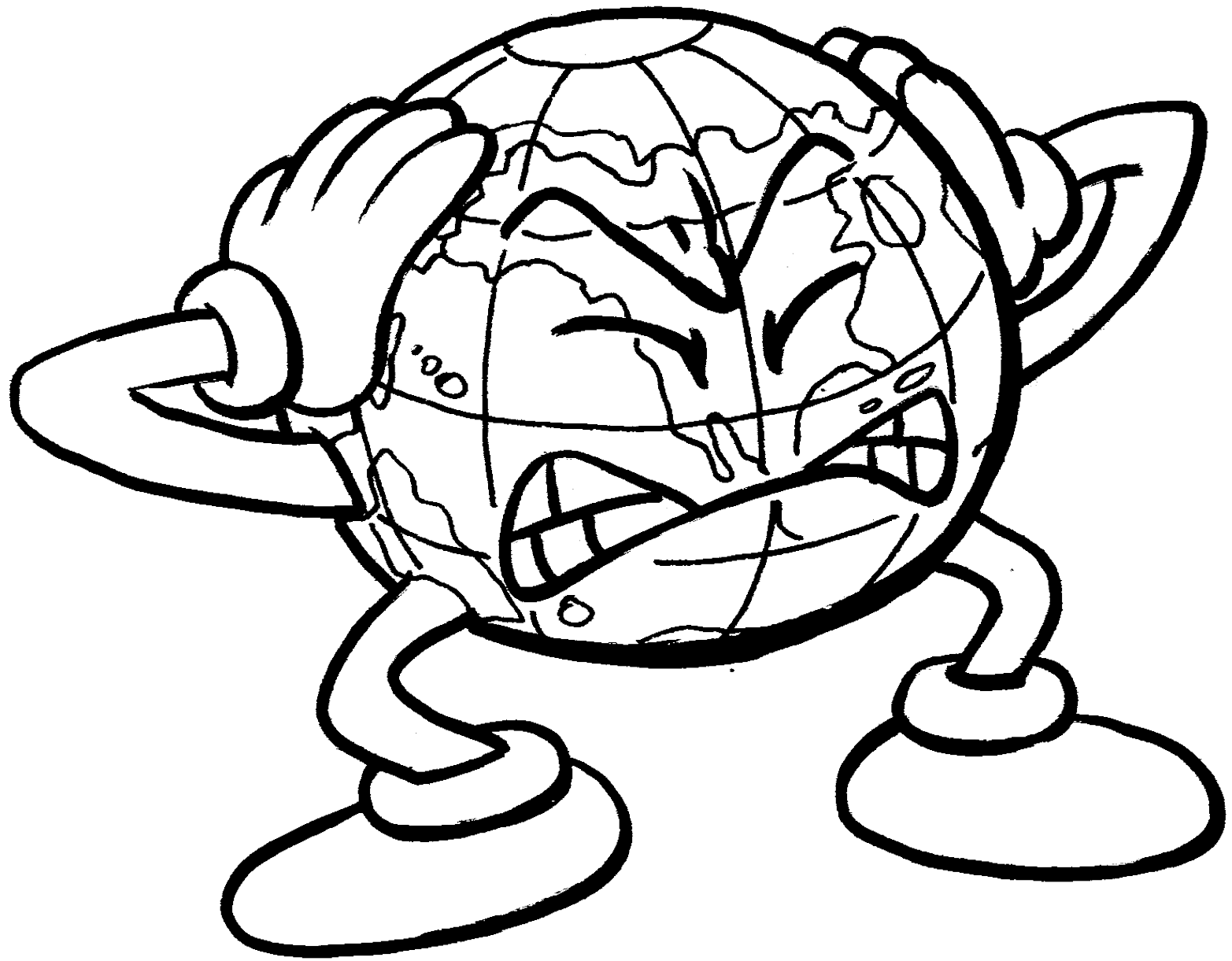
Tactics

Blog

Vlog (Video Blog)

Social Media Posts

Social Media Engagement



**2000 PIECES
OF CONTENT
PER DAY**

TAUGHT BY SOCIAL MEDIA GURUS



**LET'S
GET
REAL!**

**IT'S NOT
ABOUT
BEING
BUSY!**

**BE
YOURSELF!**

Be Yourself

When sharing online, make sure it's something of **VALUE** to the people you hope to serve.

Chris Brogan

“There’s zero statistical proof that lobbying junk all day earns you more money.”

Create a Social Media Strategy

Make it doable for you

Connect & Serve

- CREDIBLE

- AUTHENTIC

- TRUSTWORTHY



**Don't
Forget!**

**SOCIAL MEDIA
DOES NOT
REPLACE
SALES ACTIVITIES**

Tips to Actively Manage Your Brand

Stay Current

Picture

- Have you changed your hair-style/color?
- ALL platforms the same
- Keep it fresh
 - Refresh approximately yearly

Content/Message

Online Sites are NOT Set & Forget



Julianne Hough

Be Consistent

Every time you...

- write an article
- post an update on social media
- or interact with your audience

you should think about the overall message you're trying to convey...

consider how it contributes to your personal brand



Promote Others

The best way to connect with people & establish your personal brand authority is to constantly recognize the work of peers in your community or industry.



Video

Use Video



LIKE THIS



NOT LIKE THIS





Embedded video - different than a shared link to a video on YouTube

Videos that are links to external sites like YouTube or Vimeo do not get as many likes, shares, comments and reach

Personal Connection

Reach out to contacts directly & ask them “What can I do for you?”

- Not trying to sell or pitch anything.
- You’re legitimately asking if there is anything you can do to help them.

Ask Questions

Asking questions is a great way to spark engagement and improve the visibility of your brand while others chime in.

Engagement will happen slowly at first, but be persistent.



Jump Into Discussions

Don't be afraid to add your voice and make yourself visible in a discussion...especially if you have unique insights & value to add

- Be positive
- NOT a Sales Pitch



Monitor Your Brand

Google Alerts

- Name
- Business Name
- Keywords involving your area of expertise



HOMEWORK





Do a Google Search

Your Name (all variations)

Your Company Name

Your Name + Company Name

Know what's out there

What key things are missing?

What needs to be taken down?



Consistent Branding

Name, Picture, Content

All platforms match



Video

Embrace Video

First Impression Coaching Session

45-Minute Coaching Session via Zoom

- **Live Social Media Audit**
- **How Others Experience You Online**
- **Fixes**
- **Tips**
- **Questions Answered**

First Impression Coaching Session

**[https://www.cannonsocialmedia
solutions.com/firstimpressions](https://www.cannonsocialmedia.com/firstimpressions)**

Thank You!

