

Managing Your Personal Brand With Social Media

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**Social
Media**

**Goals &
Tools**

**Potential
Pitfalls**

**Best
Practices**

Manage

**Mistakes &
Quick Fixes**



What is the Value of Having a Digital Presence?


It's a digital world, and leaders need to design an online presence that showcases their work. A good digital strategy allows those in leadership and public positions to be proactive, not reactive and puts them in better control of their online reputation.

Career
Advancement
& Networking

Expand My
Leadership
Impact

Goals &
Tools

**I don't need that. I've
been doing this
forever...**



Websites, blogs, & social media are the new networking event. These tools offer methods for reaching out to your communities, building a portfolio of your work, & combating the negativity that can come with a public position.

Designing Your IMPACT

Designing an eye-catching and authentic digital presence as an expert in your field is the first step in strengthening and expanding the impact of your work on children's lives and in your school community.



Measuring success

Key components

Measuring successful outcomes

- Growth in audience and message reach.
- Sense of accessibility by stakeholders.
- Ability to manage your message.
- Quick crisis response time.
- Ability to build consensus.
- Direct feedback by stakeholders in real time.
- Program Growth.
- Reputation Management.



Key components

Social media is about people...not tools. Just like any relationship, it takes time and effort to build trust. Not every tool is useful for achieving your goals.



Social Media



Website and Portfolio



Blogs and Presentations



Goals & Tools

- Who do you want to talk to? Remember, parents, teachers, and education leaders are all different audiences.
- Why do you want to talk to them?
- Do you want to participate in existing conversations or start your own?
- Do you want to boost your SEO?
- Are you trying to establish yourself as an expert?

Each of these goals requires different tools which employ different algorithms and have different effects on your audience.

What Works

What Works

- **Hashtags:** Give you access to existing conversations. Primarily used on Instagram (Hashtag Heaven) and Twitter (Hashtag Friendly).
- **Tags:** Allow you to tag specific influencers and audience members. Used on Twitter, Instagram and Facebook.
- **Keywords:** Help people to find your content and moves you up or down in search rankings. Especially important on YouTube or any video content. Use sites like smallseotools.com.
- **Headlines:** You have 2 seconds to capture someones attention. Check your headlines. Try Co-schedule's analyzer.

**Advanced
Efforts**

**The
Science**

Advanced Efforts

- Facebook Ads and Boost Posts: Run an ad for your website or boost an article post. Audience targeting here is highly effective.
- LinkedIn Articles: Establish yourself as a thought leader. Keep to 500 words and include images and listicles and backlinks.
- Websites and Blogs: Your entire digital presence rests here. Try WordPress or Wix.
- Hosted Twitter chats: Establish yourself as a community leader on a topic you love.
- YouTube Channels: YouTube is the largest search engine in the world and video the most effective social media content.
- Podcasts: It's your own radio station. Be heard.

The Science

- Digital media is addictive.
- Dopamine: A chemical in your brain that controls mood, motivation and sense of reward. With social media, the anticipation is greater than the reward (the urge to check in is greater than the satisfaction you get when you do).
- Dopamine is stimulated by uncertainty—something internet interaction provides (text, reply, like or share...we never know what's coming).
- Dorsomedial prefrontal cortex: We are hardwired for social interaction—social media offers it at the touch of a button. This part of your brain activated allows you to make faster judgements about other's emotions by about 10%. Emojis help us interact this way for example.

**Disclosure
and
Reward:**

**Use Social To
Build Your
Visibility**

**Reputation
Management**

Disclosure and Reward:

A recent Harvard University study looked at social media addiction and found that the act of disclosing information about oneself activates the same part of the brain that is associated with the sensation of pleasure, the same pleasure that we get from eating food, getting money or having even having sex.

Researchers asked test subjects a series of questions about their and others' opinions while hooked up to an MRI machine. The regions of the brain associated with reward were strongly engaged when people were talking about themselves, and less engaged when they were talking about someone else. Not only do we use social media to stay connected with others, but we also use it as a way to boost our self-esteem.



Use Social To Build Your Visibility

- Ask for content contributions.
- Create ego bait.
- Build links with your social channels. Links on social media are viewed as "high-quality" by Google's algorithm. Put a working link to your website in your content and biography on social channels to drive traffic to your page and help you rank higher in searches.
- Grow your followers to rank higher in searches.
- Create searchable and shareable content (Make sure your professional account is public).
- Keyword your posts. Do the research needed.
- Include a business map.

Reputation Management

Social is connective by nature. It establishes trust and relationships with people who use it to drive their decision-making.

- Social allows an open dialogue which offers an opportunity to learn about your community and better serve their needs. Open dialogue establishes trust.
- Built-in analytics offer insight that help not only build your reputation but monitor it.
- Your voice on social helps you strengthen your reputation and helps make you identifiable in a crowd. Stand out by embracing the good and the bad; honesty and transparency are essential to building a good business reputation.
- The more interactions online, the more visible you become.
- Your social fans become your ambassadors-
- Encourage them by amplifying their voices

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Designing & Growing Your Social Footprint

- Good design is **everything**.
- Appropriate humor is a positive and valuable tool.
- Be brave when tackling tough topics.
- Be authentic & participate.
- Have two accounts.
- Know the rules.
- Break them sometimes.

Facebook

Twitter

LinkedIn/
Instagram



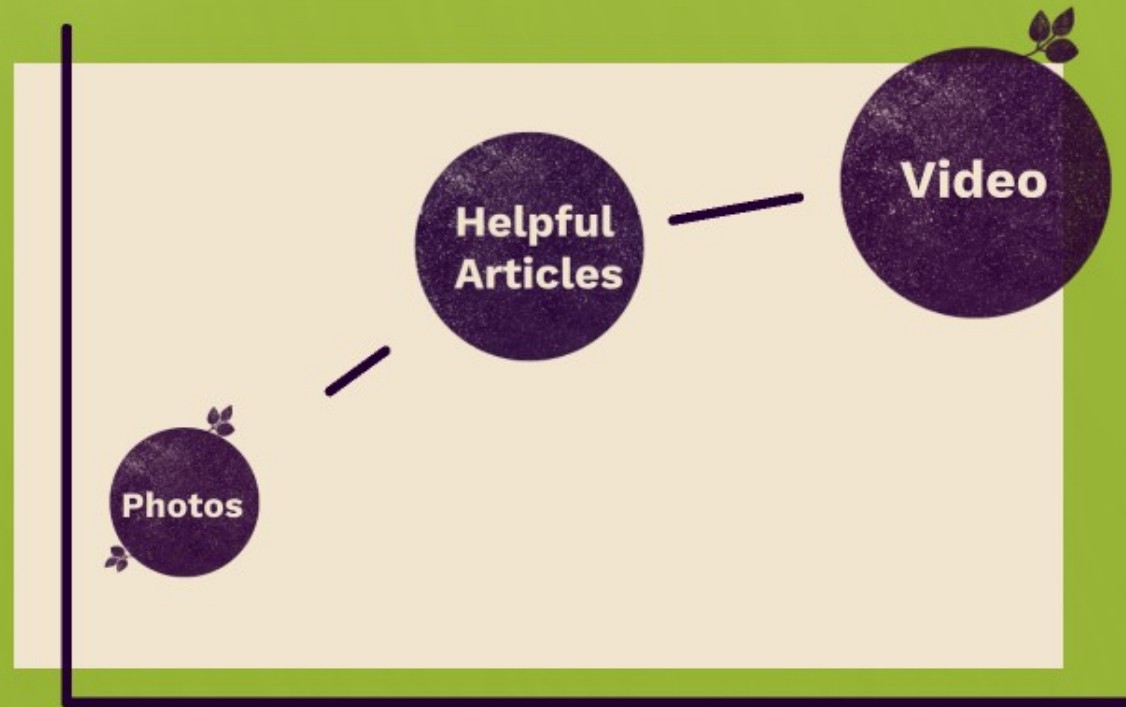
Facebook

- Personal vs professional.
- Images & video.
- Humor.
- Sharing.
- Groups.
- Design.
- Manage.

MEASURING
RESULTS

MEASURING RESULTS

Facebook Insights will tell you a lot about how your page/profile is doing. Facebook is like having access to the front page of the New York Times-but people have to want read it for it to have any power.



TWITTER



Humor & Clapbacks
Be smart. Be fast. Be
fun. Speak up.
Hashtag friendly.

LinkedIn & Instagram

- Instagram is a powerful brand builder.
- Focus on quality images & descriptions with lots of hashtags.
- LinkedIn is a career builder.
- Keep it up to date and participate in groups, share articles & be visible in success.



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Best Practices



Constitutional Rights & Reminders:

- Speech made pursuant to one's official duties isn't fully protected.
- A tweet from an account identifying the speaker as an educator at a particular school/district may lead to discipline or termination if it could potentially damage the employer.
- Speech is protected if related to working conditions and collective bargaining.
- Most issues resulting in discipline come from interaction online with students or posts that are inappropriate for students to see. Also beware of any posts that may create a hostile work environment for co-workers & district personnel.



Best Practices:

- 1) Have two accounts-one professional & one personal (with locked privacy settings).
- 2) Keep the friends list separate.
- 3) Don't talk to students online. Really.
- 4) If you wouldn't say it to someone's face...don't say it online.
- 6) Retweets are endorsements-from a business' point of view no matter the disclaimer in your biography section.

Examples from out of state (similar to California issues):

- The Forsyth County School District fired Jane Wood Allen, who worked at Chestatee Elementary School in Gainesville, after a Facebook post on her personal page saying "This poor gorilla. How is she going to function in the real world, by not having all of her luxurious vacations paid for anymore?" in reference to first lady Michelle Obama.
- A high school math teacher was fired by the Woodbridge School District for "a prolonged period" of misconduct, including calling students losers on Facebook.
- Ashley Payne, a teacher in Barrow County, Georgia, was asked to resign from her job at Apalachee High School because of photographs and status updates about alcohol she posted to Facebook - her page was private, but she had friended co-workers.
- Nicholas Dean was a principal at Crescent Leadership Academy in New Orleans. He was fired after he was photographed near Confederate flags and then found in a video with rings associated with white nationalism and Nazism on social media.



What Could Go Wrong?

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Tools For Boosting Your Digital Brand

Pro Tip:
It's all about video...



CANVA

Graphic Design
No more Word flyers.



TWEETDECK

Manage Multiple
Accounts



FACEBOOK

Build Relationships
Strengthen community.

Tools For Boosting Your Digital Brand

Pro Tip:
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TWEETDECK

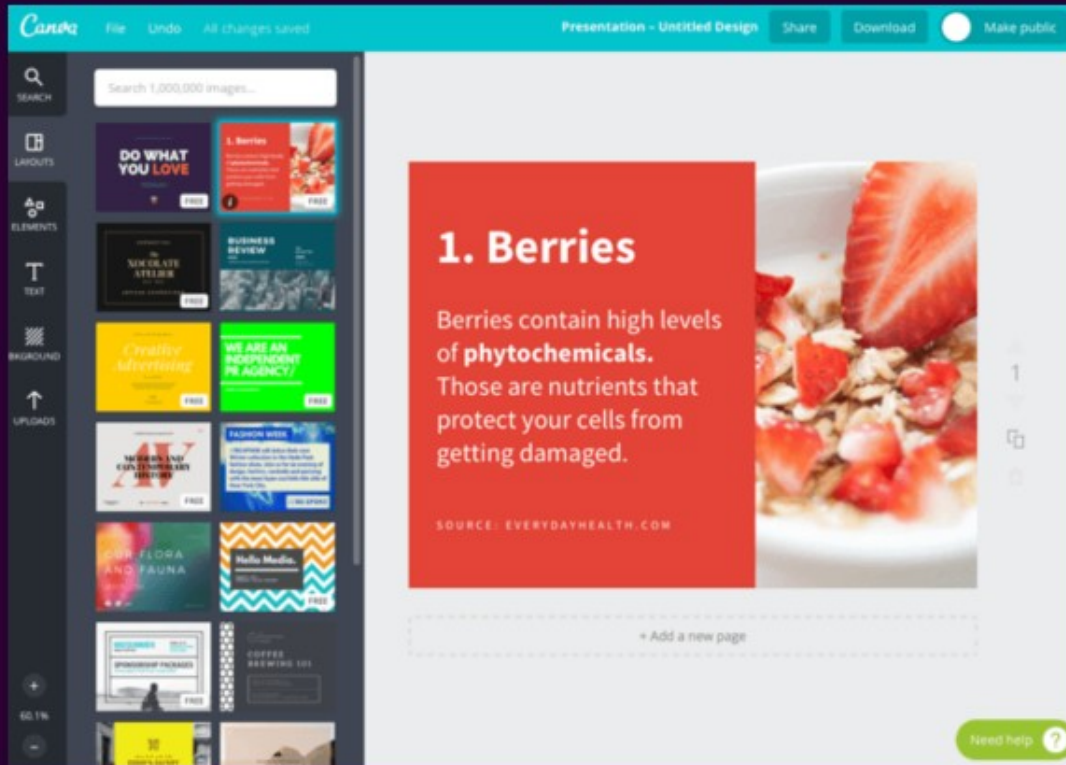
Manage Multiple
Accounts



FACEBOOK

Build Relationships
Strengthen community.

CANVA



TWEETDECK

The screenshot displays the TweetDeck interface with several columns:

- Scheduled Tweet Column:** Shows a notification: "Your scheduled Tweet will send even if TweetDeck is not running at the time." Below it, a tweet is scheduled for 10:42am on 20 Mar 14. A calendar for March 2014 is visible, with the 20th highlighted. A "Remove" button is at the bottom.
- New Tweet Column:** Contains a "New Tweet" button and a list of columns: "Co-workers ... @EricaAmerica", "'NFL' @EricaAmerica", "Champions C... @EricaAmerica", and "Scheduled All accounts". There is also an "Add column" button.
- Co-workers list Column:** A list of tweets from users like @capotej, @buckho..., and @celestesaurus.
- 'NFL' Column:** A search filter for "NFL" showing tweets from @EricaAmerica, including one from Sara Mauskopf with a photo of a stadium.
- Champions Classic cust... Column:** A list of tweets related to the Champions Classic basketball game, featuring users like @raffonsi, @AndrewSweet, @TJtay..., and @twang.
- Scheduled Column:** A list of scheduled tweets for Dec 13, including instructions on how to schedule and edit tweets.

FACEBOOK

The screenshot shows the Facebook page for the Association of California School Administrators (ACSA). The page header includes the name "Association of California School Administrators" and navigation options like "Page", "Inbox", "Notifications", "Insights", and "Publishing Tools". The profile picture is the ACSA logo, and the page name is "Association of California School Administrators" with the handle "@acsafans".

The main content area features a large photo of four young children holding books, with a "Pinterest" overlay indicating 144 pins. Below the photo are interaction buttons for "Liked", "Following", "Share", and "Watch Video".

The central section contains a "Write something..." prompt and a grid of promotional cards: "Share a photo or video", "Advertise your business", "Create an offer", "Get phone calls", "Get messages", "Publish a job post", "Help people find your business", and "Create an event".

On the right side, there is a "Education in Sacramento, California" section with statistics: "59% response rate, 3-days response time", "4,919 likes +35 this week", "4,919 follows", and "44,007 post reach this week".

At the bottom, there are sections for "1 Draft" (Created Thursday, April 6 at 9:24am) and "58 Scheduled Posts".

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Poor Photo Sharing Choices

Accidental or unthinking posts to a public audience.

Quick Steps

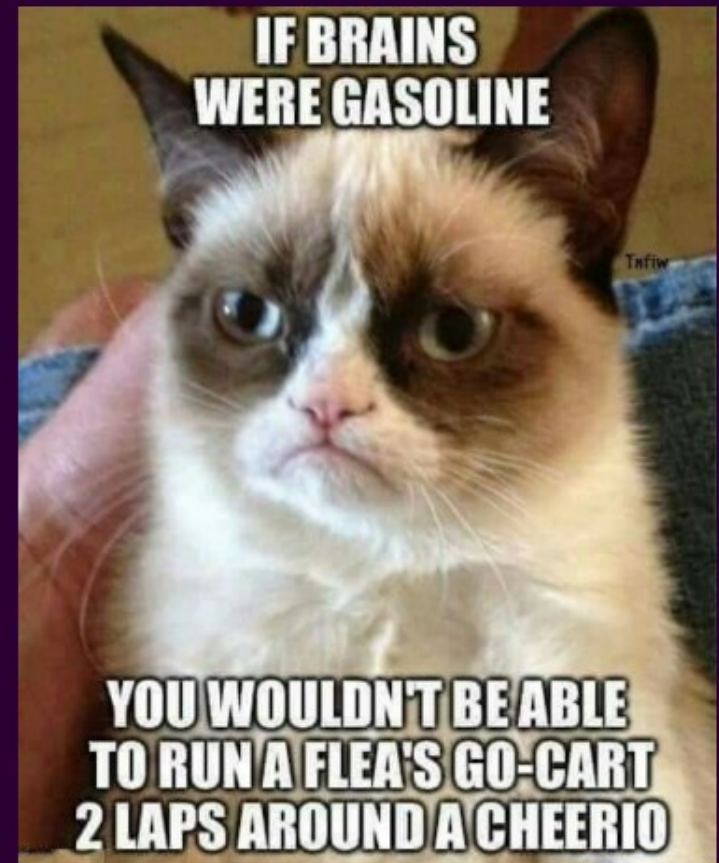
- Apologize immediately.
- Do a privacy check/block.
- Remove all work contacts, change e-mail address/ bio/ work references etc.
- Remove offending photo(s) from all platforms. (FB/IG)
- Show that you learned something-make it a teachable moment.
- Don't do it again.

Quick Steps

- Don't do it in the first place.
- Apologize & be accountable.
- Remove post then check friends & privacy settings.
- Don't joke with/about students to anyone.
- Review conduct code.
- Update feed regularly with more appropriate humor.

Offensive Humor

Creating a hostile work environment online.



Quick Steps



Political Rants

That's why we have Twitter in the first place, right?

- Don't follow colleagues.
- Quick removal of political posts to the wrong account unless sanctioned by district.
- Post a disclaimer (not a legal protection).
- Post resources to learn more.
- Check your sources.
- No work references in your biography.

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Best Practices

- Always have two accounts.
- Check your privacy settings.
- Block your co-workers on your personal account (some exceptions).
- If you make a mistake be accountable and move quickly to repair the damage.
- Know your legal rights and obligations.
- Use good judgment.
- Don't use social media to speak to students.
- Think before you tweet.

**Next
Steps**

**Get
Involved
Today**

Get Started



Open your professional accounts for Facebook, Twitter, LinkedIn and Instagram (Avoid Snapchat).
Download any mobile apps needed.
Set up TweetDeck or HootSuite.
Fill in the biography sections, choose a photo and banner image, and start adding content.
Set an alarm to do it every day.

OUR IMPACT

ACSA can help you increase your digital visibility/boost your reputation online. Join our #LadiesWhoLead Twitter chat the last Tuesday of every month or join one of our Facebook/LinkedIn groups for school leaders.

“
empowered women
empower women.”

WWW.THEGOLDSISTER.COM

CONNECT

THANK
YOU



CONNECT WITH ACSA

@ACSA_Info (State ACSA)

@techietwinmom

(President Lisa Gonzales)

@NASSToday

Facebook.com/acsafans

Facebook.com/acsaequity

Instagram.com/acsa_info

YouTube.com/acsaorg



THANK YOU

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