

# Digital Presence for Professionals

Prepared for Women Lawyers Group

Sheppard Mullin

October 20, 2011

-

Property of

TERI THOMPSON

Author, Social Media and Marketing Strategist, Adjunct Professor

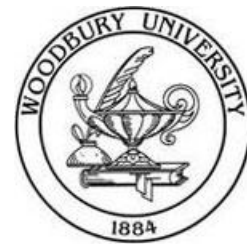
Rocky Peak Enterprises, LLC

805-527-3745

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# Teri Thompson



Los Angeles Area  
Chamber of Commerce





# Digital Brand Presence is Essential

## Where You Need to Be:

- **LinkedIn**
- Twitter
- Facebook
- YouTube
- Slideshare
- LinkedFA
- Quora
- Flickr
- Blog
- PitchEngine
- Niche

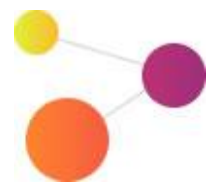




# CONSIDER THE FOLLOWING

- One Tweet – a message with no more than 140 characters – turns into \$33 million-plus in Haitian disaster aid
- A town hall meeting on transportation systems in Orange County, California, is viewed in real-time in Russia, Western Europe, and Asia
- Formerly struggling competitors are thriving by sharing customers





# Why Should I Care?

- **100,000** people a day are joining a community somewhere around the world
  - People are relying on each other for buying decisions
    - ***“Reviews are the New Advertising”***
    - ***“Conversation is Currency”***
  - Be aware of how to harness these platforms for business goals, professional and personal branding
  - Educate yourself about the impact and use of social media to stay **relevant and in business**
-



# Department of Labor

## Federal Board Says Employees Shouldn't Get Fired Over Facebook Posts

Posted by [Jackie Cohen](#) on November 8th, 2010 10:27 PM



[Comments \(2\)](#)

Complaining about one's boss on Facebook might not constitute a legal reason for termination, the National Labor Relations Board argues in a complaint filed [October 27](#).

Actually, only part of the complaint directly concerns [communications on Facebook](#). But still, the development is really cool for free speech and employee rights. The coolest part is that the independent federal agency is suing American Medical Response of Connecticut, Inc. for having an overly broad blogging and online posting policy, which appears to be the same type of rule lots of employers have been embracing lately.



<http://bit.ly/bM4IsR>



# Criminal Investigations

## Background checks

Jared Loughner –Shooting suspect -  
Rep. Gabrielle Giffords



## Insurers Use Social Media to Find Fraud

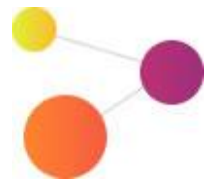
Tue 1/25 LA Times –Latest tool in detecting and prosecuting fraud.

“Investigators could be considered negligent if they didn’t conduct at least a quick scan of social media to check for contradictions”

Peter Foley, VP of Claims Administration, American Insurance Co.

<http://www.latimes.com/business/la-fi-facebook-evidence-20110125,0,4304729.story>

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# Social Media Policy

**MAKING IT UP AS WE GO ALONG = Opportunity**

**New territory for everyone**

- Businesses
- Government Agencies
- Universities

Learn from the Leaders

[www.kodak.com](http://www.kodak.com)





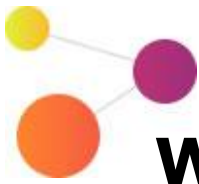


## **Election Fundraising**



**\$650 Million**

---



## What is Real-Time?

# The Now Lens





# Why Now?

## Why is social media everywhere?





# What is Social Media? Defined

- **Free** digital platforms that support **conversation** within a **community**
- **Media** that is **Social**
- New **Tools**
- Instead of one-to-one it is **one-to-many**



facebook



Linked in



You Tube

flickr™

REN

orkut



# What is Social Media? Reach

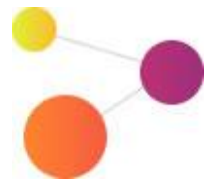
## United States -Popular

- Facebook 800 Million +
- Twitter 200 Million +
- LinkedIn 120 Million+
- YouTube 2 Billion videos per/day
- Flickr

## International

- QQ, Qzone, Sina, Kaixin, Ren Ren
- Orkut (Google)
- Hi 5 (Microsoft)
- StudiVZ , V Kontakte  
Odnoklassniki





# World Community Populations



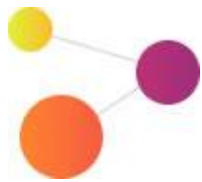
1.3 Billion



1.2 Billion



800 million



# Facebook

## WORLD MAP OF SOCIAL NETWORKS

June 2011



credits: Vincenzo Coserza [www.vincos.it](http://www.vincos.it)

license: CC-BY-NC

source: Google Trends for Websites /Alexa





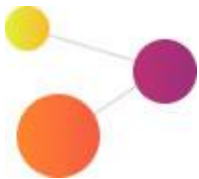
# Digital Natives

- **Digital Natives**, Generation Y, Generation Net  
Global “**YOUTH BULGE**”
- Males /Females **under 35** years of age
- In U.S. 90 million - outnumber Baby Boomers 70 million

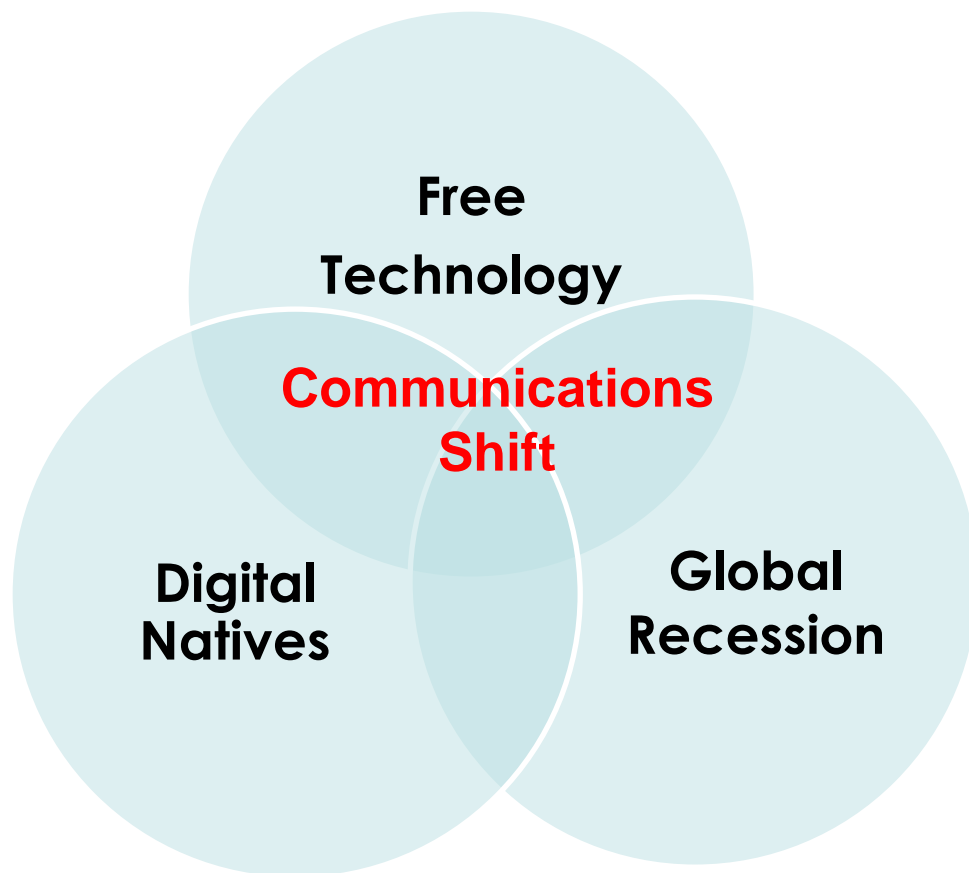


Beck, John C., Wade, Mitchell. “Got Game: How the Gamer Generation is Reshaping Business Forever.” Boston, Harvard Business School Press, 2004. 1-2.





# Social Media - Why Now? The Perfect Storm Has Hit

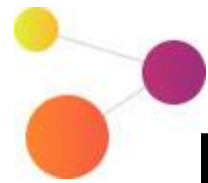




# Industries Impacted - Social Media

- Businesses - all sizes & categories
  - Law Enforcement
  - Government
  - Entertainment
  - Non-Profit, Fundraising
  - Healthcare
  - Auto
  - Sports
  - Retail
  - Travel & Leisure
- Everyone!





**No Control!**

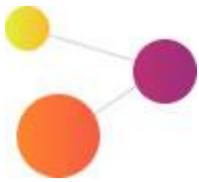
# FEAR





# Conversation Strategy!

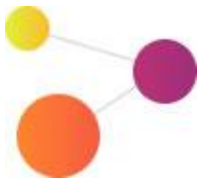
- **Listen** to:
    - Where the **conversation** is taking place about you, your product, brand, industry
    - The **Voice** of:
      - the individual 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> layer
      - the community
  - **Find the Influencers**
  - **Celebrate**
    - Audience, customers, consumers, fans, followers
-



## Social Media Conversation Rules

- **Openness**
- **Transparency**
- **Truthfulness**
- **Authenticity**
- **Adding Value**





# Communication Has Changed Forever

- Client Management
- Corporate Communications
- Human Resources
- Media Relations
- Sales
- Marketing
- Customer Service
- Public Relations
- Journalism
- Emergency Alerts

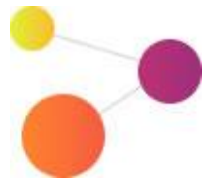




## The Basics

- **Social Media community for Professionals**
- Approx. **120 million** members in over 200 countries
- A new member joins LinkedIn approximately every second
- Executives from all Fortune 500 companies are LinkedIn members
- Over 85% of recruiters use LinkedIn to find talent
- Free & Fee based services
- Primary source of LinkedIn's revenues generated from Recruitment Services and Ad Sales





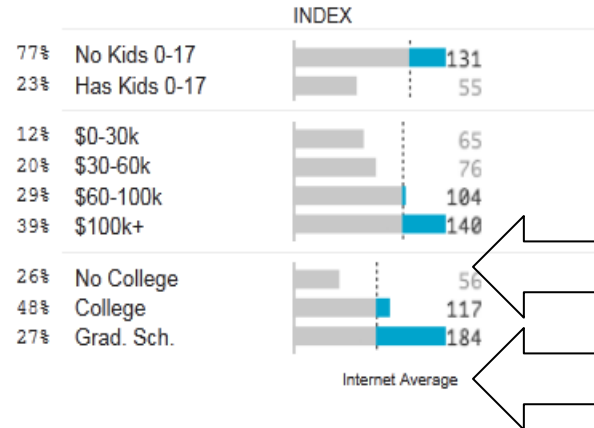
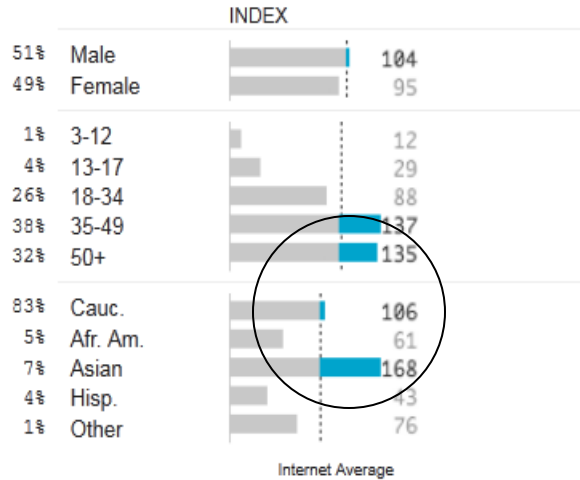
# LinkedIn Demographics

- Typical profile



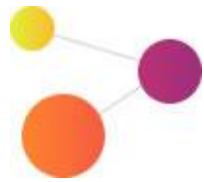
## US Demographics

Updated Sep 6, 2011 • Next: Sep 14, 2011 by 9AM PDT



See More





# Benefits of LinkedIn

## In the Presence of Decision Makers

- Business Development, Sales & Lead Generation
- Marketing
- Career Management
- Research People and Organization
- Competitive “Intel” gathering
- Job Search & Recruiting
- Grow Your Network
- Arrange Face-to-Face Meetings
- Organize and Extend Groups
- Event Awareness
- Increase SEO for your name or company
- **Manage the information that’s publicly available about you as professional**





# LinkedIn “Connections”

- Extend a “digital handshake”
- Make “Connections” with those you know and don’t know
- Interact with industry professionals





# Personal Professional Profile

[www.Linkedin.com](http://www.Linkedin.com)

- Enter professional information in a simple form
- Don't be afraid to edit
- Refresh, rearrange as needed

**Teri Thompson** [Edit](#)

Traditional and Social Media Strategist, Global Speaker and Educator for businesses across all industries.  
Greater Los Angeles Area | Marketing and Advertising

**Teri Thompson** My friends at CBS Radio and GoToMeeting are having me back in studio #25 for a free webinar on the Basics of Facebook and LinkedIn. These are fun to do and share the "must have" social media insights for everything else to make sense. Friday 10/14 at 11am. Let your... [more](#)

**Fri, Oct 14, 2011 11:00 AM - 12:00 PM PDT**  
[www.1.gotomeeting.com](http://www.1.gotomeeting.com)  
Webinars, Web events & Web casts made easy. Set up Webinars quickly and easily for up to 100 attendees. Try it free today!

Like (1) • Comment • Share • See all activity • Post an update • four ago

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**Current** **Adjunct Professor - Social Media Comm 2702 & Thematic Seminar 450 at Woodbury University** [Edit](#)  
**Director, Social Media Executive Learning & Marketing Strategy at Gravity Summit Consulting Services** [Edit](#)  
**Marketing, Social Media and Innovations Project Manager & Consultant at Rocky Peak Enterprises, LLC** [Edit](#)  
[+ Add a current position](#)

**Past** Social Media Audi Super Bowl Project Manager at M80  
Innovations Project Manager at Initiative  
Marketing-Media-Digital Project Manager at Rocky Peak Enterprises, LLC  
[see all](#) ▾

**Education** Woodbury University  
California State University-Long Beach

**Recommendations** **7 recommendations** [Edit](#)

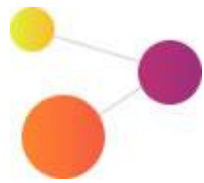
**Connections** **500+** connections

**Websites** "Power of Real-Time Soc Med" [Edit](#)

**Twitter** TeriThompson1 [Edit](#)

**Public Profile** <http://www.linkedin.com/in/tothompson> [Edit](#)

[Share](#) [PDF](#) [Print](#)



# Company Page

Helps other learn about your company's:

- Products
- Services
- Work Culture
- Job Opportunities

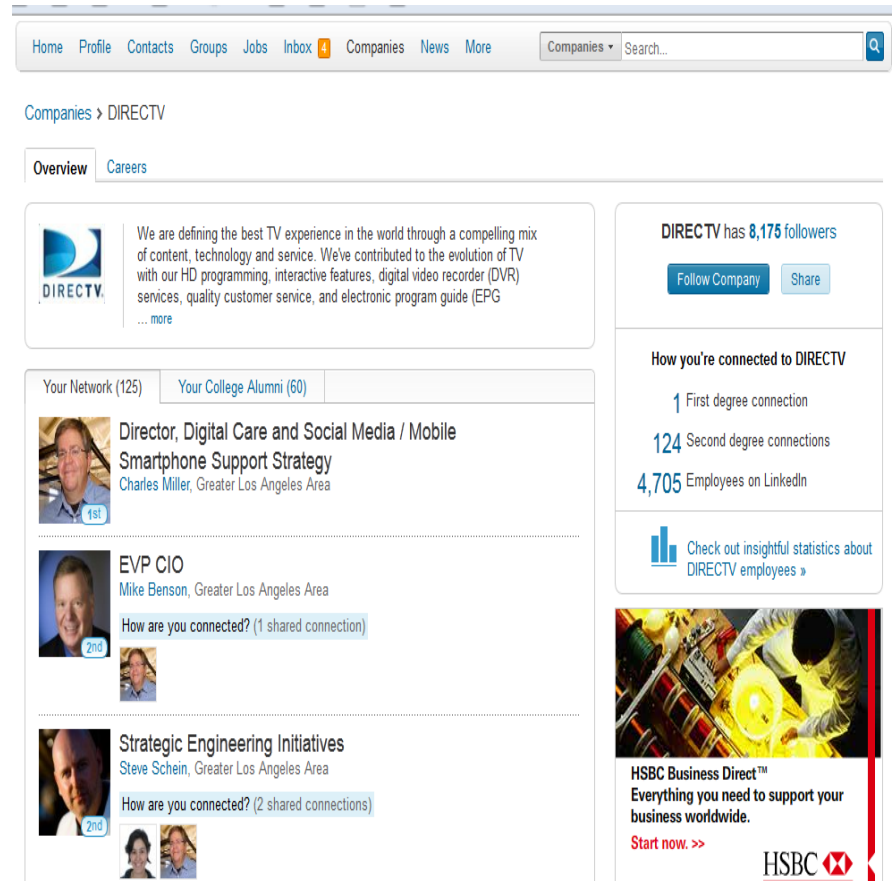
The screenshot shows the LinkedIn interface for adding a company page. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and user information for Teri Thompson. Below this is a secondary navigation bar with links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. The main content area is titled 'Add a Company' and includes a brief explanation of Company Pages. There are two input fields: 'Company name:' and 'Your email address at company:'. A checkbox is present for verifying the user's role as an official representative of the company. At the bottom of the form, there are 'Continue' and 'Cancel' buttons. The footer contains various links such as Help Center, About, Blog, Careers, Advertising, Recruiting Solutions, Tools, Mobile, Developers, Publishers, Language, and Upgrade Your Account, along with copyright information for LinkedIn Corporation in 2011.



# Company Page - Discover Connections

## DirecTV - Logo & Overview

- Your connections who work at that company



The screenshot shows the LinkedIn company page for DirecTV. At the top, there is a navigation bar with links for Home, Profile, Contacts, Groups, Jobs, Inbox (4), Companies, News, and More. A search bar is also present. Below the navigation bar, the page title is "Companies > DIRECTV". The main content area is divided into two tabs: "Overview" (selected) and "Careers".

**Overview**

**DIRECTV** We are defining the best TV experience in the world through a compelling mix of content, technology and service. We've contributed to the evolution of TV with our HD programming, interactive features, digital video recorder (DVR) services, quality customer service, and electronic program guide (EPG) ... more

**DIRECTV** has **8,175** followers

[Follow Company](#) [Share](#)

**How you're connected to DIRECTV**

- 1 First degree connection
- 124 Second degree connections
- 4,705 Employees on LinkedIn

[Check out insightful statistics about DIRECTV employees »](#)

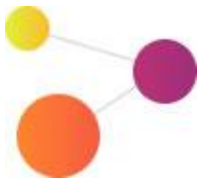
**Your Network (125)** **Your College Alumni (60)**

**Director, Digital Care and Social Media / Mobile Smartphone Support Strategy**  
Charles Miller, Greater Los Angeles Area  
1st

**EVP CIO**  
Mike Benson, Greater Los Angeles Area  
How are you connected? (1 shared connection)  
2nd

**Strategic Engineering Initiatives**  
Steve Schein, Greater Los Angeles Area  
How are you connected? (2 shared connections)  
2nd

**HSBC Business Direct™**  
Everything you need to support your business worldwide.  
Start now. >>  
**HSBC**



# Brand: YOU

## Consider Your Objects:

1. What are your attributes?
2. What brand are you trying to build?
3. Why?
4. Do you want to be perceived as an expert?
5. Do you want to establish your
  - Company's name
  - Own name
  - Both
6. Go niche





# Polish Your Profile with LinkedIn Apps



## WordPress

by WordPress

Connect your virtual lives with the WordPress LinkedIn Application. With the WordPress App, you can sync your WordPress blog posts with your LinkedIn profile, keeping everyone you know in the know.



## Huddle Workspaces

by Huddle.net

**Huddle** gives you private, secure online workspaces packed with simple yet powerful project, collaboration and sharing tools for working with your connections.



## Real Estate Pro

by Rofo

Access your local real estate and office space market. Follow active brokers, agents and professionals. Track new property listings and available spaces and stay informed of completed deals in your area.



## Legal Updates

by JD Supra

Get legal news that matters to you and your business. (Lawyers, upload your articles and other content. Be found for your expertise on LinkedIn.)



## Portfolio Display

by Behance

Showcase your creative work in your LinkedIn Profile with the **Creative Portfolio Display** application. Free, easy to manage, and supports unlimited multimedia content.



## Reading List by Amazon

by Amazon

Extend your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.



## Lawyer Ratings

by LexisNexis Martindale-Hubbell

Are you a Legal Professional? Showcase your Martindale-Hubbell® Peer Review Ratings™ and Client Review Ratings™ to further validate your stated credentials and help you make the right connections.



## Blog Link

by SixApart

With **Blog Link**, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link helps you, and your professional network, stay connected.



## Polls

by LinkedIn

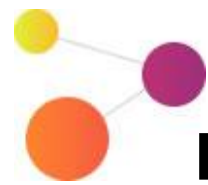
The Polls application allows you to collect actionable data from your connections and the professional audience on LinkedIn.



## Google Presentation

by Google

Present yourself and your work. Upload a .PPT or use Google's online application to embed a presentation on your profile.



## Recommendations - Endorsements

1. Ask for recommendations **only**:
  - From people you know
  - With whom you have worked
2. Craft personalized and customized requests



# LinkedIn Search – Power Tool

**Use Search to gain business intelligence**

Valuable features

Finding potential:

- Clients
- Business partners
- Hiring agents
- Competitive Information

Advanced People Search | LinkedIn - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/search?trk=advsrch

Google

Advanced People Search | LinkedIn

Welcome, Beverly W. Macy - [Add Connections](#) - [Settings](#) - [Help](#) - [Sign Out](#)

LinkedIn Home Profile Contacts Groups Jobs Inbox (84) More... People

Find People **Advanced People Search** Reference Search Saved Searches

Keywords:  Title:

First Name:

Last Name:  Company:

Location:  School:

Industries:  All Industries

- Accounting
- Airlines/Aviation
- Alternative Dispute Resolution
- Alternative Medicine

Groups:  All Your Groups

- Executive Suite
- Inbound Marketers - For Marketing
- Professionals
- Web 2.0
- Stephens College

Seniority Level:  All Seniority Levels

- Manager
- Owner
- Partner
- CXO
- VP
- Director
- Senior
- Entry
- Students & Interns
- Volunteer

Interested In:  All LinkedIn Members

**Premium Search**  
Find the right people in half the time

**Premium Search Tools:**

- Premium filters
- Automatic search alerts
- Full profile access

[or Learn more](#)

Done

Start 6 Micro... Microsoft... 9 Outb... 6 Micro... Adobe R... 3 Goog... 2010 Advanc...

3:26 PM



# LinkedIn Groups


- 1. Group** search – First invite Connections from:
  - College alumni
  - Industry
  - Professional Associations
- 2. Free** introductions among **Group** members
3. Groups are
  - 1. Open**- anyone can join
  - 2. Private** (approved by Admin)
4. Start a Group and discussion topic
5. Comment on other Group discussions>connections> prospects & leads

# LinkedIn Group Example

eMarketing Association eMarketing Association Network


Discussions Members Promotions Jobs Search More... Share group

**NEW** Groups in the LinkedIn app for iPhone and Android.

 Start a discussion or share something with the group...  
Maximum length is 200 characters.  
[Attach a link](#) [Share](#)


Your Activity


Choose Your View **NEW** Show all RSS discussions

 **How long time do you spent on your mobile phone to talk per month ?**  
linkedin.com • 19 hours ago  
LinkedIn strengthens and extends your existing network of trusted...

Like Comment Flag More


**Most Popular Discussions**


 **Post your Facebook Business page here! We all know how it can be challenging for a new business to grow a fan base, So let's follow each...**  
If you've got a business page on Facebook simply leave a link to your page in a comment. This is a simple, easy, painless networking ...  
posted 4 months ago

 **Jeannette Katzir** 1 hour ago • I thought I already posted this: ... »

See all 6,360 comments »


Like Comment Follow More

 **Share your Blog here!**  
Do you have a business blog or even a personal blog?  
Please post your link into the comment section below with a sentence or two about ...


 **Lorel Blog** lorel.com  
Unless you've been intentionally avoiding the Internet or any general news source, I'm assuming you've heard something about Google+, the long-awaited opportunity social media consultants have been waiting for since they've...


posted 7 months ago


**Manager's Choice**

 Only one week left for the eMarketing Conference Pr  
**REGISTER TODAY!**  
Robert Fleming

**Latest Updates**

 **komal tiwari** started a disc  
Establish your career with organization having global  
Like • Add comment • 11 minu

 **John Wortendyke II** -- LI  
**Networker**) started a disc  
How often would you want business blog content? Vo  
Like • Add comment • 26 minu

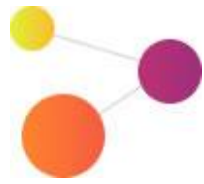
 **Michele White** likes this  
by **Tan Chin Hock**  
Post your Facebook Busin  
here! We all know how it c  
challenging for a new busin  
grow a fan base, So let's fr  
each... Here is my page. I  
us...  
Like (1) • 56 minutes ago

See

**LinkedIn** Groups

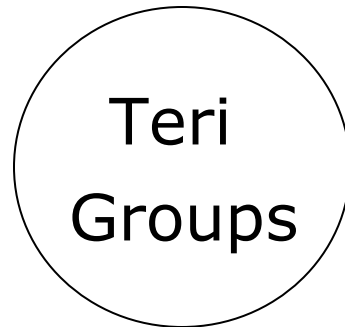
Marketing Innovation with Lin

Featured Discussion: **What are your media pain points when it comes to business?**



# Groups = Free Message Work-Around


- Free – “Message” to people **in** your Groups




Free



# LinkedIn Ads



LinkedIn  Go to LinkedIn Ads » Teri Thompson Add Connections

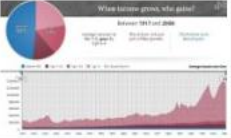


Home Profile Contacts Groups Jobs Inbox Companies  Search...

**What won yesterday doesn't win today. See what wins at [gtwhatwins.com](http://gtwhatwins.com).**

Share an update

My friends at CBS Radio and GoToMeeting are having me... • Like (1) • Comment • More » • 2 days ago

**LinkedIn Today: See all Top Headlines for You**

- Amazing Charts Show How 90% Of The Country Has Gotten 
- ABOUT THE CLINTON FOUNDATION 
- Worldwide 'Occupy' protests held over financial crisis 

**People You May Know**


- Jasmine Watts, Graduate Student at the University Southern California
- Romina Giorno, Architecture - Arts
- Wing Lam, Owner, Wahoo's Fish Taco

**ADOBE & VANITY FAIR**


When publishing goes digital, the experience becomes the real star

Adobe® Digital Publishing Suite

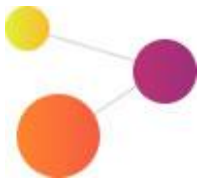
Who's Viewed Your Profile?

**Michael R. H. Stewart** via Twitter 

**jerichotech Facebook FAIL: Missteps and Shortcomings Revealed [INFOGRAPHIC]**  
<http://t.co/3FXnAmx3>

 Facebook FAIL: Missteps and Shortcomings Revealed [INFOGRAPHIC]  
mashable.com  
This "Facebook Wall of Shame" smackdown recounts the troubles of the world's largest social network.

• 2 minutes ago



# Example: Page for a Professional

LinkedIn Go to LinkedIn Ads »

▼ Teri Thompson [Add Connections](#)

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) 6 [Companies](#) [News](#) [More](#)

People ▾ Search...

[Advanced](#)

[Social Media Management - Simplify social media management. Post, engage, & measure all in one tool.](#) From: [Argyle Company, Inc](#)

« [Go back to Search Results](#)

« [Prev](#) [Next](#) »



## Holly Pranger

2nd

Owner, The Pranger Law Group and **Attorney**  
[San Francisco Bay Area](#) | Legal Services

- Current **Outside Counsel at Nike, Inc.**  
Owner and Principal **Attorney** at Pranger Law Group
- Past **Attorney** at Manatt, Phelps & Phillips LLP
- Education University of California, Hastings College of the Law
- Connections **331** connections
- Websites [Company Website](#)
- Public Profile <http://www.linkedin.com/pub/holly-pranger/0/772/994>

[Share](#)

[PDF](#)

[Print](#)

[Flag](#)

[Add Holly to your network](#)

[Send InMail](#)

[Get introduced through a connection](#)

[Save Holly's Profile](#)



### Summary

The Pranger Law Group handles all aspects of Intellectual Property law (trademarks and copyrights) including searching and clearing marks, registration with the United States Copyright and Patent and Trademark Offices and Internationally, including Madrid Protocol, policing and enforcing IP rights, Inter Partes opposition proceedings, federal and state litigation, as well as alternative dispute resolution. The firm also counsels clients on general business matters.

Ms. Pranger has and continues to primarily represent clients in the wine and spirits industries such as Sammy Hagar's Cabo Wabo tequila businesses and WineCommune.com (a great place to buy and sell wine), restaurants and nightclubs, retail and software industries.

The principal attorney, Holly Pranger, received her training at one of the largest law firms in the

### How you're connected to Holly



[Viewers of this profile also viewed...](#)

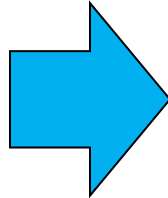


# Personal Branding Best Practices

## Promotion

1. Be Modest - What if I sound like I'm bragging?
2. Be Truthful - Awards, honors
3. Don't oversell – State the facts. No blatant self-serving

“Toot Your Own Horn”



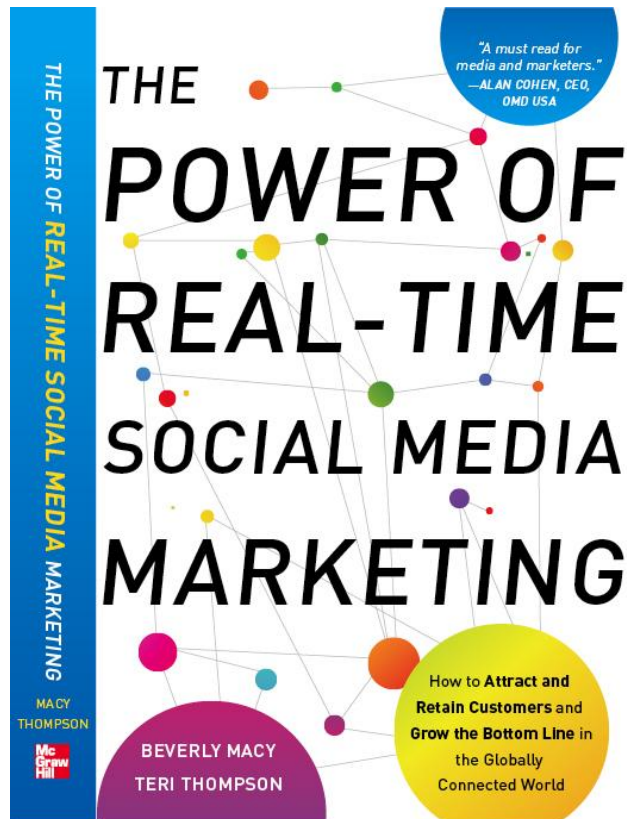
“Celebrate & Empower Your Dreams”

## Tips:

1. Disengage yourself from YOU
2. Look at yourself as a valuable project
3. Create a plan
4. Engage a trusted colleague to proofread, comment
5. Do it! Make revisions as you go



Thank You



- Embrace The Future
- Empower Brand “You”
- Lead the Way

Teri Thompson

@TeriThompson1

FB: Teri.Thompson1

LinkedIn: TThompson

[terithompson@sbcglobal.net](mailto:terithompson@sbcglobal.net)

m 805-558-5340

o 805-527-3745