Strategies to stay visible and increase your impact virtually

Session 3



Be Present & Engaged



Stay engaged and avoid distractions during meetings

- Be on video!
- Set the environment, focused mindset before the meeting
- If video isn't an option, limit background noise and have good audio



Make an effort to stay engaged with folks you no longer see day to day

- Reach out for updates, see how they're doing!
- Networking and staying engaged

Use internal networks such as internal versions of LinkedIn

(Who's Who, Yammer, etc)



Get outside of your day to day

Attend a conference, training or community







Simmons
LEADERSHIP CONFERENCE

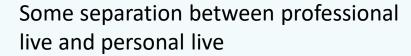
Women's Summit



Stay visible on social media

Social media allows you to do at least four important things:

- Discover new ideas and trends
- Connect with existing and new audiences in deeper ways
- Bring attention and traffic to your work
- Build, craft and enhance your brand





Mostly used professional network:
LinkedIn



- Optimize your social media profiles
- Be active, find time for regular update
- Share / like content, news, and culture

Team members



Suzanne AdamsFidelity



Erin BernayRaytheon



Grace Baker BCBS of MA



Sirisha Akula Fidelity



Amanda Kelley Takeda



Giselle Gutierrez
Vertex



Katherine DengAbbVie