

IMPOWER

GROW THE TALENT THAT
WILL GROW YOUR COMPANY



IMPOWER

The Women's Organization for Mentoring Education & Networking
Developing Leaders Who Deliver Results

WOMEN
UNLIMITED, INC.

MENTORING
EDUCATION
NETWORKING

Using Social Media to Promote Your Personal Brand



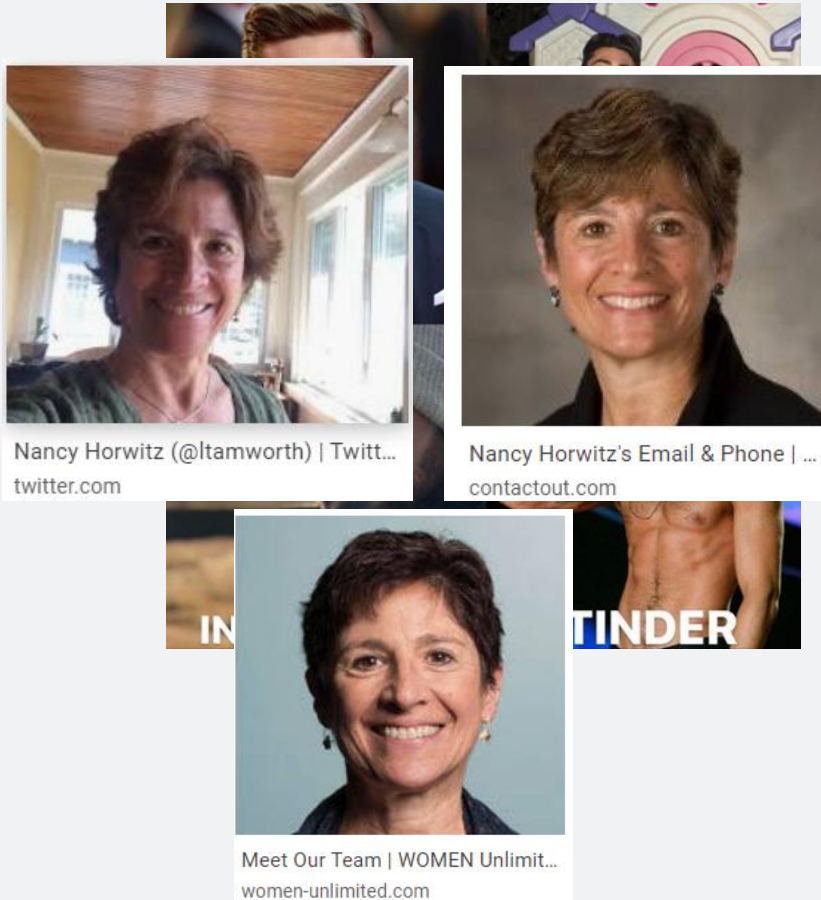
Group #5

- Elena LaFrance
- Joelle Christian
- Patricia Martín-Marrero
- Shannon Zenkert
- Randi O'Donnell
- Jennifer Whyland

Keep the Image Consistent

Nancy Horwitz

- Google Search Results

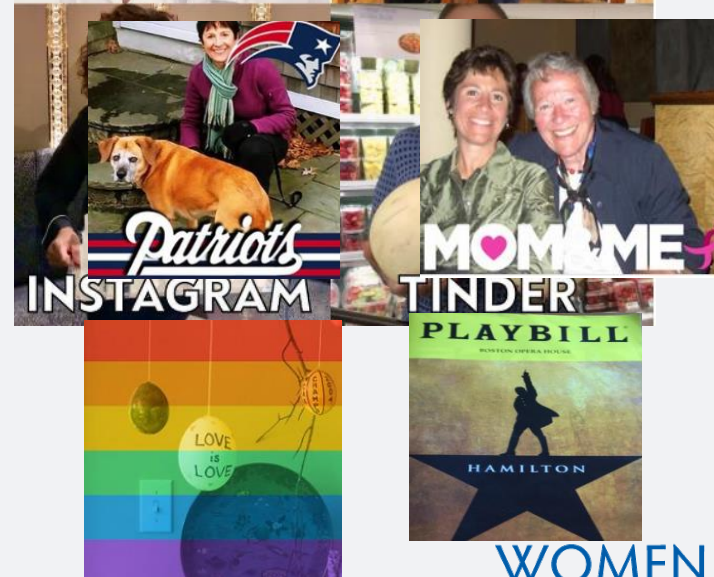


- Results from other sources

LinkedIn



Facebook



Best Practices for Social Media

Do's	Don't
Set the right permissions	Post anything you wouldn't be comfortable with if some one you admired saw
Utilize each platform for its intended purpose (e.g. LinkedIn for networking)	Post anything without assessing impact on others (e.g. CrossFit, Greg Glassman)
Be selective with the members of your network to align with your vision (Quality vs. Quantity)	Just accept everyone who sends invitation to connect
Curate content where you are tagged or associated	



Cognitive Biases

- A cognitive bias is a tendency to think in a certain way that could affect the rationality and accuracy of assertions.
- These biases are very difficult to overcome. They are thought to be “hardwired” into the human brain and act as shortcuts the brain takes in order to make a judgment or a prediction.
- There are all kinds of cognitive biases and academicians have identified over 150.
- **Cognitive biases can be an advantage, but they can also be a serious detriment.**



Example: Recency & Anchoring Biases

- **Recency bias** is defined as one where the individual favors events that occurred more recently. **Anchoring bias** is defined as one where an individual depends too heavily on an initial piece of information (the “anchor”).
- The way we present ourselves in social media can be a great strength or a great weakness! These cognitive biases can weigh heavily when someone is faced with a difficult decision, such as the decision to hire a member of their team or organization. Strategize!
- **Think about what employers may find out about you before an interview and how that may affect how they perceive you.**

Peer Team Discussion Questions



- How do you use social media to promote your personal brand?
- What do you want to be known (or not known) for?
- What do you currently use social media for? Including Facebook, LinkedIn, Instagram, personal email, etc.
- How will you optimize your use of social media to promote your vision?