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CATS, Human Resources

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Held several HR roles

Extensive Background Utility Services

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Transit

Benefits, Recruiting, Employee Relations, Compensation & Analysis



Building Your Brand with the Impact of Social Media



 CITY of CHARLOTTE



Plan for the Day

- What is a Brand?
- Creating Your Personal Brand
- Using Social Media as a Business Professional
- LinkedIn
- Questions



Activity – Brand Pattern

Think about the brands of...

- Food you eat
- Clothes you wear
- Car you drive
- Music you listen to
- Places you like to go
- Technology you use
- Items you use in your home





Building Your Brand



What is a Brand?

Brand = A representation of a product, service, organization, or individual

Brands can...

Help



Hurt



Your Personal Brand

“ Personal brand is what people say about you when you leave the room.

Jeff Bezos
Founder, Amazon.com

Brand
You!

TRUE NORTH

“You are who you associate with. Look around at your five closest friends and that’s who you are. If you don’t want to be that person, you know what you gotta do.”

— Will Smith



Creating Your Brand

When do you start
creating your brand?



Breakout Activity – Take Action!

With a partner, discuss specific actions you can take to build your personal brand.

Write the actions next to the corresponding category.

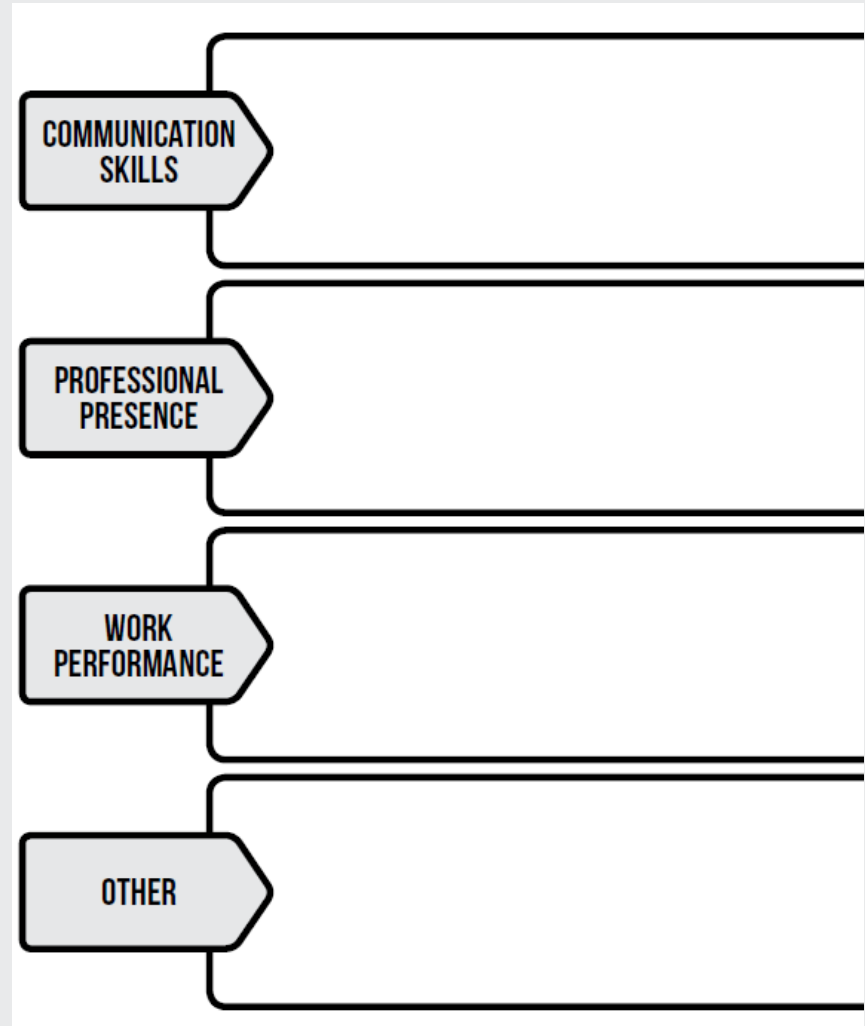
COMMUNICATION SKILLS

PROFESSIONAL PRESENCE

WORK PERFORMANCE

OTHER

Debrief – Creating Your Brand



Social Media as a Business Professional



Social Media Platforms

What do you use?

→ *Personally*

→ *Professionally*



2002



2004



2005



2006



2011



2012



2016

Let's Talk Social Media...



1

The role social media plays in our business

2

Be Aware of your Organization's Social Media Policy

3

How your professional brand is impacted through social media

4

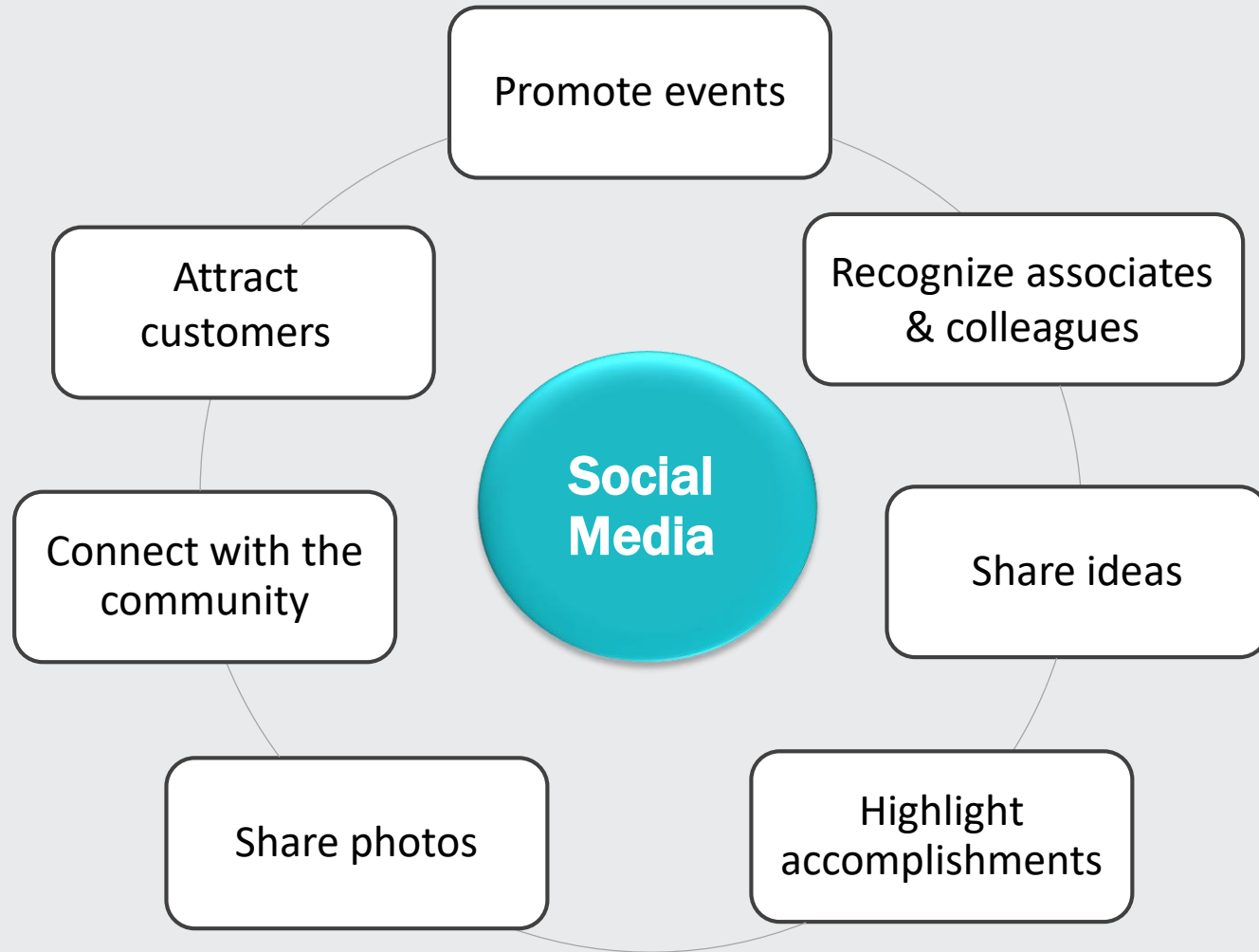
Craft or Improve your Social Media Messaging

Social for your Business

How can you (or do you) use social media at work?



Social for your Business



Do You Know Your Organization's Social Media Policy?




Subject/Title
Social Media Policy

Date Effective
April 1, 2010

Revision Date Effective
August 1, 2014

Code Number
ADM 15

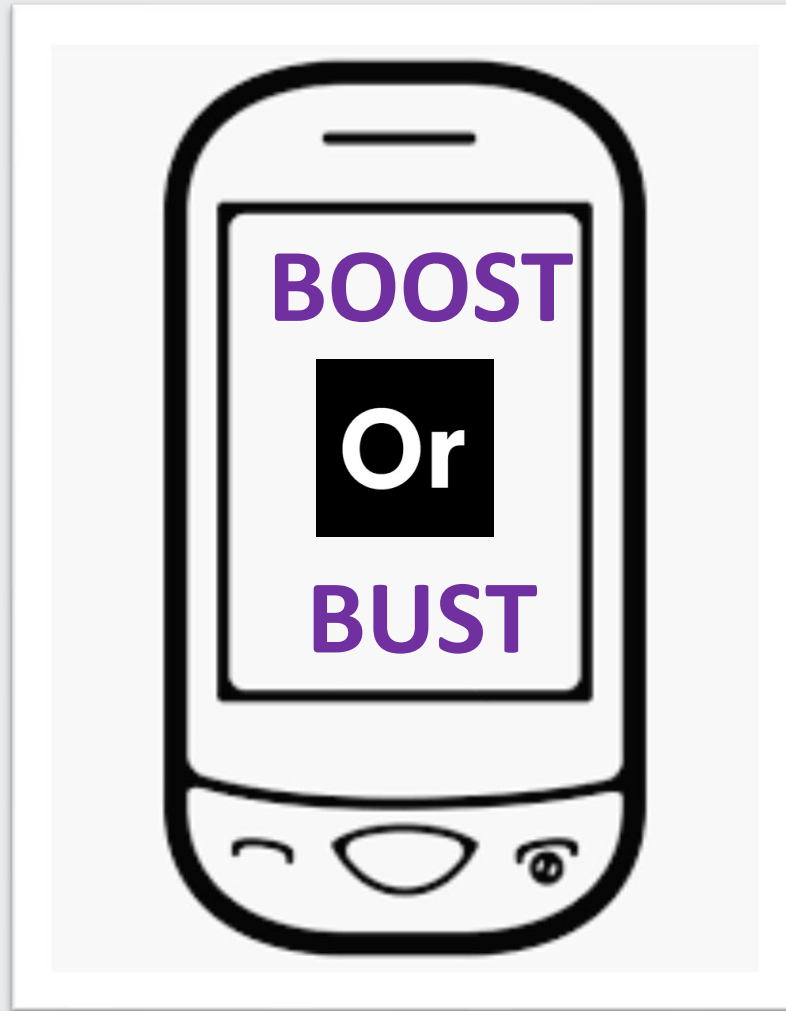

City Manager

City Manager's Office
Responsible Key Business

PURPOSE:

To provide guidance to City of Charlotte employees in the implementation of social media in order to inform employees of expectations when using social media so that the City achieves high standards in communication that reflect positively on the City and complies with City policies such as logo standards, Internet usage policy, public records retention, personnel information and sponsorships.

How Can Social Media Impact Your Brand?





“In reality, I was insecure, immature and in a world where I thought I needed to impress strangers to be accepted.



How to “Be” on Social

BE FOCUSED

Use 1-2 social platforms

BE CONSISTENT

Use same photo and information

BE DELIBERATE

Connect and build your brand

BE VISIBLE

Be active and add value



City of Charlotte

Municipal government for the 15th largest city in America.
Government Administration · Charlotte, NC · 24,948 followers



Nicole works here · 2,544 employees

✓ Following

Visit website

More

Home About Posts Jobs People Videos

About

The City of Charlotte provides services to more than 870,000 residents. The city's priorities are neighborhood development, transportation and planning, and well-managed government. see more

RATP Dev USA + Follow

3,263 followers
1mo · Edited ·

Congratulations, Charlotte Area Transit System and eTransEnergy on their electric bus partnership!

#RATPDEVUSA #charlottenc #transit #buses

<https://lnkd.in/gR9BgEj>



Charlotte Area Transit System, eTransEnergy announce electric bus partnership
masstransitmag.com · 3 min read

39 · 1 comment

Reactions



Like Comment Share Send

1 PHOTO

Professional, neutral background

2 HEADLINE

Concise and creative

3 SUMMARY

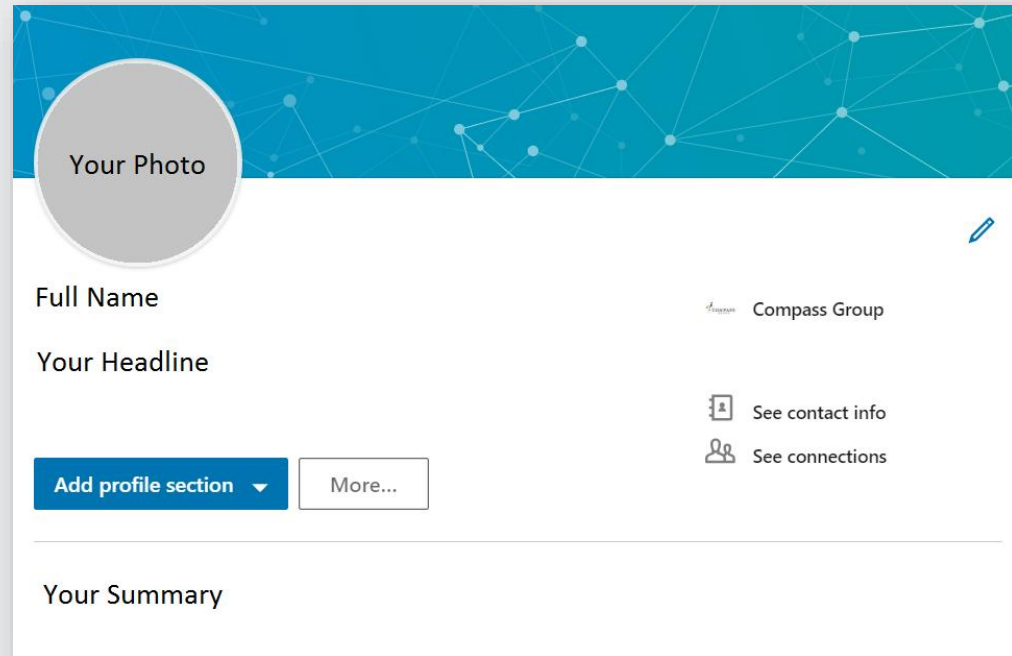
A personal and authentic overview of your professional journey

4 URL

Customize your URL

5 GROUPS

Join groups



Activity – LinkedIn Profile

Directions:

- Draft a headline and summary for your LinkedIn profile. If you already have a headline and summary, write down your ideas to enhance them.

YOUR HEADLINE

Concise, creative statement that generates interest and shows how you add value

YOUR SUMMARY

A personal and authentic overview, written in first person that highlights you and your professional journey. How have you made an impact? Inspire people to want to know you.



Call to Action

Like, Comment, and Share!



Like



Comment



Share

Post job openings linked to your organization on your own LinkedIn and Facebook networks



Post in niche groups



Discover

Groups

Do you have any...

