

facebook

Linked in®

***Personal Branding  
and  
Social Media***

***Fred Strolle  
May 23<sup>rd</sup>, 2013***

***Pinterest***

twitter 

## *Fred Strolle - Bio and Experience*

BS Industrial Management – Villanova  
MBA Marketing – Temple



– 37 years experience:

Sales, Marketing Specialist, Financial Manager, Planning Manager,  
Business Development Manager, Procurement Manager,  
E-Business Manager, and finally, 9 years as Communications  
Manager for DuPont Engineering

Currently – Marketing and Communications Consultant (primarily social  
media)

# *Purpose of Today's Presentation*

**What is branding?**

**What is personal branding?**

**What is personal branding on social media?**

**What mistakes could impact my branding?**

**My social media sites as examples**



# *So what is branding?*

*Not a “logo” or “signature” – encompasses much more!*

*Idea or image* created through what customers see, hear, read, experience, and think about a company, products or services.

**Walmart**  : unbeatable prices, quality products, easy shopping

**Disney** : fun, family, entertainment

*An expectation* about the company, services or products.

*A differentiator* helping the product or organization can attain their business objectives.

# *How does Personal Branding apply to me?*

## ***The same concept applies to people!***

You've had it all along!

“He's so caring.”

“She's dependable.”

You've used it all along!

Interpersonal Relationships

Job Interviews

Performance reviews



***But have you consciously managed it all along??***

## ***So what is a “Personal Brand”?***

***A personal brand is the total experience of someone having a relationship with who you are and what you represent as an individual.***

***Essential for advancement*** of your career and development.

Should ***represent the value*** you are able to consistently deliver.

Should define ***what makes you remarkable***.

***But... in today's world most people are going to interact with your personal Brand digitally! Social media, email, texts, virtual conferences... Your interactions online are more important than ever!***

# ***A branding example: I need to find more clients***

## ***1. Have a business objective and use the correct “tool” to do it.***

Business Objective: I want to secure communications work assisting technical professionals and need to use social media.

***Facebook?*** Too social, just my friends, not applicable.

***Twitter?*** Oriented towards people with similar interests sharing news and information. Can find other communicators there and possible employers, but too hit-or-miss for this objective.

***Linked in?*** A social media site for professionals to find one another. We'll start here.

# ***A branding example: I need to find more clients***

***2. Put as much clarity as possible into how your brand is described, so that you can build a specific brand experience to match it.***

***Make an inventory of your skills.*** Good writer, varied business experiences, understanding of basic marketing and communications concepts and tools.

***What are your customers' needs?*** Effective communications with executives and business people, developing and crafting business plans, marketing communications expertise.

***Focus on what differentiates.*** Very experienced helping technical professionals - engineers, scientists – and technical leadership communicate across all communications media.



## ***A branding example: I need to find more clients***

So instead of being an unbranded 'communications professional' commodity, we can now communicate a vibrant personal branding:

*Fred Stolle: An experienced business communications professional specializing in servicing technical professionals and engineers who need help effectively communicating with nontechnical customers and executives.*

***Experienced.***

***Speaks the language of business.***

***Comfortable working with engineers and technical people.***

***Notice how the brand definition makes me 'remarkable' and defines my value?***

# ***The real work: managing our personal brand!***

***Stay consistent with your branding and use the power of social media to interact.***

Participate in appropriate “Linked in” discussion groups  
Post applicable links and articles that reinforce your branding  
Connect with friends and colleagues that can help you  
Interact with them

***Apply your personal branding to all digital and interpersonal interactions.***

Email  
Meetings  
Conferences  
Appearance  
Behavior

In our Fred Strolle case I would continually reinforce my “Experienced. Speaks the language of business. Is comfortable working with engineers and tech people.” branding in my posts, comments, links, and interactions.

# ***Managing your personal brand: consistent professionalism***

**Maintain a professional, current photo and a complete profile on LinkedIn.**

**Maintain a professionally personal posture on Facebook and other social media. *Professional discretion is realizing that just because you can post or even “like” something, does not mean that you should.* (Think recent election.)**

**Everything we do online creates a digital footprint. *Assume full responsibility for everything you say and do online.***

***Never post anything, anytime, anywhere that you would not be comfortable with anyone seeing.* (Your mother, your neighbors, your boss...)**



# ***Managing your personal brand: consistent professionalism***

Understand corporate and business confidentiality!

Avoid politics!

Be careful what you post! Just because it is on the internet doesn't make it the truth. You can destroy your personal brand so easily!


Remember that everything leaves a digital footprint – email, social media posts, voice mail, texts, etc.

Avoid using social media irresponsibly without thinking through your intentions and objectives.

Instead of worrying about privacy – manage it proactively.







**3,418,965**  
 TOTAL VIEWS

**9.1X**  
 SOCIAL LIFT


 STATS


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**YouTube** COMEDY WEEK



# This Is The Most Epic Brand Meltdown On Facebook Ever

The two owners of Amy's Baking Company Bakery Boutique & Bistro took over the restaurant's Facebook page last night to fight unruly commenters, and man, was it embarrassing.

posted on May 14, 2013 at 10:15am EDT

 **Ryan Broderick**  
BuzzFeed Staff

 Follow 1.6k

 Follow

 Share 43K

 Like 275k

 Tweet 12K

 Email 2K

 Pin it

## This is the Facebook page for Amy's Baking Company Bakery Boutique & Bistro, a restaurant in Scottsdale, Arizona.



## Funniest Videos You'll Want Watch In 2013

The internet made the video star. Check out our favorite ways YouTube revolutionized comedy. For LOLs check out [Comedy Week](#), coming to YouTube 19th.


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**YouTube Comedy Week**

FEATURED PA

### Connect with BuzzFeed Food



3 Delicious, Classic Italian Pastas

# ***Before we go, a quick look at using social media***

Business communicators know that managing communications is like managing a tool box. Different “tools” do different jobs:

- Brochures
- Webpages
- TV ads
- Press Releases
- Direct Mail
- Search engine optimization



***Social media is the same! While you need to establish professional consistency, the various apps and vehicles are designed to allow you to interact differently.***

There's a purpose to every vehicle! Yet all can reinforce or negatively impact your personal brand.



# Fred Strolle

Marketing and Communications Consultant  
Key West, Florida | Marketing and Advertising

Current: Strolle Communications  
Previous: DuPont  
Education: Temple University

[Improve your profile](#) [Edit Profile](#)

240 connections

www.linkedin.com/pub/fred-strolle/2/2a5/4a/

Contact Info

## Activity

Share an update...

Fred Strolle has a new profile photo



Like (1) • Comment • 5 hours ago

Leslie Beckhoff likes this

Add a comment...

See More

## Background

## People You May Know



**John Repetto** 2nd  
Administration at Logistics Management Re...  
**Connect** 3

Over 70 hotels  
and resorts with hospitality  
from one place.

The heart.

DISCOVER MORE >>



## Who's Viewed Your Profile

- 6** Your profile has been viewed by 6 people in the past 15 days.
- 14** You have shown up in search results 14 times in the past 30 days.

## Profile Strength



# Hugh Peche (Fred)

Update Info

Activity Log



Timeline

About

Friends 343

Photos 78

More

## About

**Worked at OZ (retired and rearranged)**  
1973 to 2010

Where did you go to high school?

**Lives in Key West, Florida**

**From Yeadon, Pennsylvania**

What is your relationship status?

Status Photo Place Life Event

What's on your mind?



**Hugh Peche**

3 hours ago

Thanks to everyone for their comments and 'likes' on my photo. Obviously there's a bunch of us with nothing much to do right now....

Like · Comment · Promote · Share

Carol Rieg, Christina Torres and Key West Rebecca like this.

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## Now

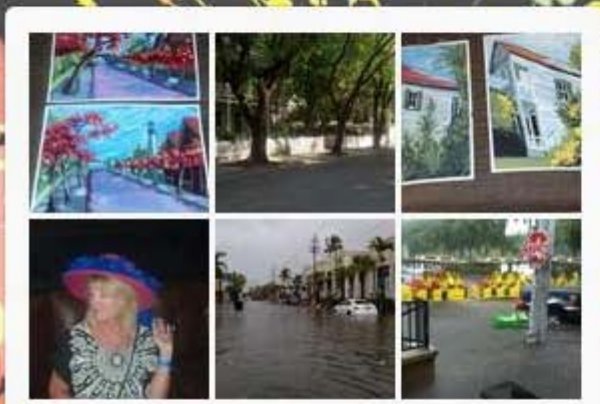
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 1982
- 1973

Photos · 78

Chat (26)



- Tweets >
- Following >
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Who to follow · Refresh · View all

- Samsung Mobile US** @Sams...  
Followed by Steve Keating CSE a...  
Promoted · Follow
- Paul Joseph** @KCBRealty  
Followed by Kristen Livengood an...  
Follow
- BloodyDisgusting.com** @BDisgu...  
Follow

Browse categories · Find friends



**Fred Strolle**  
@hpeche

Trapped in the corporate world, I said good-bye and moved to Key West. Into social media, classic horror, the Beatles, playing guitar and the Florida Keys.

Key West, FL USA · <http://www.facebook.com/hugh.peche>

9,295 TWEETS    468 FOLLOWING    493 FOLLOWERS    [Message]

### Tweets

**Fred Strolle** @hpeche 19 May  
RT @brainpicker: "The myth of the overnight success is just that – a myth." Seth Godin [j.mp/Y5IAFT](http://j.mp/Y5IAFT)  
Expand

**Fred Strolle** @hpeche 19 May  
MT @spookyisles: Today is the anniversary of Anne Boleyn losing her head - read about it here: [bit.ly/10rMDqV](http://bit.ly/10rMDqV)  
Expand

**Fred Strolle** @hpeche 19 May  
[@janskeylife](#) Which ports? Eastern or Western Caribbean?  
View conversation

**Fred Strolle** @hpeche 19 May



Search



Fred



## Fred Strolle

Trapped in the corporate world, I said good-bye and moved to Key West.



### Repins from



Claudia Miller



Casa Marina /The Reach Re...



Florida Keys Vacation

4 Boards

143 Pins

10 Likes

53 Followers

44 Following



Create a board

### Florida Keys Faves



Edit

### Key West Artworks



Change Cover



Edit

### Key West & the Florida Keys



Edit

### Living the Life in Key West



# ***Let's Summarize***

We live in a **digital age**. Knowing how to develop a personal brand and manage it is critical to success – whether it is business or personal.

Managing your personal brand will involve **consistency** across all of the channels of communication you use – both digitally and interpersonally.

Social media can be a great **enabler** to help you meet your objectives, but if mismanaged can destroy or negatively impact your brand.

Different social media tools are designed to accomplish different strategies, yet all should be managed to **reinforce and maintain** your personal branding.

## ***Resources and more info?***

The Brand Called You – Tom Peters, *Fast Company* August 1997

Personal Branding 101 – Lisa Quast, *forbes.com* April 2013

Personal Branding and Social Business - Bret L. Simmons, [brentlsimmons.com](http://brentlsimmons.com)  
May 2013

Personal Branding Is A Leadership Requirement, Not a Self-Promotion

Campaign – Glenn Llopis, *forbes.com* April 2013

[Mashable.com](http://Mashable.com)

Mark Ragan

Seth Godin

***Questions or Comments?***

***Feel free to contact me: Fred Strolle***  
***[fstrolle@comcast.net](mailto:fstrolle@comcast.net)***

## ***... And how do I manage my Personal Brand?***

The goal is to differentiate yourself in the market so you can attain your objectives – landing a job, a position, customers, etc.

Do some strategizing:

What are your aspirations?

What can you learn from others?

What do you want people to associate with you?

How do people currently see you?

Create a game plan – social media, appearance, behavior

How will you use social media to build your brand?

How will you manage your brand to make sure everything is in synch?