



Applying your Brand Strategy

Presenter: Shally Steckerl – President, The Sourcing Institute

Shally Steckerl is the President of The Sourcing Institute and has been actively involved in sourcing and recruiting since 1997. An industry pioneer, Shally builds enterprise recruiting engines for Fortune 500 brands helping them efficiently find unfindable talent. He is the author of the industry textbook *The Talent Sourcing and Recruitment Handbook*. Originally from Colombia, South America, Shally now lives with his family in Atlanta, Georgia. He is an Associate Adjunct Faculty at Temple University's Fox School of Business and a regular speaker at HR conferences around the world.

About This Presentation

In Shally's presentation, he takes us through the process of setting up and optimizing a social media profile and shares an overview of the key social media sites used to build a personal brand.

Meeting: "Applying your Brand Strategy" by Shally Steckerl

If you are reviewing this episode with a team, watch the entire Episode and use the guide below to expand on the content Shally provides.

Facilitator: Before we jump in, let's talk for a moment about block planning. We allocate time for emails, for client development, for meetings, and it should be the same with new initiatives for social networking. With all the flashy new websites and with social networking capabilities changing by the minute, it is easy to get swept up in checking out a new site or a fresh feature when you go online. Instead of spending countless hours exploring new dazzlers, devote only a set amount of time each day or week to review the new happenings online. Without setting time aside, you will be sucked into a vortex of shiny objects and before you know it your week is over and you have not converted any online relationships into profits. Flag interesting sites or novel capabilities in a folder or on your calendar to revisit later for research and development.

Next, let's talk about what we say and how we position ourselves on social networking sites. It is important to find a hook that becomes your calling card.

Who is your customer? Is your customer the client or the candidate, or both? _____

What does your customer need that you are uniquely qualified to deliver? _____

How can I convert followers on social media into candidates and clients? _____

How are you showing professional trajectory throughout your career? _____

(Facilitator): Next, let's talk about when and where. Many recruiters "panic post" – posting for the sake of posting and sharing ideas that do not highlight their overall brand image. If you have a serious company, don't post jokes and funny videos; instead post statistics and updates about your company's team members. If your business has a relaxed image, inject humor into your posts; a funny YouTube video can go a long way.

You have to push to get the word out. It is very hard to predict what will go viral and get noticed. In order to increase the probability of your message being spread widely enough, sometimes you have to rely on your friends. Recruit your friends, colleagues and others in your network to help you spread your message. Use every vehicle you can.

Make your message into a blog post on your own blog, or if you don't have one, ask other bloggers to post it or to publish a link to it on their blogs. Direct-message your Twitter followers and ask them to re-tweet it. Post it on your friends' Facebook wall and ask them to share with their friends. Post it on LinkedIn Groups and send a message to your LinkedIn network to post it as a status update. Make it easy for your contacts by telling them exactly what to do (that's your call to action) and why they should help you. Be sure to give them a list with all the links to your message in its various formats so they can just grab the one they use most easily/often.

What is your plan for how "fresh" to keep your material? What is your social media calendar for each site you are targeting? _____

Keep in mind when generating content that it's important not to get stuck in the trap of trying to come up with a catchy headline; instead, focus on the keywords that are most often used in searches for that topic. Those same keywords may also be what reels them into your message.

You can investigate basic keyword popularity with Google's Adwords Keyword Planner tool (<http://adwords.google.com/keywordplanner>) – you do need a Google Adwords account to login and access this Tool. For maximum effect, invest in the Wordtracker Keyword Tool (www.wordtracker.com) that experts use. Another great tool is SpyFu (www.spyfu.com) where you can enter a competitor's URL and find out what keywords they use when they pay for search engine ads, who are their top ad competitors, and the organic keywords that rank on search engines.

Finally, like timing, the mediums through which you choose to spread your message also affect how widely you are broadcast. The three most popular channels are commonly accepted to be Facebook, Twitter and LinkedIn, but it is very likely that an influential segment of your audience is listening to other channels as well, such as:

- Blogs & Microblogs (Wordpress, Typepad, Blogger, Twitter). Use blogsearch.google.com, technorati.com, twingly.com, and similar sites to find popular blogs that your target audience is likely to follow.
- Personal Networking (Facebook, V Kontakte, Bebo)
- Business Networking (LinkedIn, Viadeo, Xing)



- Content Networking
 - Video (Youtube, Vimeo, Dailymotion)
 - Images (Flickr, Instagram, Pinterest)
 - Audio (BlogTalkRadio, Myspace)
- Events (Lanyrd, Plancast, Eventbrite)
- White Label (Ning, SelectMinds, AffinityCircles, TalentCircles)
- Collaborative Projects and Wiki's
- Mobile (Foursquare, Yelp)
- Influence (Klout, Peerindex, Kred)
- Chat (Skype, GoogleTalk, Facebook Chat, AIM, Live)

