

Using Social Media Strategically to Enhance Your Career

Lina Duque, MBA





Lina Duque, MBA

**Social Media Strategist &
Executive Branding Coach**

- Advisor to professionals and executives on social media
- Speaker: Harvard Law, McGill, Rotman, York University and World Communication Forum Davos
- Published in Harvard Business Review, Forbes and Globe & Mail

What you'll learn today

Why engage in social media?

How to define your personal brand

How to build a following on Twitter (case study)

How to create a compelling LinkedIn profile

How to manage your online reputation

My goals for you today

1. Define your personal brand
2. Tweet
3. Commit to 3 action items to engage in social media
4. Have fun!

Tweeting Challenge!



TWEETING CHALLENGE

Tweet throughout the session today using **#UofTLaw**. The person with the highest engagement on their tweets will win a prize!

Ready, set, tweet!

#UofTLaw

@LinaDuqueMBA

@UTLaw

Who's on Twitter?





U of Toronto Law @UTLaw · 1 Dec 2016

Dean Edward Iacobucci introducing Ontario AG @Yasir_Naqvi



☆☆☆Francisnity☆☆☆ @worditsch · 4 Oct 2016

Edward Iacobucci has followed in his father Frank Iacobucci's footsteps as dean of the University of Toronto Faculty of Law.



VR Cyber Machine @timedatabot · 4 Oct 2016

Did you know that Edward Iacobucci has followed in his father Frank Iacobucci's footsteps as dean of the University of Toronto Facult...



Wikipedia's DYK @DidYouKnowWP · 3 Oct 2016

#DidYouKnow that Edward Iacobucci has followed in his father Frank Iacobucci's footsteps as dean of the Universit... [ifLtt/2cP5iZD](https://t.me/2cP5iZD)



U of Toronto Law @UTLaw · 29 Sep 2016

Dean Edward Iacobucci thanks special guests and fundraising leaders for the campaign for the Jackman Law Building #JLB



Your online brand precedes you

35% of lawyers on social
media have obtained clients
through their social networks
(ABA survey)

CEOs that engage in social media are perceived as BETTER CEOs that can build better connections with customers, employees and investors.
(Brandfog)

Social media-savvy executive women are perceived as more accessible, transparent and trustworthy business leaders.
(Brandfog)

When should you start building
your online brand?

YESTERDAY

Have you Googled yourself?

If you don't manage your
online reputation, the search
engines will do that for you!

Which social media should you have presence on?

Must-Haves



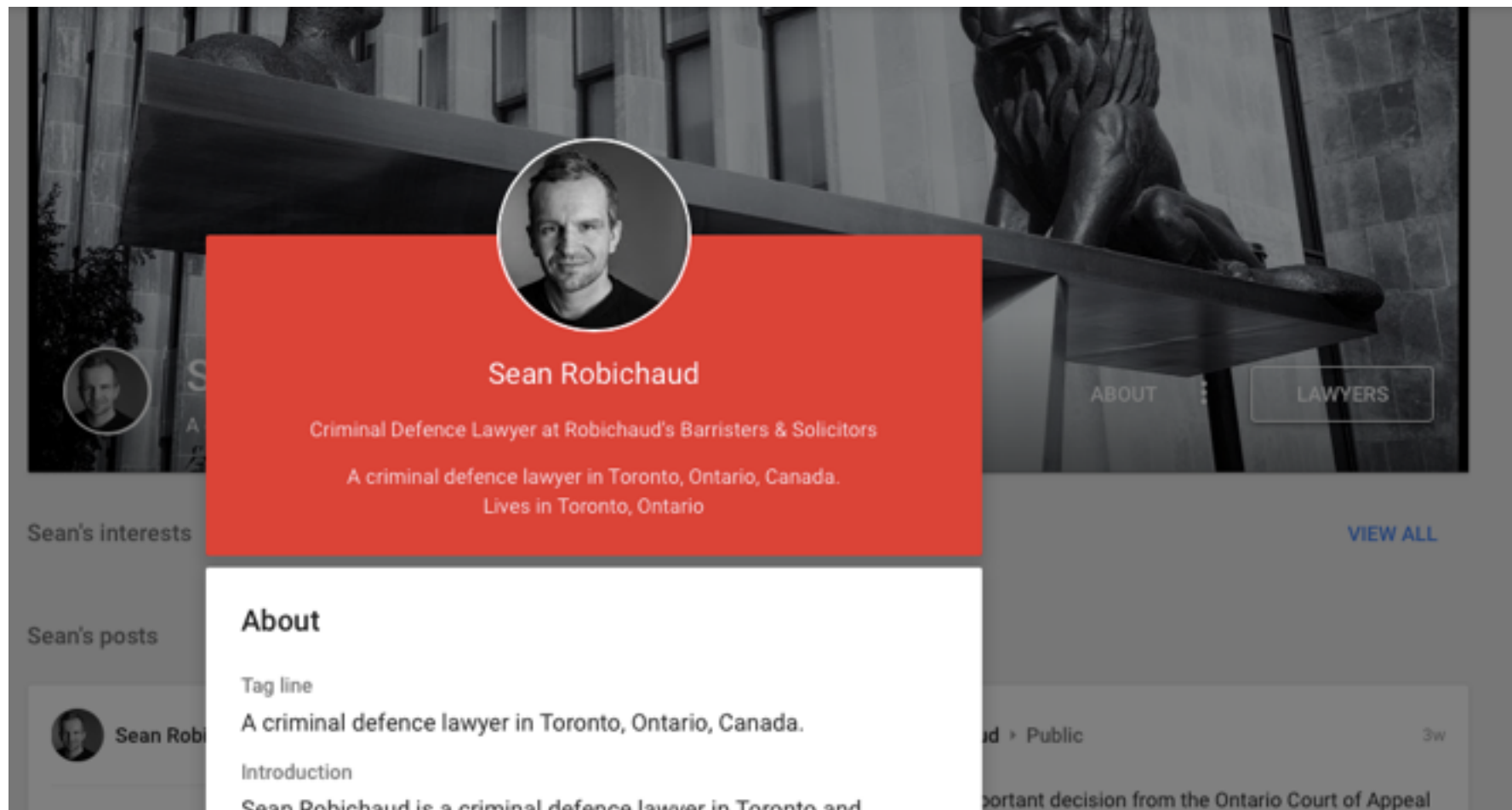
Nice-to-haves




Why Google+ ?



- Set up an account on Google+
- Google+ could be the #1 driver of SEO on Google





Sean Robichaud

Criminal Defence Lawyer at Robichaud's Barristers & Solicitors

A criminal defence lawyer in Toronto, Ontario, Canada.

Lives in Toronto, Ontario

ABOUT

LAWYERS

[VIEW ALL](#)

About

Tag line

A criminal defence lawyer in Toronto, Ontario, Canada.

Introduction

Sean Robichaud is a criminal defence lawyer in Toronto and

Public

3w

Important decision from the Ontario Court of Appeal



Sean Robichaud

Works at Robichaud's Barristers & Solicito...
Attended Osgoode Hall Law School
Lives in Toronto, Ontario



137,922 views



About

Posts

Twitter case study: Jayne Juvan



Jayne E. Juvan

Partner



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Related Services

MERGERS & ACQUISITIONS

CORPORATE GOVERNANCE

BANKING & FINANCIAL
SERVICES

INTERNATIONAL BUSINESS

SECURITIES TRANSACTIONS
& REGULATIONS

Ms. Juvan focuses her practice on advising public and high-growth private companies, private equity funds and venture capital funds on mergers and acquisitions, joint ventures and strategic alliances. Her experience also includes counseling clients on corporate governance and regulatory compliance. While her legal practice covers a wide range of industries, she has significant experience representing numerous public and private clients in the health care sector.

A prolific writer, Ms. Juvan authors numerous articles on trends in



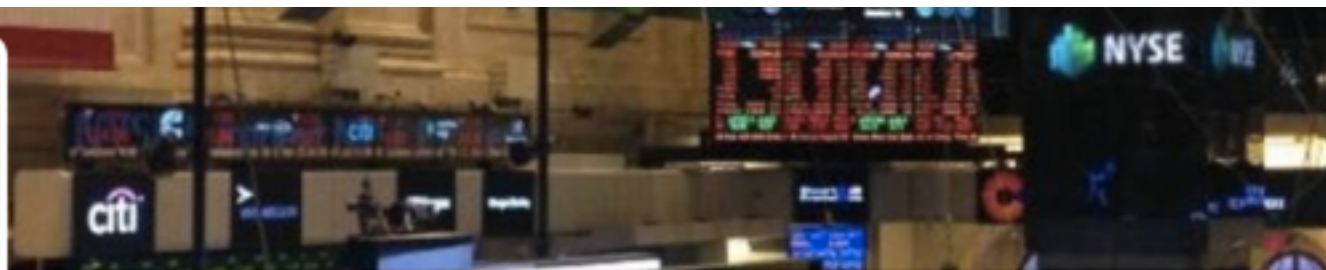
Jayne E. Juvan

@JayneJuvan FOLLOWS YOU

Partner at Roetzel (M&A/CorpGov). As seen in @harvardbiz @forbes @bloomberglaw @thomsonreuters @cgcinsight. Tweets are personal, not legal advice/endorsements.

onforb.es/1BzSP4B

Joined March 2009



TWEETS
52.5K

FOLLOWING
1,120

FOLLOWERS
3,582

LIKES
16.7K

LISTS
9

Tweets

Tweets & replies

Media

Pinned Tweet



Jayne E. Juvan @JayneJuvan · 9 Nov 2015

Honored to be featured in @johnsonwhitney's @HarvardBiz article - "What Do You Do Well That Others Don't?"



How did Jayne build online presence?

- Identified role models on Twitter and connected with them
- Shared relevant articles
- Spent time developing content (blog posts)
- Engaged in real conversations about issues she's passionate about

Followed by prominent people in the media



The image displays a screenshot of Maria Bartiromo's Twitter profile and a tweet. The profile picture shows her against a brick wall, while the header image shows her in a blue blazer on a news set. The profile information includes her name, handle, bio, and location. The tweet statistics show 10.5K tweets, 996 following, 179K followers, and 221 likes. A tweet by Blake Burman is highlighted, mentioning her and discussing the Visa Waiver Program.

Maria Bartiromo ✓
@MariaBartiromo

Anchor, Global Markets Editor Mornings with Maria @MorningsMaria 6-9 AM ET M-F on @FoxBusiness Network & @SundayFutures 10:00 AM ET Sundays @FoxNews.Channel

New York, NY

996 Following

TWEETS	FOLLOWING	FOLLOWERS	LIKES
10.5K	996	179K	221

Tweets Tweets & replies Photos & videos

Maria Bartiromo Retweeted

Blake Burman @BlakeBurman · 3h
I asked Cruz about Trump telling @MariaBartiromo it's time to stop Visa Waiver Program. Cruz: "no doubt we need serious scrutiny" of it

Maria Bartiromo Retweeted

Received more media coverage

WOMEN@FORBES JUL 7, 2016 @ 01:42 PM 11,179 VIEWS

How Pregnancy Actually Boosted This Woman's Career



Denise Restauri, CONTRIBUTOR

I amplify the voices of emerging women. [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

TWEET THIS

I tried to suppress the grief and suffered mostly in silence, as women often do after they miscarry.

During my pregnancy, I had some of the strongest months of my entire career.

This is Mentoring Moments (#33), a series of WOW-you-need-to-know-these stories from successful women of multiple generations. Mentoring Moments is now [a podcast](#).



But first, get clear on your brand



What is a personal brand?

A personal brand is

Your unique value proposition
communicated in a clear, concise and
specific way.



Jayne E. Juvan

@JayneJuvan FOLLOWS YOU

Partner at Roetzel (M&A/CorpGov). As seen in @harvardbiz @forbes @bloomberglaw @thomsonreuters @ethisphere @cgcsinsight. Tweets aren't legal advice/endorsements.

onforb.es/1BzSP4B

Joined March 2009

For example...

I help public and high-growth private companies make smart decisions that drive profit through providing sound and savvy legal counsel.

Activity

Write your personal branding statement.




How to compose your Twitter bio



FOLLOWERS
113

@OConnellT FOLLOWS YOU

 Toronto, Ontario, Canada

 Joined April 2010

Tweets & replies



Tamara O'Connell @OConnell
Currently researching when
Gun" ...

[illegible]

Crystal Jo
They won
In honor of



Graham A. Hood

@TMLitigator FOLLOWS YOU

#Trademark lawyer with **@SmartBiggar**.
Opinions expressed herein are my own
and not to be construed as legal advice.

📍 Toronto, ON

🔗 [smart-bigggar.ca/contacts/Graha...](https://smart-bigggar.ca/contacts/GrahamA.Hood)

📅 Joined September 2012

TWEETS

277

FOLLOWING

76

FOLLOWERS

102

LIKES

28

Tweets

Tweets & replies

Media



Graham A. Hood @TMLitigator · Jan 24

That was fast... Trump files **#trademark** app for 'Keep America Great' for 2020 reelection campaign politi.co/2keoy7G **@politico_media**






Rosy Rumpal

@the_leanlawyer FOLLOWS YOU

Startup Enthusiast & Lawyer
Extraordinaire (Real Estate Closings & Biz
Law). Love Electric Cars. Techie at heart.
Über Optimist.

 Toronto

 theleanlawyer.ca

 Joined September 2009

TWEETS
3,832

FOLLOWING
1,169

FOLLOWERS
911

Tweets

Tweets & replies

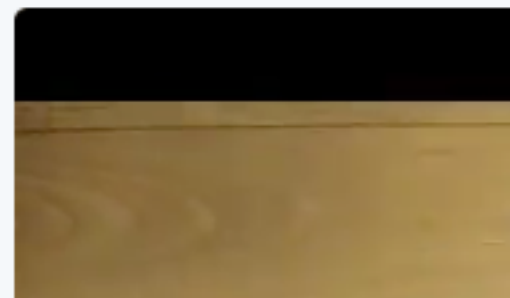


Rosy Rumpal Retweeted



Business Insider @businessins

These are the commercials



Twitter Bio Checklist

- Include professional title and area of expertise
- Link to your page on firm website or LinkedIn profile
- Include a disclaimer: Tweets are personal, not legal advice.
- Add a personal touch



The image shows a Twitter profile for a user named "Law Student" (@lawstudentfunny). A large gray overlay with the text "KEEP CALM AND STUDY LAW" is positioned on the left side of the profile. The profile header includes the name "Law Student", the handle "@lawstudentfunny", the location "Cebu City, Central Visayas", and the date "Joined May 2016". To the right of the profile information, the statistics are listed: "TWEETS 98", "FOLLOWING 171", and "FOLLOWERS 114". Below the statistics, the "Tweets" tab is selected, showing a tweet from "Law Student @lawstudentfunny" with the text "....". Below this tweet, a reply from "Millennial of Manila @Millen" is partially visible.

KEEP CALM AND STUDY LAW

Law Student
@lawstudentfunny
Cebu City, Central Visayas
Joined May 2016

TWEETS 98 FOLLOWING 171 FOLLOWERS 114

Tweets Tweets & replies

Law Student @lawstudentfunny
....

Millennial of Manila @Millen





Twitter bio example

Law Student @UofTLaw| Focused on
environment & sustainability law|
Love running, travel and yoga |
Views are personal, not legal advice.

Hashtags

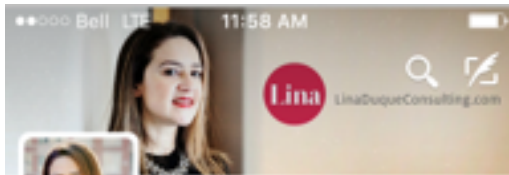


- 1) Categorize tweets/postings around one topic: for e.g., #innovation #mergers #Bitcoin. These hashtags are general and traditional.
- 2) Categorize tweets around an event such as a conference or Twitter chat; for e.g., #UofTLaw. These hashtags have to be unique. Before picking a hashtag for an event, search for it to make it's not in use already.



**Time to write your Twitter
bio!**

How to edit your Twitter bio



Step 1: Click on “Edit profile”

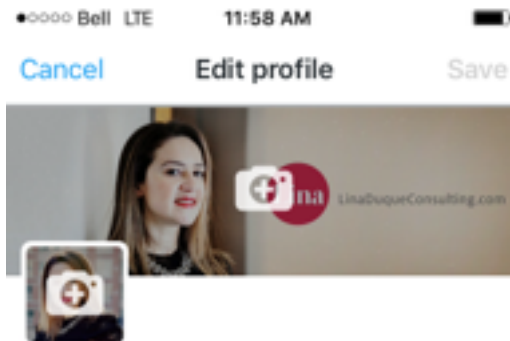
Lina Duque
@LinaDuqueMBA

Advisor to CEOs & C-suite executives on digital presence. Speaker (Harvard Law, McGill, Rotman & Ivey). Work featured in @HarvardBiz, @Forbes, @HuffingtonPost.

📍 Toronto 🌐 linadukeconsulting.com

4,815 FOLLOWING

5,683 FOLLOWERS



Step 2: Edit text and click “Save.”

Name [Lina Duque](#)

Advisor to CEOs & C-suite executives on digital presence. Speaker (Harvard Law, McGill, Rotman & Ivey). Work featured in @HarvardBiz, @Forbes, @HuffingtonPost.

Location [Toronto](#)



Twitter bio example

Law Student @UTLaw| Focused on
environment & sustainability law|
Love running, travel and yoga |
Views are personal, not legal advice.

(Link to your LinkedIn page or your
website).



**What can I tweet
about?**

Get clear on your audience



Ask yourself:

- 1) Who is my target audience?
- 2) What do I want to tell them?



Graham A. Hood @TMLitigator · Jul 14

Discover the top ten reasons to register your brand in Canada today >
lnkd.in/dU3nN-g by @TMLitigator on @LinkedIn @SmartBiggar



The top ten reasons to register your brand in Canada. Now!

Canada is a critically important market for brand owners, particularly for those looking to break into North America and capitalize on Canada's st...

[linkedin.com](https://www.linkedin.com)



Graham A. Hood @TMLitigator · Jan 24



That was fast... Trump files [#trademark](#) app for 'Keep America Great' for 2020 reelection campaign politi.co/2keoy7G [@politico_media](#)



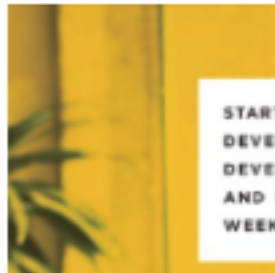
Trump campaign applies to trademark 'Keep America Great!'



Rosy Rumpal @the_leanlawyer · 3 Nov 2016



Want to start a business & launch it in a weekend? Join [#Startup Weekend Peel](#) tomrw - registration is still open! And, I'm mentoring :)



Handrail @HandrailUX

Only a few more days until Startup Weekend Peel! Sign up, do some user research and create something meaningful :) swpeel2016.eventbrite.com



2

Tweet Idea Generator

- ✓ Share news and articles that are relevant to your practice area
- ✓ Share your own news and success stories
- ✓ Share firm news and articles
- ✓ Respond to others, ask questions, engage in conversations
- ✓ Tweet inspirational quotes

How to write good tweets

- Add value - articles, tips, lessons learned, etc.
- Include photos (photos increase change of retweets by 35%).
- Include hashtags
- Give credit when it's due



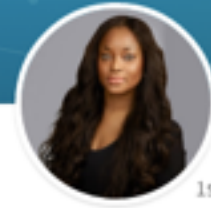
Time to tweet!

Write a tweet about you've
learned so far using
#UofTLaw



LinkedIn Checklist: 5 basic items to include

1) Professional Photo



1st

Suhuyini Abudulai

Partner | Banking and Finance | Consumer Protection | Regulation of Financial Services

Ontario Bar Association • University of Windsor

Toronto, Canada Area • 500+ 

2) Headline

3) Summary

4) Set privacy settings

5) Customize URL



Make your headline SEO-friendly. Use the 120 characters to pack that spot with keywords that people will use in searches.



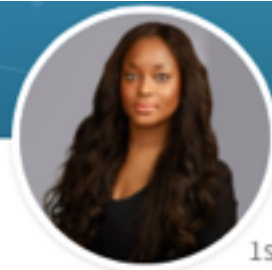
Lawyer at Infrastructure Ontario

Not much value there!

LinkedIn Headline Example

Student-at-Law at Infrastructure
Ontario | Public-Private Partnerships |
Board Member, YMCA

SUMMARY: Include a short version of your bio listing your most important achievements. Add links to content that features your work.



1st

Suhuyini Abudulai

Partner | Banking and Finance | Consumer Protection | Regulation of Financial Services

Ontario Bar Association • University of Windsor

Toronto, Canada Area • 500+ 

Message

Partner in the Financial Services Group of Cassels Brock & Blackwell LLP. Practice focuses on commercial lending transactions, representing lenders and borrowers in domestic and multi-jurisdictional financing transactions and advising on regulatory compliance matters in financial services and the payments industry, including compliance with consumer protection laws. Experience includes advising Canadian and non-Canadian entities on consumer credit transactions, cost of credit disclosure, gift card agreements, internet sales, advertising, pre-authorized debits and payment products and services. Regularly advise on compliance with consumer protection laws in Canada, including documentation and disclosure requirements.

Publications include, The Annotated Ontario Consumer Protection Act (LexisNexis Canada), consumer protection materials in the Consumer Protection, Commercial Law Module of Lexis Practice Advisor Canada (LexisNexis Canada). Co-authored Halsbury's Laws of Canada, First Edition - Banking and Finance (LexisNexis Canada), the Canada-U.S. Commercial Law Guide – Securitization and Income Trusts (Thomson Carswell) and the Canadian Commercial Law Guide - Consumer Protection (Wolters Kluwer).


[See less](#)



**Before you start working
on your profile**

Manage your privacy settings:

LinkedIn.com/psettings/privacy



Lina Duque, MBA
Social Media Advisor to Executives & Academics | Keynote Speaker | As seen in Harvard Business Review & Forbes
Member since October 22, 2007

2309 connections

Account

Privacy

Communications

Profile privacy

Blocking and hiding

Data privacy and advertising

Security

Profile privacy

Edit your public profile

Change

Choose how your profile appears in search engines

Who can see your connections

Change

Choose who can see your list of connections

Only you

Viewers of this profile also viewed

Change

Choose whether or not this feature appears when people view your profile

Yes

Sharing profile edits

Change

Choose whether your network is notified about profile changes

No

Profile viewing options

Change

Choose whether you're visible or viewing in private mode

Full profile

Notifying connections when you're in the news

Change

Choose whether we notify people in your network that you've been mentioned in an article or blog post

Yes

Before working on your LinkedIn profile, turn off notifications

The image shows a LinkedIn profile for Lina Duque, MBA. The profile includes a header with her name and title, a summary of her experience, and a list of current and previous roles. Below the profile information is a 'View profile as' button and a '500+ connections' badge. The right sidebar shows 'Who's Viewed Your Profile' with statistics and a 'Notify your network?' section. A red arrow points to the 'No' toggle switch in the 'Notify your network?' section, indicating that notifications should be turned off.

Lina Duque, MBA
Social Media Strategist | Executive Branding Coach | HuffPost Columnist | Helping You Develop Thought Leadership
Toronto, Canada Area | Online Media

Current Ivey Business School, Ryerson University, Digital Media Zone at Ryerson University
Previous Bennett Jones LLP, The Canadian Institute, Cassels Brock & Blackwell LLP
Education Ivey Business School at Western University

[View profile as](#) **500+** connections

<https://ca.linkedin.com/in/linaduque> [Contact Info](#)

Add a section to your profile – be discovered for your next career step.

Volunteering Opportunities
Non-profit organizations could be looking for someone like you.

Organizations
Add more color to your professional identity to show who you are.

Who's Viewed Your Profile

10 Your profile has been viewed by 10 people in the past 3 days.
▲5 Your rank for profile views improved by 5% in the past 30 days.
[Unlock the full list with LinkedIn Premium](#)

Notify your network?
No, do not publish an update to my network about my profile changes. ☒ **No**

Make sure this button is set to “No” so your network is not alerted when you are editing your profile. This does not affect your status updates.

Customize your LinkedIn profile url

The image shows a LinkedIn profile page for Lina Duque, MBA. The profile includes a circular profile picture, a header with navigation links (Home, My Network, Jobs, Messaging, Notifications, Me), and a banner image. The main section displays the name 'Lina Duque, MBA', her title 'Social Media Advisor to Executives & Academics | Keynote Speaker | As seen in Harvard Business Review & Forbes', and her affiliation 'Ivey Business School • Ivey Business School at Western University'. A red arrow points to the 'Edit your public profile' link in the right-hand sidebar, which is used to customize the profile URL.

Want to Get 1000+ Leads? - Don't pay us until we give you leads. Guaranteed results. Call us now! | Ad

Update background photo

Add new profile section

Edit your public profile

Add profile in another language

Ads You May Be Interested In

PPC Not Working Out? Launch a Successful PPC Campaign. Only Pay for Leads. Call Us For a Trial.

Find Images Worth Sharing Social media never stops. Keep up with Shutterstock.

Customize your LinkedIn profile url

Public Profile



Lina Duque, MBA

500+
connections

Social Media Advisor to Executives & Academics | Keynote Speaker | As seen in Harvard Business Review & Forbes
Toronto, Canada Area | Online Media

Current	Ivey Business School, Ryerson University, Digital Media Zone at Ryerson University
Previous	Bennett Jones LLP, The Canadian Institute, Cassels Brock & Blackwell LLP
Education	Ivey Business School at Western University
Recommendations	25 people have recommended Lina
Websites	Company Website

Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/linaduque 



Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

[Learn more](#) ▶

- ☐ Make my public profile visible to no one
- ☒ Make my public profile visible to everyone

- ☒ Basics (required)
- ☒ Picture
- ☒ Headline
- ☒ Websites
- ☒ Posts
- ☒ Summary
- ☒ Current Positions
- ☒ Details

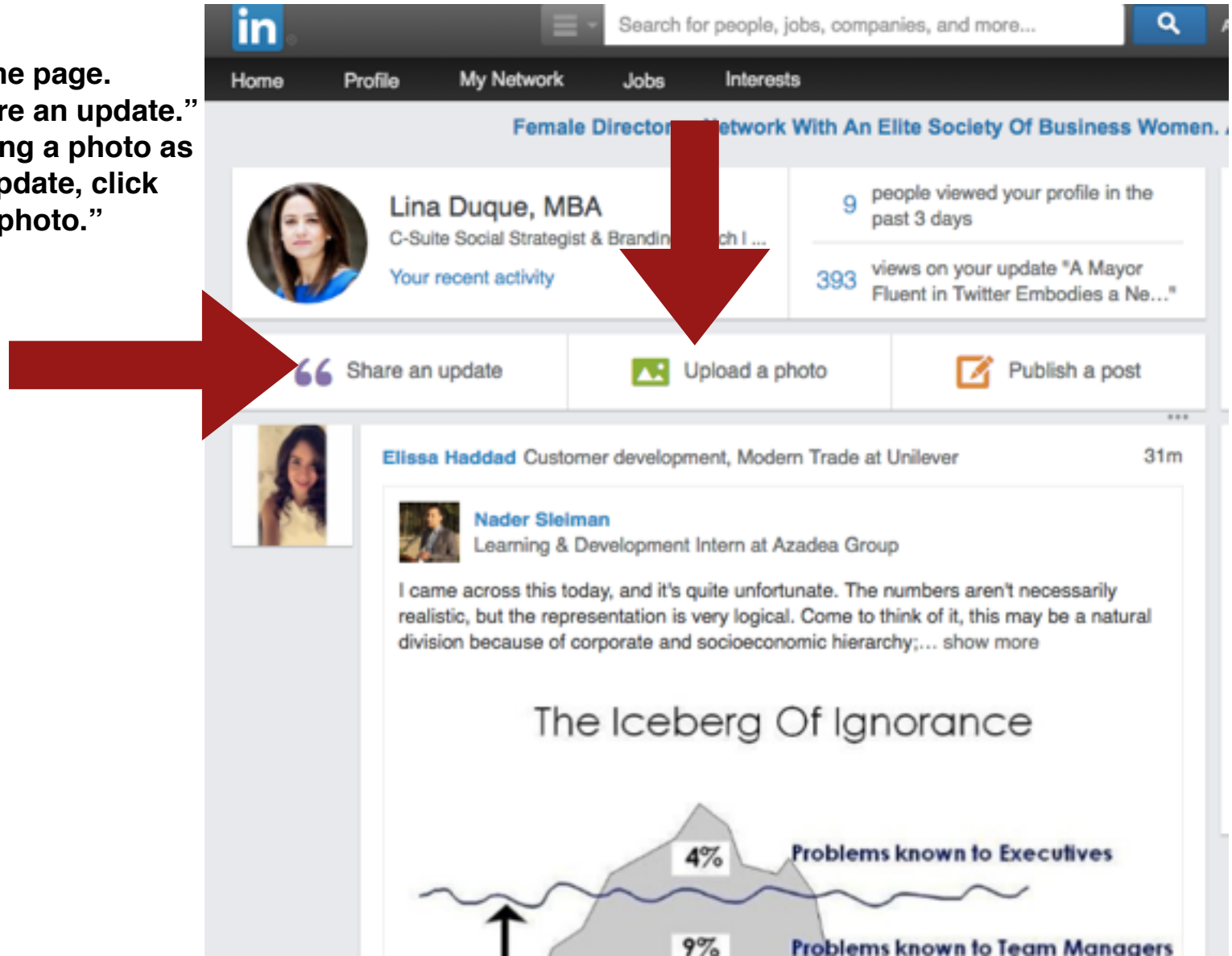
Published by Lina

[See more](#) ▶



Updating your status on LinkedIn

1. Go to the Home page.
2. Click on “Share an update.”
If you’re sharing a photo as part of your update, click on “Upload a photo.”



The screenshot shows the LinkedIn Home page. At the top, there is a search bar and navigation tabs for Home, Profile, My Network, Jobs, and Interests. Below the navigation bar, there is a banner for 'Female Directors Network With An Elite Society Of Business Women'. The main content area features a profile card for Lina Duque, MBA, with a circular profile picture and text indicating '9 people viewed your profile in the past 3 days' and '393 views on your update "A Mayor Fluent in Twitter Embodies a Ne..."'. Below the profile card, there are three buttons: 'Share an update' (with a speech bubble icon), 'Upload a photo' (with a camera icon), and 'Publish a post' (with a pencil icon). A large red arrow points from the 'Share an update' button to the 'Upload a photo' button. Another large red arrow points from the 'Share an update' button to the 'Share an update' button. Below the buttons, there is a post by Elissa Haddad, Customer development, Modern Trade at Unilever, dated 31m. The post includes a profile picture of Nader Sleiman, Learning & Development Intern at Azadea Group, and a text update: 'I came across this today, and it's quite unfortunate. The numbers aren't necessarily realistic, but the representation is very logical. Come to think of it, this may be a natural division because of corporate and socioeconomic hierarchy;... show more'. Below the text is a diagram titled 'The Iceberg Of Ignorance' showing a large iceberg with a small portion above the water line. The portion above the water line is labeled '4%' and 'Problems known to Executives'. The portion below the water line is labeled '9%' and 'Problems known to Team Managers'. An arrow points upwards from the bottom of the diagram towards the water line.



Adding Connections



Language Guidelines for Introductions

- Do not use the default script provided by LinkedIn. Always personalize your message!
- Be concise
- Be honest about reason for connecting
- Be friendly and upbeat

Sample Script



Hi John,

I'm a student-at-law with Infrastructure Ontario. I have noticed we have many connections in common. As I'm looking to expand my network in the PPP space, adding you as a connection would be of great value to me.

Thanks in advance,

Brian

Who should you accept invitations from?

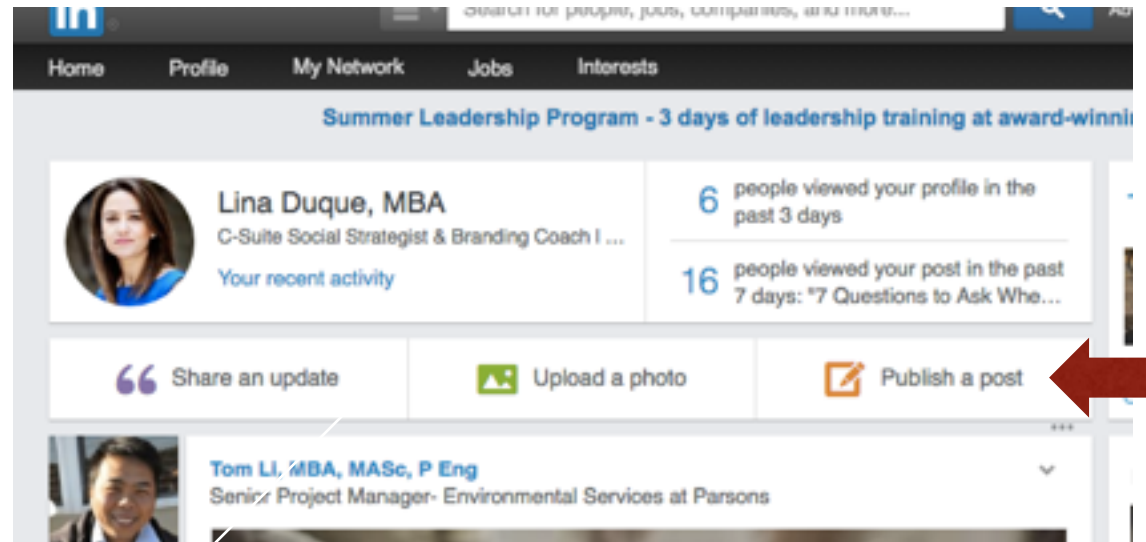
Guidelines for accepting invitations

- ✓ Check the profile of the person who sent you an invite
- ✓ Make sure the account is not a fake account
- ✓ Check if you have connections in common
- ✓ Use your personal judgement in making that decision (based on your goal)

Publishing to the LinkedIn Blog

To Publish to the LinkedIn Blog:

1. Go to the Home page.
2. Click on “Publish a post.”



in Search for people, jobs, companies, and more... Advanced 430 5

Home Profile My Network Jobs Interests Business Services Try Premium for free

Your Posts


Save Publish

Untitled Post
Draft · Jun 26, 2016

5 Lessons Learned in Leadership
Draft · Jun 27, 2016 | Delete

How to Tweet Your Way Into the C-Suite
Draft · May 11, 2016 | Delete

Untitled Post



Add an image to bring your post to life
Images that are at least 700 x 400 pixels look best.

Write Your Headline

h1 h2 ¶ | **B** / U **T** | [List Icons] | [Link] [Image] [Video] [Code]

Start writing.

Add an appropriate image that you have copyright to. Include photo credit.



Simply copy/paste your article into this page. You can save the draft and come back to it later.





Graham A. Hood

Trademark Lawyer and Agent at Smart & Biggar/Fetherstonhaugh

Follow

The top ten reasons to register your brand in Canada. Now!

Jul 14, 2016 | 10 views | 4 Likes | 1 Comment | [in](#) [f](#) [t](#)

Canada is a critically important market for brand owners, particularly for those looking to break into North America and capitalize on Canada's strong trade relationship with the U.S. If your brand protection strategy does not include Canada, consider the top ten reasons to register your brand in Canada today:

1. Canada is a vitally important market for brand protection.

Canada continues to play a major role in international trade relations, having most recently completed negotiations for the *Comprehensive Economic and*



Shutterstock

7 Questions to Ask When Hiring a Social Media Strategist

Published on May 12, 2016



Lina Duque, MBA

C-Suite Social Strategist & Branding Coach | Speaker | ...



29



6



8



See how your post is doing

 628  29  6  8

30 views in the last 7 days ▼



Demographics of your readers ⓘ



Top industries

22% Marketing and Advertising



Top job titles

15% Internet / Social Media Sp...

14% Marketing Specialist



Top locations

49% Toronto, Canada Area

8% Greater New York City Area



Top traffic sources

57% Facebook

43% LinkedIn.com

But what can I write about?

- ✓ Write about news and trends in your space
- ✓ Share your own experience, success stories and lessons learned (for e.g., how to get buy-in from your firm's leadership)
- ✓ Share advice that others can learn from
- ✓ Whatever you write about, add value!

Monitor your online reputation





**THINK
BEFORE
YOU
POST**



“It takes 20 years to build a reputation and five minutes to ruin it.”

Warren Buffett

Advertisement

CEO accused of Vancouver dog abuse ordered to donate \$100k



The B.C. SPCA has recommended cruelty charges against Des Hague, CEO of U.S.-based catering company Centerplate.
(Twitter)

CANADA

TRENDING

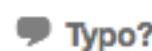
[Real estate](#) | [Lotto Max](#) | [Trump](#) | [CPC leadership](#) | [Garland murder trial](#) | [Census 2016](#)

CEO caught kicking puppy in Vancouver elevator resigns



TARA CARMAN, POSTMEDIA NEWS | September 2, 2014 11:55 AM ET

[More from Postmedia News](#)



Manage your online reputation

- Set up a Google alert for your name at [Google.com/Alerts](https://www.google.com/alerts)
- Manage your privacy settings on Facebook
- Do not post articles or opinions that are adverse to your company or clients
- Get acquainted with your firm's social media policy

Before you post, ask yourself:

- Is it true?
- Does it add value?
- Is it aligned with what I'm trying to achieve?
- Is it compliant with firm policy?

Make engagement in social media a daily habit



Work smart, not hard!

Peak traffic times on social media:

Twitter

1–3 pm

Monday through Thursday

LinkedIn

7 am – 9 am

5 pm – 6 pm

Tuesday through Thursday

Facebook

1–4 pm

Traffic peaks on Wednesday

Frequency



one tweet a day



one posting a week



one posting a week

You can schedule tweets but continue to tweet in real time!

Schedule your postings to appear during peak hours

Use tools such as

Bufferapp

Hootsuite

List 3 Action Items You Can Take Today to Engage in Social Media

1.

2.

3.

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