Building a Powerful Personal Brand

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The Old Journalism

The Competition

Other Journalists
Other News Sources
Circumstances

Publication
Media Outlet
Brand

Exclusives

Byline or Column

Pushing the Envelop

Top Down Hierarchy

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The Game Changers

blogs facebook google internet
new media social marketing
social media social networking
twitter typepad wordpress yahoo youtube
Journalism in context of social media

1. News via social media
2. Online personalities maximize exposure differentiate
3. Thought leaders and SME’s
4. Mobile

The Competition
Other journalists and bloggers
Short attention spans
Technology time

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Convergence

Journalists have to function like PR people

PR people have to demonstrate SME value via the byline

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Expectations + associations created in the minds of an audience

Creates perceptions...communicating:
- Value
- Personality
- Ideas
Personal Brand

A personal identity that stimulates precise, meaningful perceptions in its audience about the values and qualities of a person.

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POWER, PURPOSE, VALUE

POWER
- Thought Leadership
- Top of Mind
- Pre-Sells You

PURPOSE
- Influence how you’re perceived
- Gain visibility and influence
- Differentiate

VALUE
- Clarify what you do
- Clarify who you are
- Re-brand yourself
- Positioning in competitive marketplace
conflict of interest

Internet-capacity
resources

fear
policy

video-skills
multi-site management

adoption

continuity
knowledge

efficiency
time

internal-expertise
What does a Powerful Personal Brand look like?
Experts

Sherbeam@AndaCommunications.com | @Sherbeam | http://LinkedIn.com/in/Sherbeam
Alex Wang
@greenlawchina

Blogging on China’s environment/energy challenges; teaching law @ UC Berkeley Law School; former director of NRDC’s China Envt’l Law & Governance Project.
Beijing, China; Berkeley, CA

3,425 TWEETS
476 FOLLOWING
3,664 FOLLOWERS

Content

Alex Wang @greenlawchina
Chinese Gov’t Will Put Billions into New-Energy Vehicles, Official Says bit.ly/XVr0SY

Context

Alex Wang @greenlawchina
Interesting article, but the suggestion that China is anywhere near "low-carbon" or "green" right now is fairly silly.
Personalities

Rachel Maddow

The Rachel Maddow Show
TV Show

61% of Americans support taxes on millionaires
60% of Americans support eliminating the Bush tax cuts
74% of Americans support cutting oil/gas tax breaks
77% of Americans support bargaining rights for public sectors unions

Vic Pilkington
Today's NBC/WSJ poll: Journal polling figures. 3/2/2011
61% of Americans support taxes on millionaires
60% of Americans support eliminating the Bush tax cuts
74% of Americans support cutting oil/gas tax breaks
77% of Americans support bargaining rights for public sectors unions

See More
about an hour ago

2 people like this.

Mike Hobgood
Of those polled, 100% were MSNBC cronies. Give us a break
16 minutes ago

Vic Pilkington
Go read your Rasmussen poll. You'll like those fake news shills a lot better.
16 minutes ago

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Influencers

Derrick Ashong

The Derrick Ashong Experience, Oprah Radio

- Ordained by Oprah
- Facebook: 4,482
- Twitter: 13,199
- Moving from social media to socially meaningful media.

“... a mash-up of politics, pop-culture, social media, music and the arts, informed by Derrick’s experiences and travels across the globe.

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Powerful Personal Brand

- Purpose and Intention
- Expertise
- Content
- Accessibility
- Consistency
Remember - Social media tools are a means to an end!

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Are you using the right tool for the job?
LinkedIn (Networker):
- Illustrate professional history
- Expand network
- Share articles
- Connect with thought leaders and SMEs

Blog (Illustrator):
- Demonstrate personality
- Build readership
- Chronicle work
- Avenue for immediate coverage (live blogging)

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Twitter (Connector):
- Connect with influencers, audience, sources
- Position yourself within a niche or industry
- Build network
- Track Trends

Facebook (Fan Aggregator):
- Connect with readers
- Build audience
- Chronicle work

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Measuring Effectiveness

1. Ask
2. Attraction
3. Opportunities
4. Goals
5. Evaluate
1 / 9 / 90 Rule

1% Heavy Contributors
9% Intermittent Contributors
90% Lurkers
Building a Powerful Personal Brand: Going Forward

Your brand is part of an ever evolving process

1. Understand your current brand
2. Make decisions about how you want to be positioned and perceived
3. Have a presence where your audience dwells
4. Be relevant
5. Be authentic
6. Choose the right tool for the job

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