

PROGRAM SUMMARY

Social Media Workshop

October 22, 2014 at 8:00 a.m. – 11:30 a.m. / Skelly & Loy, Harrisburg, PA

Presenters

Part 1: Steven Williams, Esqire
Cohen Seglias Pallas Greenhall & Furman PC

Part 2: Rachel Strella
Strella Social Media

Part 1: Social Media Authorization and Legal Issues *Presented by Steven Williams*

- Electronic communications

  Pros
  - **a.** Business and self-promotion
  - **b.** Real time information sharing
  - **c.** Job searches
  - **d.** Professional connections
  - **e.** Product reviews and tracking

  Cons
  - **a.** Privacy issues
  - **b.** Copyright problems
  - **c.** Accountability
  - **d.** Cannot retract
  - **e.** Confidentiality

  Possible Consequences for Misuse
  - **a.** Wiretapping and electronic surveillance
    a. Videos/photos of someone without their consent is illegal
  - **b.** Cyberstalking/bullying
  - **c.** Defamation
  - **d.** Contractual obligations
  - **e.** Loss of employment

- Employee Issues - why employers should care
  - **a.** 92% of hiring managers use social media to recruit
  - **b.** Instant communication to anyone everywhere
  - **c.** Lost productivity at work
  - **d.** Increased demand on computer systems
  - **e.** Risk of losing control of confidential information
  - **f.** Liability for employee conduct
  - **g.** Reviewing social media
    a. Screening job applicants
    b. Use by existing employees
    c. Defense of employment related claims
  - **h.** Social media policy - basic requirements
    a. No use of company-owned computers, electronics devices, or internet access for personal social media use. Realistic? Probably not.
    b. No social media use during work hours

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c. General conduct rules apply to social media
d. All use of company property subject to monitoring
e. Discipline

i. Harassment
   a. Emails
   b. Forwarded jokes, pictures, comics, etc.
j. Access to electronic information
   a. Employer-issued property
      i. Permit to personal use?
      ii. Policy?
      iii. Practice what you preach?
   b. Personal property used for business
k. Discoverability of e-communications
   a. Like any other communication
      i. Relevant, authentic
l. Discoverability of social media
   a. Generally the same as other info
   b. But, to see "behind the curtain" usually requires something "in front of it"
      i. If what is in view to the public reveals a potential issue may allow access to the more private information

- Lamebook.com - a site where actual communications can be posted to public
- Textsfromlastnight.com
- Hacking
- Once it is out there, it can be seen by all!!



Part 2: Leveraging LinkedIn B2B: Transition Contacts to Clients *Presented by Rachel Strella*

- LinkedIn is the best personal branding tool for the professional.
- LinkedIn Profile
  a. Headshot
     a. Professional
     b. Brand relevance
     c. Avoid shots with "fido" or animated characters
  b. Complete your profile
  c. Strong headline
     a. Accurate
     b. Free of jargon
     c. Keyword-laden
     d. Include name of company
     e. Don't get too creative
  d. Complete your contact info
     a. Email, phone, address
     b. Include three websites
     c. Customize your domain
  e. Write an engaging summary
     a. Personalize, humanize, summarize
     b. First person
     c. Professional
     d. Mention experience
     e. How you help customers
  f. Include skills
     a. Accurate
     b. Keyword-laden
     c. As many as possible
- LinkedIn Groups
  a. Search groups by keyword
  b. Select active groups
  c. Target professional networking and target audience
  d. Share content that is beneficial
  e. Contribute to valuable discussions
  f. Connect with ideal clients
- LinkedIn Advanced Search
  a. Many people don't use this valuable tool
  b. Search by
     a. Keywords
     b. Titles

c. Location
d. Connections

- Making a Connection
  - **a.** Synergy is important
  - **b.** Don't use the "automated" message. Be personal
  - **c.** Connecting with prospects
    a. Create a template message to targeted contacts
    b. Adjust the name of the connection request
    c. Make it a goal to connect with several new people each week
- Relevant Content
  - **a.** Newsfeed content
  - **b.** Publishing tool
- Maximizing your connections
  - **a.** It takes 8-12 follow ups before landing a sale
  - **b.** B2B has a longer sales process
  - **c.** Showcase goodwill with good content
    a. Help your audience
  - **d.** Export connections
    a. Sort by industry
    b. Find relevant content
    c. Send personalized message via LinkedIn
    d. Group in similar industries
    e. Find strong content
    f. Schedule time to do this each week
    g. Subscribe to blogs to find relevant and good content to share with connections
  - **e.** To move the needle forward
    a. Offer a referral
    b. Suggest meeting for coffee
    c. Schedule a talk briefly after networking event
- LinkedIn Checklist
  - **a.** Good profile
  - **b.** Offer good content
  - **c.** Keep the conversation going
- Training and Discussion
  - **a.** How do you keep up with exporting new information?
    a. Do it once a quarter, but you have to redo some of the changes
    b. Can be time consuming, but worth it
  - **b.** How do we schedule and find the time to do this?
    a. Give it at least an hour a week and try it for 6-8 weeks and track results
  - **c.** Posting Articles – When?
    a. Do it earlier in the week and in the morning, but there is not clear rule of thumb. Avoiding Friday's is good.
  - **d.** LinkedIn Profiles
    a. It should be about you, but you can benefit from promoting your company as well.
    b. Your firm could suggest what positive messages about the company to put on your profile.

