While you are waiting for the webinar to start

Please think about:

• What brand are you currently known for?

• How have you used social media to build your brand?
Building an Influential Brand with Social Media

Liz Brenner, Senior Director of Talent Marketing, SAP
Margaret Resce Milkint, Managing Partner, The Jacobson Group
Corporate Subscribers

Cargill  
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Bank of America L.E.A.D. for Women  
Northrop Grumman
Jo Miller

CEO, Women’s Leadership Coaching, Inc.

- Specializes in helping women break into leadership in industries that have been traditionally considered 'a man's world', such as technology, finance and energy.
- Since 1998, has developed and implemented leadership development programs that have benefited women worldwide.
- Delivers over 60 speaking presentations annually to audiences of up to 1200.
- Has traveled widely in Europe, North America, Asia Pacific and the Middle East to deliver programs for women’s conferences and corporate women’s initiatives.
Liz Brenner

Senior Director of Talent Marketing, SAP

- Develops marketing strategies and programs for Talent, Leadership, and Diversity areas at SAP.
- Over 7 years in marketing and operations at SAP, previous roles in consulting and operations at BearingPoint, Arthur Andersen and in energy industry.
- Board member of Women’s Leadership Forum of Greater Philadelphia
- Local leader for SAP’s Business Women’s Network
- Bachelor of Science in Business Administration from the University of Delaware Lerner College of Business and Economics.
- Lives in PA with her husband and 4 young children.
Margaret Resce Milkint

Managing Partner, The Jacobson Group

- Handles executive management and actuarial searches on a national and international basis in the areas of life and health, property and casualty, reinsurance, and consulting for Jacobson Group’s retained search practice.
- Since joining in 1985, has successfully completed searches for various executive management professionals, including Board of Directors members and the C-suite.
- Bachelor's degree with concentrations in English, French and marketing from University of Illinois at Urbana-Champaign.
- A widely-recognized industry expert, author and speaker.
- Lives in Illinois with her husband and two teenage children.
Building an Influential Brand With Social Media

In this webinar:

I. Building an influential brand
II. Managing your online presence
III. Cultivating influential networks through social media
#WLCwebinar

@lizbrenner

@JacobsonGroup

@jo_miller

@womensleadership
I. Building an influential brand
Why is it important to have a personal brand on social media?
“Your online footprint can be viewed by anyone anywhere. Sometimes, this is the only version of you that people know! It is so important that your social media pages capture your true personal brand.”

- MARGARET RESCE MILKINT
“Research is showing that people don’t rely on the corporate sites for their news as much anymore – they listen to people. This gives us all an opportunity to become influencers in our areas of expertise.”

- LIZ BRENNER
What is your personal brand, and how did you come up with it?
Liz’s brand

“Innovative marketing strategist and mother of 4, passionate about simplicity, customer-first thinking, good leadership, and diversity/inclusion.”
Margaret’s brand

“A thought leader and trusted advisor to insurance industry leaders, as well as a strong advocate for advancing females in leadership.”
3 essential elements of a great personal brand

- What you are passionate about
- What your company/industry needs and values
- Your top skills and talents
3 Stages of Building an Influential Brand

1. Informational powerhouse
2. Expert
3. Thought leader
Share Valuable Content!

- 33% Company business
- 33% Business related
- 33% Personal

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II. Managing your online presence
“If you can get beyond the noise of social media and use it strategically you can build your brand as a thought leader, and cultivate an influential network.”

- LIZ BRENNER
How have you used social media and other online channels to build your brand?
• Connecting with people I’ve met through networking events, industry conferences and referrals.

• It is the place to find professionals.

• Promoting Jacobson’s events, white papers, articles, speaking engagements and webinars through our company page.

• I blog through Jacobson’s blog and have served as guest blogger on a few industry sites.
Margaret Milkint is Managing Partner of The Jacobson Group and handles executive management and actuarial searches on a national and international basis in the areas of life and health, property and casualty, reinsurance, and consulting (benefits, life and health, property and casualty) for the organization’s retained search division, Jacobson Executive Search. She also plays a significant role in the continued development of the entire organization as a member of The Jacobson Group’s Executive Management Team.

Since Milkint joined the firm in January 1985, she has successfully completed engagements for various executive management professionals, including CEOs, CMOs, CFOs, COOs, CIOs, Chief Underwriters and Chief Actuaries. Her search expertise encompasses disciplines such as actuarial, underwriting, finance and investment, legal, IT, sales and marketing, and claims. Prior to her tenure with the firm, she was employed by Allstate Insurance Company of Northbrook, Ill.

Milkint’s expertise on career and recruiting issues is widely-recognized throughout the industry. Most recently, she has been called upon to share her perspectives with The Actuary, Best’s Review, Claims, Contingencies, Insurance & Technology, TechDecisions, and Diversity/Careers.

Milkint is also called on to speak at many regional and national conferences, including those of American Society of Workers Comp Professionals, Inc. (AMCOMP), National Association of Mutual Insurance Companies (NAMIC), Property Casualty Insurers Association of America (PCI) and Society of Actuaries (SOA).
• Participate in leadership chats. Share articles about diversity in the workplace or customer service.

• Share something about balance in life.

• Compilation of stories, best practices, and lessons learned about leadership, teamwork, and success
Liz Brenner
@lizbrenner  FOLLOWS YOU
Marketer @SAP, customer advocate, mom of 4, passionate about #leadership, #diversity, women in tech & all things #social. Views are mine.
West Chester, PA · http://www.leadwithintuition.com

1,375 TWEETS  2,069 FOLLOWING  1,935 FOLLOWERS

Followed by Judy Hamilton, Women in Leadership, Business Women and 8 others.

Liz Brenner @lizbrenner 10h
How I learned To 'Lean In' After A #Career Setback - Forbes onforb.es/10Ol9D 
#leanin #leaninphl #workingmom 
Details
LEAD WITH INTUITION
AN ANTHOLOGY OF LEADERSHIP TIPS AND TALES BY LIZ BRENNER

LEARNING TO "LEAN IN" AFTER A CAREER SETBACK
April 6, 2013 – 10:33 am

Back in March of 2003, my career was in full swing. I was a business consultant for a top firm, traveling each week to my clients. The work was engaging – I was learning so much – and I was getting great feedback on my work from my clients and my managers. Oh, did I mention I was 8.5 months pregnant?

read more »

Tags career, Lean in, Motherhood, Pregnancy, Shari Sandberg | Comment (2)

WHAT MY 9-YEAR OLD CAN TEACH YOU ABOUT CAREER DEVELOPMENT
January 15, 2013 – 3:41 am

Lead with intuition to achieve your goals and pursue success. Learn more |

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SEARCH

ARCHIVE

April 2013
January 2013
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June 2012
May 2012
April 2012
March 2012
February 2012
January 2012
April 2011
March 2011
February 2011
January 2011
What strategies do you recommend for using each social media site effectively?
Don’t be too self promotional

Be a thought leader

Keep it short and sweet
15 minutes a day
Be brave!
Be generous
“Social networking can work against you just as easily as it can work for you. You must protect your brand and develop a smart and strong digital footprint.”

- MARGARET RESCE MILKINT
What are the dos and don’ts of managing one’s online presence?
Manage your online presence

**Do**

- Be yourself
- Be nice
- Be open

**Don’t**

- Be overly promotional
- *Say anything that you would not want your boss, mom or CEO to read!*
Manage your online presence

**Do**

- Be timely
- Be yourself
- Engage others
- Follow company guidelines
- Be a self-Googler

**Don’t**

- Share polarizing views
- Boast or brag
- Ignore it!

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Speaker

Leader

Author
III. Cultivating influential networks through social media
Is it possible to leverage social media to create an influential real-world network? How?
“Merely joining a social network is equivalent to hiding in the corner at a networking event. With your original goal in mind, participate!”

- MARGARET RESCE MILKINT
“You can talk to CEO’s and CIOs on twitter. I have connected with some very powerful people that way!”

- LIZ BRENNER
Using social media to build real-world relationships

• Twitter is a great place for this.
• Cut through the noise with tools like HootSuite and TweetDeck
• Find and share content with influencers
• Commenting on a blog or sharing an article can lead to real discussions and opportunities
• Announce when you will be attending industry or networking events
• Reach out to those who you’ve met at events or who will be attending the same event
• Ask questions. Leave comments. Engage with others!
Building an Influential Brand With Social Media

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Let’s stay connected!

Liz Brenner
- @lizbrenner
- Liz Brenner (Supinsky)
- leadwithintuition.com

Margaret Resce Milkint
- @JacobsonGroup
- Margaret Milkint
- blog.jacobsononline.com
Closing thoughts:

• Liz Brenner

• Margaret Resce Milkint
June 18, 2013  Leading Meetings

Whether you’re presiding or attending, meetings are an often-overlooked opportunity to showcase yourself as an effective leader. In this webinar, we’ll deconstruct the key elements required for purposeful, productive meetings. Learn how to take charge, when to speak up, and how to get things done.

With Luann Pendy, Vice President, Global Quality, Medtronic.
Poised for Leadership Workshop
May 29, Sunnyvale, CA

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The recording will be posted on Thursday in the membership site at
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Discussion Questions

• What is your personal brand?

• Which social media sites do you use, and why?

• How are you managing your online presence?

• How will you use social media to build an influential network?