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# Enhancing Your Professional Brand via New Age Communication

— By Caitlin Alexander and Nikki Naik —

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# Introduction



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# Overview:

By the end of this presentation, participants will be able to:

- Explore how to balance your personal and professional presence
- Engage in practical applications of communications and networking
- Recognize how to adapt communication style and method for setting, target audience and medium
- Understand the principles necessary to effectively communicate as a leader

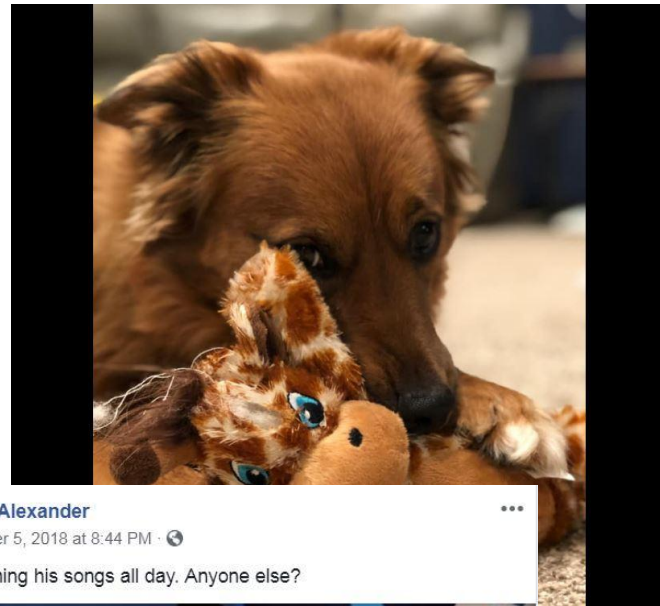
# Social Media Etiquette (for professional accounts!)

- Public vs. Private accounts
- What kind of voice does your account have?
- Does the way your page/account looks to someone represent who you are as a professional
- Visual appearance

# Public vs. Private Accounts

## PUBLIC:

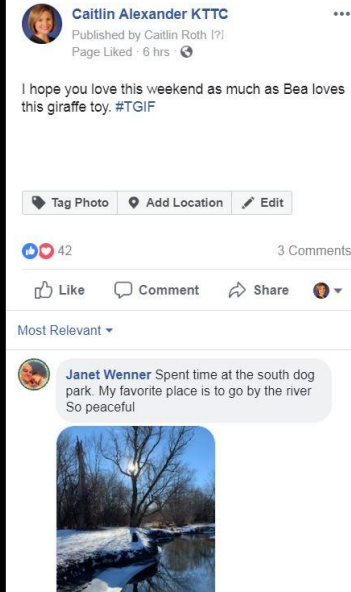
- Meet your customers where they are
- What do your viewers/customers WANT to see?
- Respond, respond, respond
- How do you handle trolls?



KTTC.COM

### Garth Brooks announces concert at U.S. Bank Stadium

Garth Brooks, the number one selling solo artist in U.S. History, is coming ...



# To make you feel better about your trolls...

11/10/16, 1:00 PM



I hope you do not think I am being mean, but you have a strange resemblance to Grandpa on The Munsters. I bet you have heard that before. See you on TV.

# Public vs. Private Accounts

PRIVATE:

-Who do you accept?

-What do you post?

-How about close friends/family member's posts?



Caitlin Roth added a new photo — at The Wizarding World of Harry Potter.

December 15, 2018 at 1:07 PM · 🧑🏻🧑🏻👤

Just a Ravenclaw and a Gryffindor trying to make sense of the world. Or just a girl and her dad- who has no idea what any of that means.



# What's your voice?

- Your professional social media accounts should accurately represent you and your affiliated company through text, videos and graphics
- All text should reflect you as a professional in your occupation
- Professional account posts should have a call-to-action... isn't that only for businesses??





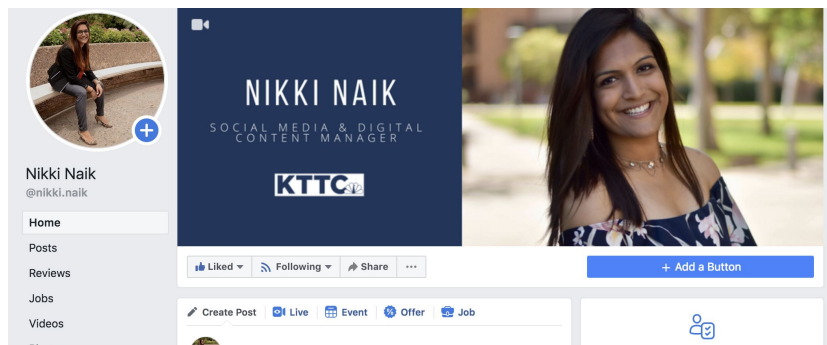
# How do I look “professional” online???

- Colors speak too!
- Think about the colors that make up your professional banners or logo
- You don’t need to be a professional graphic designer to do this!
- Think about a main color scheme
- Keep default pictures appropriate and clear





## Website



## LinkedIn

## Professional FB page

## Resume



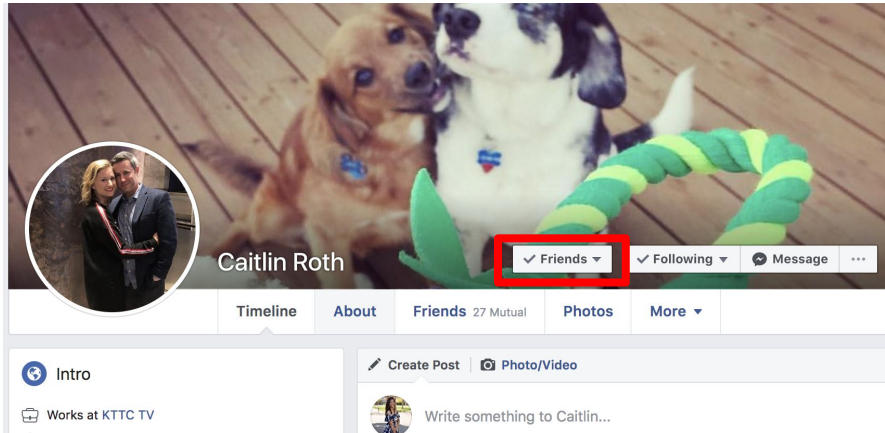
# Social Media by Platform

- Digital platforms we can reach our audience on
  - LinkedIn
  - Facebook
  - Twitter
  - Instagram
  - Snapchat
  - Pinterest
  - YouTube
  - Google+
  - And many more
- We'll talk about the most popular and relevant ones for Rochester professionals
  - LinkedIn, Facebook, Twitter, Instagram

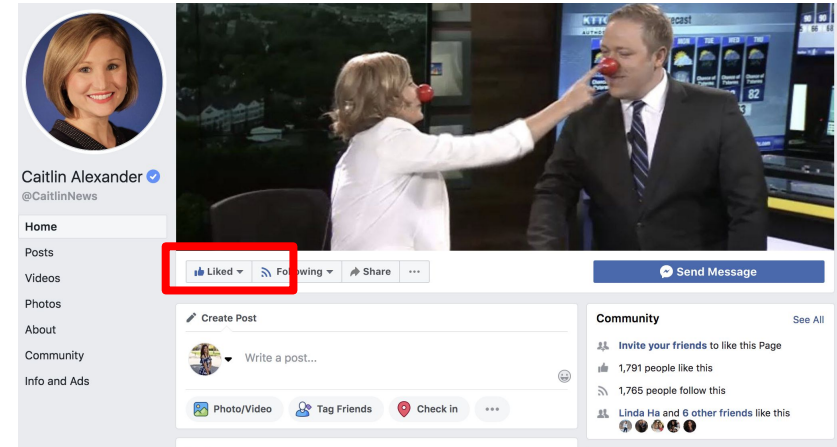
# Facebook

- Most reliable for professional branding
  - NOTE: never consider a Facebook account where someone has to add you as a “friend” as your professional account. Professional Facebook accounts are pages users can like.

## Personal



## Professional



# Facebook

- Most powerful marketing tool, so understand what you want your viewers to get out of your page
- Appropriate page setup
- Facebook algorithm says more videos and links!
  - \*note: don't use the same link twice, use a link shortener online to generate "new" links, the algorithm likes that!
- Should I go live on my professional account?
- Frequently post and comment - don't forget to respond to messages too!
- Join groups, use hashtags but note not affect



# Twitter

- Vast age group range
- Hashtags are your friend
- Third party tools: Keyhole, Ritetag
  - Help you reach larger audiences
- Follow, follow follow - localize your following
- Reply - this a conversational platform where people feel like they're actually talking to YOU,
- Tweet frequently - reaffirm you're a reliable source
- Stay relevant - content is constantly changing



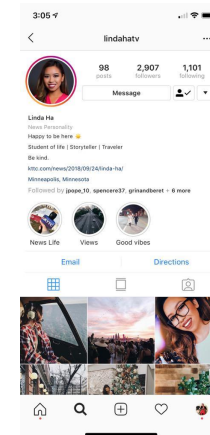
# LinkedIn

- GREAT for Professional networking
- Don't rely on it for public brand exposure
- Fill OUT EVERYTHING - the only platform where "bragging" about yourself is allowed
- Receive and give endorsements
- Join groups that interest you professionally
- Post frequently if you are looking to meet new professionals
- Engage in conversations
- Reach out to people who are viewing your profile



# Instagram

- For the visually inclined
- Owned by FB → why does that matter?
  - Link your professional page
  - Favors posts with videos
- Professional Instagram accounts should be *public*
- Real name, simple handle, “trendy bio, include a link
- Analytics reports for Instagram for Business accounts
- More hashtags, the better





# Internal Communication Channels

- Email
  - Maintain professional tone
  - Professional email signature with ways to reach you
  - Remember the obvious: don't be the guy who replies all
- Text
  - My personal opinion? I love it! Quickest, easiest way to reach my coworkers...
  - Depends on your work environment

# Internal Communication Channels

- Slack
  - Collaboration app: Instant message/file sharing
- RACI documents
  - Responsible, Accountable, Consulted, Informed
- ASANA or monday.com
  - Project management tools
  - Full insight to all deliverables and who is involved in the completion process



Responsibility Assignment Matrix - RACI Chart

	Jeff	Michael	Reto	YOU	Alex	Anna	Bill	Cindy	Felix	Fred	Hans	John	Lukio	Luc	Marco	Paul	Peter	Sue	Ted	Tim
Planning / Schedule	R	A	I	C					C											Q
Risk Management		I	I	Q						A								R		
Quality Management			R	C						R										A
Procurement				R		Q												R		A
1. Specifications Listing								A		R								R		R
2. Site Requirements		C	A	R	Q						R									
3. Call for Tenders				Q	A	R	C				R							R		
4. Budget Approval				A	Q					R							R			R
5. Contract Negotiations			A		Q	R	R											R		

\* R – Responsible (works on), A – Accountable, C – Consulted, I – Informed, Q – Quality Reviewer

# Questions?

Feel free to reach out if you have any follow up questions!

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