

BRANDING YOURSELF THROUGH SOCIAL MEDIA



HELLO FROM JENNA COMMUNICATIONS



SOCIAL MEDIA AND YOUR CAREER



Why you should have

- Facebook
- Twitter
- LinkedIn

WHAT DOES 'SOCIAL MEDIA' ENTAIL?



HOW CAN SOCIAL MEDIA HELP YOU BRAND YOURSELF?



- Keep your work updated and relevant to employers
- Stay active in the digital space where your work can be seen
- NETWORKING

CREATING SOCIAL MEDIA PLATFORMS



- Professional Twitter
 - Online social networking and microblogging
- LinkedIn
 - Operates the world's largest professional network on the internet
 - Connect with colleagues, classmates, and professors
 - Power your career and get advice from industry experts



PROFESSIONAL TWITTER EXAMPLES

- Promoting yourself via Twitter
- To increase his followers on Twitter, artist Greg Burney promoted his Twitter by pledging to draw his first 3,000 followers.
- The drawings took him from 70 to over 2,000 followers in one day.



CAUTION! BEWARE THE HASHTAG

- A word of caution about promoting yourself on Twitter: even business giants like McDonalds can have major Twitter failure
- McDonalds introduced a Twitter hash tag campaign called “Meet the Farmers” to draw attention to their fresh produce. They invited followers to share their stories with the hash tag #McDStories
- Keep your Twitter presence positive



McDonalds McDonald's

*"When u make something w/pride, people can taste it," -
McD potato supplier #McDStories <http://t.co/HaPM5G9F>*

🐦 About two weeks ago via web ☆ Favorite ↻ Retweet ↩ Reply



Pretty Tallerr â™¥ MICHAELAlouise â™¥

*My brother finding a fake finger nail in his fries.
#McDStories*

🐦 About two weeks ago via Mobile Web ☆ Favorite ↻ Retweet ↩ Reply



deweymedia paul dewey

*#McDStories More than half a year since last McTerrible
McFattening McMeal. I don't McMiss the McFood McOne
McBit.*

🐦 About one week ago via web ☆ Favorite ↻ Retweet ↩ Reply



Scorch The Human Scorch

*#McDStories How the HELL can they be so popular when
there's rats running around in their bun packages?*

🐦 About one week ago via web ☆ Favorite ↻ Retweet ↩ Reply

HOW TO USE FACEBOOK PROFESSIONALLY



- Keep your Facebook professional
- Update your info/ work experience
- Uses “Likes” to network
- Include links to personal website, LinkedIn and Twitter
- If your photos are visible, make sure they represent you the way you want to be viewed professionally

FACEBOOK: WHAT NOT TO POST



- Your risky behavior
- Inappropriate photographs
- Profile listed in public searches

LINKING SOCIAL MEDIA SITES TOGETHER



- Link your Facebook, Twitter, LinkedIn, and personal website



YOUR ONLINE PRESENCE



- Having an online presence is just as vital if not more, than having a real-life one.
- This gives potential employers the chance to easily find you from their computers, smart phones, iPads, etc.
- They want to know the same information you would provide them if meeting them in person.

BRANDING YOURSELF



- Maintain a mission statement: What do you want? What do you provide?
- Always keep information updated

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Objective Seeking a summer internship that will provide opportunities to utilize and learn animation skills from a professional, creative environment.

Education RHODE ISLAND SCHOOL OF DESIGN (RISD), Providence, RI
Bachelor of Fine Arts, Film/Animation/Video, Concentration in Animation 2010-2013
BOSTON COLLEGE (BC), Chestnut Hill, MA
College of Arts and Sciences, Studio Art Major 2009-2010

Skills **ARTISTIC:** Traditional hand-drawn animation, Stop motion animation, stop motion puppet making and set building, 2D computer animation, character design
COMPUTER: Mac and PC platforms. Adobe AfterEffects, Flash, Photoshop, InDesign, Illustrator, Dragonframe, FinalCut Pro, Magpie Pro Lipsync Software, Microsoft Office.
PERSONAL: Conscientious and enthusiastic in work environments. Hardworking and highly motivated. Very receptive and open-minded in group environments. Detail-oriented.



CREATING YOUR WEBSITE

- SLEEK, SLICK, EDGY
- The simpler the better
- KEEP YOUR FONTS CLASSY. Comic Sans, Times New Roman = outdated
- Should reflect who you are as a brand as well as what work you've done
- If you don't know how to make websites on your own, get help! Employers will be impressed with a well-made website

CREATING YOUR WEBSITE



- The Adobe Suite's Dreamweaver
- Wordpress.com
- 99designs.com
- weebly.com
- <http://www.godaddy.com/hosting/website-builder.aspx>

WEBSITE TRICKS



- Focus on the “About Me” section. This is often the first place people travel to on your website.
- Include links to your other social media sites, personal blogs, personal websites, etc.
- Post a resume and portfolio for employers to review
- Contact: include your e-mail, address, and phone number
- **ALWAYS KEEP ALL INFORMATION UPDATED!**

PERSONAL WEBSITES



[demo reel](#)

[process work](#)

[resume](#)

[blog](#)

[about](#)



demo reel breakdown

PERSONAL WEBSITES



Bauhaus in El Paso poster



PERSONAL WEBSITES



ERIKA
LIBERATO
graphic designer

about

*graphic
design*

paintings

links

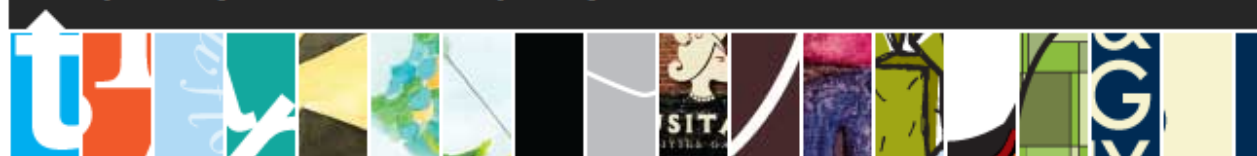
contact

GRAPHIC DESIGN PORTFOLIO



Rhythm

Series of posters designed for the basic rules of Graphic Design



DRIVING EMPLOYERS TO YOUR WEBSITE



- Include your website, Facebook, Twitter, and LinkedIn link at every place possible.
- If you are sending out resumes, place the links in your e-mail
- Tie all sites together by including each site's link
 - Example: Include your website, Twitter, and LinkedIn link on your Facebook and vice versa.
- The more places people can see you online, the easier it becomes for them to search for you.
- Exposure is key!



MAINTAINING RELATIONSHIPS

- Social media is one of the easiest ways to keep in touch with professionals in your industry. It is as easy as clicking the “Follow” or “Add Friend” button.
- Keep in touch with Professors
 - Professors are an invaluable professional resource!
- Digitally follow companies and businesses in graphic industry

CLOSING THOUGHTS ON SOCIAL MEDIA



- Use social media for more than just personal pursuits
- Twitter and Facebook can be used professionally in conjunction with LinkedIn and your personal website
- Keep your personal brand consistent on all digital/social platforms

ANY QUESTIONS?



THANK YOU!



- We are more than welcome to answer any further questions you may have!
- Contact information:
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 - jennacommunications.com