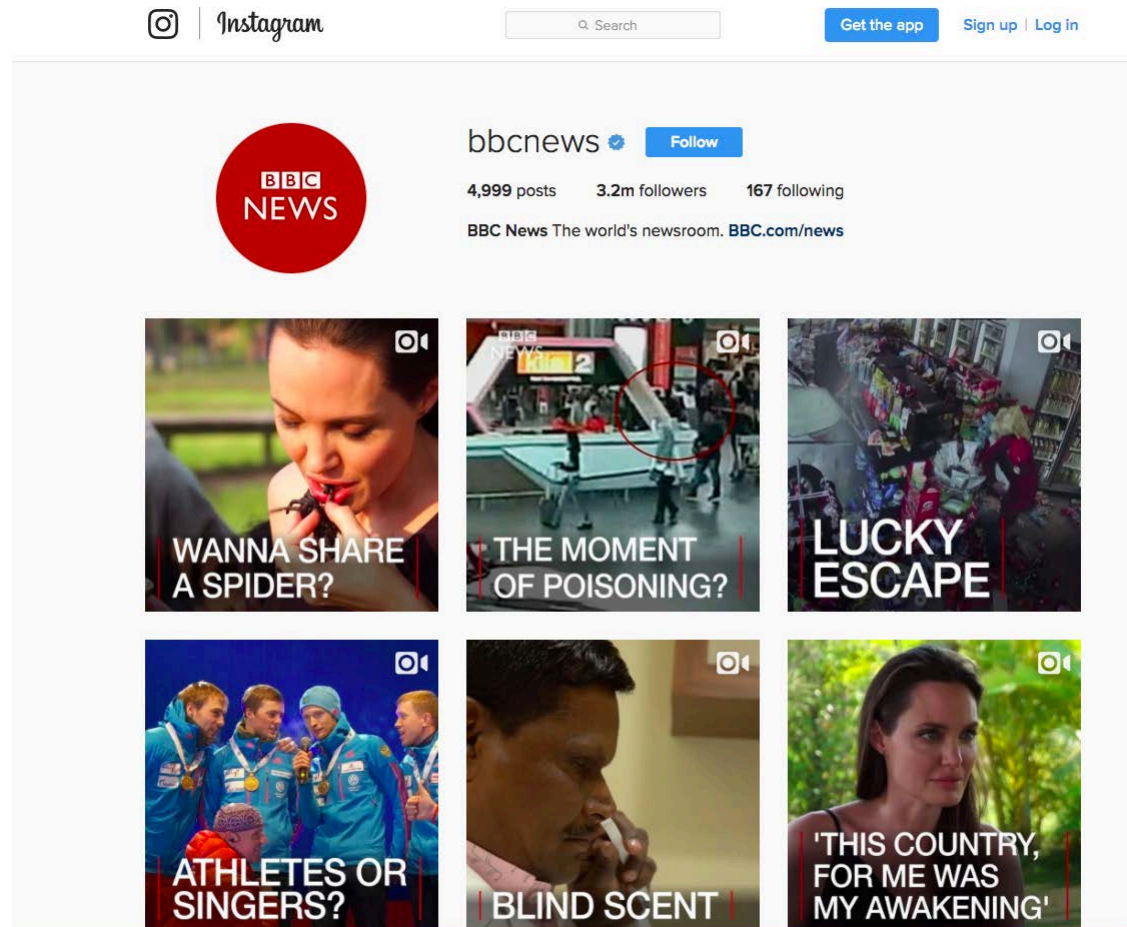


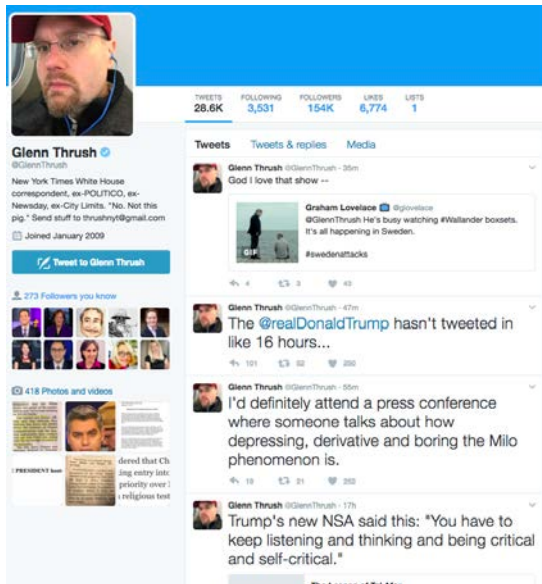


Build Your Professional Brand





We live in our feeds...so brands and people need to be where we are during the day (mobile)



@GlennThrush



@rtraister



Very helpful mom blog



sophiaamoruso

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Sophia Amoruso Founder @NastyGal NYT Bestselling Author @Girlboss Executive Producer Girlboss on Netflix Preorder Nasty Galaxy now on Amazon 📖👻
sophiaamoruso bit.ly/girlbosssdiary

2,265 posts

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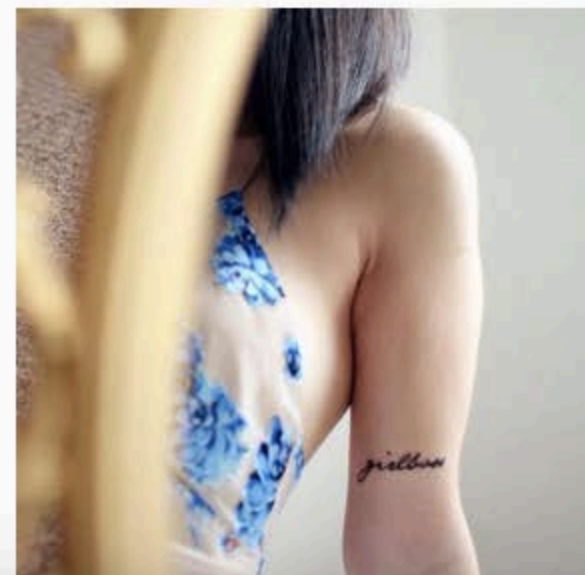
Hey! Where can I find a newsletter that fills me in on all things Girlboss and inspires the shit out of me?

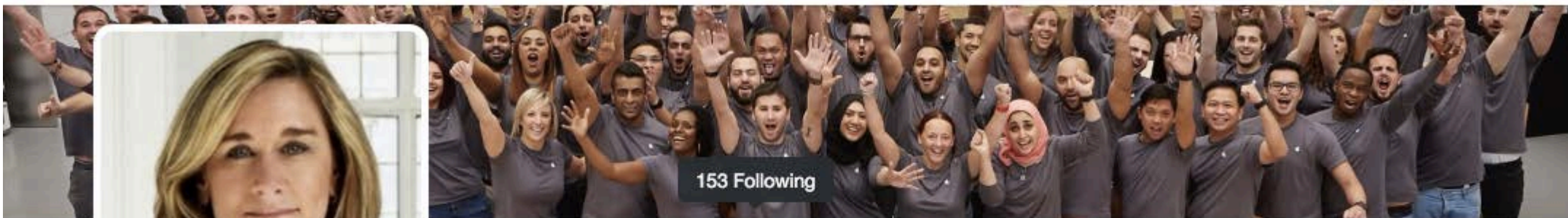
So funny you ask. We are going to launch a Girlboss email newsletter.



YAS! 🙌 Where can I subscribe??

<http://bit.ly/girlbosssdiary>





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Angela Ahrendts 

@AngelaAhrendts

Senior Vice President, Apple Retail.
Inspired by great people, great brands
and great companies.

 California, USA

 apple.com

 Joined April 2010

Tweets

Tweets & replies

Media



Angela Ahrendts @AngelaAhrendts · Mar 29

Spent last week visiting our teams in and around the Northeastern U.S. Feeling energized & inspired by all they do!





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Angela Ahrendts

Raising Money Has Always
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Samer Hamadeh

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understand about the
importance of being alone

qz.com

With 'Gigs' Instead of Jobs,
Workers Bear New Burdens

www.nytimes.com



Angela Ahrendts

Senior Vice President, Apple Retail

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Rule of 3

Own Your Niche

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Own Your Look



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www.peopleofwalmart.com/ ▾

Aug 10, 2012 - Our first book, People of **Walmart**: Shop & Awe, was such a hit that our publishers decided to throw us another book ... Three Ring **Blog** Network.

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The retail giant blamed disappointing second-quarter sales results in part on the failure of electronics makers to churn out compelling new ...

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Walmart Moms: Real mom bloggers who share experiences, offering advice and conversation on topics from babies to frugal living.

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www.iheartthemarket.com/ ▾

by Paul Ivanovsky

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FOR IMMEDIATE RELEASE: August 15, 2013 **Walmart** Worker Reacts to Weak Q2 Earnings Report **Walmart's** second quarter sales report shows the ...

Is running a campaign like running the country? And is an entrepreneurial candidate what we want?



By [Morra Aarons Mele](#) on February 20, 2008
BlogHer Original Post



I'm struggling here. I've been pro-Hillary since 1991, but something I heard on [Meet the Press](#) on Sunday has shifted my favor towards Obama, and I cannot stop thinking about it. I want your feedback here. Does good campaign management forecast good governance? If both Clinton and McCain have gone broke, run weak messages, and had many staff battles, why would we trust them with our country? If I was a venture capitalist, which campaign would I invest in? But then, George Bush had a fantastic campaign....



“I wouldn’t f**k Her”

Moms who blog have become citizen journalists,
and remarkably, **the top 15 mom bloggers**
influence more people than the *New York Times*.

-- *Forbes*



BuzzFeed Life

PARENTS

How To Run A Marathon And Help Local Kids At The Same Time

Marathons are hard. Helping kids isn't.

posted on Oct. 7, 2014, at 1:27 p.m.



Morgan Shanahan
BuzzFeed Staff

A twist on your typical marathon, the [Miracle Marathon](#) asks participants to walk a mile a day for 27 days to raise hundreds of thousands of dollars for [Children's Miracle Network](#) hospitals around the US, helping kids stay healthy year round.

Wear your heart on your sleeve.



homewiththeboys · 10 months ago

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tw

addye_b I saw a screening of [#thenamedmemela](#) back in July and was so blown away by it I walked out of the theater knowing I wanted Brennan to see it. I knew after all he's learned about racism, inequality, protesting, and police brutality over the past two years, he could handle it, he'd want to know her story, what she advocates for, and would be able to learn about it all in an age appropriate way through this film. I know he's ready to learn about global issues that are impacting kids his age in other countries because of the conversations we've had to have about the issues we face as people of color here in America. They aren't always easy conversations to have, nor are his questions during them easy to answer. In many ways, I'm learning just as much as he is, which is important for me to show him and his brothers as well. So we've been taking

♡ Add a comment...

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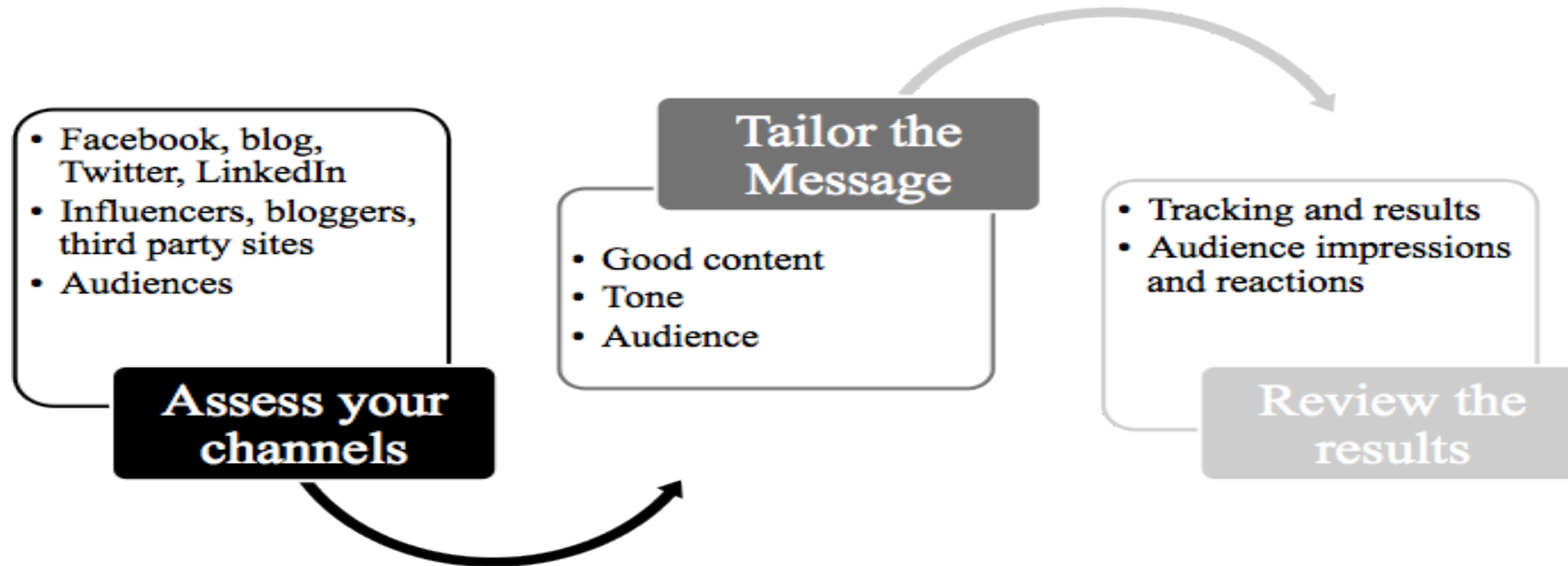


It's ok if you're allergic to social media

- I about 6100 followers on Twitter and...well, that's it
- Personal Brand is for credibility not just “social”
 - Portable CV
 - Sticks with you through life changes
 - Ensures digital footprint
- But if you love social, go for it!
- Personal or professional? It's a false choice.

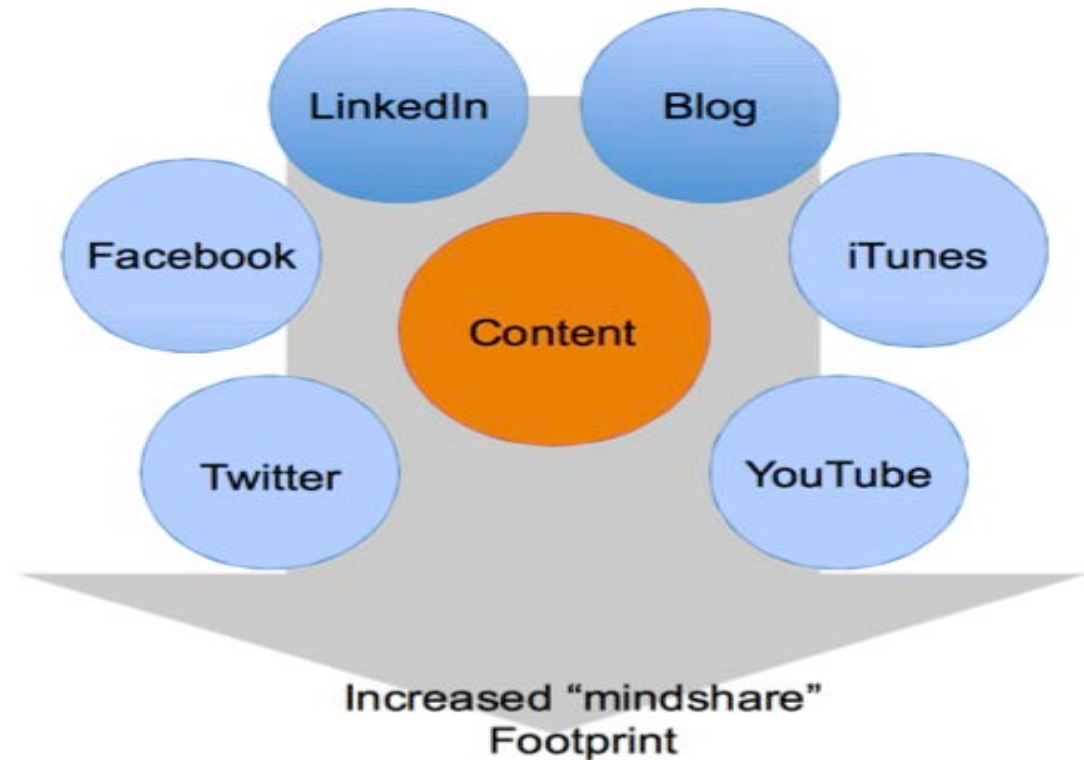
Roadmap for Digital PR

Know what you stand for



Social *Media* - Digital PR

- Analogous to PR
- Shape MSM narrative
- Opportunity favors the prepared
- Quality over quantity
- “Long tail” persistence
- SEO advantage



Identify Your Landscape (niche)

- What do you stand for?
- Why is your niche important to your career?
- What do you have to say?

- Who is influential in the niche?
- Where do they hang out?
- Who is their network?
- What platforms are best?
- What conferences do they go to? Twitter #'s?

Define Your Niche

- Exercise
- Women Online is a social media firm that focuses on mobilizing women for good

Franchise

Results for #csrchat

Top / All



Ruth-Anne Renaud

@rarenaud · Feb 19

Great Q via @susanmcp1: women=75% philanthropy workforce. How can they inspire women to lead in other sectors? #CSRchat #LeanIn @LevoLeague

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Retweeted by Dalila Wilson Scott

Michele Ozumba

@MicheleatWFN · Feb 19

@susanmcp1 A12d Cross sector partnerships are important in creating new platforms for influence, for movement building. #CSRChat

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Aman Singh

@AmanSinghCSR · Feb 19

Yes...start thinking outside the box. Literally RT @AndreaLearned: A11 need to get stories out ibeyond usual women's orgs/channels #csrchat

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Favorited by Liz Whitehead

Dalila Wilson Scott

@dalila_says · Feb 19

A11b Data is equally important. @JPMorgan is supporting @CatalystInc research on talent management gaps in the workplace #CSRChat

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Women's Philanthropy

@WPlinsights · Feb 19

@susanmcp1 this is the new frontier to grow this movement; it's critical to spotlight role models& to highlight peer engagement. #CSRChat

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The Toolbox

@Toolbx · Feb 19

By 2030, it's projected that roughly 2/3 of the nation's wealth will be in the hands of women. bit.ly/1kXxomV #csrchat

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Dalila Wilson Scott

@dalila_says · Feb 19

A8c Women are key to economic growth - as employees, clients and community leaders. period. #CSRChat

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Ruth-Anne Renaud

@rarenaud · Feb 19

Stats tell the story MT @Toolbx: Companies w/3+ women on board=84% better ROI sales, 60% better ROI capital 46% better ROI equity #CSRChat

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Susan McPherson

@susanmcp1 · Feb 19

Q9: In terms of corporate philanthropy, what are some of the most innovative



Guest Author

- POLITICS & POLICY

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An Edugeek's Guide to K-12 Practice and Policy

Megan M. Allen examines education issues from multiple vantage points, drawing on experience as a teacher, administrator, teacher-educator, and researcher.



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Bridging Differences

Deborah Meier blogs—and debates—with others about what matters most for today's students, educators, and policymakers.



Education and the Media

Mark Walsh examines news media coverage of education, as well how schools, teachers, and students are treated in popular culture.



OPINION

Education Futures: Emerging Trends in K-12

Education professor Matthew Lynch chronicles promising new trends in the K-12 classroom.



OPINION

The Intersection: Culture and Race in



OPINION

The K-12 Contrarian

Everybody wants to fix

Trade Press 2.0

Harvard
Business
Review

MANAGING PEOPLE

If You're Not Helping People Develop, You're Not Management Material

by **Monique Valcour**

JANUARY 23, 2014

June 12, 2015

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SARAH ROBB O'HAGAN
New York City

I am in the business of helping people achieve their

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Conference Culture

- It matters
- What's worth saying yes or no to?
- Strategic public speaking + social media optimization
- Be in the right room.



Own Your Name

- Buy all your domains
- Make them the same as your social handles
- Consistency
- Prepare for the future!

Own Your Look

- Good design
- Pretty photos
- Invest in yourself!



Networks are an extension of your brand

- You are who you hang out with
- Online and offline

Questions?

