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Social Media: Protecting Your Professional Profile

Mark Fallon / May 8, 2019

Overview

- What is it and how did it start?
- Features and trends?
- The Big 4 – Facebook, Instagram, LinkedIn, Twitter
- Issues and concerns
- Benefits
- Tips

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Social Networking: What is it?

- Online service, platform or site
- Build social relationships
- Includes:
 - User profiles
 - Web-based
 - Sharing ideas, activities, etc.

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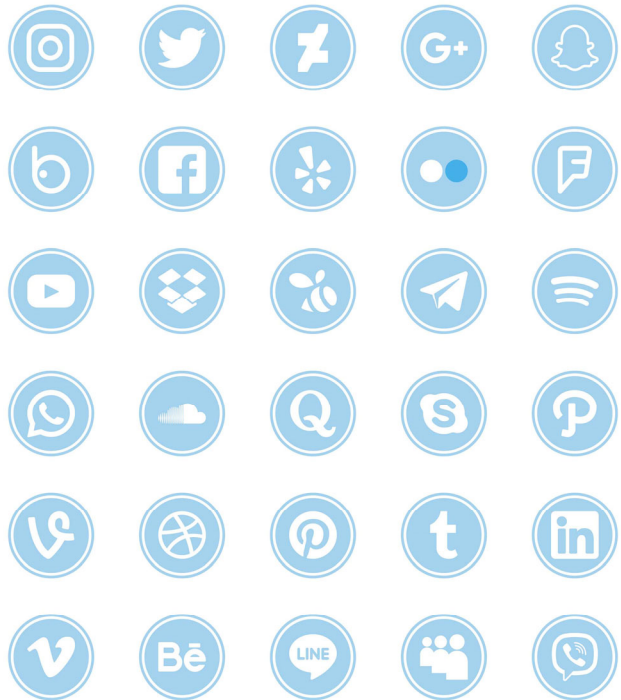
Social Networking: Origins

- Pre-World Wide Web
- Bulletin boards and chat rooms
 - ARPANET
 - Usenet
 - ListServ
- Personal web pages
- Commercial communities

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Social Networking: Why so many platforms?



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Social Networking: Why so many platforms?

- Different interests
- Different ways to connect
- Different levels of privacy
- Easy to start your own platform

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Social Networking: Typical Features

- User profiles
- Status update
- Photo sharing
- Application (Mobile App)
- Discussions

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Social Networking: Emerging trends

- Use by corporations
 - Marketing
 - Customer interaction
 - Connect employees
- Work rules
- More groups
- Mobile access

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Social Networking: Four for Friends

- Facebook, Instagram, LinkedIn, and Twitter
- Popular to general public
- Changes quickly – what will tomorrow bring?

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Social Networking: Four for Friends

Site	U.S. Users	Worldwide Users
Facebook	214 million	2.3 billion
Instagram	100 million	1 billion
LinkedIn	150 million	560 million
Twitter	69 million	335 million

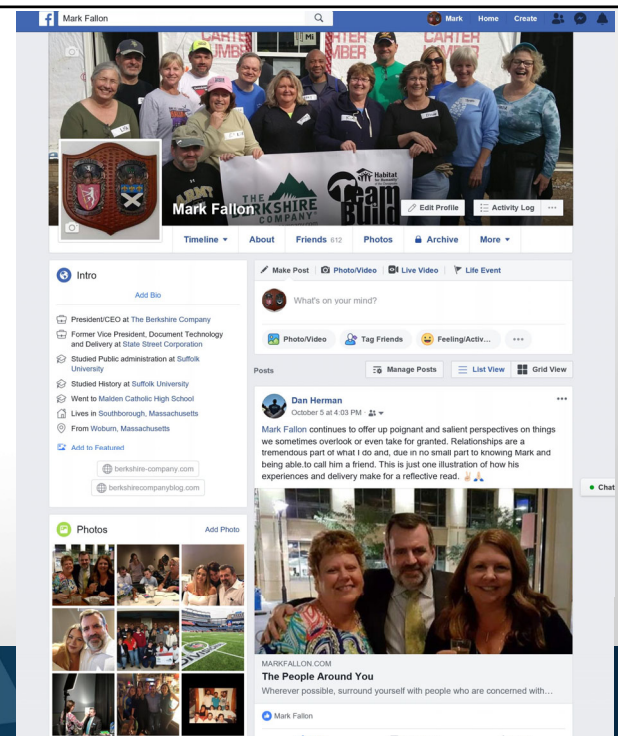
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Social Networking: Facebook

- Most popular worldwide
- Connect to friends, relatives
- Groups for every topic
- Collects your information

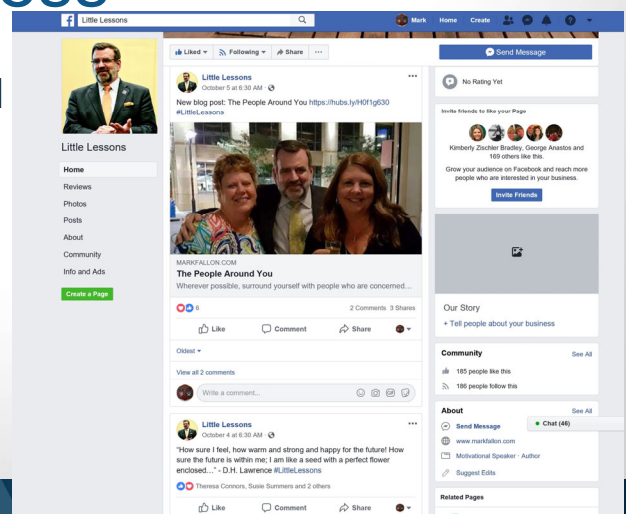
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Social Networking: Facebook & Business

- Not magic, but marketing tool
- Requires regular updating
- “Push” users to website
- Feedback mechanism

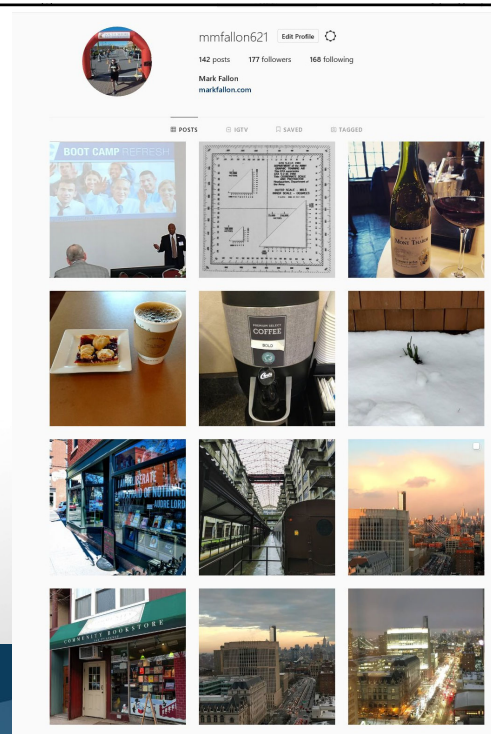
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Social Networking: Instagram

- Sharing photos, images
- Temporary “stories” (video)
- “Mostly” positive, upbeat
- Celebrities and Instagram celebrities
- Marketing & Influencers

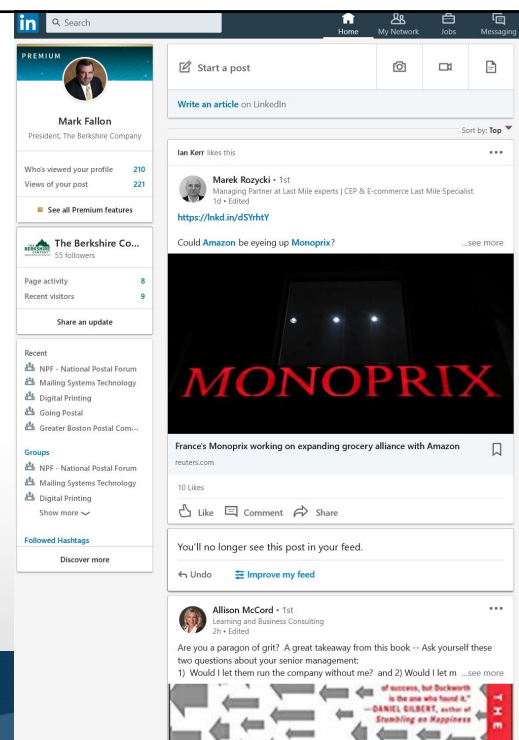
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Social Networking: LinkedIn

- Professional vs. personal network
- Industry connections
- Interest groups
- Expanding your network
- Networking is a verb

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Social Networking: LinkedIn Profile

- Professional photo
- “Online resume”
- Recommendations
- Link to correct company

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Mark Fallon
President, The Berkshire Company

Experience

President & CEO
The Berkshire Company
Apr 2001 - Present · 17 yrs 7 mos
The Berkshire Company is an independent management consulting firm, specializing in improving your business process, including analyzing your operation, developing and selecting solutions, and providing project management.
We bring unmatched industry expertise along with a track record of successfully completing projects.

Vice President
State Street Corporation
1996 - 2001 · 5 yrs
Manage the Document Technology and Delivery department, providing specialized services in:
- Computer output control
- Document services
- Mail operations... See more

Claims Supervisor
Plymouth Rock Assurance
1995 - 1996 · 1 yr
Oversaw Crashbusters, an automobile physical damage appraisal unit, for a property and casualty insurance company. Assigned ten certified appraisers to service insureds and claimants throughout Massachusetts. Developed software programs to improve automation for agents and employees using Microsoft Access, Lotus for Windows, Mitchell Ultramate, Imaging and Robotics Pr... See more

First Lieutenant
US Army
1987 - 1990 · 3 yrs
Fort Carson, CO
Infantry officer, Airborne qualified.
Served on 4th Infantry (Mechanized) Division staff.
Assistant G-3 Training Officer responsible for developing training guidance and scheduling division training assets. Commanded the 4th Infantry (Mech) Sniper School (1988)... See more

Social Networking: LinkedIn Groups

- Professional associations
- Colleges & Universities
- Periodicals
- Personal interest groups
- Belonging isn't networking – participating is networking!

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Your groups Requested

NPF - National Postal Forum
Standard group · 3,201 members

Mailing Systems Technology
Standard group · 1,808 members

Digital Printing
Standard group · 93,142 members

Going Postal
Standard group · 2,060 members

Greater Boston Postal Community Owner
Standard group · 66 members

Mail Geeks Manager
Unlisted group · 2,896 members

DOCUMENT Strategy Media
Standard group · 1,113 members

Professional Speakers, Seminar Leaders & Sales Presenters Mastermind - With Philip Cal
Standard group · 24,451 members

NaVOBA
Unlisted group · 806 members

Suffolk University
Standard group · 3,694 members

Disabled American Veterans
Standard group · 17,936 members

Social Networking: LinkedIn Plans

	FREE	Premium Career \$29.99/mo	Premium Business \$59.99/mo	Sales Navigator Pro \$79.99/mo
InMail per month	0	3	15	20
Who viewed your profile?	Last 5	Yes	Yes	Yes
Job / salary insights	No	Yes	Yes	Yes
LinkedIn Learning	No	Yes	Yes	Yes
Business insights	No	Yes	Yes	Yes
Advanced search / notes	No	Yes	Yes	Yes

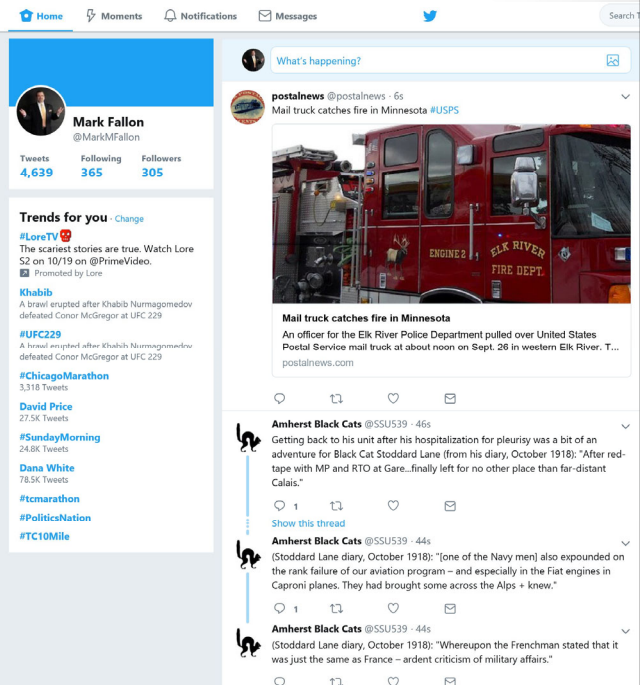
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Social Networking: Twitter

- Micro-blogs
- Text-based
- 280 characters (“tweets”)
- P2P, B2B, B2C
- News links

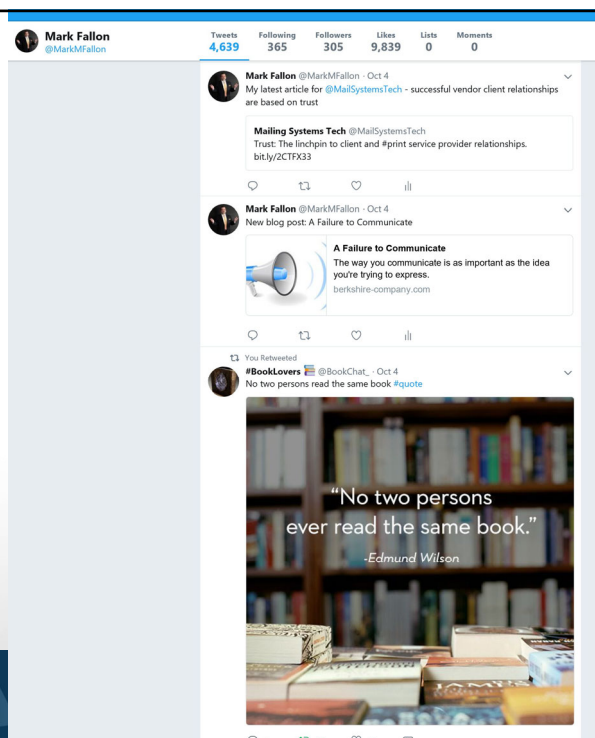
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Social Networking: Twitter

- Profile
- No edit button
- “Deleted” tweets <> gone
- Retweet at your own risk

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Social Networking: Network Intelligence

- The knowledge of your network
- Private knowledge, perspective
- Three categories
 - Subject Matter Experts
 - People who know you well
 - Just really smart people

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Social Networking: Issues and Concerns

- Privacy
- Data collection
- Hacking
- Computer viruses
- Hoaxes and scams

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Social Networking: Managing Connections

- Who is the person?
- How do you know them?
- Why do they want to connect?
- Do you have business relationship (past, present, future)?
- What is their profile like?

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Social Networking: Think Before You Post

- Anyone and everyone may see your post
- Why are you posting?
- You can't win an online argument
- "What would my mother think?"
- "What would my boss/customer think?"
- The Internet is forever

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Social Networking: When Things Go Wrong

- Delete post – request delete (if not your post)
- Acknowledge the issue
- State why the post was wrong
- Re-check privacy settings
- Reconsider network

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Social Networking: Hiring Practices

- Internet is a public place
- “Google” your own name
- Look at what you post
- Do you fit the company culture?
- Companies crossing the line – asking for login information

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Social Networking: Benefits

- Expand your network
- Reconnect with your existing network
- Build your personal brand
- Participate in industry/interest discussions
- Enjoy yourself

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Social Networking: How Do You Network?

- Positive Attitude
- Seek Common Ground
- Be Interested, Not Interesting
- Be Polite
- Follow-up

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NETWORK WITH ME



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