



Social Media – Promoting Your Professional Profile

Greater Wilmington Postal Customer Council

June 17, 2020

Mark M. Fallon
President and CEO
The Berkshire Company

www.markfallon.com
www.berkshire-company.com

1



Housekeeping

- Everyone is on mute.
- We are recording the webinar.
- Please use the "Chat" box.
- Slides will be sent out afterwards.
- Please laugh at my jokes.



2



3



4



5



6

Overview

- What is it and how did it start?
- Features and trends?
- The Big Four
- PCC Voice
- Issues and concerns
- Benefits
- Tips

7

Social Networking: What is it?

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



8

Social Networking: Origins

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



9

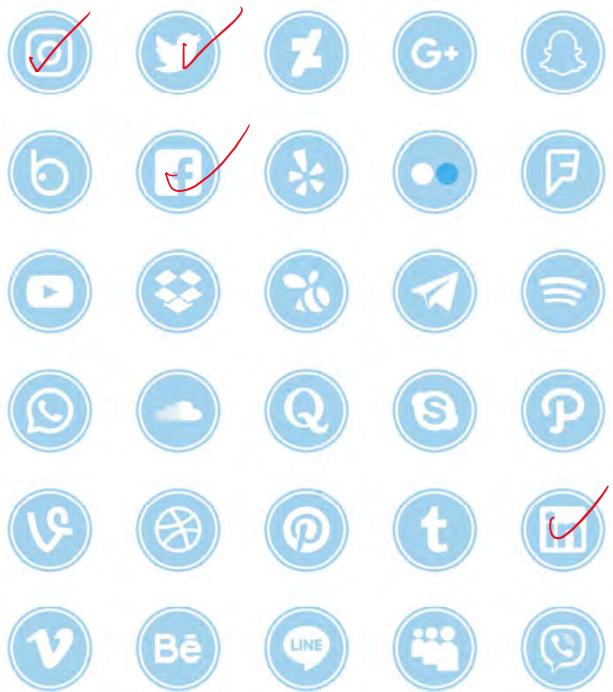
Social Networking: Origins

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



10

Social Networking: Why so many platforms?



11

Social Networking: Typical Features

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



12



Social Networking: Emerging trends

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



13



Social Networking: Four for Friends and Business!

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

14



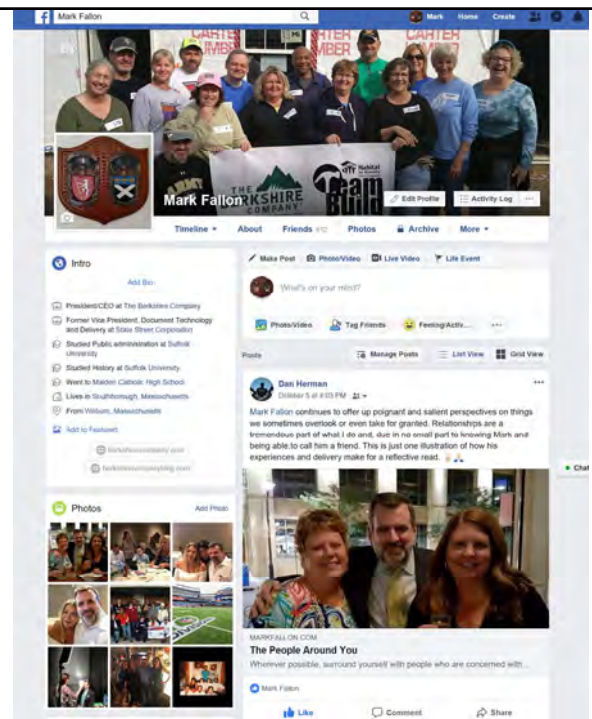
Site	U.S. Users	Worldwide Users
Facebook	221 million	2.5 billion
Instagram	120 million	1.2 billion
LinkedIn	160 million	660 million
Twitter	69 million	335 million

15



Facebook

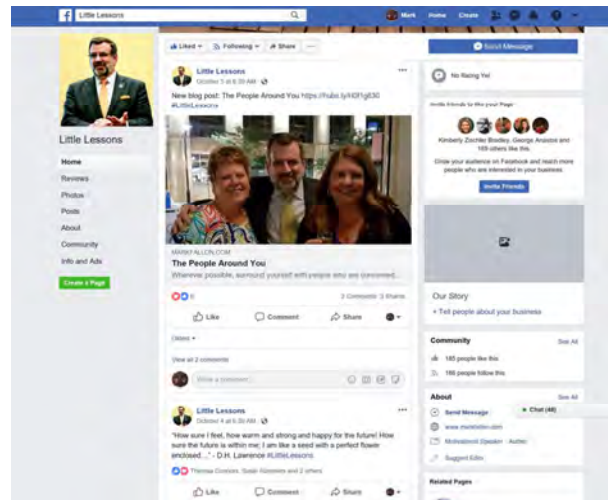
- Most popular worldwide
- Connect to friends, relatives
- Groups for every topic
- Collects your information



16

Facebook & Business

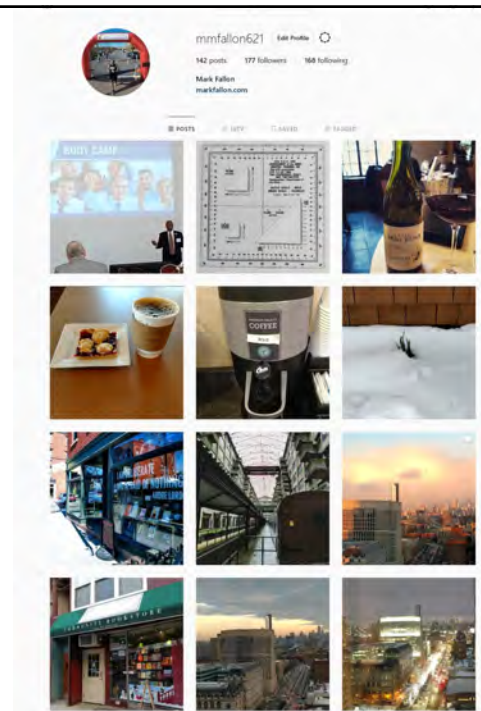
- Not magic, but marketing tool
- Requires regular updating
- “Push” users to website
- Feedback mechanism



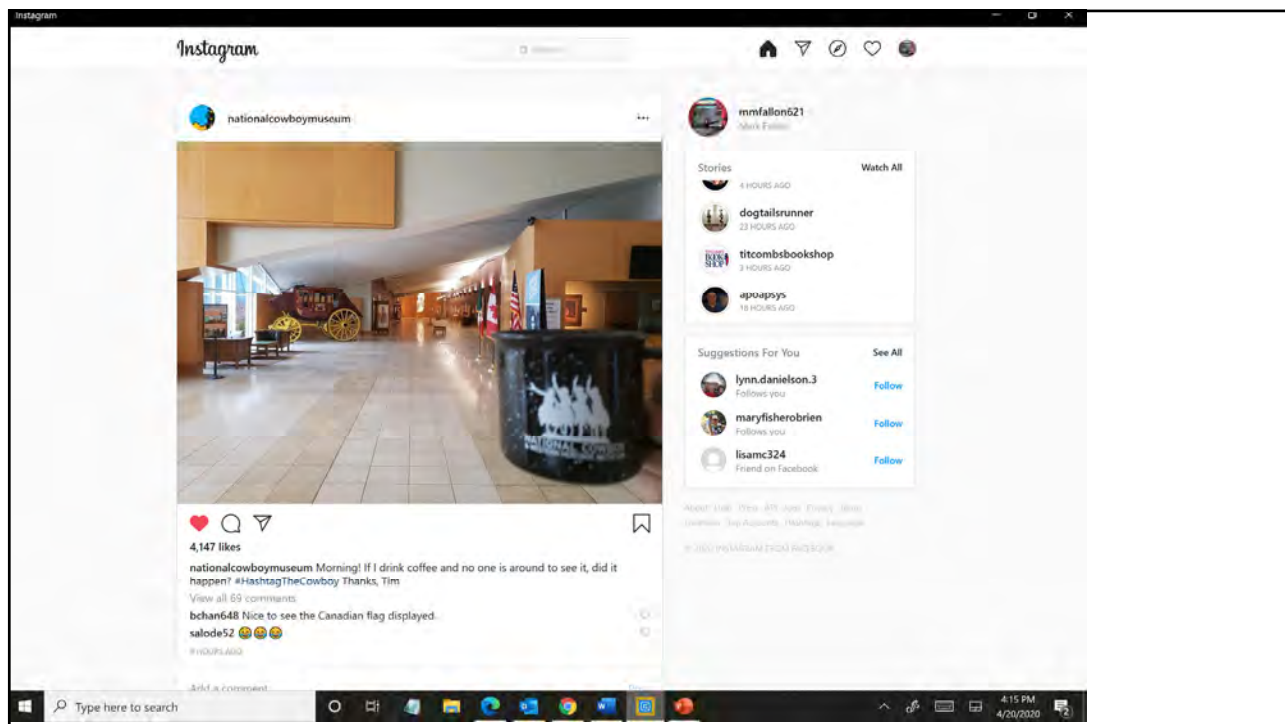
17

Instagram


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



18

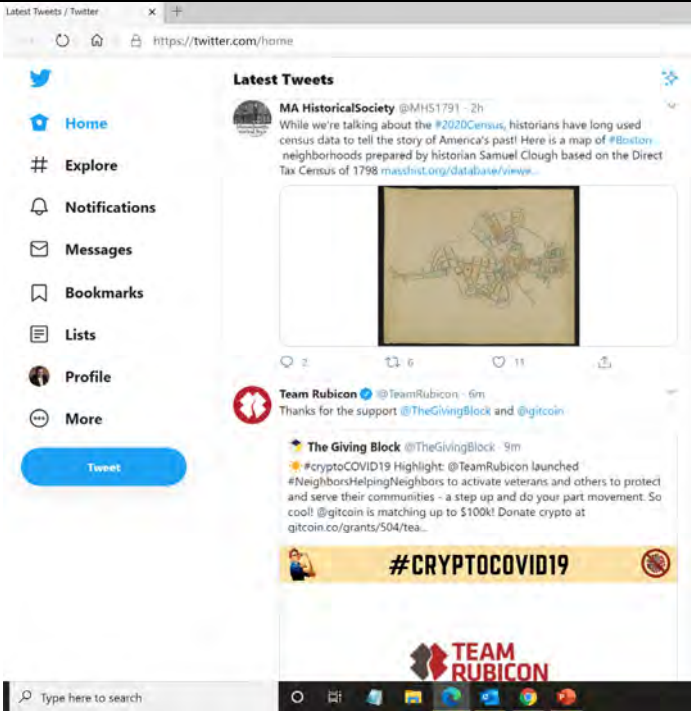


19



Twitter

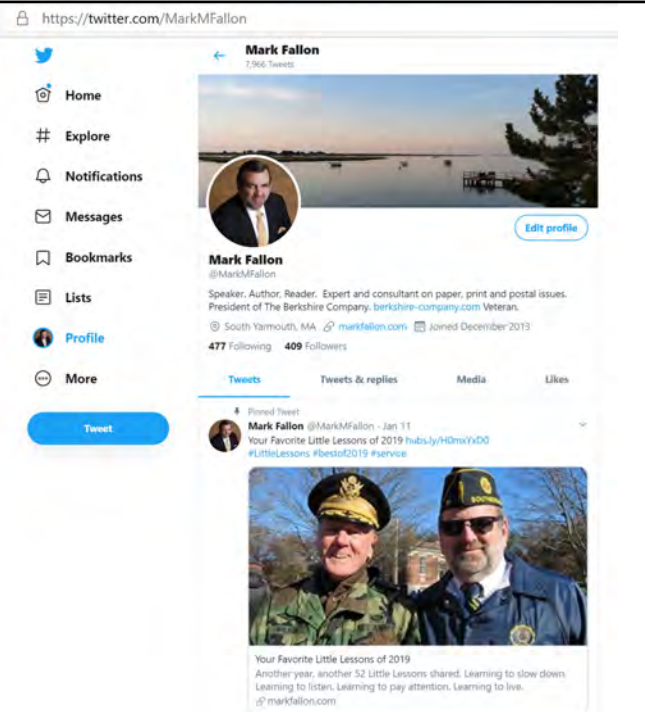
- Micro-blogs
- Text-based
- 280 characters (“tweets”)
- P2P, B2B, B2C
- News links



20

Twitter

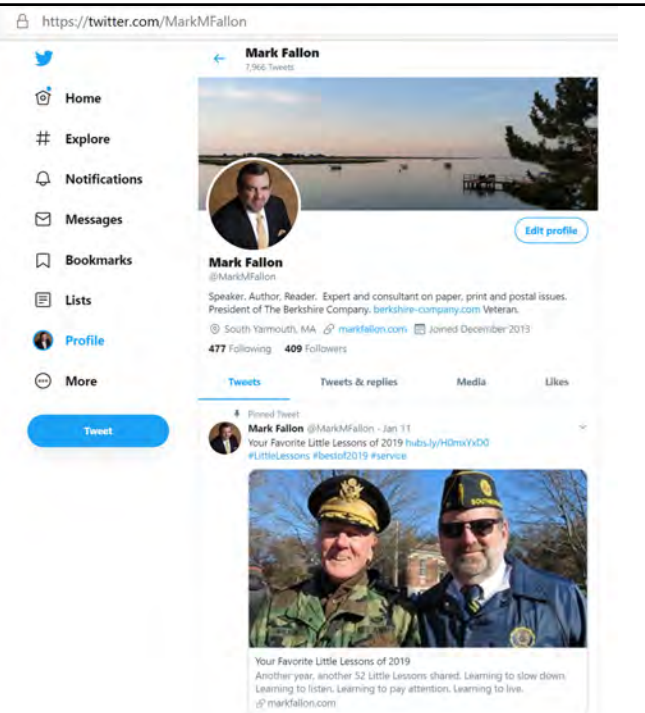
- Profile
- No edit button
- “Deleted” tweets <> gone
- Retweet at your own risk



21

Twitter

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

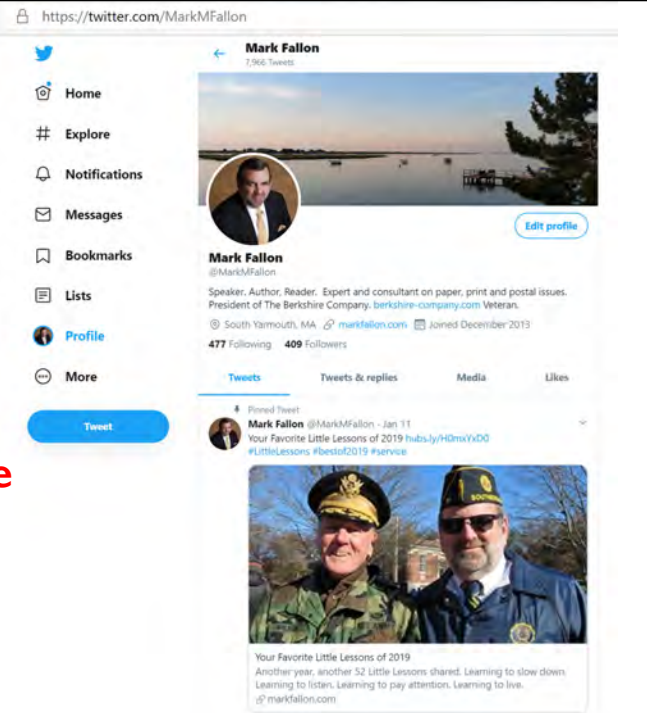


22



Twitter

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

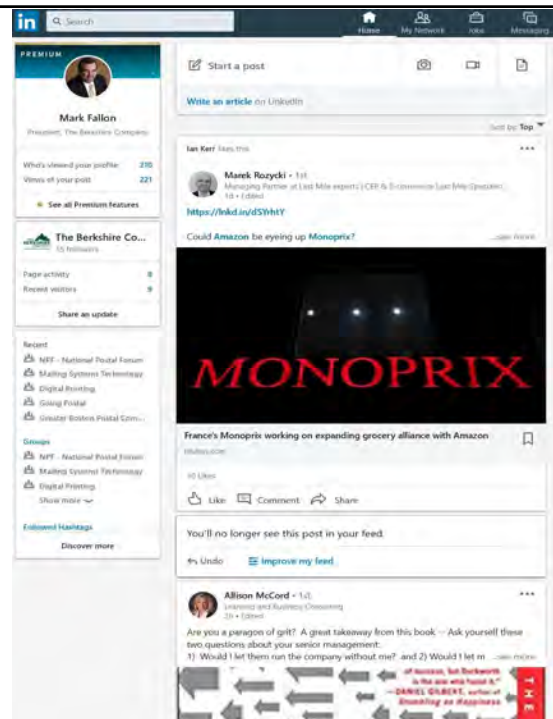


23



LinkedIn

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

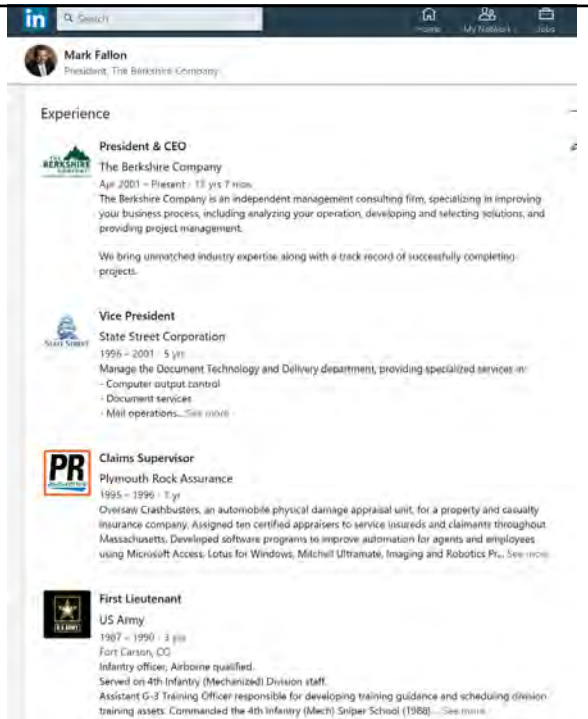


24



LinkedIn Profile

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



25



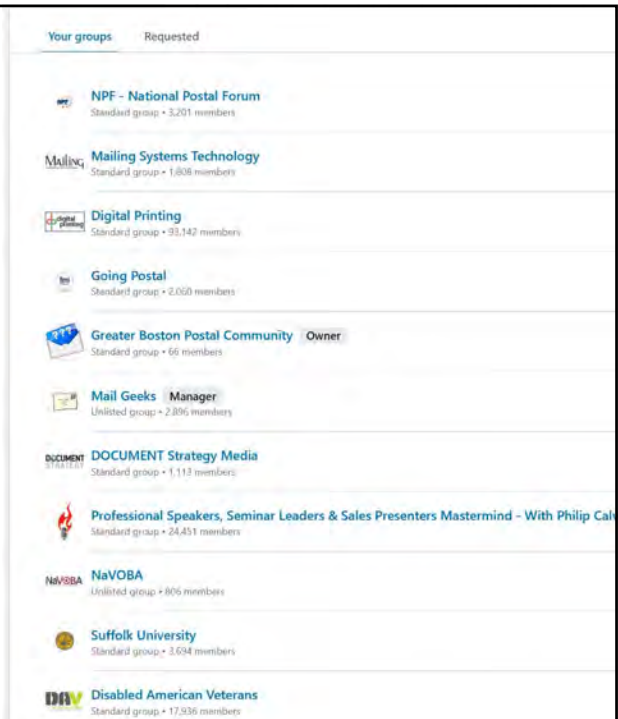
LinkedIn Plans

	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	No	No	Yes

26

LinkedIn Groups

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



27

PCC Voice!



28



PCC Voice

A place for PCC members to:

- Promote events
- Share ideas
- Ask questions
- Exchange Ideas
- Post photos and information



29



PCC Voice

- **DO**
 - “Like” posts
 - Comment on posts
 - Respond to questions
- **DO NOT POST**
 - Business Advertisements
 - Self-promotion
 - Political posts



30

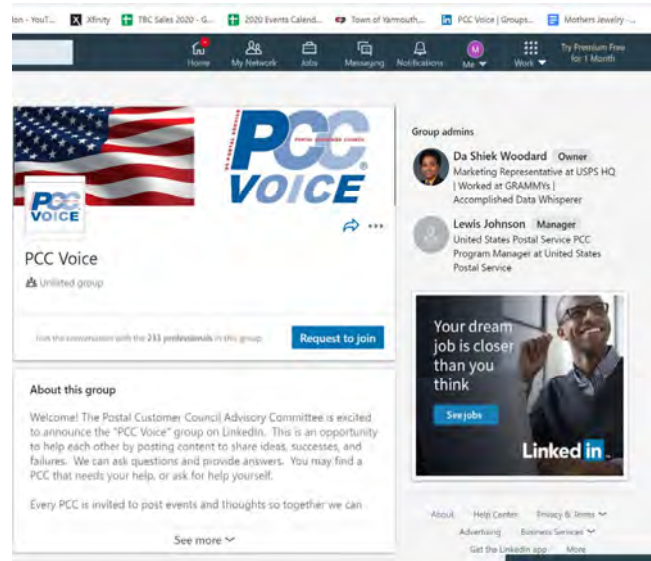


PCC Voice

How to Join:

- **Step 1:** Sign up for a LinkedIn account:
 - https://www.linkedin.com/signup/cold-join?trk=quest_homepage-basic_directory
- **Step 2:** Use this link to join the group:
 - <https://www.linkedin.com/groups/8303549>

For questions, contact PCC@USPS.gov



31



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



32

Social Networking: Issues and Concerns

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



33

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?



34

Social Networking: Requesting Connections

- Include a note
- How do they know you?
- Why do you want to connect?



35

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



36

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



37

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



38

Social Networking: Benefits

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



39

Social Networking: How Do You Network?

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



40



Questions?



41



NETWORK WITH ME



Mark M. Fallon

President & CEO, The Berkshire Company

Visit: berkshire-company.com
markfallon.com

Email: mmf@berkshire-company.com

Tweet: [@MarkMFallon](https://twitter.com/MarkMFallon) LinkedIn: [Mark Fallon](https://www.linkedin.com/in/MarkFallon) Instagram: [mmfallon621](https://www.instagram.com/mmfallon621)

42

Looking Ahead.....



TODAY-June 17, 2020- 2:00 pm

Small Business Recovery Webinar

- Due to the COVID-19 pandemic, small businesses have been hit very hard. As they begin to reopen they will need critical and effective support to recover and succeed. At 2:00p.m. ET on Wednesday, June 17, 2020, the Postal Service's Headquarters Small Business Team will host a webinar that is intended to help small business to regain their footing and succeed.
- In a recent Harris Poll, the Postal Service was ranked #1 for their performance during the COVID-19 pandemic. As an essential entity, the Postal Service is here to provide small businesses with the products and services to help them grow.

Additional PCC May 2020 Virtual Events can be found and booked at:

<https://postalpro.usps.com/node/8070>



43

"Over the past several months, the importance of the United States Postal Service has been more apparent than ever,"

"This institution helps to bind our nation together, delivering mail and packages to a nation that has largely been forced to stay at home. We are critical to our national economy and millions of small businesses and their employees.....

Louis DeJoy – 75th Postmaster General



**Congratulations
PCC Leadership Award Winners!**



**PCC OF THE YEAR
SMALL MARKET
GREATER WILMINGTON
AREA**

44

Thank you for Attending &
Thank you to our Sponsors



45