



Your Social Media Plan and Personal Brand

	Organization Brand	Personal Brand
Goals	<ul style="list-style-type: none"> • Share important program and grantee information with those interested in the Kauffman Foundation • Identify community members who can help amplify the Foundation’s marketing efforts • Gather feedback from our community to help the Foundation improve its offerings and operations • Position the Foundation as a thought leader in entrepreneurship and education spaces 	
Target Audiences	<ul style="list-style-type: none"> • Researchers • Nonprofit organizations, including other philanthropies • Policymakers • Educators • Journalists • Entrepreneurs • Kansas City community members 	

- How do your goal(s) align with the Foundation’s goals?
- What specific audience targets do you want to reach and engage through your personal brand? Your personal brand may be targeting fewer or different segments and more precisely.
- How does social media enhance the work you are already doing in support of your thought leadership in the field, getting feedback from community, identifying and cultivating influencers, or sharing information about programs?





Your Authentic Personal Brand: Persona, Tone, and Authenticity

Persona

- What is your persona? Serious, humble, fun, humorous, modest, or something else? What best aligns with your organization's values, philosophy, and culture and yet is uniquely "you"?

Tone

- Do you want to be formal or informal? Are you visual, inspirational, intellectual, serious or something else?

Authenticity

- What's your super power?
- What do people frequently praise you for?
- What makes the way you achieve results unique?
- What energizes you?



Your Social Media Profile: Elevator Speech

An elevator speech is a short summary used to quickly and simply define a person, profession, or organization and its value. Your profile on Twitter is your elevator speech to introduce yourself to potential followers and gain new ones.

Your Twitter Profile includes the following:

- Your handle should be relevant and professional. Some organizations have staff use the organization's acronym in their handles, others don't. It all depends your organization's policy.
- A **bio**. A strong bio can lead to more followers, and is an ideal way to introduce you to others. It helps others know what to expect if they follow you. You have 160 characters to present a concise summary about yourself that may include your organization, title, and keywords if you have a crisp, compelling purpose around the content you share and your areas of interest.
- A web **URL**. Decide if you would like to add your organization's web site link to your staff bio or LinkedIn URL or other link that is a professional bio like about.me
- A friendly and professional photo. It doesn't have to be a posed portrait, it could be an informal shot that shows your professional affiliation, skills, or something authentic
- Besides your headshot, you can also update your Twitter profile with a *cover* image. Find a cover image that conveys your expertise and authentic personal brand.

Tips

1. The keywords in your bio are important because Twitter is a search tool, using the right keywords will make it easier for people to find you in Twitter's general algorithm processes.
2. Your Twitter Elevator speech should reflect your personal brand. Because branding is based in authenticity, you need to understand who you are and what makes you compelling to your target audience—the people who are making decisions about you. As you write your Twitter bio and pick images, think about these questions:
 - *What is your expertise?*
 - *Why should someone follow you? What is the value they will get?*
 - *What hashtags or keywords do you own?*
3. Your profile image should be sized to 400x400 and your cover image 1500 x 500. If you use Canva (www.canva.com), it will automatically size your images for Twitter. Select a cover image that you feel authentically represents your personal brand. There are many stock image sites (<http://bit.ly/stock-images>) or if you are a photographer, use one of your own. You can rotate your cover images as well key to different campaigns or seasons, if appropriate.
4. When you are happy with your Twitter profile, and have a clear strategy to engage, add a link to your Twitter profile to your email signature, and business card, as a way to help foster connections with those you communicate and work with most often.





Engagement Styles

There are different styles that leaders can use to engage with audiences. They range from low engagement to high engagement and a few techniques in between. We will cover these styles in the training and you have a chance to practice.

You will need to deploy all styles as part of leading on social media, but as you practice you may find one or two styles that come most naturally to you. Experiment with all of them to learn how to use them, but pick the style or mix of styles that you feel most comfortable using or most aligns with your “offline” leadership style and start there.

Use this to reflect on what style fits with your persona, voice, and comfort level.

Style	Reflection
Listener: You use Twitter to follow conversations, content, and news your target audience is sharing.	
Amplifier: You use Twitter to re-share organizational content from the organization’s branded accounts, sometimes with additional commentary or adding value.	
Writer: You use Twitter to share short insights that resonate with your audience, establish you as a thought leader or support the organization’s goals.	
Analyst: You use Twitter to share trends, timely, valuable, and relevant articles related to your subject matter expertise or linked to organizational goals. Live tweet from conferences.	
Engager: You Twitter to have a conversation with target audiences, ask and answer questions, and give shout outs. Use hashtags and participate in Twitter chats.	
Photographer: You use your iPhone to share your ideas and experience. Share behind-the-scenes photos or other visuals that interest your audience.	

