Using Social Media to promote thought leadership
Why should you care?

- Job security, job opportunities.
- Additional sources of income.
- Continued learning
How do you start?

- Define your goals
- Choose where to network
- Give it time
Important networks

- Twitter
- Facebook
- Linked in
- Personal blogs
- Niche-specific
Why Twitter?

- The existence of thought leaders
- Easy to follow and listen, easing transition from listener to participant
- Easy to learn the platform.
How do you start?

- Identify the brand you want.
- Identify other Twitter users that meet this profile and follow them (tweepsearch)
- Retweet information you find valuable
- Be patient, give it three months
Review progress

- How many followers do you now have?
- Who are your main supporters?
- Are you adding value to the community?
Keep going

- Start engaging those that you follow
- If you blog, start sharing your posts
- If you do not blog, start
- Check out your follower’s blogs with tweetplus
Tools help

- Check out Tweetdeck and use searches
- Use Twitter Grader
- Consider your Twitter Karma, Klout
Review and Repeat

- Are you on track towards your goals?
- Create your own strategy
- Continue to add value first, promote second
- Be real, share personal information
Was this helpful?

- Have questions? Tweet me @JohnFMoore
- Ultimately it is up to you, stick to it