



Growing and Protecting Your Personal Brand Online

October 27, 2011

#YourBrand #MHYP

BOOYAH!
ONLINE ADVERTISING

What We'll Cover

- Building Your Brand
 - ▶ Social Media Profiles
 - ▶ Online Networking
 - ▶ Online Influencer Scoring
- Protecting Your Brand
 - ▶ Privacy
 - ▶ Alerts
- Q & A



Why It Matters

- Protect yourself
- Differentiate yourself & grow your career
- Network more effectively
- Well, you are already here

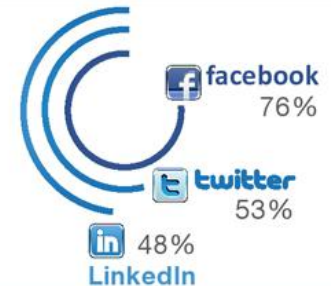
Job Screening with Social Networks

— How Are Employers Screening Job Applicants? —

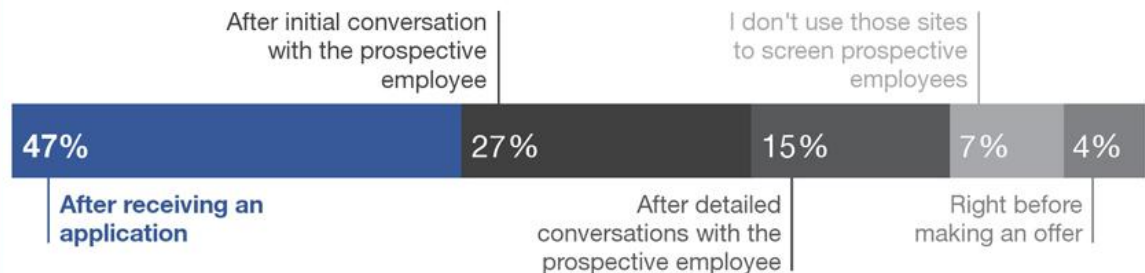
Do you use social networking sites to screen prospective employees?



During the hiring process, which social networks do you use to screen candidates?



During which phase of the hiring process do you look at social networking sites to screen prospective employees?



This is Your Resume



jamie duklas

Search

About 29,800 results (0.06 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Westminster, CO

Change location

Show search tools

[Jamie Duklas \(@jduklas\) on Twitter](#)

[twitter.com/jduklas](#)

Sign up for Twitter to follow **Jamie Duklas** (@jduklas). Strategist, speaker & sharer. Lead the Social Media division @BooyahAgency by day. Developer of a ...

[Jamie Duklas | LinkedIn](#)

[www.linkedin.com/in/jamieduklas](#)

Greater Denver Area - Social Media Strategist, Consultant, Speaker | Director of Social Media at Booyah Online Advertising

View **Jamie Duklas's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Jamie Duklas** discover inside ...

[Jamie Duklas | CrunchBase Profile](#)

[www.crunchbase.com > People](#)

Highly skilled online marketing professional with expertise in Social Media and Search Engine Marketing. I am the Director of Social.

[Jamie Duklas | ReadyTalk](#)

[www.readytalk.com/node/3445](#)

Jamie Duklas - Director of Social Media. Company: Booyah Online Advertising. Jamie leads the social media consulting practice at Booyah Online Advertising ...

[Jamie Duklas - Google Profile](#)

<https://plus.google.com/116180455847871327951>



Denver, CO - Director of Social Media at Booyah Online ...
"Social Media Strategist, Speaker & Sharer. Excelling at ..."
I lead the Social Media division for Booyah Online ...

[linkedin.com](#) - [twitter.com](#) - [jamie-duklas](#)

[Jamie Duklas - Speakers at OMS Online Marketing Conference ...](#)

[www.onlinemarketingsummit.com > Speakers](#)

Jamie Duklas and more Speakers. Explore Speakers now and we at OMS shall further guide you through our online marketing conference. online marketing ...

[Jamie Duklas Presentations](#)

[www.slideshare.net/jduklas](#)

View all of **Jamie Duklas's** Presentations. social media, online marketing, marketing strategy, social media strategist.

[Jamie Duklas - Quora](#)

[www.quora.com/Jamie-Duklas](#)

Jamie Duklas, Director of Social Media at Booyah. Lover of finger foods. Answerer of questions?. Director of Social Media at Booyah Online Advertising.

[Session Hosts « Product Camp Rocky Mountain](#)

[www.mpcamp.org/session-hosts/](#)

Jamie Duklas leads the social media division at Booyah Online Advertising. He is on the board for the Social Media Club and serves as a guest lecturer for the ...

[Jamie Duklas on Plancast](#)

[plancast.com/user/1634557](#)

May 18, 2011 - **Jamie Duklas** is using Plancast to share plans with friends and you can too.

Profiles I've Created

Speaking (with a profile I provided)

BOOYAH!
ONLINE ADVERTISING

And You May Not Like It...



#YourBrand #MHYP

BOOYAH!
ONLINE ADVERTISING

A Lot of Things Can Get You in Trouble

Have you ever rejected a candidate because of what you saw about them on a social networking site?

69%

Yes

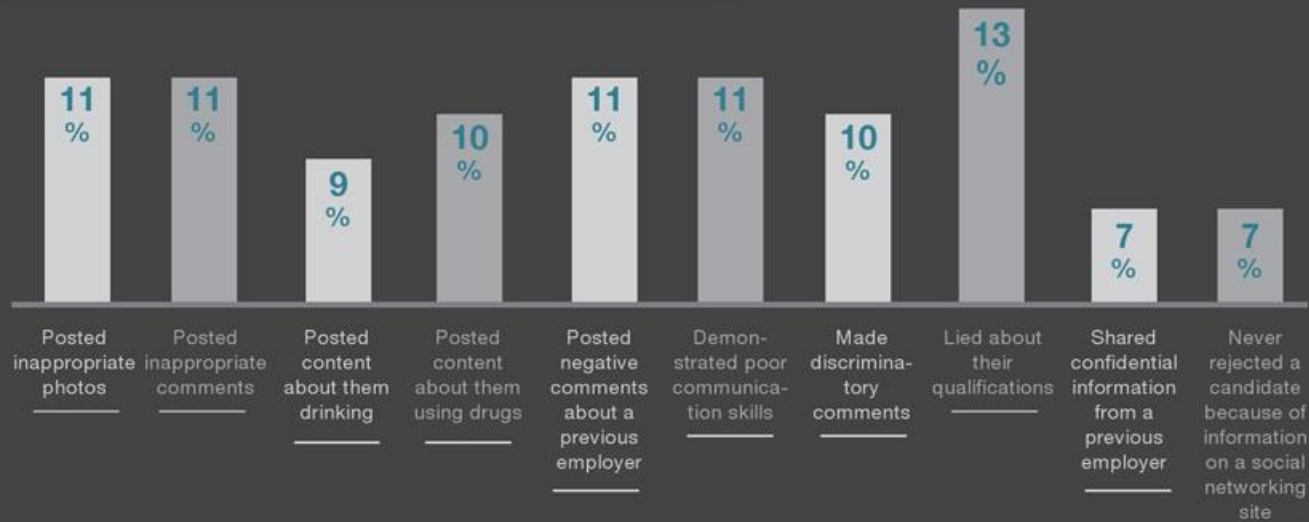
26%

No

5%

I don't use those sites to screen prospective employees

Why have you rejected those candidates?



Or Help You

Have you ever hired a candidate because of what you saw about them on a social networking site?

68%

Yes

27%

No

5%

I don't use those sites to screen prospective employees

Why have you hired those candidates?

39%

36%

36%

33%

33%

34%

24%

18%

Gave a positive impression of their personality and organizational fit

Profile supported their professional qualifications

Profile showed candidate was creative

Showed solid communications skills

Profile showed candidate was well-rounded

Candidate had good references posted by others

Candidate received awards and accolades

Never hired a candidate because of information on a social networking site

Websites to Create a Profile On

- Google
- Google+
- LinkedIn
- About.me
- Crunchbase
- Technorati
- Amazon
- Yelp
- MeetUp
- Twitter*
- Quora*

*If they are active



SEO Your Personal Brand

- Start with your name (use your middle initial if you have a common name)
- Industry terms / buzz words
- Focus on local
- Create links to your top profiles

Proactive Protection

- Own the top results so bad comments on these sites and blogs don't immediately rise to the top



Ripoff Report

Don't let them get away with it.® Let the truth be known!



COMPLAINTS BOARD

Made by the people for the people



FUCKEDCOMPANY

Your Brand: Facebook

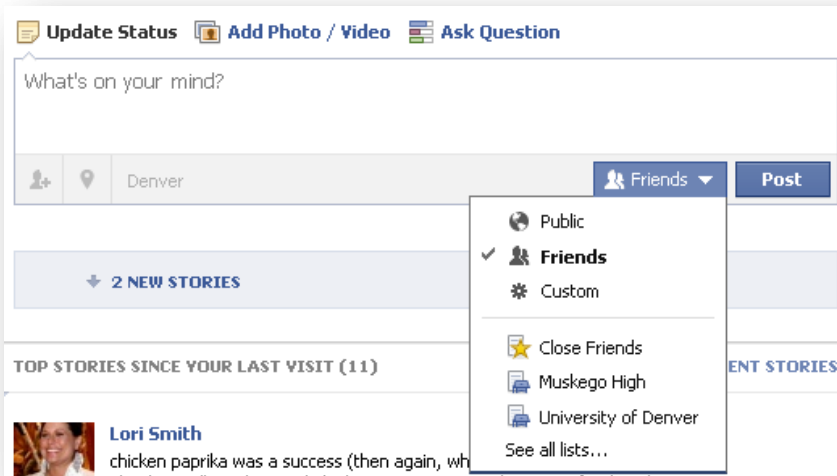
- Chances are FB can do more harm, keep it mostly private
- Adjust settings so search engines can't crawl your profile
 - ▶ Privacy Settings > Apps & Websites > Public Search

Public search

Public search controls whether people who enter your name in a search engine will see a preview of your Facebook timeline. Because some search engines cache information, some of your timeline information may be available for a period of time after you turn public search off. [See preview](#)

☐ Enable public search

- Facebook Subscribe



Your Brand: LinkedIn



Profile Image



Jamie Duklas

Social Media Strategist, Consultant, Speaker | Director of Social Media at Booyah Online Advertising

Greater Denver Area | Online Media

Headline

Current

- **Board Member at Social Media Club - Mile High Chapter**
- **Director of Social Media at Booyah Online Advertising**
- **Social Media Consultant, Speaker & Strategist at Booyah Online Advertising**

see all

Current Position

Summary [Edit](#)

I lead the Social Media consulting division for Booyah, a Denver-based online marketing agency. I do a lot more than Facebook. Social Media starts not with a platform, but instead with a business goal. Connect with me and let's shape a smarter social strategy.

Your Elevator Pitch

Specialties

Social Media (Facebook, LinkedIn, Twitter, YouTube, Quora, Google+), Social Media Monitoring / Engagement (Radian6, Collective Intellect, Sysomos), Social Media Marketing (Shoutlet, Wildfire, Involver), Social CRM (SpredFast), SEM (Search Engine Marketing), SEO (Search Engine Optimization), Paid Search (Google, Bing), eCommerce (ATG) and Online Brand Reputation Management. Landing Page Optimization, Web Analytics (Omniture and Google Analytics), CMS and Database CRM (Salesforce, Oracle).

Keywords

Skills [Edit](#)

[+ Add a skill](#) [×](#)

Social Media Search Engine Marketing (SEM) SEO Web Analytics

Facebook Twitter LinkedIn Consulting Content management

Online marketing Online advertising Interactive marketing Digital Marketing

Digital media

BOOYAH!
ONLINE ADVERTISING

Your Brand: LinkedIn

- The value of keywords

Top Search Keywords

1.	social media	5%
2.	booyah	5%
3.	jamie duklas	2%
4.	spredfast	2%
5.	online marketing denver	2%
6.	john steinmiller	1%
7.	quora	1%
8.	social media web analytics	1%
9.	social media marketing	1%
10.	marketing	1%
11.	saas sales ecommerce	1%
12.	social media denver	1%
13.	facebook	1%
14.	shoutlet	1%

Note: This feature isn't available for basic accounts

Your Brand: LinkedIn

- Profiles to connect
 - ▶ WordPress Blog
 - ▶ SlideShare (can include a video introduction of yourself)
 - ▶ Twitter
- Include your contact info
- Post updates regularly
- Get recommendations
- Join groups
- Grow your connections



**LinkedIn is the #12
most-visited website
in the World**

Your Brand: Twitter

- Be an active user (or don't do it)
- Grow your network
- Follow companies and individuals you want to know
- Interact with those people
- Learn about your industry
- Position yourself as an expert



**Twitter is the #9
most-visited website
in the World**

#YourBrand #MHYP

BOOYAH!
ONLINE ADVERTISING

Your Brand: Quora

- Question & Answer social network
- Great way to connect with people in your industry
- Position yourself as an expert



Online Networking: LinkedIn

CLASSMATES

Sarah, where are your fellow UCLA alumni now?



3,968 alumni found

Search for alumni profiles



Tania Curulla (1st)
Engineer at Geosyntec Consultants
Greater San Diego Area

[Send Message](#) [7 shared connections](#)



David Benett (1st)
Foreign Legal Associate at Ohara Law Office
Japan

[Send Message](#) [19 shared connections](#)



Gloria Lau (1st)
Senior Data Scientist at LinkedIn
San Francisco Bay Area

[Send Message](#) [37 shared connections](#)



Sarah Walter (1st)
Researcher (UX, Ethnographer)
Greater Seattle Area

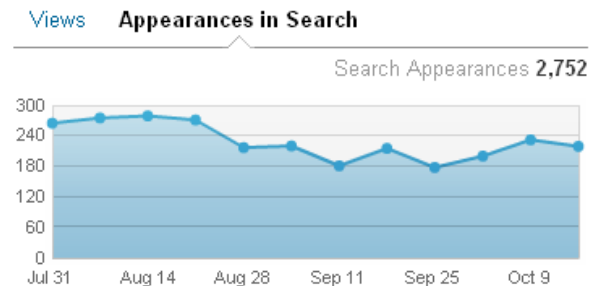
[Send Message](#) [32 shared connections](#)

Who's Viewed Your Profile?

7 Your profile has been viewed by 7 people in the past 3 days.

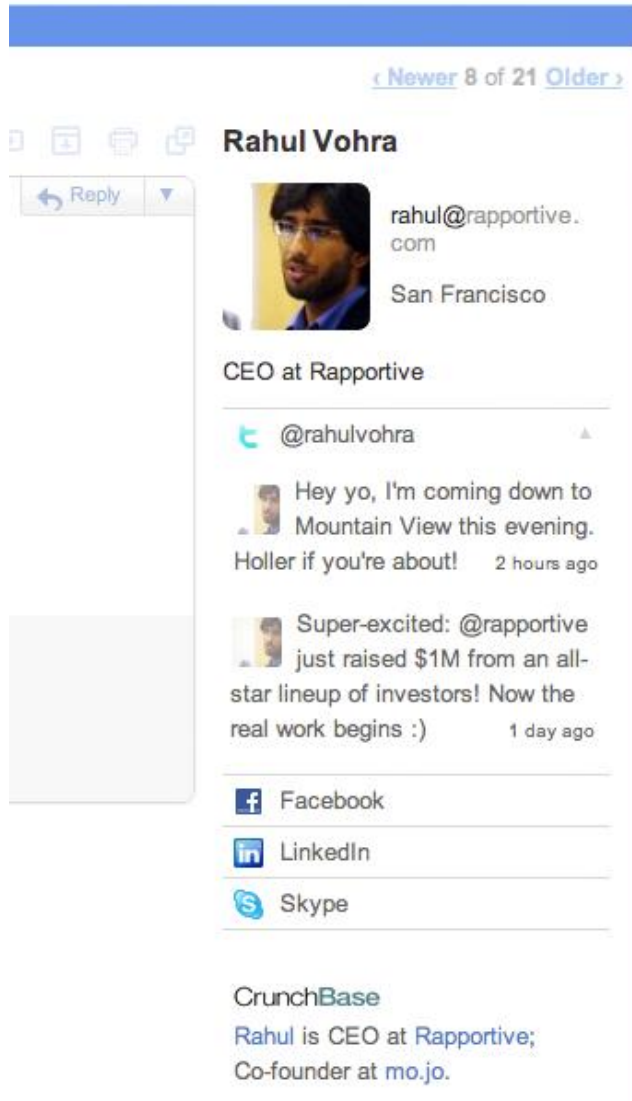
29 You have shown up in search results 29 times in the past day.

Trends



“Who’s Viewed Your Profile” may be the most valuable part of LinkedIn

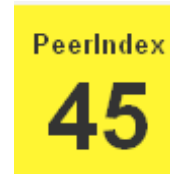
Online Networking: Email Integration



- Inserts social content about people into your Gmail, Outlook or phone (iPhone, Android, Blackberry)
- Gist, Rapportive & Xobni

Online Influencer Scoring

- Klout
- PeerIndex
- Kred (in beta)



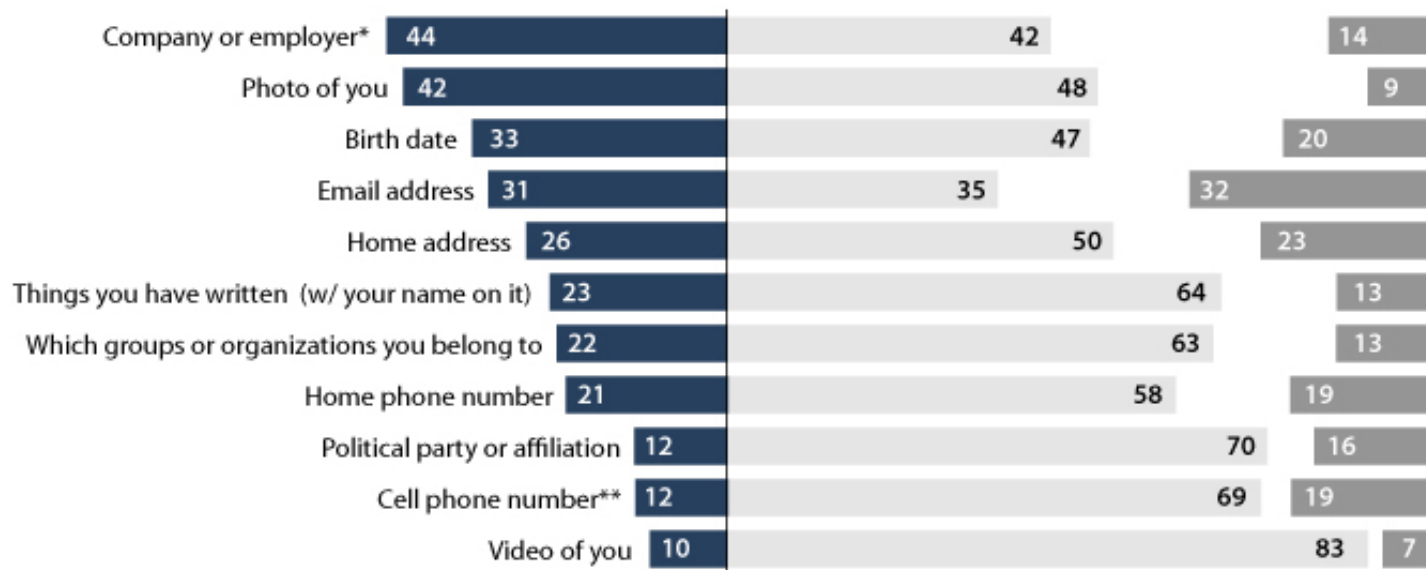
And to take this a little less seriously: www.whattheklout.com

Know What's Out There About You

What we think others can see

Is this available on the internet, or not--or are you not sure? (% of internet users unless otherwise noted)

Yes No Don't know



* based on employed internet users

** based on internet users who have a cell phone

Source: Pew Internet & American Life Project Survey, August 18-September 14, 2009. Margin of error is plus or minus 2 percentage points for results based on all adults [n=2,253]. For smaller subgroups, the margin of error may be larger. Please see the Methodology section for details.

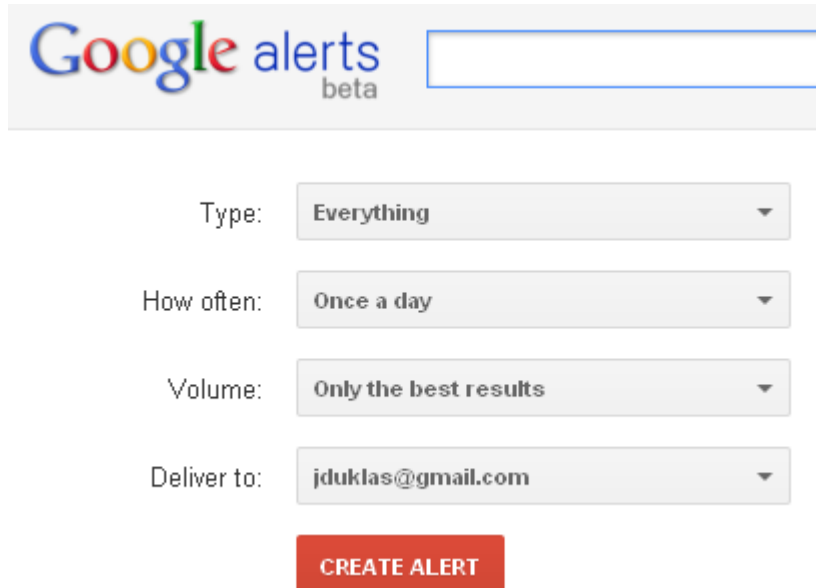


#YourBrand #MHYP

BOOYAH!
ONLINE ADVERTISING

Protect Yourself

- Google Alerts
- SocialMention
- Trackur



The screenshot shows the Google Alerts setup page. At the top, there is a search bar with the text "Google alerts beta" and a placeholder for a search term. Below the search bar, there are four dropdown menus for configuring the alert: "Type" set to "Everything", "How often" set to "Once a day", "Volume" set to "Only the best results", and "Deliver to" set to "jdukla@gmail.com". A red button labeled "CREATE ALERT" is at the bottom.

socialmention*



Everyone should set up a free
Google Alert for your name

Take-Aways

- Be honest and consistent
- Let your personality show
- Protect your privacy and know what's out there about you
- Create additional online profiles to own the first page of search results
- Use social networks to further your professional networks
- Position yourself as an expert

Question & Answer

Booyah



facebook.com/booyah



twitter.com/booyahagency

Jamie Duklas



twitter.com/jduklas



linkedin.com/in/jamieduklas



<http://social-media-strategist.com/>



slideshare.net/jduklas

Jamie Duklas | Director of Social Media | [Booyah Online Advertising](#)
11030 CirclePoint Road | Suite 350 | Westminster, CO 80020
ph: 303.345.6634 | fax: 303.345.6734 | booyahadvertising.com

BOOYAH!
ONLINE ADVERTISING