“Social Media – How to make it work for you most effectively in a BUSINESS setting”
Agenda

• Introduction & Questions

• Q&A throughout

• LinkedIn, Twitter, Blogs, Google Alerts, etc.

• Next steps
Questions

• How many of you have Apple phones? Android phones?
• How many of you text almost every day?
  – Who do you text- friends, companies, industry professionals
  – Who do you follow- friends, companies, industry professionals
• How many of you have a Facebook account?
  – Who do you like- friends, companies, industry professionals
• How many of you have an X account?
  – Who do you follow- celebrities, friends, companies, industry professionals
• How many of you have a TikTok account?
• How many of you do Google Alerts?
• How many of you have a LinkedIn account?
• How many of you looked at my LinkedIn profile before today?
• Are any of you members of CSCMP.org or WERC.org?
Why Social Media????

• **The resistance comes from many corners**
  – Social media is stupid. I can’t be bothered.
  – I have too much on my plate to waste time with social media.
  – I am concerned about sharing too much on social media. It is a security question for me.
  – I don’t want to connect with people I don’t know. Why would I do that?

• **Social media is the way of the world**
  – Create a solid, positive social media presence on LinkedIn at least and you will find more job opportunities, maybe learn new things, & make long lasting professional connections.

Source: Dan Toussant Interview Doctor®
The Top 5 Social Media Sites in Terms of Members & Traffic

The Big Five

LinkedIn

X (Twitter)

Facebook

YouTube

TikTok
Most Popular Business Social Media Venues

- Facebook- for businesses that sell stuff, corporate branding. Not typically for building a personal brand.
- U-Tube- #2 searched social media site in the world daily. Use with the same caution as Twitter and Facebook regarding personal information and activities.
- LinkedIn- the networking application of choice for business. Use to send your or other’s intellectual capital content to your audience.
- X- for business that sell stuff and want to drive their corporate branding as well as point of sale couponing. Can be used to build a personal brand but be careful not to mix brand building with personal or political events/pictures/comments.
- Texting- like X it can be utilized for instant communications in both the business and personal world, be professional at all times.
- Blogging- besides LinkedIn, you can utilize sites like [http://wordpress.com/](http://wordpress.com/) or potentially your own website, to send your intellectual capital content to your audience.
Social Networking & Messaging: Monthly Users (millions)

- LinkedIn does not
Social Media Users Use Multiple Platforms for Different Reasons

- LinkedIn reached 930 million registered users in 2023, however, it has not reported how many of those users are active daily or monthly, 1/8/2024
- LinkedIn users have the highest utilization of all the top 4 social platforms.
Profile on LinkedIn Users and Usage from 2023
On LinkedIn, Don't Post a #Selfie!

LinkedIn now has over 930 million members and you are more than 11 times more likely to get a response if you have a picture on your LinkedIn profile. But, since LinkedIn is a professional networking site, your profile picture should look, well, professional. That means, your profile picture on LinkedIn should NOT be a selfie. So we teamed up to make a little video to help you remember that On LinkedIn, Don't Post a #Selfie
Your Network IS Your Net Worth
Plan Your Social Media Strategy

STEP 1
CREATE A SOCIAL MEDIA STRATEGY
### Mission
why are you doing this? what are you trying to accomplish?

### Target Audience
who are you trying to reach? what are their characteristics? where do they live?

### Brand Attributes
what are 3-4 attributes you'd like people to think of when they encounter your brand?

### Story
what's your story?

### Key Measurables
how do you want to measure success? what 3-4 metrics will advance your mission?

### Ideas to Contribute
what are some top ideas to contribute to your target audience?
One-Page Personal Brand Strategy - Example

**Mission**
why are you doing this? what are you trying to accomplish?
To help people move toward purpose & achieve big goals.
Launching new business + exec coaching as market research

**Target Audience**
who are you trying to reach? what are their characteristics? where do they live?
English-speaking professionals
High achievers
They want to improve
They read business books
On LinkedIn, may read HBR

**Brand Attributes**
what are 3-4 attributes you’d like people to think of when they encounter your brand?
Helpful - gives value
Genuine - open, keeps it real
FIERCE - courageous, inspiring
Board-worthy - trusted partner, professional

**Story**
what’s your story?
Built & sold two businesses.
Chairman of digital marketing agency. Recently discovered exec coaching. Love the mission of it and now exploring scalable offerings that provide people the same benefits.

**Key Measurable**
how do you want to measure success? what 3-4 metrics will advance your mission?
- Views/engagement w writing
- In-bound “thanks” notes
- In-bound biz opportunities
- New relationships w awesome people

**Ideas to Contribute**
what are some top ideas to contribute to your target audience?
- Write more. Blog on LI & HBR
- Offer free coaching sessions (crazy idea to tour country doing this)
- Create free info products
- Write book
- Speak at conferences

Questions or feedback? Add a comment here, or reach me @jeffgiesea or hello@jeffgiesea.com. View the template here.
Tim Feemster’s Profile Page
Keywords are the Key to LinkedIn and any Google Search

1. Create a **keyword-optimized** profile
2. **Participate** regularly in group discussions
3. Start performing **keyword searches** so you can connect with your potential customers who are looking for answers to problems
Connect with Kent George

Kent George
Development Project Manager at City of Burleson
City of Burleson • The University of Texas at Arlington
Dallas/Fort Worth Area • 111 &
Click to Add a Personalized Note

You can customize this invitation

LinkedIn members are more likely to accept invitations that include a personal note.
Add a Personalized Note on the Invitation

You can customize this invitation

Include a personal message (optional):

We are scheduled to meet in Burleson on 2/2. In the meantime, I would like to connect with you on LinkedIn.

Send invitation
1st, 2nd, and 3rd Degree Connections

You know JACK. JACK is your 1st Degree Connection

YOU → JACK

You know JACK, and JACK knows JILL. JILL is your 2nd Degree Connection

YOU → JACK → JILL

You know JACK, and JACK knows JILL, and then JILL knows Up The HILL. HILL is your 3rd Degree Connection

YOU → JACK → JILL → HILL
Ways to Connect- **Be strategic, it's not about the quantity**

- **Business network expansion**
  - Search your connection's connections
  - Search companies
  - Search educational institutions you attended
  - Search fraternal organizations
  - Join groups- groups can be industries like manufacturing/retail/food, geographies, Universities, job functions like safety/supply chain, etc.

- **Company connections- co-workers**

- **New areas of expertise**

- **Job search- beware, connecting to recruiters**
Check out people who request your connection
Check out potential new connection
You Can Follow People You Want to Without Connecting

• They will get a message that you are following you and they may follow back or connect.
• This way you get notifications when they post, move jobs, have birthdays or job anniversaries. You can then send them a message of congratulations or not- your choice.
• There are 774 members of the group
• Includes Dr. Pohlen and 56 of my other connections
Some of the UNT Contacts in my Network - 375 total
Search for groups
Look for People, Jobs, Companies, etc. With a “Logistics” Connection

People- 9,020,000

Jobs- 297,210

Companies- 241,000
Can only join a total of 50 groups

Showing 3,774 results.

Logistics and Supply Chain professionals
Members: 254,452

The Logistics & Supply Chain Networking Group
Members: 303,069

Logistics Real Estate
Members: 6,736

Freight & Logistics Professionals
Members: 167,159

Logistics Network
Members: 136,513
Research the group and decide whether to join, Can only join a total of 50 groups.
Search for Companies and Click the Follow button to get posts from the BNSF.
Do I Upgrade?

- Probably not at this point.
- Maybe go up to Premium Career senior year.
- I think higher levels are for recruiters and personnel management folks.
A LinkedIn “Golden Rules” For Discussions Tab

1. LinkedIn is a business/supply chain application. It is not X or TikTok, they are for self gratification, sales influencing, and sometimes just some really dumb stuff.

2. Attention Group- a discussion is not a sales pitch, a request to network or a plea for employment. The discussion area is designed for compelling comments about the state of the industry designed to elicit comments and free thinking.

3. A sales pitch goes in “Promotions Tab”.

4. Don’t join a group if you are not going to participate
LinkedIn Facts

**FACT FILE**

14x
Adding a profile photo could result in 14 times more views than someone without

13x
Members who include skills get around 13 times more profile views

15x
Adding an industry could get you 15 times more profile views

5x
Your profile is 5 times more likely to be viewed if you join & are active in groups

10x
Members who have an education on their profile receive an average of 10 times more profile views than those who don’t

42%
42% of hiring managers surveyed by LinkedIn said they view volunteer experience as equivalent to formal work experience
Twitter Statistics - Not a Career Builder Unless You are an Influencer

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage Of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>To get news</td>
<td>48%</td>
</tr>
<tr>
<td>To get entertainment</td>
<td>48%</td>
</tr>
<tr>
<td>To keep in contact with friends and family</td>
<td>34%</td>
</tr>
<tr>
<td>To follow brands/companies</td>
<td>33%</td>
</tr>
<tr>
<td>To strengthen professional network</td>
<td>14%</td>
</tr>
<tr>
<td>Other reasons</td>
<td>12%</td>
</tr>
</tbody>
</table>

My X Home Page

Home
Explore
Notifications
Messages
Grok
Lists
Bookmarks
Communities
Premium
Profile
More

Post

For you

What is happening?!

Dr. Marcell Vollmer
Food For Thought

„Are you concerned about the increase in artificial intelligence?“
„No, but I’m concerned about the decrease in real intelligence“

#ChatGPT #chatbots #chatgpt4 #GenerativeAI
#ArtificialIntelligence #AI #ML #Innovation #FutureofWork

HT 🧠 D.-Smith

Are you concerned about the increase in artificial intelligence?
No, but I’m concerned about the decrease in real intelligence.
The Power of X formerly Twitter - Old Slide but Still On Target
My X Home Page

- My posts are usually to college or high school connections and social in nature.
- I usually have very few new posts on my X on a daily basis.
- Some folks are “regulars” but not many.
- Not a career builder for supply chain.
• Search results for logistics posts/news 2/17 from folks I follow.
Twitter & LinkedIn Tips

- Justin Bieber is not a business contact target. If you want to tweet about “stuff”, set up a second account
- Keep it professional, your handle, and your photo
- Consistently post content that is relevant to your target audience, this means every week multiple times. Don’t forget LinkedIn group postings
- Establish meaningful two –way communication with your followers. Retweet their tweets & respond to their tweets
- Participate in the larger Twitter community based on keyword searches and keyword research
Google Alerts From 2/16 & 17- set up to follow companies, brands, cities, people, etc.

| Google Alerts | 6:06 PM | Google Alert - Port of Mobile - Port of Mobile Daily update - February 18, 2024 NEWS Amtrak should bail out on proposed Gulf Coa... |
| Google Alerts | 1:07 PM | Google Alert - automobile factory - automobile factory Daily update - February 17, 2024 NEWS Automakers, EV battery companies ... |
| Google Alerts | 12:07 PM | Google Alert - peter zeihan - peter zeihan Daily update - February 17, 2024 NEWS Zeihan: Don't expect US tactical response to dea... |
| Google Alerts | 10:18 AM | Google Alert - Logistics Development Forum - Logistics Development Forum Daily update - February 17, 2024 NEWS Sharjah Airp... |
| Google Alerts | Feb 16 | Google Alert - Port of Mobile - Port of Mobile Daily update - February 17, 2024 NEWS New road at port will relieve truck congestion ... |
| Google Alerts | Feb 15 | Google Alert - Port of Mobile - Port of Mobile Daily update - February 16, 2024 NEWS STB members question Gulf Coast delays and ... |
| Google Alerts | Feb 15 | Google Alert - Airbus Assembly Line – Mobile, Alabama - Airbus Assembly Line – Mobile, Alabama Daily update - February 15, 202... |
| Google Alerts | Feb 15 | Google Alert - CentrePort Canada - CentrePort Canada Daily update - February 15, 2024 NEWS CentrePort South - City of Winnipe... |
| Google Alerts | Feb 15 | Google Alert - automobile factory - automobile factory Daily update - February 15, 2024 NEWS Full circle: Old Verlinden plant could... |
Is my Social Media Important?

• Having a professional LinkedIn photo makes your profile 14 times more likely to be viewed
• 87 percent of recruiters are using LinkedIn
• The top skill on LinkedIn? Statistical Analysis and Data Mining
• People who list skills on their profile get 13 times more views
• There are 39 million students or recent graduates on LinkedIn
• 41% of millionaires use LinkedIn
• 81% millennials check Twitter at least once a day
• 86% Tweet including link have higher engagement rate
• 78% of users are using Twitter on their mobile device
Almost every day I read my contact’s job changes, birthday, and work anniversaries section.

Every day I wish everyone a happy birthday with a GIF of a birthday cake.
Summary - Next Steps

- Build brand **Awareness** and drive more traffic to your website or blog.
- Create **buzz** and excitement around a new product or service offering.
- Provide your target audience with **helpful** information and resources, online or offer an additional channel for customer service.
- Be more **proactive** about listening to what your customers are saying about your brand, and react quickly and appropriately.
- Specifically focus on **lead generation** and getting new people from your different social media accounts into your prospect and sales funnel.
Influencers I Follow Every Day

- **The Wall Street Journal, Logistics, By Paul Page:** Access WSJ.com and our mobile apps. [Subscribe](https://wsj.com/)
- **Peter Zeihan - geopolitical and demographic analysis:** [https://zeihan.com/](https://zeihan.com/)
- **Bloomberg “Supply Lines”**

- **Bloomberg 5 Things You Need to Know to Start Your Day: Americas**
- **Professional organizations:** CSCMP.org; WERC.org; IAMC.org
Sign Up for LinkedIn Job Openings email to Your Inbox Daily

- LinkedIn <jobs-listings@linkedin.com>
What questions do you have?- My email Signature

Thanks,
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Join my LinkedIn Group- Global Logistics & Real Estate
http://www.linkedin.com/groups?qid=2502304&trk=my_groups-b-grp-v
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