

social media fitness



Student Brief

Social Networking sites offer measurable benefits and opportunities but also risks. Used with knowledge, care and purpose (as well as being social), they can propel us forward in the direction of our goals and to levels of direct engagement and influence with people and organizations that were previously not possible. To the best of your ability, **Control Your Online Experience, Guard Your Privacy and Build your Reputation.**

This brief considers six social sites; **Facebook, Instagram, Twitter, Tumblr, YouTube, LinkedIn** - and **Blogging.**

- Your **"Friends"** and **"Followers"** control the content that you post. Period!!!! They always have.
- You **ARE** what you post. Your online content defines you, which becomes your reputation and your story.
- Create **AWESOME**, compelling and interesting content across all of your online profiles. Add value to others.
- Guide Friends and Followers to your other online profiles by including those links in your posts and updates.
- We all will be "Googled" at some point. So, work to make yourself **"Googleable"** in the best light possible.

Facebook (www.facebook.com)

Privacy; by default, all new Facebook accounts and settings are set at either Public or Friends of Friends.

- **Understand**, deeply, your privacy settings and set them to Friends, or less.
- **Create** "Friend Lists" and designate certain posts to be visible only to those folks. Subsequent comments and replies will be circulated to only those people unless shared. Through adding value, work to cultivate a following and become "selectively Public."
- **#Hashtags** is a function that allows for specific searches of topics and conversations. Use them strategically.
- **Promote** your best achievements, views and external profiles (Twitter, Instagram, Blogs, etc) while still enjoying the social aspect of your experience. In the "Edit Your Info" section under "Contact Info," consider populating the Website area with your Twitter Feed, Instagram, Blog, YouTube channel link and anything else you're proud of.
- **"Follow"** individuals, organizations and others whom you find inspiring, interesting and who add value to your experience. This is an exceptional Twitter-like function developed by Facebook in 2010.
- **"Like"** Pages that you want to engage with or simply gather information from. At the same time, because your Like Pages are reviewed by future influencers, Unlike anything that is inappropriate or a risk to your reputation.

Pages to consider Liking and Following are:

- CareerBuilder (2 Pages; Canadian and US versions)
- McDonalds (jobs, both entry level and management)
- Starbucks (employment opportunities)
- Humans of New York (HONY)
- **"Follow"** personal profiles of those whose Timeline updates they make public, such as;
 - Mark Zuckerberg; Founder of Facebook
 - Sheryl Sandberg; COO of Facebook
 - Any public or other individuals on Facebook that offer the **"Follow"** tab.

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Instagram (www.instagram.com)

Privacy; By default, Instagram profiles are public, however, can be made private in your smartphone settings.

- **Instagram**, the fastest growing mobile photo app in the world, is owned by Facebook so many policies on Facebook, apply to Instagram. The site offers photo and up to 15-second video posting capability.
- **Many** organizations use Instagram to showcase their products, staff, customers, culture and trends.
- **Commercially**, many contests are running now on Instagram. By applying a contest-related #hashtag to your photo, they are tracked through the contest. This can also attract your work to the wider world and your complete Instagram portfolio (which isn't necessarily a bad thing if you post awesome content).
- **Although** many people use Instagram socially, if you have aspirations in photography or other areas of your life, consider creating compelling content and apply influential and discoverable #hashtags, which may have your photos discovered by professionals.

Twitter (www.twitter.com)

Privacy; by default, Twitter profiles and tweets are public but can be made private in your settings.

Twitter is a remarkable resource for real-time information in the world today. For the first-time ever, we all have the opportunity to engage, directly, with people we admire, aspire to know, and want to work with.

- **Search** at www.search.twitter.com anyone or anything (organizations, subjects, topics, specific #hashtags) that you'd like to engage with or simply gather information from and keep up-to-date with. Examples could be:
 - Business leaders
 - Sports figures
 - Teams and Schools
 - Politicians
 - Educators
 - Celebrities
 - Cities and governments
 - Cultural shifts
 - Musicians
 - Trending topics
- **Follow** them and **listen first**, to the conversation. Immerse yourself to understand what's going on with the flow and direction of tweet threads before chiming in with your contribution.
- **Engage** with those you Follow on an articulate and interesting level and you may be surprised when they engage back through a Reply, Retweet or even Favourite your compelling and stimulating contribution.
- **Aspire** to get on their Twitter radar as someone who contributes, valuably, to their conversation, interests, views and causes.
- **Maintain** the human element of Twitter. It's all a conversation, so infuse your tweets with personal experiences, observations and anecdotes. This also makes you interesting, of value, and worthy of being Followed.

Tumblr (www.tumblr.com)

Privacy; all primary Tumblogs are public, however, a secondary blog can be created and password protected.

Tumblr is a simplified blogging platform with limited tools, however, can still be searched in Google, based on your settings. Many Tumblogs are visual; photos and video gifs, however, other blogs have a variety of styles.

- **Follow** other bloggers whom you find interesting and to be of value. If you like what they have to say, reblog their content. Doing this compliments them by exposing their work to the wider Tumblr community as well as getting you noticed by them, and others, as being a supporter of their work.
- **Blog** about what you enjoy, or simply what you find interesting and on your mind, such as;
 - Restaurant experiences
 - Camps
 - Travel; Vacations
 - Volunteerism
 - Movies or Book Reviews
 - Cultural events
 - Awards
 - Hobbies & Interests

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- **Apply** influential and easily searchable keywords to your Tumblr as this makes it easier for other users to discover your work.
- **If** you mention a third-party web site, famous individual, landmark, company or event, consider making those words a link to their site. This keeps your blog interesting, creative and a source of information for the reader.

YouTube (www.youtube.com)

Privacy; settings are flexible with each video controlled through your "Video Manager."

YouTube, a Google product, is an excellent way to visually illustrate your expertise, interests, views and abilities through the often influential medium of video. The benefit of YouTube is that you can produce your videos offline using a variety of production and editing software, then upload it to YouTube, apply privacy and permission settings and broadcast away!

- **Begin** by logging into your Google account and creating your own YouTube Channel.
- **Student-athletes;** an innovative way to communicate with post-secondary institutions is to upload edited recordings of your game highlights and performances. Make your URL available to athletics' recruiters.
- **Post** your work to your Channel and then adjust privacy, exposure, commenting and other permissions through the "Video Manager" associated with each video. Permissions can be varied for each video.
- **Videos** need not be of professional quality, however, they should be interesting and a reason to watch them, or even better, a means to have your audience want to Follow your Channel.
- **Apply** influential and easily searchable keywords to your videos as this makes it easier for other users to discover your work.
- **Monitor** your video posts for comment quality and remove any remarks you feel are offensive or spam, as well as comments that violate YouTube's terms. Use discretion and take care, however, not to censor remarks that are not offensive but simply express a differing opinion to your video. This often results in your work being flamed and moved to a broader level of dissatisfaction resulting from your arbitrary censorship.

LinkedIn (www.linkedin.com)

Privacy; settings are public, however, customizable privacy settings are comprehensive.

LinkedIn is widely considered the social networking site for professionals. Some have coined it the businessperson's Facebook. Either way, in terms of student use, it's recommended to start a Basic LinkedIn account (free) and explore groups, discussions, trends regarding current and future employment and other opportunities, and articles posted by influential, trend-setting professionals, in the areas that interest you.

The site is being adopted by forward-thinking students with a plan toward their future who, although short on business experience, find it an excellent venue to understand where future opportunities are going, and tracking new ones that are developing. One of the most powerful figures on LinkedIn is Sir Richard Branson, Chairman of Virgin Group. He posts consistently on hiring practices and strategies for candidates (at all levels), what he values in his employees and business partners, where various industries are headed as well as emerging trends. So what could a student post to LinkedIn?

- **Volunteer** experiences through your various volunteer-hour commitments.
- **Part-time** jobs you've held or currently hold.
- **Sports** achievements, awards and participation.
- **Community** achievements, awards and participation.
- **Other** areas where you've contributed and made a positive difference in the lives of others. Your value.

Blogging

Blogging is a remarkably effective and quick method of becoming Googleable. In addition to Tumblr (above), look over the feature sets of each platform, below, and choose one that you find appealing and easy to use, update and maintain.

Popular blogging platforms to consider are:

- **Wordpress:** www.wordpress.com
- **Blogger:** www.blogger.com
- **Typepad:** www.typepad.com

Final Thoughts...

- **Become "Googleable."** The above methods of creating, building and maintaining your reputation online can be extremely beneficial when your future life-influencers (employers, co-ops, internships, schools, elite sports teams, and more) search for who you are, what you've done in the past, how you represent yourself, and how you contribute, on a number of levels.
- **Know** that your future influencers will also likely "Follow" or "Friend" you, often under random and totally unassociated usernames to their professional role. The reasons are as listed in the above paragraph.
- **Consider** proactively offering to your future influencers a look into your online profiles by providing your Twitter feeds, Instagram portfolios, Facebook public posts and Blog sites. This approach is unique and will certainly help you to stand out.
- **Social** networking and media are powerful tools that reach globally, and that never forget.

We'd love to have your Follow, comments and suggestions on what is working well for you:

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Finally, in the words of Kid President (www.kidpresident.com)



Create Something That Will Make the World Awesome!