

Laurinda on Leadership
Presents...

THE BLACK PROFESSIONAL'S SOCIAL MEDIA START UP & SURVIVAL GUIDE



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Introduction

- ✓ Provide roadmap for creating your own network
- ✓ Give step by step guide to setting up accounts
- ✓ Show you the opportunities in getting involved in social media
- ✓ Explain all pitfalls and how to avoid them

The days of resumes and business cards are becoming extinct. Even the days of static websites are nearing an end. People are interacting on the web at a rate faster than the adoption of radio, television and email. In some companies it is a way of doing business. Human resources departments are now starting to do background checks on possible candidates by “friending” them on social networks like LinkedIn, MySpace, and Facebook. Companies are also monitoring employees’ online activities. It is for this reason that many African-Americans do not engage in social media or if they do they do not use their real name.

What does this mean for the Black Professional?

Many Black Professionals avoid social media because of the stories we hear about people getting fired. While true if you aren’t involved in social media then you are safer than someone who is. But consider the following presenting yourself online as an expert in your field by:

- Tweeting tips in your area of expertise on Twitter
- Having a blog in which you demonstrate your expertise, communication skills and leadership ability by being a leader of your

on-line community that you develop with your blog and other social media platforms.

- Joining groups in Facebook and LinkedIn that showed you are expanding your knowledge in your field as well as developing leadership skills

What advantage would you have over someone who the recruiters only had a resume from? The answer is the reason I'm writing this eBook. It is a tremendous advantage. Blacks cannot afford to get left behind in social media.

While social media can be fun, it is also a tool that can aid you in a job search promote your small business or large business.

This is the reason why you need to put some effort into thinking how you want to present yourself online. In effect, you need to create your brand. You do not need to hire a professional to create a brand, in this book I give you some simple questions to answer before you get started.

You can still have fun! The one of the main purposes of this book is to show you how to keep your fun between you and your friends, while showing a professional side to those who need to see it.

The Basics

In essence, social media is media for social interaction. I define it as OPPORTUNITY! Social media can be used to

- ✓ Give your business or non-profit a strong position in the marketplace
- ✓ Give YOU a platform as a professional
- ✓ Have FUN

Social media uses web-based technologies which lay the foundation for Web 2.0. Examples of tools include:

- ✓ Blogs: [Blogger](#), [Wordpress](#), TypePad
- ✓ Microblogging: [Twitter](#), Yammer, Foursquare
- ✓ Social Networking: [LinkedIn](#), MySpace, [Facebook](#)
- ✓ Social Bookmarking: Delicious, [Google Reader](#) – I love Google Reader! - , StumbleUpon
- ✓ And many more....

What is RSS?



RSS stands for Really Simple Syndication. If you bookmark a lot of websites, this button is a godsend. This allows you to subscribe to your favorite websites and blogs. So instead of you remembering to check your favorite sites, you can have updates sent to you.

Clicking on the RSS button gives you the option to subscribe via email. If you are like me, you don't need more email showing up. The best way to

"A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value" Wikipedia

use RSS is to get a Reader. There are plenty of FREE readers on the internet. I use Google Reader. A reader allows you to aggregate all your feeds in one place. Google Reader is now my home page and I can read the headlines of my favorite websites and blog posts.

A reader also gives you the ability to create files, share with your followers and easily unsubscribe from a site. Many times when you click the RSS button, a list of readers appear. Choose one and begin subscribing to your favorite sites.

Your Avatar

An Avatar is your on-line image that all will see. You don't have to get professional pictures done for this. Some of the best avatars are the ones taken by a camera phone. It's managing your avatar that can be burdensome. It is important to maintain a consistent avatar so that people will recognize you.

Luckily there's [Gravatar](#): Globally Recognized Avatars. Upload your picture [here](#) and it will be used on any site that subscribes to Gravatar's services. The list of sites that use Gravatar is growing. Facebook and Twitter do not use Gravatar. But most blog services and commenting plug-ins do.

You should note that changing your picture may take a while for the new picture to propagate through all of Gravatar's subscribed services.

A Little Branding

There are decisions you need to make before getting started. Ask yourself the following:

- What do I want people to think a out when they hear or see my name?

- What are my values?

- What do I specialize in doing?

Having a clear idea of above will guide how you choose to interact online with people. This will prevent you from having something like this:



being seen by professional peers, potential clients or employers.

What's in a name

Since I'm branding myself as a writer, speaker and leader, I have 2 accounts of every social media platform I'm involved with, except LinkedIn. One account is under my real name and the other under an alias. I use the alias account to join networks that are contrary to my brand or explore something new.

Your Full Name: _____

Possible Username 1: _____

Possible Username 2: _____

Example:

My name: Laurinda Bellinger

Possible Username 1: Laurinda

Possible Username 2: LaurindaB

What name you choose to use, check [KnowEm](#) or [namechk](#) to see it's availability on hundreds of sites.

Discover Google



Google has lots (and I do mean LOTS) of free tools for any blogger or entrepreneur to use. For anyone who wants to be more efficient or productive in life I suggest you check out the assortment of tools they have available. Most people don't know what they get when they sign up for Gmail account. To see a full list of tools click [here](#).

The tools I use most under my Google account are:

[Google Alerts](#) – Receive email updates of latest relevant Google results of your choosing. I have one set up on my name. I know when anyone uses my name on-line. The only downside is my Tweets from Twitter are starting to show up in Alerts. If you have a common name, then use a tag word that describes your occupation.

[Google Reader](#) – Web based RSS feed reader. The Reader allows you to keep up on my subscriptions and allows you to have a quick glance at headlines of all your favorite online subscriptions. I no longer have to fill me email box with subscriptions to various sites.

[Google Voice](#) – Unique telephone number that is great to use on business cards. You can have phone number ring to phone line of your choosing.

This is still an invitation only services but you can sign up for to receive an invitation. The on-line transcription needs work but you can't deny the benefit of having a number separate from you cell to launch a business.

[Google Calendar](#) – Online web based calendar. I started using once I got an iPhone.

[Google Analytics](#) – assist with online stats of a blog. This allows me to set goals for my blog.

[Feedburner](#) – helps bloggers and podcasters manage their RSS feeds. I can manage my subscription list here.

[Google Docs](#) – web based word-processor and spreadsheets, allows for online collaboration

Open a Gmail account with your full name or one of your usernames

Gmail address: _____@gmail.com

Hint

You may also want to open another gmail account for social media. For example:

Username_social@gmail.com

You get a lot updates from sites and you can have it come here.

Microblogging

Microblogging is a similar broadcast medium to blogging but the content is limited. Some of the more popular microblogging tools are Foursquare Twitter, Yammer and even Google Buzz. Twitter is the one that I am mostly involved in.



[Twitter](#) is a microblogging site that limits its users to only 140 characters. A post is called a “tweet”. At first 140 characters may not seem like a lot but you will be amazed what you can get into one little tweet. When Twitter first started, people would broadcast what they were doing at that moment: eating pizza, going to the store, or reading newspaper.... you get the point. Yeah, who cares! But it soon became a broadcast tool for news, interesting quotes and statistics. People tweet jokes, interesting articles, pictures and just about anything else you can think of.

I find Twitter a valuable source of quotes, news article and entertainment. I've connected with fellow project managers around the world. I've connected with entrepreneurs and have built friendships through the medium.

1. Go to [Twitter.com](#) and start an account. You'll need to provide your full name and create a username. During the set-up process it will ask you to invite friends. I chose not to do this.
2. Go to your Settings page. You'll want to select your language and time zone. You will also have the opportunity to add Location to your tweets, see media by all on twitter and/or set your tweets to private. I do none of this. I feel having private tweets defeats the purpose.
 - a. Mobile – you can have all or some of your tweets sent as text messages. I only have Direct Messages (DM) sent to my phone during the hours of 9am-5pm PST. I follow people from all over

the world. DMs are messages sent in private to you by a follower. DMs aren't seen by all your followers.

- b. Notices – I choose to have an email sent to me whenever I get a new follower, receive a DM and whenever Twitter sends out a newsletter.
- c. Profile – This is where you can upload your photo, write a brief 160 character bio, provide a location and my website address. The 160 character bio I also use on Facebook.
- d. Design – You can change the colors, wallpaper and even upload your own background image.

Hint

ExecTweets.com is another source of great people to follow and to list yourself.

3. Start Following People – I went to WeFollow.com. At this website you can start following people that share the same interests. I began following leaders, project managers and writers. Most people are courteous enough to follow back. I do more listening on Twitter than I do tweeting.
4. Start Twittering - I tweet leadership quotes, articles I read and anything interesting going on in my life at the moment. I also gather lots of quotes from twitter. You can see my feed [@LaurindaB](https://twitter.com/LaurindaB)
5. Here's more basic Twitter lingo:
 - a. RT – Retweet
 - b. @Username - to send a reply to any one on twitter use the @ sign and their username
 - c. Hashtags: # - these are used to search on Twitter. You can put this symbol in front of the searchable word you choose. I end a

lot of tweets with #Leader or #quote. Anyone searching those words will see your tweets in that search.

- d. D Username – this is how you send a DM to any of you follow (and follows you). These messages aren't seen in the public twitter stream but in your Direct Message folder. Only people who follow each other can DM each other. In other words, if I'm following someone and they aren't following me back, I won't be able to DM them.

Basic Twitter Etiquette

If you are promoting a product don't continually send the same tweet over and over again. That's what a spammer would do. Twitter is about having a two-way conversation. So interact with people. If you see an interesting tweet, retweet it to your followers. This is a great compliment to the person who sent the tweet. If someone retweets one of your tweets, reply with thanks. How much you tweet is up to you, but make sure you are tweeting things of interest.

Multiview clients

There are many tools you can use to view all your social media tools.

[TweetDeck](#) and [HootSuite](#) are a couple well-known clients. I use TweetDeck for Twitter, Facebook and LinkedIn. I even use the TweetDeck iPhone application. That way I'm viewing one screen for all my accounts.

Social Networking



[Facebook](#) is by far the most popular social networking site in the world. As of July 2010 Facebook has over 500 million users worldwide. Businesses are beginning to use Facebook in growing numbers. There are a lot of things you can do Facebook and am still learning them every day. Once you open up an account, you can create a user profile, start a group and a Fan Page for your business. You can join groups, become a fan of various pages and even advertise on Facebook.

Here's how to get started on Facebook:

1. Go to [Facebook.com](#) – All you need is an email address and your birthday to join. Do not use your work email address.
2. Set up your profile – add your picture. Use the same one you use on other sites. Add enough information so that people who know you can find you. You can choose to show what you want to people later.
3. Look for friends and send them “Friend Request”
4. Do a search for “Selective Twitter Updates” Application or “Twitter” application. I use Selective Twitter Updates so that any tweet I end with #fb is also sent to my Facebook account. Some people use the Twitter application which automatically sends all tweets to your Facebook wall. If you are very active Twitterer your friends on Facebook won't appreciate this.

Word of Caution

You can control what you share and have others see on your account, but you cannot control who sees your comments on other peoples' posts. I have had comments used in articles without my knowledge.

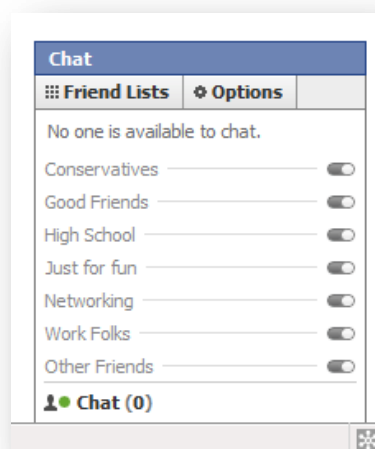
5. Start adding status updates. Facebook allows 420 characters for you to add updates. Comments are unlimited. I do not allow “friends” to pontificate on my wall. I warn once and “unfriend” on the second offense. Finally, be careful what you share.

With all social media, you can determine how you want to use Facebook. If you have a website or product, you can start a ‘Fan’ Page in which you can update like a Facebook account. This allows you privacy in regards to your personal account.

Protecting yourself on Facebook

There’s actually a Facebook Group “Fired because of Facebook.” You don’t have to join to read the wall. It’s sad because most of what they got fired for could have been prevented by:

1. Using some common sense and expending some effort
2. Adjusting your privacy settings



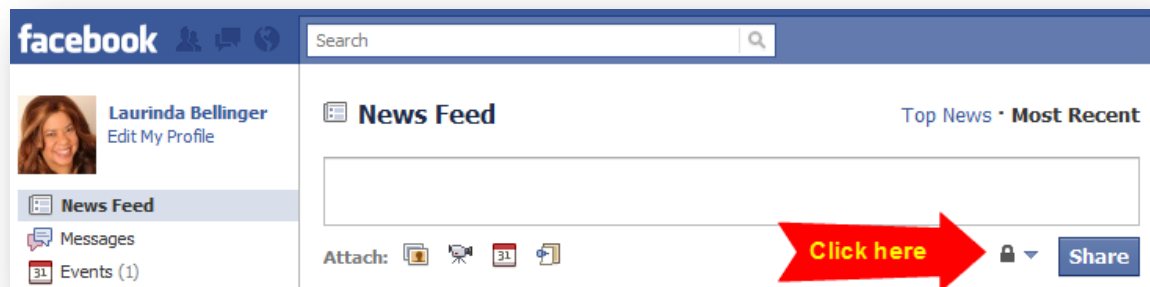
Privacy settings

First thing is to create lists. Every friend I have on Facebook is in at least one list.

This allows you to be seen online by people you don’t mind chatting with. Also, every post you make you have the option of

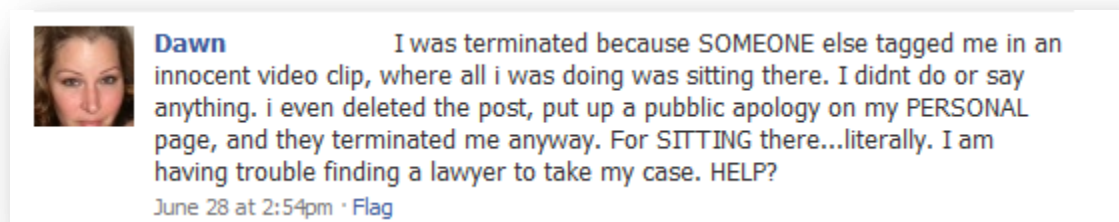
selecting who sees the post. My default setting is Good Friends & High School.

So to change who sees my post :



Options come up to edit the settings for that post only. In a recent update to their mobile application, you now have this option when you post via Facebook Mobile.

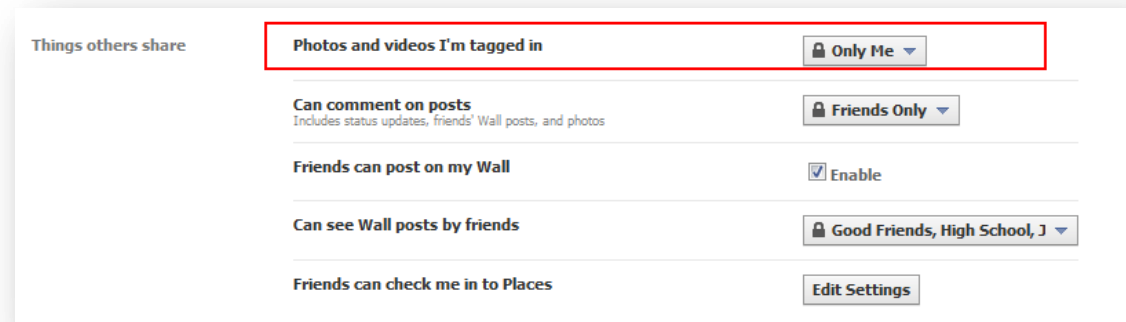
This scenario is sad but easy to prevent:



Anyone can tag you in a photo or video. They don't have to be your friend on Facebook and all your friends will see the photo or video if you leave your Facebook Privacy settings to their default settings. You can change your **Privacy Settings** to have any photo/video that you've been tagged in to be seen only by you.

Word of Caution

If you are a parent with a son or daughter named after you, be cautioned if they have a Facebook account. Their tagged pictures can show up as you to your friends. Ask them to limit who sees their tagged photos



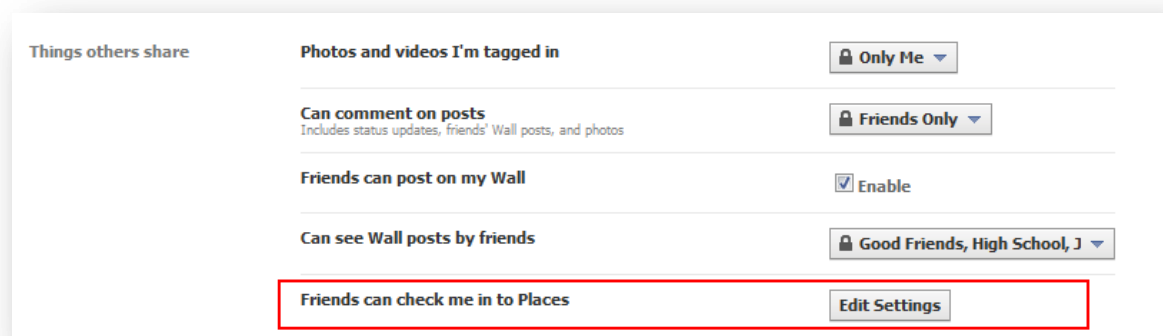
Places



In a recent release of Facebook, they added "Places" to compete with the popular [Foursquare](#) application. People can

'check-in' to places they are at. I have no intention of letting people know where I am at.

If you are concerned, you can turn this feature off and you can prevent other people from checking you in on their Facebook page. On the same page as you changed your photo setting disable "Friends can check me in to Places"



Every time Facebook updates their application, go in and check the privacy settings to make sure something wasn't undone by the update. It can be tough to tell when they update the application, so just checking the privacy settings occasionally is wise.

Regardless of all the settings, posting anything online has the opportunity to be seen by others. I've commented on postings by groups I have joined and have seen those comments as quotes in articles. Be cautious whenever you comment on someone else's posts. You can go back and

delete your comment, but it may have been seen by all their friends or fans. I have had comments used as quotes by Forbes Women network in articles without my knowledge. I found out via the Google Alert I had set up in my name.

In corporate America it is said you are always interviewing. Treat Web 2.0 the same way. Think about how will come off to people who really don't know you. If it's a joke, keep that joke between you & your friends.



[LinkedIn](#) is a professional social networking site. I have been a member of LinkedIn for several years, and for most of those years this site has been very static. I did nothing more than keep my resume updated.

Recently LinkedIn has made changes so that the site is more dynamic and interactive. While I still don't do a lot on the site, I do have tweets and blog posts connected so that they will show up on the site. LinkedIn now has professional groups that you can join and interact with members there.

To get started with LinkedIn

1. Go to [LinkedIn.com](#) – Join the site from the initial page.
2. Profile – create your profile by entering in all the fields. Your profile is essentially an on-line resume. You can view my profile [here](#). You'll

add your current and former positions, education, any websites you have (add your twitter and Facebook sites).

3. Begin connecting with past and present co-workers. You can search for people using LinkedIn's search function.
4. Ask for references from a colleague
5. Join a group and get involved in the discussion!
6. Have fun.

If you want to your Twitter updates to show up in your LinkedIn account; you can go to LinkedIn settings and add your Twitter Account to your profile.

To Blog or Not to Blog

The term blog is actually a shortened word for weblog. There are literally millions of blogs on the web. Blogs are becoming a legitimate source of information.

There are several reasons why you may choose to blog. The foremost reason may be to help you find a job. Here's how blogging can help you find a job:

Demonstrates how intelligent you are. Resumes are flat. Research shows that more than 20% of resumes contain flat out lies. But on a blog you can show how smart you are.

Shows you have an ability to write. I'm an engineer. Engineers are notorious for not being able to write well. Having a blog helps me dispel that myth about engineers. Also with today's technology and texting, putting together a complete sentence is becoming a rare thing. If you aren't a good writer, this is a good place to increase your skills.

You become a leader in a community. With the blog you actually build a community. The more discussion you have, you begin to look like an expert.

Demonstrate independent thought. Very few hiring managers want to higher yes-men. Having a blog shows you have courage to voice an opinion.

In getting started with blogging you have two options here. If you're still unsure about blogging and just want to try it out I recommend using any of the free blogging services out there.

Here's a couple of free blogging platforms:

- WordPress.com
- [Blogger](http://Blogger.com)- Google's free blogging platform

Your blog address which is the same as the web address will not be unique as if you bought it from GoDaddy.com. But you do not have to pay for any hosting or download any software. There is no maintenance involved.

If you are serious about blogging or just want to start a website for your business, you can purchase your web domain name. I used [Go Daddy.com](http://GoDaddy.com). Then you should select a hosting service in many times you can use the same company that you bought your domain name from. WordPress.org is the number one blogging platform. You can also use TypePad or any other service that you find . Most hosting services will help you download whatever platform you want.

Here's a comparison between Self-hosted Wordpress and the free version.

	Wordpress.org	Wordpress.com
Hosting	You provide through a service i.e. Self Hosting	They provide
URL	Unique web address you can purchase	Your name.wordpress.com
Themes	Use anyone you want, can customize	Limited use, no customization
Costs	Depends on Hosting service and	
Advertising	Yes	No
Control	Full Control	Limited
Maintenance/Updating	Your responsibility to maintain and update	Wordpress does it for you
Plugins	Use any you want	Limited and no uploading
Backup	Your responsibility to backup	They manage it
SSL/Security	Your responsibility	They provide it

The key to building readership is to blog often. How often you blog will depend on the audience that you are seeking. Most working professionals won't want to read more than once a day. I have found at least weekly will suffice for working professionals.

For more information regarding blogging I recommend checking out Problogger.net; which is a site run by Darren Rowse. Darren is a prolific blogger out of Australia, who built a successful photography site with over 70,000 readers. He started Problogger.net to help new bloggers out.

Other Blogging Resources:

Tentblogger.com

CopyBlogger.com

Appendix

Glossary of terms

Term	Definition
Avatar	Your on-line image
Blog	Short for Web Log
Connection	LinkedIn term, people you are connected to
DM	Direct Message (Twitter Term)
Facebook	Social networking site
Follower	Twitter term, people who follow you
Foursquare	Location based social networking site
Friend	Facebook term, people or businesses your are connected to
Google Reader	Google application that allows you to subscribe to websites and blogs for ease of checking
LinkedIn	Professional social networking site
Microblogging	broadcast medium for blogging. Content is typically smaller than a regular blog
RSS	Really Simple Syndication
RT	ReTweet in Twitter
Social Media	media for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues
Tweet	User messages on Twitter
Twitter	Twitter is a website, owned and operated by Twitter Inc., which offers a social networking and microblogging service
URL	Uniform Resource Locator
Web 2.0	web applications that facilitate interactive information sharing, interoperability, user-centered design,[1] and collaboration on the World Wide Web

List of Resources

Michael Hyatt

<http://michaelhyatt.com/the-beginners-guide-to-twitter.html>

<http://michaelhyatt.com/how-to-use-google-reader-to-keep-up-with-your-favorite-blogs.html>

<http://michaelhyatt.com/what-are-they-saying-about-you-online.html>

Darren Rowse

<http://www.problogger.net/archives/2008/10/06/social-media-home-bases-and-outposts/>

<http://www.problogger.net/blog/>

My Top 10 Posts

[Do you have a Servant's Heart or a Slave's Mentality?](#)

[Absolute Values of Leadership](#)

[Leadership Big Bang Theory](#)

[Everyone Needs a Scarlett Moment](#)

[How to Plan Using Backwards Goal Setting](#)

[Insecurity Gone Wild](#)

[5 Mistakes Women Make when Leading Men](#)

[Feminine Leadership Part 2](#)

[Feminine Leadership Part 1](#)

[After the Choice is Made](#)

About Laurinda Bellinger

I am one of a four Sr. Project Managers in the Customer Service – Airports Division of Alaska Airlines. I have worked as a test engineer and process engineer for 3M and Motorola respectively. I maintain the Project Management Professional (PMP) certification.

I am a Michigan State University alum – GO GREEN! I've earned my Bachelor and Master of Science in Mechanical Engineering from there. I also started the PhD, but dropped out eventually. While in grad school, I worked with my younger brother in church and lead a campus bible study.

I love teaching. I believe teaching is a natural tendency for anyone who loves to learn. I read constantly. I love to learn new things and figure out the interconnectedness of all things; then share with anyone who will listen. I've taught workshops and been a guest speaker for the National Society of Black Engineers (NSBE), Society of Women Engineers (SWE) and local colleges/universities.

I've been blogging for over a year at LaurindaOnLeadership.com. I started the blog for African-American women. I share from my past and present life experiences. I blog about Leadership, social media, productivity, and anything else I believe helps people lead a better life. It's is my desire to see people “re-engineer” their thoughts towards leadership.

Disclaimer:

The opinions that I express here do not necessarily represent those of my employer, Alaska Airlines. The information I provide is on an as-is basis. I make no representations as to accuracy, completeness, currentness, suitability, or validity of any information on this blog and will not be liable for any errors, omissions, or delays in this information or any losses, injuries, or damages arising from its use.

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