SOCIAL MEDIA BRANDING AND PRIVACY

Women in Public Finance
Florida Chapter
#WPFFC

Dr. Kelli S. Burns
@KelliSBurns

University of South Florida
Kelli joined Facebook 13 years ago

See Your Memories ➔

TODAY MIGHT SEEM LIKE ANY OTHER DAY

Feb 15
Facebook "listening" claim denied

Jun 3, 2016 - Prof Kelli Burns has denied conversations via the microphones on iOS. It was reported that she had said key words. Prof Burns says there was a ...

Is Facebook listening? – Kelli Burns

Jun 6, 2016 - To be honest, I don't know what station, I shared my expertise about a tracking what you do on your phone. I can demonstrate isn't...

Facebook is using smartphones

https://www.independent.co.uk/tech/facebook-is-listening-to-user-voices...

May 31, 2016 - All the personal information. The feature has been available for a communication professor at the University. Burns has said that the tool ...

Is Facebook Eavesdropping on Their Users? - Snopes.com

https://www.snopes.com/f.../professor-claims-facebook-is-eavesdropping-on-their-user...

Jun 6, 2016 - Kelli Burns, a mass communication professor, was reported as saying that Facebook is listening to user conversations to better target ads.

Facebook doesn't eavesdrop on your phone. But it does spy on ...

https://www.washingtonpost.com/.../no-facebook-doesnt-eavesdrop-on-your-phone-b...

Jun 6, 2016 - Kelli Burns may go down in history — or at least in Google search — as the professor who claimed, definitively, that Facebook "eavesdrops" on its mobile users. Her comments, reported in a Tampa TV news segment two weeks ago, have sparked a global panic about corporate surveillance and personal ...

Have you ever suspected that Facebook is listening to your ...

https://thehackernews.com/2016/06/facebook-microphone-ads.html

Jun 3, 2016 - Have you ever felt Facebook is showing you very relevant ads about topics you're only...
We are CEOs of our own companies: Me Inc.
To be in business today, our most important job is to be head marketer for the brand called You.

TOM PETERS
WHY

- AUTHORITY
- CREATE A VOICE
- ATTRACT OPPORTUNITIES
A PERSONAL BRAND HELPS YOU DIFFERENTIATE YOURSELF BY COMMUNICATING YOUR UNIQUE VALUE PROPOSITION
STEPS FOR PERSONAL BRANDING

- Take Inventory
- Develop a Branding Plan
- Craft Your Identity
- Choose Tools and Channels
- Create and Share Content and Engage
Take Inventory

Review how you are presenting yourself on social media sites.

Google search and alert.
DEVELOP A BRANDING PLAN

Consider your personal goals.
# Craft Identity

**Source:** Karen Kang, Branding Pays

<table>
<thead>
<tr>
<th>Core Values</th>
<th>Strengths (Cake)</th>
<th>Personality (Icing)</th>
<th>Brand Image (Cake &amp; Icing)</th>
<th>Brand Promise (Cake &amp; Icing)</th>
</tr>
</thead>
</table>
| 1. Thought leadership  
2. Accountability  
3. Helping others | **Hard Skills**  
---Strategic marketing and planning  
---Market research and analysis | **Personality Attributes**  
---Dynamic and direct  
---Passionate  
---Personable with a sense of humor | **Brand Associations**  
---Patient access expert  
---Managed care marketing  
---Change management leader | **Rational Value**  
---Patient access thought leader  
---Managed care marketing strategist  
---Team performance |
| **What I love doing** | **Soft Skills**  
---People management  
---Team leadership  
---Adaptability  
---Cross-functional networking | **Type of leader, worker, friend**  
---Leads by example  
---Accountability is key  
---Mentors well  
---Honest | **External Image**  
---Professional, but warm appearance  
---Confident  
---Connected  
---Social and likeable | **Emotional Value**  
---Empowered by my leadership  
---Confident of results  
---Valued |
| **My life/career dreams** | **Expertise**  
---Patient access  
---Managed care marketing  
---Change management  
---Master's degree Health Services Administration | **Brand Metaphor**  
Ellen DeGeneres  
---Warm, witty, and smart  
---Comfortable in own skin | **Relationship Image**  
---Trusted partner  
---Willing to help  
---Puts others at ease | **Brand Experience**  
Patient access leader who builds and empowers teams to achieve results in a supportive environment |
CRAFT YOUR IDENTITY WITH A GREAT HEADSHOT

Smiling
Squinching
Asymmetrical Head/Shoulders or Head/Torso
Facing camera (or looking left)

Buffer: Best Profile Photo

Rebekah Radice @RebekahRadice FOLLOWS YOU
CHOOSE SOCIAL MEDIA BRANDING TOOLS AND CHANNELS

- LinkedIn
- Twitter
- Website/Blog
- Online Publishing or Podcasting
- Link Everything
LINKEDIN TIPS

- Great Headshot
- Description instead of title
- Compelling summary
- Personalized URL
- LinkedIn Header
TWITTER TIPS

- FOLLOW EXPERTS AND ENGAGE/SHARE
- PARTICIPATE IN TWITTER CHATS
- SHARE YOUR OWN CONTENT
- USE HASHTAGS
- CREATE LISTS
- TWITTER BANNER
WEBSITE TIPS

- Wordpress
- Squarespace
- Wix
- Get Your URL
- Bio
- Resume
- Accomplishments
PUBLISHING AND PODCASTING IDEAS

- LinkedIn
- Publishing and Posts
- Slideshare
- Guest Posting
- Pitch to Syndicators
- Engaging Podcast Content
CREATE VISUAL CONTENT

Canva
Powtoon
Slidebean
Adobe Spark
Haiku Deck
MAKE BRANDING PART OF YOUR LIFE

INCLUDE IT IN YOUR TO-DOLIST

READ ARTICLES, STAY UPDATED

ALLOT TIME FOR IT IN YOUR SCHED
WORRIED ABOUT ONLINE PRIVACY?

SHOULD YOU #DELETEFACEBOOK?
SOCIAL MEDIA PLATFORMS DO NOT EXIST TO CONNECT PEOPLE TO ONE ANOTHER, BUT TO COLLECT YOUR DATA AND USE IT TO SERVE YOU ADS OR PROVIDE IT TO THIRD PARTIES.

WE GET FREE ACCESS TO A PLATFORM TO SHARE OUR LIVES AND CONNECT WITH FRIENDS ALL OVER THE WORLD, BUT WE ARE BASICALLY SELLING OUR SOUL TO FACEBOOK IN EXCHANGE.
STEPS FOR PROTECTING PRIVACY ON FACEBOOK

- Facebook Settings: Apps
- Facebook Settings: Ads
- Facebook Settings: Privacy
- Don't do quizzes that reveal info or use apps that access your photo
STEPS FOR PROTECTING PRIVACY ON PHONES OR WHILE BROWSING

PHONE SETTINGS:
PRIVACY/LOCATION

PHONE SETTINGS:
LOOK AT APPS

FIREFOX FOCUS
(PHONE APP):
SETTINGS/BLOCK TRACKERS

CREATE NEW LOGINS FOR SITES
THANK YOU

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