



**MENTOR•HER**

# MARKETING YOURSELF

USING SOCIAL MEDIA TO BUILD  
YOUR IMAGE

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**PUBLISHED ON**  
WEEK FOUR

**FOR**  
CLIMBING THE CORPORATE  
LADDER

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# INTRODUCTION

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Welcome to Week Four of Climbing the Corporate Ladder Mentor Her Programme. Last week, we looked at making a plan to get to your next level. Our last point of this manual was about Connecting and finding the right decision makers to help you get ahead. Next week, we'll be delving in deeper about how to position yourself as the best woman for the job by perfecting your personal pitch. This week, we'll be looking at ways you can make those important connections online by taking advantage of social media.

In 2020, the corporate world changed drastically with the restrictions on business travel, the lack of people in offices and events around the globe. Suddenly it didn't matter how strong your handshake was or how early you got into work, your diligence to attend every networking event or dress well in interviews no longer matters. In the age of offices becoming Zoom calls and meetings becoming chat rooms, your ability to move up and progress your career has also taken a hit. Whether you've already started your career or desire to begin it, we want to give you some ways that you can still be growing your career even if you're at home. By bringing your corporate, ambitious spirit online and representing yourself in a way that benefits you to make connections over the interwebs, you might just be able to continue to progress in this new, unfounded world.

## YOUR ONLINE IMAGE

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The first thing to do when becoming a professional version of yourself online is to know how to portray yourself, how to build your profile and how to interact with people over apps. To begin with, you need to understand what works and what doesn't work. As the corporate woman boss you are, you want to be putting your best self forward. That means, only letting the corporate world see the two best sides of you: your LinkedIn and your Twitter.

Executives in your current or dream company don't need to know what your dream NYC apartment looks like through Pinterest, or whether you were funny in your latest TikTok challenge. They also don't need to see Facebook photos of you in Malaga in 2019 or how you had a boozy night in on a Tuesday through Instagram. That's why you're not going to give your HR department your social handles or discuss what kind of aesthetic you are going for online. It's time to set those accounts to private or- at most- don't make yourself too searchable if someone was to try and get a better impression of you by looking up your full name.



The two online profiles that you definitely need to have in furthering your career through your image online is:



**LINKEDIN**

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LinkedIn is the world's largest professional networking platform where you can connect with people in your current or dream company and interact with some of the biggest names in business online.



**TWITTER**

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twitter

Twitter is the self described micro-blogging and social networking service that's popular with anybody who wants to share an opinion, insight or funny tidbit.



# YOUR LINKEDIN PROFILE

In order to get the most out of your LinkedIn profile, here's some pointers on how to make sure you're presenting your best self on the platform.



## YOUR PHOTO

It might seem a bit obvious, but your LinkedIn profile photo is one of the most important factors in giving people the best impression of you. That means: no selfies, no group photos with everyone but you cropped out, and most importantly, professionally dressed. Your headline photo on LinkedIn should be something non-assuming and neutral so that it doesn't take away from your profile.

## YOUR HEADLINE

Your LinkedIn headline is one of the most visible sections of your LinkedIn profile. Not only does it stretch across the top of your profile page, it also introduces you on newsfeed posts among others. Whether it's being viewed by your business contacts or a recruiter, your LinkedIn headline is key to making a positive impression and explaining exactly what you bring to the table. Your headline should look something like this:

Cerise [redacted] 2nd  
Digital Strategy | Performance Marketing | Paid Media |  
Content Optimization & SEO | Acquisition & eCommerce |  
Mar-Tech

## YOUR SUMMARY

The summary or About section of your LinkedIn profile is an important piece to show people what you care about and what your story is. Come back to this after next week's manual, how can you show off your Personal Pitch here? Is there a way to make this section a story, that can show your experience/uniqueness/ability to get the job done? If you want to do some research in the meantime see Hubspot's article [here](#).

## YOUR EXPERIENCE

Your LinkedIn Experience should include everything that you would on a resume. You should include the full title of your work and link back to the present or past company that you work(ed) for. You should write 2-3 sentences of what the job entails including some facts and figures using action words like managed, led, grow, reduced, saved etc.

**Your Education, License & Certificate and Volunteer Experience should continue in the same way**

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# YOUR LINKEDIN PROFILE

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## SKILLS & ENDORSEMENTS

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Including specific skills on your LinkedIn profile is a great way to showcase your abilities. They're a simple and effective way of building your professional brand and engaging your network. Once you've added a skill to your profile, they can be validated by 1st connections to reinforce their weighting. These are called skill endorsements, which are different than recommendations. When a connection endorses your skills, it contributes to the strength of your profile, and increases the likelihood that you'll be discovered for opportunities related to the skills you possess. Who do you know that could endorse your skills from your current or previous jobs?

## RECOMMENDATIONS

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If you have someone in a professional sphere who's recommendation will add to your profile on the network, you should politely request one. Recommendations should come from people in the professional sphere, whether that's a colleague or a manager past or present. If you're just out of university, consider lecturers and tutors or people who you connected with during your time at college. It's a very simple thing to request from someone, especially in a time of Covid when people are on their computers a lot more than usual.

## THE NEXT THING TO DO IS... CONNECT!

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Growing your circle on LinkedIn is the most important thing you can do towards building a network of people around you. As you might know by now, LinkedIn will only allow you to connect with some people and not everybody. As you grow your circle, your potential connections grows larger so that when you identify the person you need to connect to within a company, you'll be able to connect with them immediately.

First, connect with anybody you might know from your day to day. Whether that's your uncle who runs his own business or your neighbour who works in Google. Then, move on to your peers- add everyone you remember from college- or scour your Facebook friends for people who you might have met from your gap year travelling Asia.

If you're in a company, you should connect with everyone and anybody that you have met and begin to grow your network outside of your department, to executives and board members to anybody that will have you!



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# POSTING ON LINKEDIN

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Posting on LinkedIn is similar to Facebook, as it offers a wide range of content including text posts, video, images, polls and articles.

Sharing relevant blog posts and articles is a great opportunity to share things with your professional network. Any time that you share on LinkedIn, you should be adding your own comments and encouraging people who might see your post to engage with you by asking questions.

If you want to show your resourcefulness and/or commitment to your potential decision makers through LinkedIn, you should consider creating your own content, whether that's articles about your opinions or your industry at large, video tutorials or images demonstrating your product or service. Any post that you have that is your own content, you should brainstorm as to whether you have any associates you can tag in the post, and use relevant hashtags that new connections might be able to find you by like #irishbusiness, #womaninbusiness etc.

## ENGAGEMENT

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Commenting and liking other people's posts on LinkedIn is an excellent way to show people that you care about their journey and you're committed to helping them at any stage you can. Always connect and support the people that you actually know before attempting to connect with people who might be right outside your circle. Reacting to posts is definitely the safest way to go, but if your connections are getting hundreds of likes on their posts, commenting might be the best way to stand out. When you're commenting on other people's post, try to add value to the conversation and encourage a comment back instead of offering just praise.

## ALWAYS CONSIDER THE "WHY"

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Whether you're sharing an update, quoting an article, telling a story or posting a video or photo, always consider the "why". What are you trying to achieve by sharing this with your professional network? It could be that you want to position yourself on a certain issue or demonstrate that you are determined to complete the task at hand, maybe you want to show your leadership, resilience or generosity. Always consider whether making a post or a comment on a particular post will have the effect that you desire it to have and that this effect will be beneficial in advancing your career overall.





# YOUR TWITTER PROFILE

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Twitter has grown in recent years to become a platform of intense conversation, discussion and debate. Unlike the image-based sharing on Instagram or the personable aspects of Facebook- Twitter lets you say anything you want and anyone can see it. This open nature is Twitter's most unique quality. While you can have conversations with your friends or connections on Facebook and LinkedIn, not everyone can join those conversations. Since posts on Twitter are generally public (unless you choose to set your account to private), the reach of the conversation is much greater. Because users can see what others are talking about, the ability to jump into a conversation that is relevant and interesting is not only acceptable, it's expected. That feature is still distinctive to Twitter. If you want to get in front of someone, you need to do something different from everyone else. And more importantly, if you want them to remember you, you need to make a meaningful impression.



## YOUR PHOTO & NAME

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Like LinkedIn, your profile photo on Twitter is an important factor in giving people the best impression of you: it should be clear and professional, if you have a perfect head-shot for LinkedIn there's no harm using it on Twitter, too! On this app, you have the ability to choose your own username. Although the teenager inside you already wants to have something creative and interesting, listen to the mature woman and go with some derivative of your full name so that you can be found easily on the app. It's also best not to include anything in your username that can change in the future: like the year, your age, or your current job title.

## YOUR HEADLINE

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Similarly to LinkedIn, the 160 characters at the top of your profile can let people have a lot of insight into who you are. To turn your Twitter into a professional version of you, it should include information similarly to LinkedIn, like your current job title and the name of your company, don't forget to @ the company in your bio so that you can be easily found.

## BECOME THE NEW YOU

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Considering that you probably had a Twitter before now and you need to either update it or make it your professional profile, there may be a bit of housekeeping that's needed. If last week you were tweeting memes, the little annoying things your boyfriend does or your irritation at people walking slow in the street- it's time to hit delete. You want to be the cool, professional version of you, it's time to put the old Her away and become the new She.

Look at your Twitter objectively, look at your most recent "Tweets and Replies", "Likes", and "Media". What does this say about you? Does it show off your best qualities or would you be better off cleaning it up a bit to make it feel more professional?

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# POSTING ON TWITTER

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To be active on Twitter, it's recommended that you post 5-10 tweets a day. Research shows that posting a lot of tweets won't lose you followers, so you can go far beyond the recommended 10.

To maximize your posts, Twitter recommends:

- 1 or 2 hashtags per tweet
- Use video and images as much as possible
- When you're posting images the recommended aspect ratio is 16:9.
- Take advantage of Twitter's insights and analytics to continuously test what works best for you
- Engage with your others for feedback through conversations and polls.
- Use interesting, funny, stylistic and interactive tweets.

## WAYSTOPOST

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The first thing to do when posting on Twitter is to ensure that people are viewing the person that you want to **be**. You made a professional Twitter account to show yourself off to the world so that's exactly what you need to do! Think about the qualities you would nurture in an interview, like diligence, ambition, honesty, integrity, or professionalism and how you can bring this into your day to day tweets. Leverage Twitter and display skills by commenting on tweets relevant to your industry. Look for major and local companies and follow their posts and chime in from time to time with your own ideas.

Unlike LinkedIn, Twitter is all about you and your day to day. You can keep it professional whilst also sharing tidbits and moments from your week. Utilizing opportunities like live-tweeting events relevant in your industry can help popularize you with your followers. Your interests will be important part of displaying yourself as a professional on Twitter. Don't retweet, like or engage with tweets that might be controversial, or inappropriate. You should be following the right people back and engaging with them, commenting on their tweets and sharing your opinions.

## MAKING THAT CONNECTION

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If you have identified a decision maker in your company or someone that you feel would be able to get you to that next step in your career. Whether it's on LinkedIn or Twitter- send a connection request, or press the follow button. It might be inappropriate (and awkward) for you to request a meeting with someone who you don't know, so the next best thing is to put your best self forward and engage with them. On either LinkedIn or Twitter this can include, liking their posts, engaging in discussion and conversation and always being there to support them at any moment. By helping them (in the little way that you can), you'll elevate yourself and when the time comes to have a discussion or request a meeting, at least then they'll know your name!

Next Week

MENTOR•HER

# YOUR PERSONAL PITCH

HOW TO SELL YOURSELF TO  
EMPLOYERS

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WEEK FIVE

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