

PwC Channel Islands

Professional Social media task

October 2020



Agenda

1. Why social media matters?
2. Some important social media 'Do's and Don'ts
3. Tips on creating the 'Perfect Profiles' on LinkedIn and building a network of good quality connections
4. Building your online brand
5. Twitter: introduction



1

Why

social

media

matters

Why social media matters?

...is the average time spent on social media platforms daily

2 hr 23 mins

...of a business's social media leads are generated via LinkedIn

97%

...a week on average spent by people online

24-40 hrs

...of YouTube content is viewed each day

500 million hrs



Learn by listening

We know people are talking about us... how can we best tell our own story?

- We've to engage with our clients, our people and our communities.
- We need to join the discussions they initiate as well as our own.
- We need to know how to respond.
- How do you find out more about somebody you are about to meet?



Empowering you to use social media

Take advantage of the professional opportunities available using these platforms...



Build your brand

Social media provides a platform for you to share your views and expertise. Demonstrate your professional knowledge and build your personal brand by providing insight and analysis on current events taking place within your industry.



Access thought-leadership

Social channels are often an excellent source of topical analysis and opinion. Twitter and LinkedIn, in particular, are used by industry leaders to comment on current events and breaking news. Keep up to date using your social media channels.



Expand your network

People readily form into communities on social media, whether by using hashtags or joining groups. Entering into relevant communities could be an excellent opportunity to grow your business network and find future clients or hires.



Find answers

Utilise the wisdom of crowds. If you're looking for a way to poll opinions or just a useful tip on where to find something, Twitter, Quora or Sina Weibo could be the answer. With so many specialisms represented, even niche questions can find an answer.

2

Social

Media

‘Do’s &

Don’ts

Some social media Do's

Consider who you connect with

You could end up publicly endorsing some and alienating others. Your online networks are also a reflection of you and your firm.

Review your content

Always think twice before pressing 'send'. Every word matters (personally and professionally) and will be retained and discoverable. If in doubt, ask a friend/ colleague for their opinion. Respond quickly to correct any mistakes in your comments or postings.

Find the right balance

Social media tools should be used in moderation, so make sure you find the right balance between networking for work purposes and using social media for other commitments.

Check for copyright

Understand whether you have rights to link or post certain content (think about copyright or fair use laws).

Understand your digital footprint

You have no control over information once it's live. Remember that your instant messages, tweets and conversations in public forums can be recorded, intercepted and/ or saved and sent via email.

Protect your own privacy

Create strong passwords. Frequently check your personal privacy settings – they change rapidly. Limit the amount of personal information you share.

Some social media Don'ts



Don't get technical

Avoid providing advice, which is, or could be considered to constitute the provision of professional services – this includes answering technical questions.

Don't endorse anyone or anything, give it some thought first

Don't use your firm's equipment to disseminate or download unlicensed materials such as software, music and movie files.

Don't compromise client or colleague relationships

Don't share pictures or information about your colleagues or others associated with your firm without their permission.

Don't publish internal or sensitive content

Doing so could result in you landing in hot water. Make sure nothing you post is private and/ or confidential. And refrain from discussing sensitive topics.

Don't hinder your personal or company brand

Always remain professional in what you're sharing or engaging in. Make sure you're following your company social media guidelines and brand policies.

Don't appear unprofessional

Don't use inappropriate language, make derogatory statements or post comments that could be read by others as being hurtful. Also, don't post, share and associate yourself with inappropriate materials or arbitrary content.

3

Making

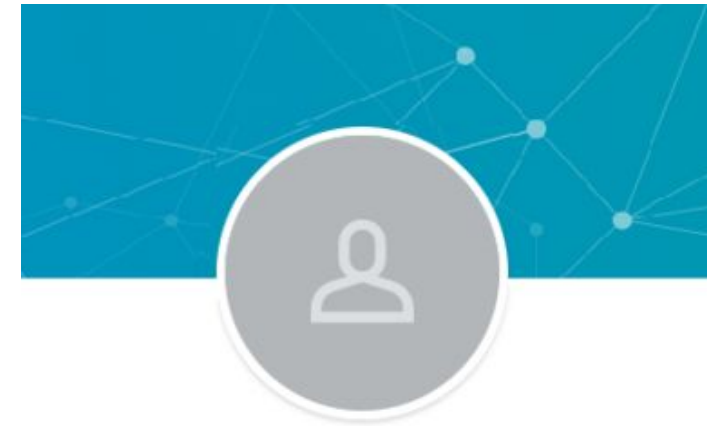
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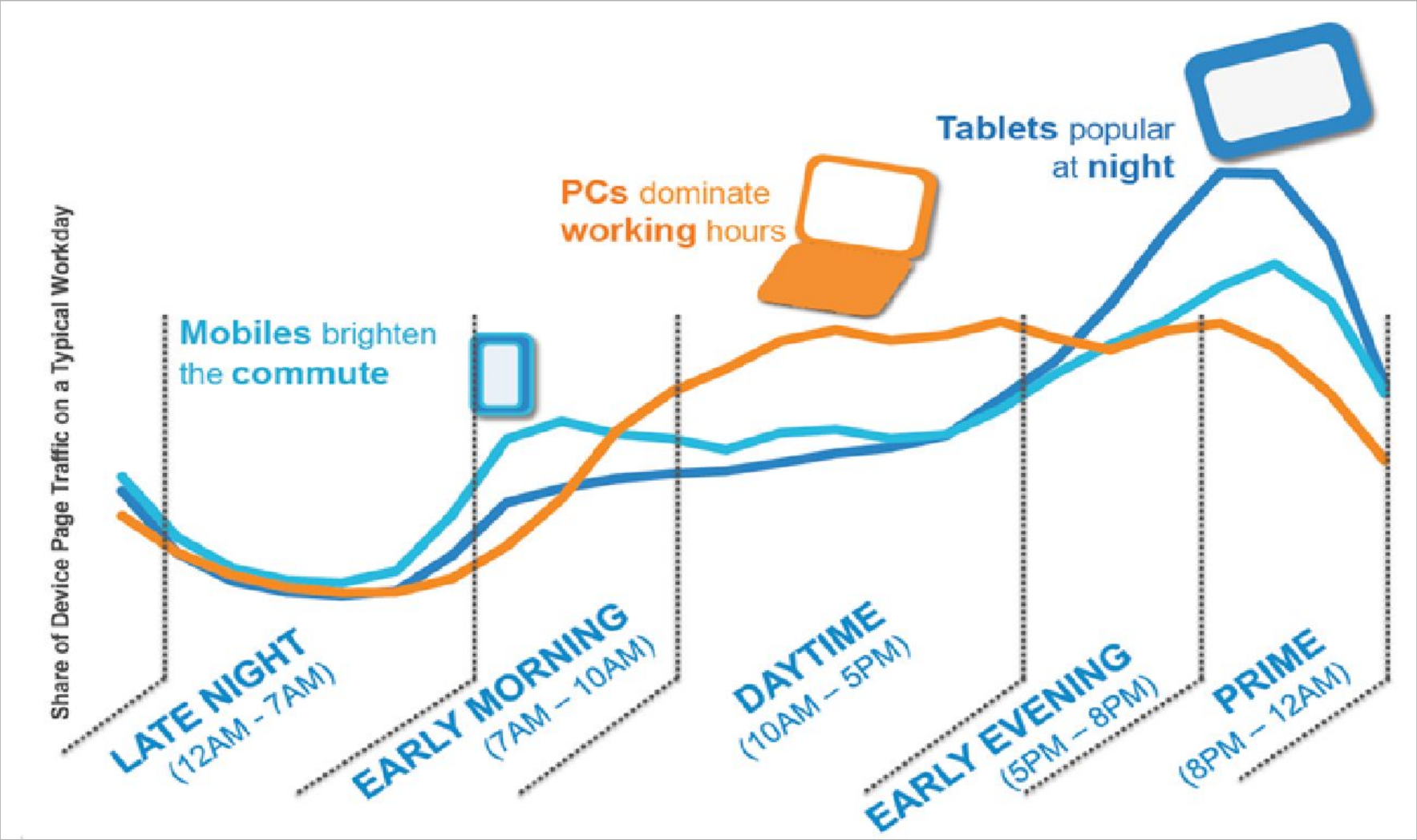
LinkedIn

LinkedIn stats

- **80% of B2B leads** come from LinkedIn vs. 13% on Twitter and 7% on Facebook.
- Members who include a profile photo receive 21x more profile views and up to 36x more messages.
- Professional content gets 15X more content impressions than job postings with 57% consuming content on mobile.
- LinkedIn makes up more than 50% of all social traffic to B2B websites and blogs.
- In 2019, 90 million LinkedIn users were senior-level influencers, and 63 million were in decision-making positions

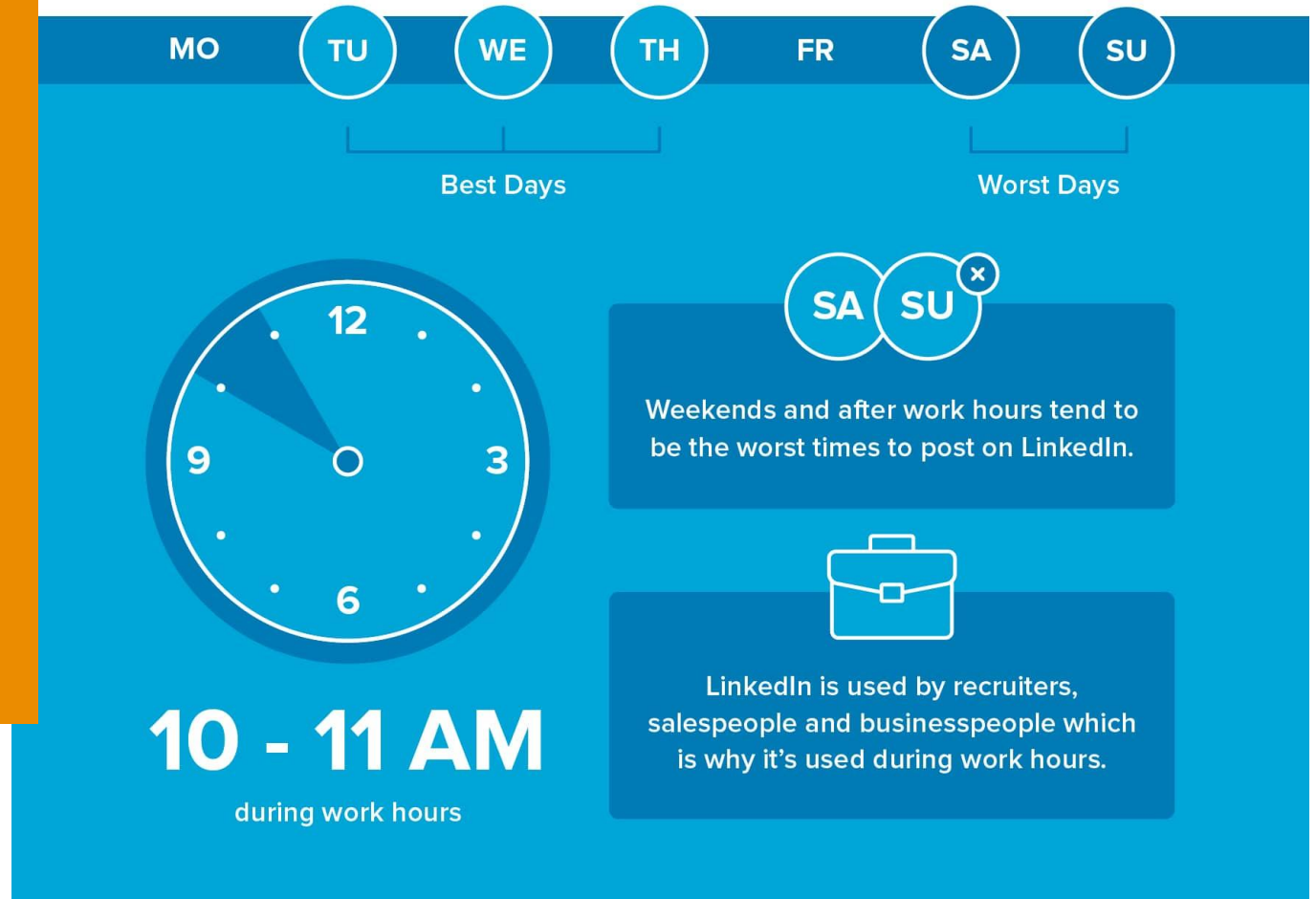


Key times online vs device preferences



Best Time to Post on LinkedIn

It's good to know when you'll get the best reach.



Key benefits and content



Thought Leadership

Broaden your own network

Business development

Build advocacy

Industry insights

Ask a question

Your career updates

News, events and articles



Some LinkedIn Do's

Be honest

Your profile should be an honest reflection of your past working history. Being 'creative' with your professional experience is guaranteed to have a negative impact on your credibility.

Follow businesses

Keeping up to date with different businesses in your industry will help you to keep your finger on the pulse of the latest news and innovations from competitors.

Write personal invites

When inviting someone to connect, send a personal invite rather than stock text. This will qualify why you want to connect with that person and show you've taken time to consider them.

Join groups

Having a voice in groups from your area of expertise will help you build a credible profile as an influencer within your sector.

Stay active

Staying vocal and active will show your enthusiasm, confidence and reliability. It will also help you to be a go-to source for anyone wanting tips, news and more from your industry.

Recommend and endorse

Endorsing and recommending those you've worked with will often encourage reciprocation. These will validate your skills when people are observing your bio.

Start/ Join discussions

Get involved with discussions in your group, opening you up to conversations with other users. You may even learn something new along the way.

Fill out your profile

All your work producing insightful posts will be less impactful if your profile isn't up to date. Keep yours current and fill out as many sections as possible.

Some LinkedIn Don'ts



Don't be inappropriate

LinkedIn is a professional environment and it should be treated as such. Professional language should be used at all times when on the platform.

Don't accept just anyone

Make sure you take time to consider who you're accepting on LinkedIn. Consider whether you know them already and if not, why are they adding you.

Don't be negative

Taking a negative tone in a public forum can have an impact on your position as a thought leader. If you disagree with someone's point, be constructive when countering what they are trying to say.

Don't leave your profile dormant

Leaving your profile dormant will look untidy and won't show your latest exploits, which may stop a new business connection from taking the next step in contacting you. Keep it up to date.

Don't send impersonal messages

If you're sending messages to a number of individuals on a similar topic, don't send out a blanket mail. Take time to personalise each message and take care over what you're communicating.

Don't share confidential information

There may be company operations that are strictly confidential. Be sure to strictly avoid sharing any sensitive information through your social channels.

4

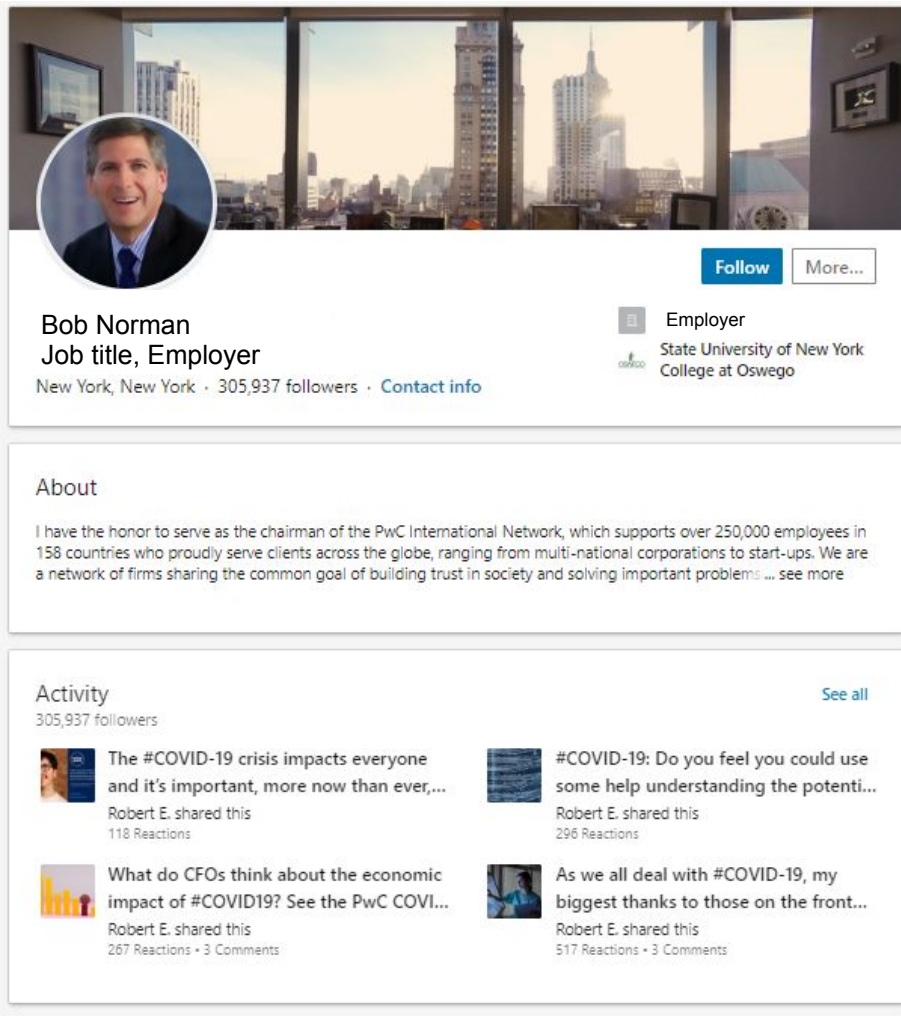
Creating

perfect

LinkedIn

profiles

Perfect profiles: LinkedIn



The screenshot shows a LinkedIn profile for Bob Norman. At the top is a wide cover photo of a city skyline at sunset. Below it is a circular profile picture of a man in a suit. To the right of the profile picture are 'Follow' and 'More...' buttons. Below the profile picture, the name 'Bob Norman' is displayed, followed by his job title 'Job title, Employer' and his location 'New York, New York'. To the right, it says 'Employer' with a building icon, followed by 'State University of New York College at Oswego'. Below this is the text '305,937 followers · Contact info'. The 'About' section contains a paragraph: 'I have the honor to serve as the chairman of the PwC International Network, which supports over 250,000 employees in 158 countries who proudly serve clients across the globe, ranging from multi-national corporations to start-ups. We are a network of firms sharing the common goal of building trust in society and solving important problems... see more'. The 'Activity' section shows four posts shared by Robert E., each with a small image and text about COVID-19, with reaction counts.

The perfect LinkedIn profile should have:

- A cover photo (be careful of adding anything unprofessional) and professional photo
- Name, location and current employer/ employment status
- Work experience/ history with detailed descriptions
- Activity: liking and sharing posts on LinkedIn as well as creating your own posts
- LinkedIn Groups: join some relevant LinkedIn groups in the sector you're working in or hoping to work in
- An About section - this is a short bio about yourself and professional experience, or anything that makes you stand out that you might mention in a job interview.



Perfect profiles: LinkedIn

Using what you know about how to create a good LinkedIn profile - split up into teams and rate how well the Rock has set up his LinkedIn Profile and give him some pointers on what he can improve on.

Click to the next slide to see his profile.





dwayne johnson 3rd
the rock
United States

dwayne johnson
 See contact info
 25 connections

Connect

I will select a winner for today. Fast registration of your name by downloading my latest movie skyscraper 2018 Rampage,jumanji or all movie in here .. <http://bit.ly/2KGP2ec>
 .. there are still many empty slots ,, for you who downloaded my movie has a great chance to win it ... g...

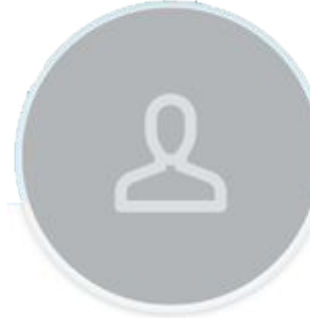


Show more

Experience

Model Actor
dwayne johnson
Aug 2018 – Present · 9 mos

The (not-so) perfect profile pictures



Split into teams and rate the best to worst LinkedIn Cover photo.

Perfect profiles: LinkedIn




Make sure your profile picture is professional.

- Dress to impress (Smart Shirt/ Blouse and blazer)
- If you have a professional photo from your employer use that
- If not make sure you're against a plain background and take a headshot
- Avoid selfies or pictures on a night out either.

About section - need help?

Profile Strength: **Intermediate**



See what your summary could look like
Writing a summary can be hard. That's why we've created one to get you started.

See summary

Review your summary

Here's a suggestion based on your accomplishments

Experienced Managing Director with a demonstrated history of working in the management consulting industry. Skilled in Guest Lecturing, Corporate Communications, Management, Report Writing, and Business Relationship Management. Strong business development professional with a ACCA focused in Accounting from ACCA.

Add to profile

Note


If you don't have an About section on your profile click the Profile Strength block and you'll get a generated example pulled from your individual information.





LinkedIn features

Include *relevant* attachments to your LinkedIn profile E.g presentations, videos and publications.


****Don't add any client or sensitive information**

Matthew Lieberman · 3rd 
CMO - US/Mexico at PwC
Los Angeles, California · 500+ connections · [Contact info](#)

[Message](#) [More...](#)

 PwC
 University of Southern California - Marshall School ...


Highlights

 Reach out to Matthew for...
Probono consulting and volunteering, Joining a nonprofit board.

[Message Matthew](#)

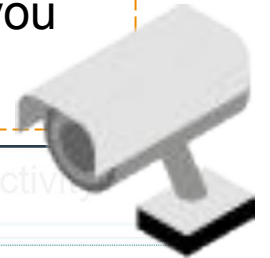
About

Matthew is the CMO of PwC US/Mexico and is an innovative executive at the crossroads of marketing, media, and technology.

 [pwc](#) +18

Browse privately

If you need to check a client or colleague on LinkedIn, check your profile viewing options to make sure they don't get notifications that you have viewed their profile.



Account

Privacy


How others see your LinkedIn activity

Profile viewing options


Choose whether you're visible or viewing in private mode


Select what others see when you've viewed their profile


Your name and headline

 **Jade Conneely**
Digital Marketing Executive at PwC Channel Islands
Marketing and Advertising

Private profile characteristics

 Someone at PwC Channel Islands

 Private mode

 Anonymous LinkedIn Member

LinkedIn features (Cont)



Account Profile viewing options **Privacy** Ads Co

Choose whether you're visible or viewing in private mode

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding




Manage active status
Choose who can see when you are on LinkedIn

Share job changes, education changes, and work anniversaries from profile
Choose whether your network is notified


Do you want your network to be notified of your work anniversaries and changes to your profile? [Learn more](#)

No

Notifying connections when you update your profile
Choose whether we notify people in an article or blog post

  **ACIM has recently updated their location to Jersey** 

[Message](#) 15h

 Be aware that if you're updating your profile with the feature on - your audience will get notifications for every update, including typos and amends

LinkedIn blogs

Build a Startup* nails them all.

Am I checking email during the video lectures? ✓

Udacity courses are composed of short videos of around two to three minutes, grouped into lessons. Each video in "How to Build a Startup" is packed with information. I'm rarely tempted to surf the internet during the videos—I'm too worried I'll miss something. Steve Blank is an engaging lecturer, and the videos are supplemented with helpful drawings. This course passes the email test with flying colors.

Do the assignments require serious thinking? ✓

Call me a masochist, but when I take an online course, I want to work. I respect rigor, and I would happily take a difficult problem set over a fluffy forum assignment any day. Unlike courses such as finance, accounting, or economics, the material in "How to Build a Startup" doesn't lend itself easily to problem sets. Nonetheless, the instructor has found ways to design assignments that require the student to really engage with the material, primarily through testing hypotheses by speaking with potential customers. If you manage to do all the assignments, you will have given some serious thought to your business plan, and you can't help but learn a thing or two in the process.

Is there a practical application for what I've learned? ✓

I like to take courses with an obvious real-world application. I'll admit, I'm biased toward courses with the words "How To" in the title. For my purposes, a good course should do at

Reading Ease

Flesch Kincaid Reading Ease

Reading Ease	Avg. LinkedIn Views
Difficult	13,519
Easy	20,378
Fairly Difficult	14,834
Fairly Easy	15,541
Standard	18,230
Very Confusing	10,341

Social Media PwC

What makes blogs different?

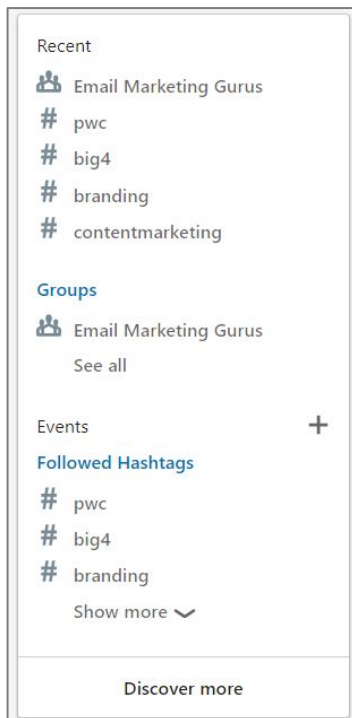
- Longer content
- More in-depth
- Discussing topics/trends in industry

Tips

- Titles between 40 and 49 characters long perform well
- Add images
- Don't over complicate your language, keep it simple and reader friendly. Avoid tech/finance jargon
- Break points down into categories/lists
- How-to posts perform better
- Posts between **1900 and 2000 words**
- Blogs don't have to be original content written by you, they can be long form content responding/commenting on an article

LinkedIn Groups

1. Where to find suggested groups and hashtags to follow
2. Check and follow/ join groups from other thought leaders in your area
3. Example of groups



Recent

- Email Marketing Gurus
- # pwc
- # big4
- # branding
- # contentmarketing

Groups

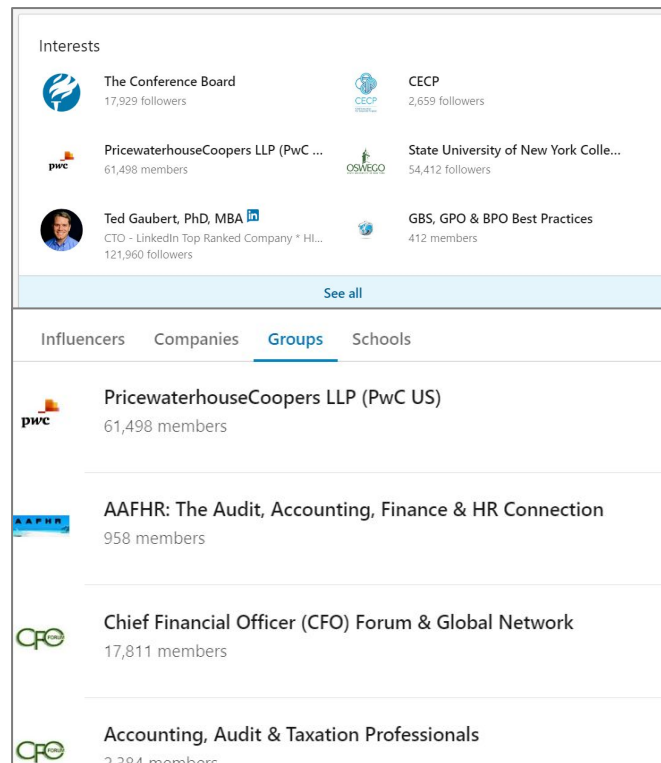
- Email Marketing Gurus
- See all

Events

Followed Hashtags

- # pwc
- # big4
- # branding
- Show more

Discover more



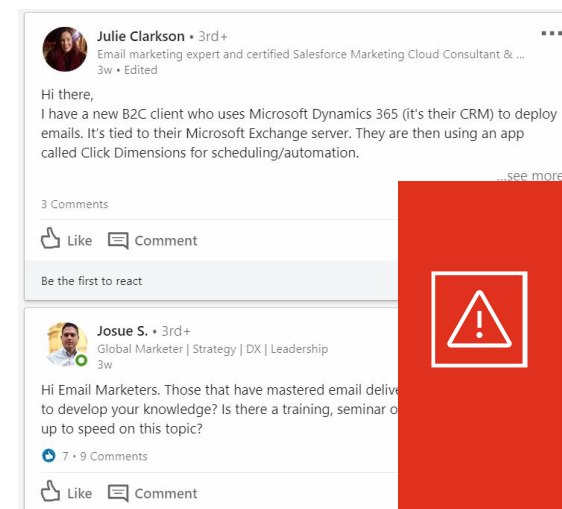
Interests

- The Conference Board (17,929 followers)
- CECP (2,659 followers)
- PricewaterhouseCoopers LLP (PwC ...) (61,498 members)
- State University of New York Colle... (54,412 followers)
- Ted Gaubert, PhD, MBA (121,960 followers)
- GBS, GPO & BPO Best Practices (412 members)

See all

Influencers Companies **Groups** Schools

- PricewaterhouseCoopers LLP (PwC US) (61,498 members)
- AAFHR: The Audit, Accounting, Finance & HR Connection (958 members)
- Chief Financial Officer (CFO) Forum & Global Network (17,811 members)
- Accounting, Audit & Taxation Professionals (2,294 members)



Julie Clarkson • 3rd+
Email marketing expert and certified Salesforce Marketing Cloud Consultant & ...
3w • Edited

Hi there,
I have a new B2C client who uses Microsoft Dynamics 365 (it's their CRM) to deploy emails. It's tied to their Microsoft Exchange server. They are then using an app called Click Dimensions for scheduling/automation.

3 Comments

Like Comment

Be the first to react

Josue S. • 3rd+
Global Marketer | Strategy | DX | Leadership
3w

Hi Email Marketers. Those that have mastered email delivery to develop your knowledge? Is there a training, seminar or up to speed on this topic?

7 • 9 Comments

Like Comment



Spam alert
Don't post the same comment into more than 2 or 3 groups as your network will get notified.

5

Twitter:

an introduction

Twitter: Introduction

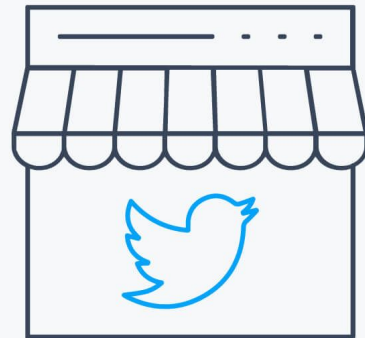


Twitter Popularity Among B2B Marketers

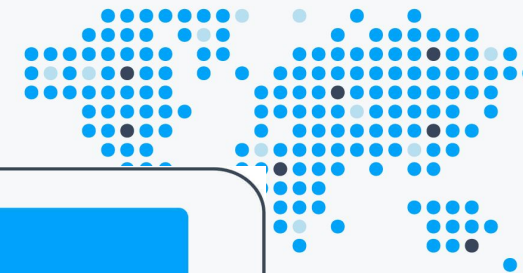
67%

of all B2B businesses are **using Twitter as a digital marketing tool.**

(Statista, 2018)



Number of Twitter Users



Twitter has **330 million** monthly active users, and **145 million daily active users.**

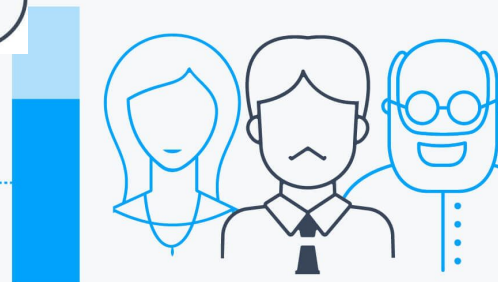
(Twitter, 2019)

Twitter Demographics: Age

63%

of Twitter users is between **35-65 years old.**

(Thevab, 2018)



Twitter: Introduction

According to Twitter, 9% of tweets in English hit the character limits.

Twitter character limit: 280

Otters otters otters otters otters otters otters
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**This is a limit not a rule





Twitter: Introduction


 **WaterAid UK** 
@WaterAidUK



Water, by Olivia Taylor 



Water is pure,
Water is natural,
Water is healthy,
Water can help all



Water is simple,
Water is free,
Water can help the lives,
The lives of you and me #280characters #NationalPoetryDay
#nationalpoetryday2017




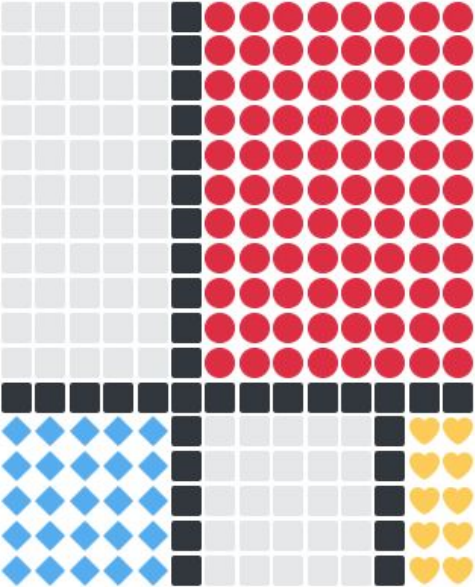
 WaterAid



 42 3:28 PM - Sep 28, 2017 



 19 people are talking about this 

 **Google Arts&Culture** 
@googlearts

#280characters #Mondrian



 236 9:28 AM - Sep 28, 2017 

 140 people are talking about this 

 **Channel 4** 
@Channel4

BREAKING: The world's problems will not be solved by arguing with strangers on Twitter. We'll update you when we have more on this story.

UPDATE: The world's problems will still not be solved by arguing with strangers on Twitter, even with 280 characters to play with.

 7,513 10:11 AM - Sep 28, 2017 

 3,876 people are talking about this 

Twitter: Introduction

Zak Toscani @zaktoscani · Mar 29, 2018
Co-worker got his lunch stolen and they've agreed to let him watch the security camera tape. This is the most excited I've ever been at any job ever. Ever.

Zak Toscani
@zaktoscani

The lunch in question was shrimp fried rice which means this escalates from a misdemeanor to felony no doubt

71.3K 8:14 PM - Mar 29, 2018

4,918 people are talking about this

Zak Toscani @zaktoscani · Mar 30, 2018
Replying to @zaktoscani
Unbeknownst to the guy and the woman, I just ordered 3 shrimp fried rice plates for lunch and will be hand delivering them

Zak Toscani
@zaktoscani

She took the fried rice from me with a big smile on her face. She's eating it and loving it. This is utter ruthlessness

37.8K 6:43 PM - Mar 30, 2018

2,117 people are talking about this

Zak Toscani @zaktoscani · Mar 30, 2018
Replying to @zaktoscani
I'll keep updating if anything else occurs but all I can say is that EVERYONE in the office from the janitor to the founder knows what she did. She now carries an invisible scarlet letter

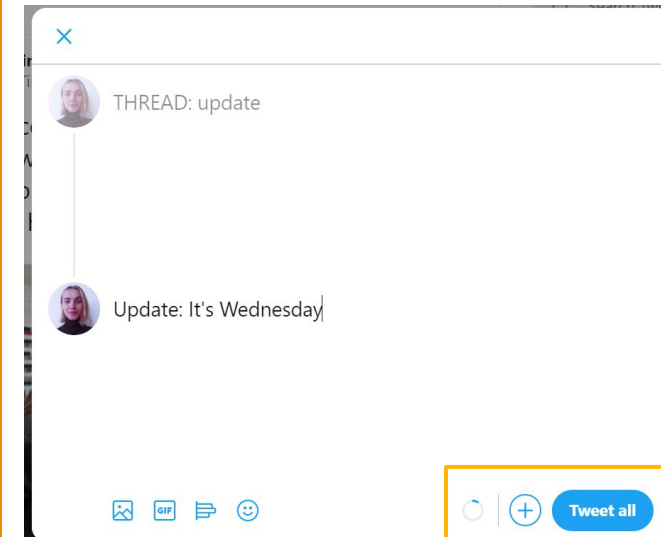
Zak Toscani
@zaktoscani

This is real. This is happening. We know who did it but we don't know why. It's a post production company so we're in fact open today. She's been sitting 3ft from me this whole time

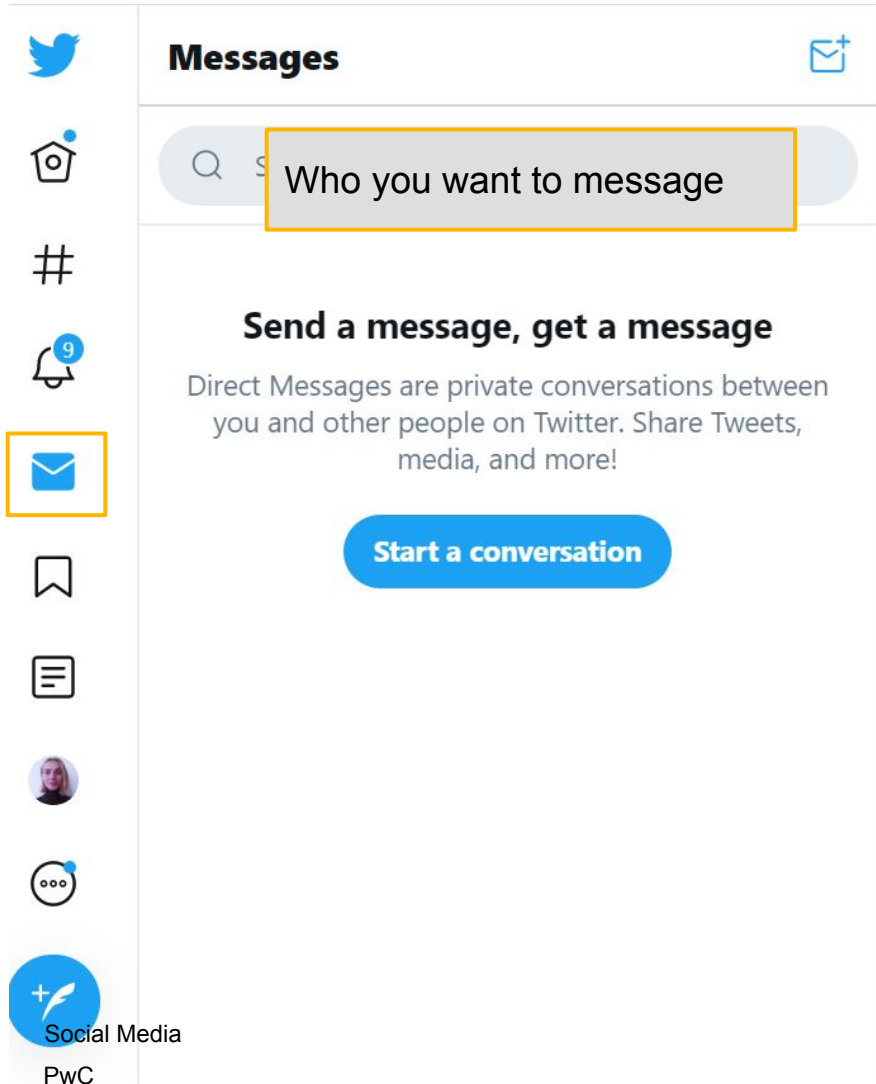
35K 5:42 PM - Mar 30, 2018

2,061 people are talking about this

- Tell a story
- Keep your audience engaged
- Spark discussion
- Document a live event
- Create a thread by simply clicking the + button on your tweet before posting



Twitter: Save it for the DMs



You don't have a message selected

Choose one from your existing messages, or start a new message

New message



When to use a DM

- To build a relationship
- To raise a complaint
- To avoid spamming your audience's feed
- To chat

Follow us...

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**PwC Careers
Channel Islands**

PwC_CI

pwc_channelislands



Thank you, any questions?

www.pwc.com/jg

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