

“Social Media – How to make it work for you most effectively in a **BUSINESS** setting”

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Agenda

- **Introduction & Questions**
- **Q&A throughout**
- **LinkedIn, Twitter, Blogs, Google Alerts, etc.**
- **Next steps**



Questions

- **How many of you have Apple phones? Android phones?**
- **How many of you text almost every day?**
 - Who do you text- friends, companies, industry professionals
 - Who do you follow- friends, companies, industry professionals
- **How many of you have a Facebook account?**
 - Who do you like- friends, companies, industry professionals
- **How many of you have an X account?**
 - Who do you follow- celebrities, friends, companies, industry professionals
- **How many of you have a TikTok account?**
- **How many of you do Google Alerts?**
- **How many of you have a LinkedIn account?**
- **How many of you looked at my LinkedIn profile before today?**
- **Are any of you members of CSCMP.org or WERC.org?**

Why Social Media????

- **The resistance comes from many corners**
 - Social media is stupid. I can't be bothered.
 - I have too much on my plate to waste time with social media.
 - I am concerned about sharing too much on social media. It is a security question for me.
 - I don't want to connect with people I don't know. Why would I do that?
- **Social media is the way of the world**
 - Create a solid, positive social media presence on LinkedIn at least and you will find more job opportunities, maybe learn new things, & make long lasting professional connections.

Source: Dan Toussant Interview Doctor®



The Top 5 Social Media Sites in Terms of Members & Traffic



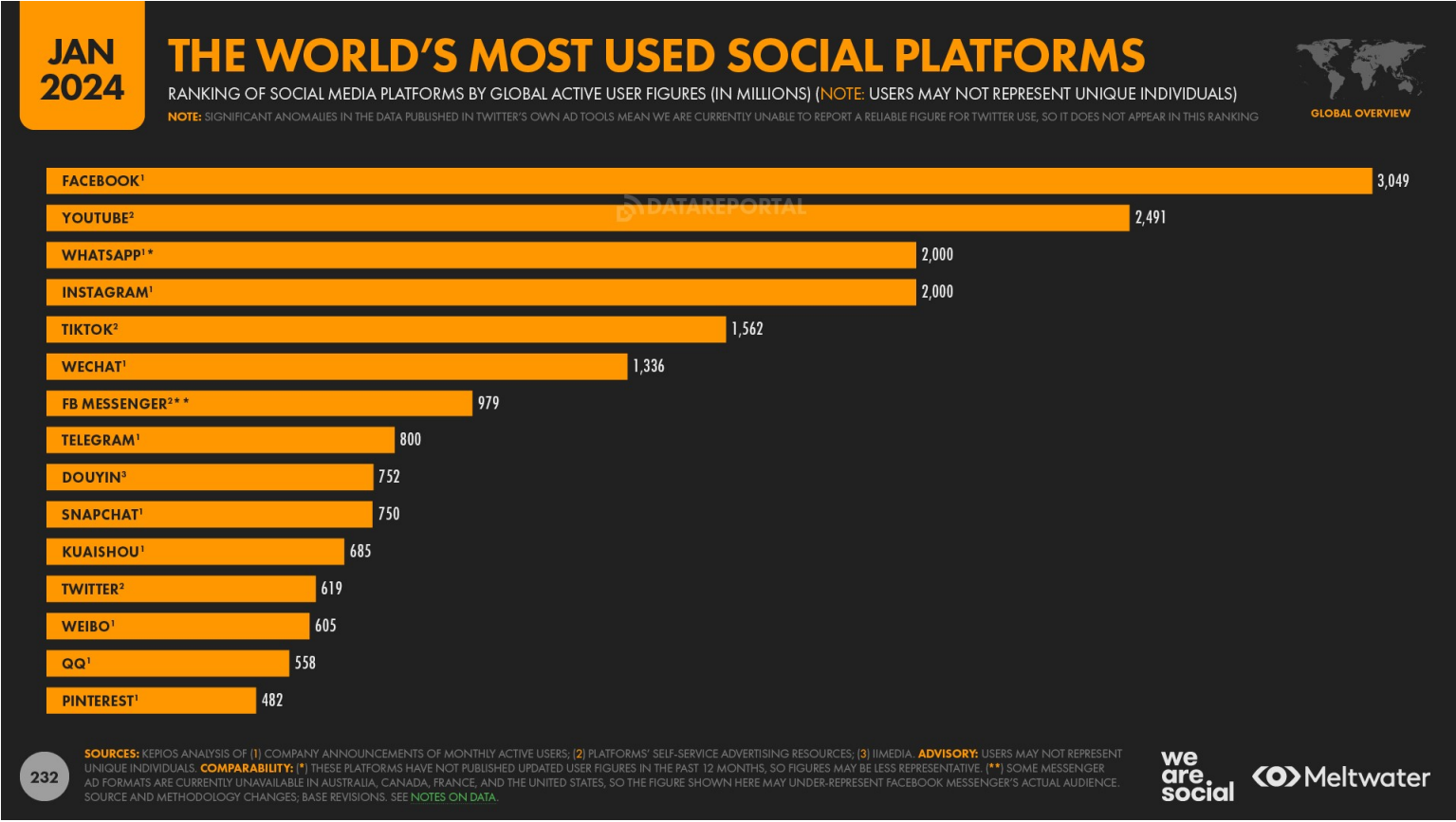
Most Popular Business Social Media Venues

- Facebook- for businesses that sell stuff, corporate branding. Not typically for building a personal brand.
- U-Tube- #2 searched social media site in the world daily. Use with the same caution as Twitter and Facebook regarding personal information and activities
- LinkedIn- the networking application of choice for business. Use to send your or other's intellectual capital content to your audience
- X- for business that sell stuff and want to drive their corporate branding as well as point of sale couponing. Can be used to build a personal brand but be careful not to mix brand building with personal or political events/pictures/comments.
- Texting- like X it can be utilized for instant communications in both the business and personal world, be professional at all times
- Blogging- besides LinkedIn, you can utilize sites like <http://wordpress.com/> or potentially your own website, to send your intellectual capital content to your audience

Social Networking & Messaging: Monthly Users (millions)

<https://datareportal.com/social-media-users>

- LinkedIn does not



Social Media Users Use Multiple Platforms for Different Reasons

- LinkedIn reached 930 million registered users in 2023, however, it has not reported how many of those users are active daily or monthly, 1/8/2024
- LinkedIn users have the highest utilization of all the top 4 social platforms. →

JAN 2024 **SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS**
 PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS

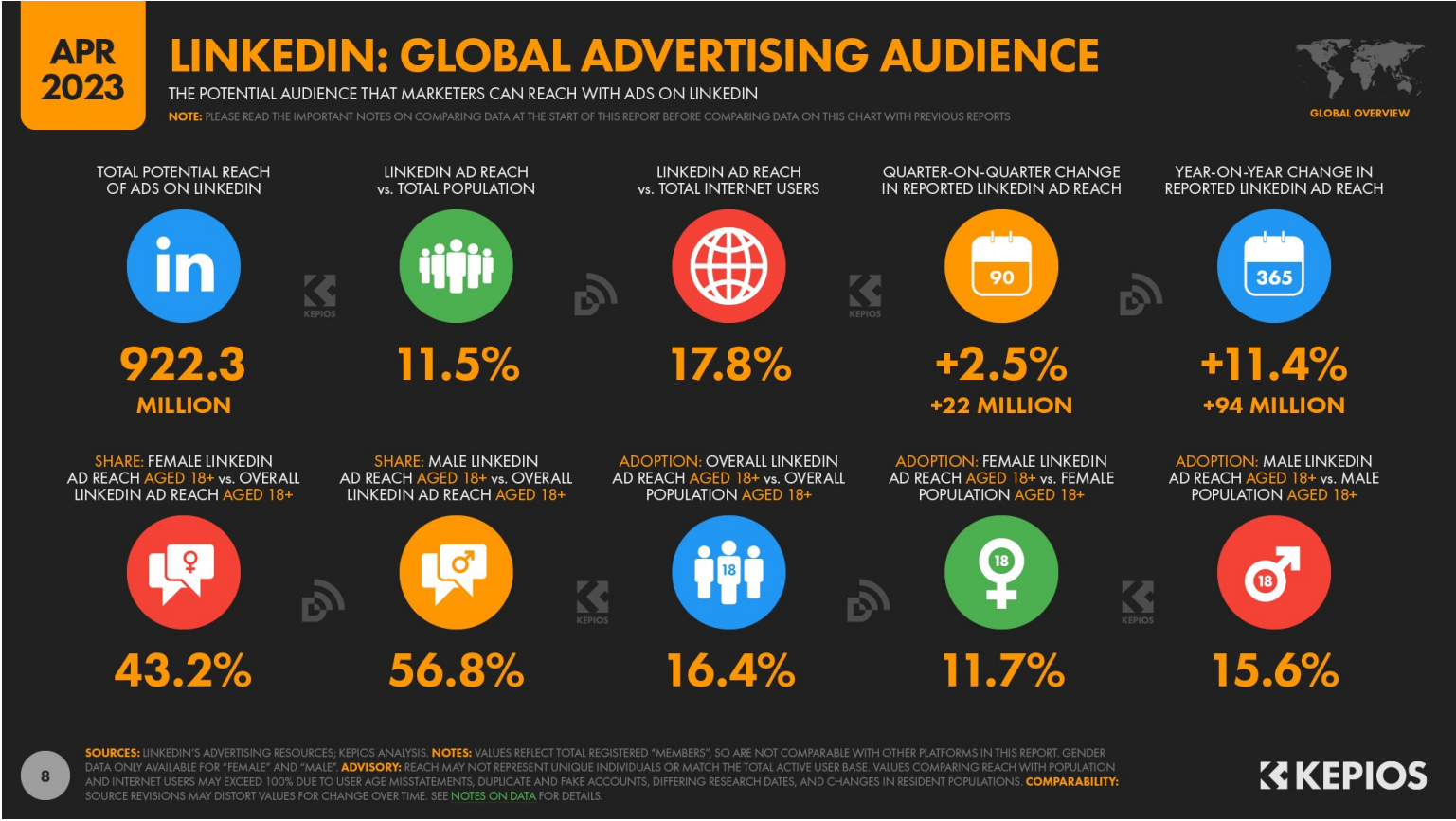
GLOBAL OVERVIEW

	UNIQUE TO PLATFORM	USING FACEBOOK	USING YOUTUBE	USING WHATSAPP	USING INSTAGRAM	USING TIKTOK	USING TELEGRAM	USING SNAPCHAT	USING X (TWITTER)	USING REDDIT	USING PINTEREST	USING DISCORD	USING LINKEDIN	USING LINE
FACEBOOK USERS	0.5%	100%	74.7%	73.6%	78.9%	52.3%	44.4%	31.4%	46.1%	12.5%	33.0%	12.5%	30.5%	9.9%
YOUTUBE USERS	1.0%	75.9%	100%	70.8%	77.2%	47.8%	47.7%	30.6%	48.2%	15.0%	35.7%	16.0%	31.0%	12.1%
WHATSAPP USERS	0.7%	77.2%	75.5%	100%	78.7%	48.7%	51.0%	32.9%	45.0%	11.3%	33.9%	12.8%	31.0%	6.4%
INSTAGRAM USERS	0.2%	80.8%	77.4%	76.7%	100%	52.8%	48.8%	35.6%	51.2%	13.6%	37.1%	14.6%	31.1%	10.9%
TIKTOK USERS	0.1%	81.5%	77.7%	72.2%	80.4%	100%	47.9%	35.3%	52.9%	14.7%	39.2%	15.9%	28.7%	12.8%
TELEGRAM USERS	0.1%	77.9%	82.0%	85.2%	83.7%	54.0%	100%	37.9%	55.6%	14.3%	39.0%	17.9%	36.2%	9.5%
SNAPCHAT USERS	<0.1%	80.5%	80.9%	80.4%	89.4%	58.1%	55.3%	100%	56.0%	19.9%	44.6%	18.9%	37.2%	8.8%
X (TWITTER) USERS	0.1%	81.2%	80.8%	75.6%	88.1%	59.9%	55.8%	38.5%	100%	19.9%	41.5%	20.5%	39.6%	15.4%
REDDIT USERS	0.1%	79.1%	82.8%	67.7%	83.7%	59.5%	51.4%	49.1%	71.3%	100%	58.2%	43.6%	52.1%	11.9%
PINTEREST USERS	0.1%	79.7%	79.7%	77.9%	87.4%	60.7%	53.6%	41.9%	56.9%	22.3%	100%	20.8%	42.4%	11.2%
DISCORD USERS	<0.1%	75.9%	85.7%	73.7%	86.4%	61.9%	61.7%	44.8%	70.6%	41.9%	52.2%	100%	43.4%	15.3%
LINKEDIN USERS	0.1%	85.5%	79.0%	82.9%	85.2%	51.8%	57.9%	40.7%	63.1%	23.2%	49.3%	20.1%	100%	10.6%
LINE USERS	2.9%	69.5%	80.4%	42.6%	74.8%	57.8%	38.2%	24.1%	61.4%	13.3%	32.5%	17.7%	26.5%	100%

235 SOURCE: GWI (Q3 2023). SEE [GWI.COM](https://www.gwi.com). NOTES: ONLY INCLUDES USERS AGED 16 TO 64. DOES NOT INCLUDE DATA FOR CHINA. TIKTOK IS CURRENTLY BLOCKED IN INDIA, WHICH MAY RESULT IN LOWER VALUES IN THE TIKTOK COLUMN COMPARED WITH OTHER PLATFORMS. VALUES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL NETWORK OR MESSENGER SERVICE, INCLUDING PLATFORMS NOT FEATURED IN THIS TABLE. COMPARABILITY: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

we are social Meltwater

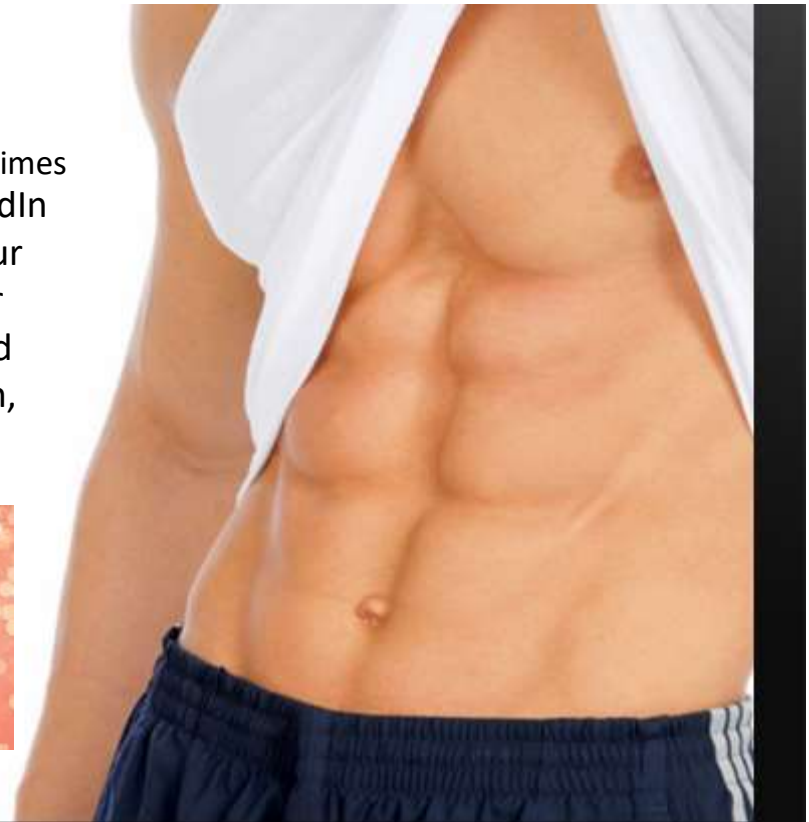
Profile on LinkedIn Users and Usage from 2023



Business Social Media Profile Page- Rule #1

On LinkedIn, Don't Post a #Selfie!

LinkedIn now has over **930** million members and you are more than 11 times more likely to get a response if you have a picture on your LinkedIn profile. But, since LinkedIn is a professional networking site, your profile picture should look, well, professional. That means, your profile picture on LinkedIn should NOT be a selfie. So we teamed up to make a little video to help you remember that On LinkedIn, Don't Post a #Selfi



Your Network IS Your Net Worth



Plan Your Social Media Strategy

S M SOCIAL MEDIA MARKETING UNIVERSITY

STEP 1

CREATE A SOCIAL MEDIA STRATEGY

```
graph TD; Sharing[Sharing] --> SM[Social Media]; Network[Network] --> SM; Internet[Internet] --> SM; Business[Business] --> SM; Communication[Communication] --> SM; Marketing[Marketing] --> SM;
```

10:45 85:00



One-Page Personal Brand Strategy- Template

Source: @jeffgiesea

Questions or feedback? Add a comment here, or reach me @jeffgiesea or hello@jeffgiesea.com.
View my personal strategy [here](#).

Mission
why are you doing this? what are you trying to accomplish?

Target Audience
who are you trying to reach? what are their characteristics? where do they live?

Brand Attributes
what are 3-4 attributes you'd like people to think of when they encounter your brand?

Story
what's your story?

Key Measurables
how do you want to measure success? what 3-4 metrics will advance your mission?

Ideas to Contribute
what are some top ideas to contribute to your target audience?



One-Page Personal Brand Strategy- Example

Source: @jeffgiesea

Questions or feedback? Add a comment here, or reach me @jeffgiesea or hello@jeffgiesea.com. View the template [here](#).

Mission

why are you doing this? what are you trying to accomplish?

To help people move toward purpose & achieve big goals.

Launching new business + exec coaching as market research

Target Audience

who are you trying to reach? what are their characteristics? where do they live?

English-speaking professionals
High achievers
They want to improve
They read business books
On LinkedIn, may read HBR

Brand Attributes

what are 3-4 attributes you'd like people to think of when they encounter your brand?

Helpful - gives value
Genuine - open, keeps it real
FIERCE - courageous, inspiring
Board-worthy - trusted partner, professional

Story

what's your story?

Built & sold two businesses.
Chairman of digital marketing agency. Recently discovered exec coaching. Love the mission of it and now exploring scalable offerings that provide people the same benefits.

Key Measurables

how do you want to measure success? what 3-4 metrics will advance your mission?

- **Views/engagement w writing**
- **In-bound "thanks" notes**
- **In-bound biz opportunities**
- **New relationships w awesome people**

Ideas to Contribute

what are some top ideas to contribute to your target audience?

- **Write more. Blog on LI & HBR**
- **Offer free coaching sessions**
(crazy idea to tour country doing this)
- **Create free info products**
- **Write book**
- **Speak at conferences**

LinkedIn Home Page

The screenshot shows the LinkedIn home page interface. At the top, there is a navigation bar with icons for Home, My Network (with a red notification badge), Jobs, Messaging, Notifications (with a red notification badge), Me, and More. Below the navigation bar, there is a search bar and a banner for a coaching service: "Become a Coach for Execs - Vistage is looking for your real-world skills".

On the left side, there is a profile card for Tim Feemster, a Premium member. His profile includes a profile picture, his name, and a list of credentials: "Recognized Thought Leader, Supply Chain, Logistics & Economic Dev Strategy; DC Velocity Rainmaker 2010; Keynote Speaker". Below the profile card, it shows "237 Who's viewed your profile" and "167 Views of your post".

In the center, there is a post by Karla Teixeira Moran, Economic Development Project Manager at Salt River Project, posted 23 hours ago. The post text reads: "Arizona could be in the running for Apple supplier Foxconn's potential \$7B US plant - Phoenix Business Journal". Below the text is a photograph of workers in a factory setting.

On the right side, there is a Grammarly advertisement with the text: "Be the best writer in your office. Grammarly is your secret weapon. Shhh...we won't tell anyone. Get Grammarly It's free".

Four red arrows point to the "My Network", "Jobs", "Messaging", and "Notifications" icons in the top navigation bar.



Tim Feemster's Profile Page

in Search

Home My Network Jobs Messaging Notifications 14 Me For Business Learning

Tim Feemster [Verify now](#)

Supply chain expert, Frequent speaker at professional programs, Site selection & EDO strategy consultant, Top 500 CEO in Dallas 2019 & 2020 by D CEO Magazine.

D CEO Magazine
University of Michigan - Stephen M. Ross School of Business

Dallas-Fort Worth Metroplex · [Contact info](#)

7,318 followers · 500+ connections

[Open to](#) [Add profile section](#) [Request services](#) [More](#)

Show recruiters you're open to work — you control who sees this. [Get started](#)

Share that you're hiring and attract qualified candidates. [Get started](#)

Profile language: English

Public profile & URL: www.linkedin.com/in/timfeemster

Ad: Get the latest jobs and industry news. Tim, explore relevant opportunities with RGP.

Messaging: Search messages. Focused: John Hull (1:49 PM), Steve Nelson (1:49 PM), Sara Smith Bo... (1:49 PM). Other: Addison Nilsson (Feb 16).

Keywords are the Key to LinkedIn and any Google Search



S M U SOCIAL MEDIA
MARKETING UNIVERSITY

1. Create a **keyword-optimized** profile
2. **Participate** regularly in group discussions
3. Start performing **keyword searches**
so you can connect with your potential
customers who are looking for answers
to problems

www.SMMU.com

Home Page-
Keep in Touch;
Profile Views;
Top Post Activity

in Search

Home My Network Jobs Messaging Notifications Me More

Find Manufacturing Talent - View Insights to Grow Your Workforce & See How Tech Can Help. Learn More! | Ad

PREMIUM

Tim Feemster
Recognized Thought Leader,
Supply Chain, Logistics & Economic
Dev Strategy; DC Velocity
Rainmaker 2010; Keynote Speaker

245
Who's viewed your profile

156
Views of your post

Share an article, photo, or update

Write an article Post

Joni Margotta
Director of Sales, Southwest Region at Connect Media - CRE
1h

connect aallas

FEBRUARY 22, 2017

Join Us....
myemail.constantcontact.com

Ad

Tim, explore jobs at Ross Stores, Inc. that match your skills

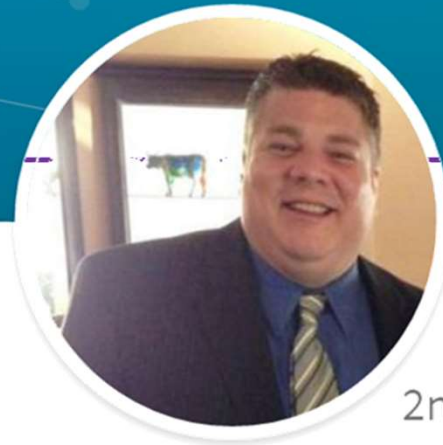
See jobs

ROSS
DRESS FOR LESS

About Help Center Privacy & Terms
Advertising Business Services More

in LinkedIn Corporation © 2017

Connect
with Kent
George



2nd

Kent George

Development Project Manager at City of Burleson

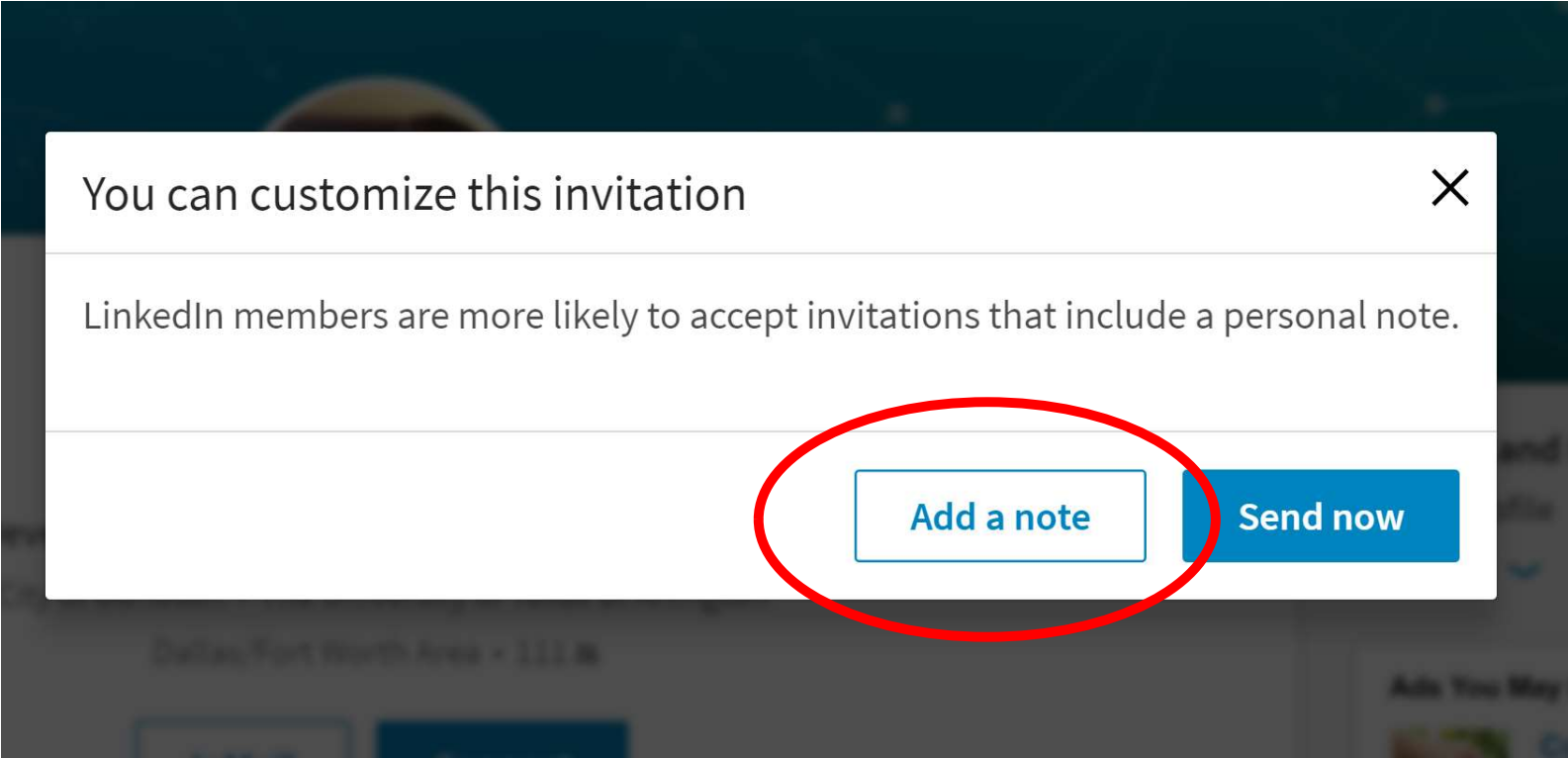
City of Burleson • The University of Texas at Arlington

Dallas/Fort Worth Area • 111 &

InMail

Connect

Click to Add a Personalized Note



Add a Personalized Note on the Invitation

You can customize this invitation ✕

Include a personal message (optional):

We are scheduled to meet in Burleson on 2/2. In the meantime, I would like to connect with you on LinkedIn.

192

1st, 2nd, and 3rd Degree Connections

You know JACK. JACK is your 1st Degree Connection

YOU → JACK

You know JACK, and JACK knows JILL. JILL is your 2nd Degree Connection

YOU → JACK → JILL

You know JACK, and JACK knows JILL, and then JILL knows Up The HILL.
HILL is your 3rd Degree Connection

YOU → JACK → JILL → HILL

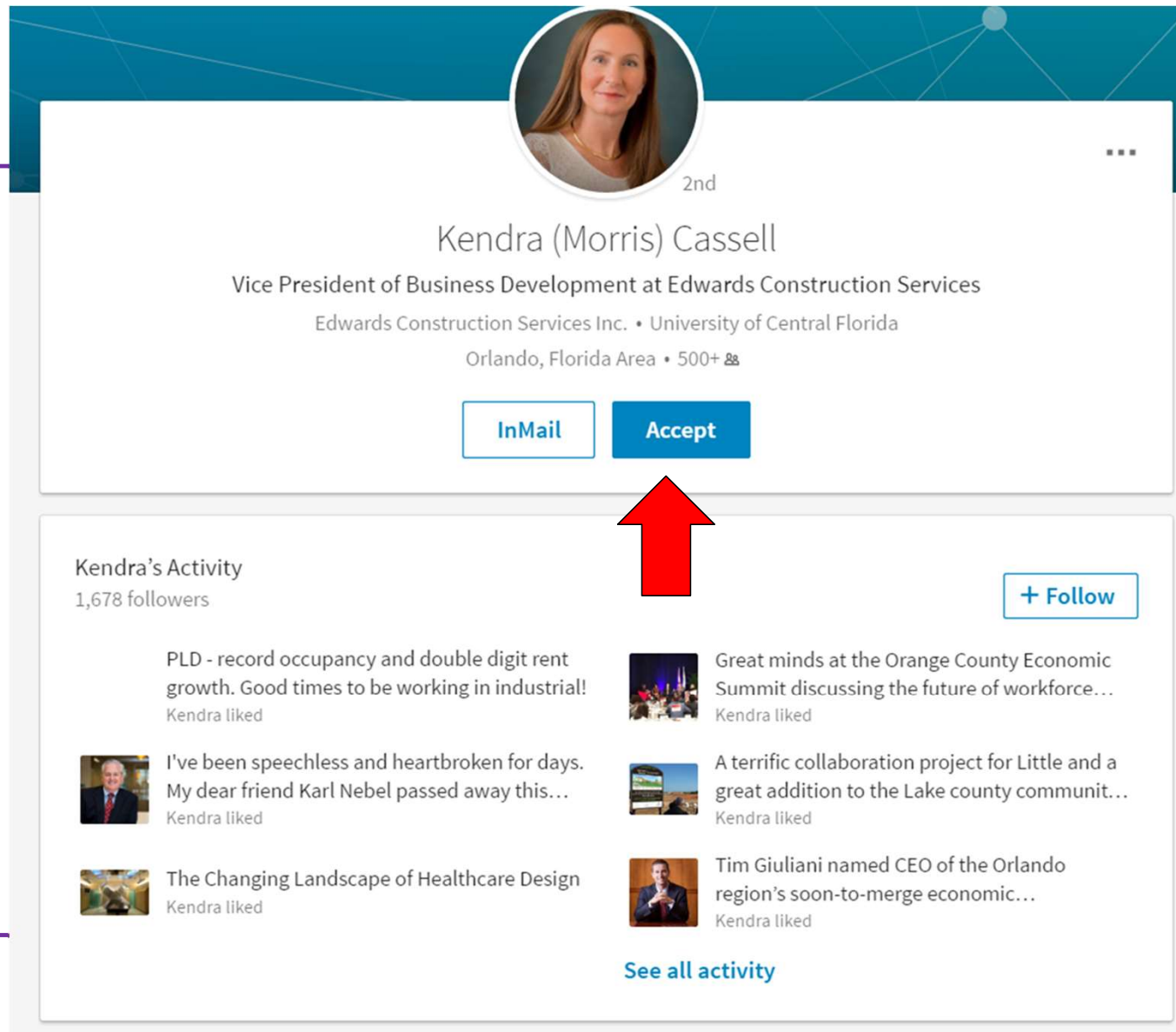
Ways to Connect- **Be strategic, its not about the quantity**

- **Business network expansion**
 - Search your connection's connections
 - Search companies
 - Search educational institutions you attended
 - Search fraternal organizations
 - Join groups- groups can be industries like manufacturing/retail/food, geographies, Universities, job functions like safety/supply chain, etc.
- **Company connections- co-workers**
- **New areas of expertise**
- **Job search- beware, connecting to recruiters**

Check out people who request your connection

The screenshot shows the LinkedIn homepage interface. At the top, there is a navigation bar with icons for Home, My Network (with a red notification badge), Jobs, Messaging, Notifications (with a red notification badge), Me, and More. Below the navigation bar is a banner for an advertisement: "Become a Coach for Execs - Vistage is looking for your real-world skills to coach other C-level execs." A red arrow points to the "My Network" icon in the navigation bar. Below the banner is a post creation area with the text "Share an article, photo, or update" and a "Post" button. Below that is a post by Karla Teixeira Moran, Economic Development Project Manager at Salt River Project, with the text "Arizona could be in the running for Apple supplier Foxconn's potential \$7B US plant - Phoenix Business Journal" and a photo of workers in a factory. On the left side, there is a profile card for Tim Feemster, a Recognized Thought Leader, with 237 profile views and 167 post views. On the right side, there is a Grammarly advertisement with the text "Be the best writer in your office. Grammarly is your secret weapon. Shhh...we won't tell anyone." and a "Get Grammarly It's free" button. At the bottom of the page, there are links for About, Help Center, Privacy & Terms, Advertising, Business Services, and More, along with the LinkedIn logo and "LinkedIn Corporation © 2017".

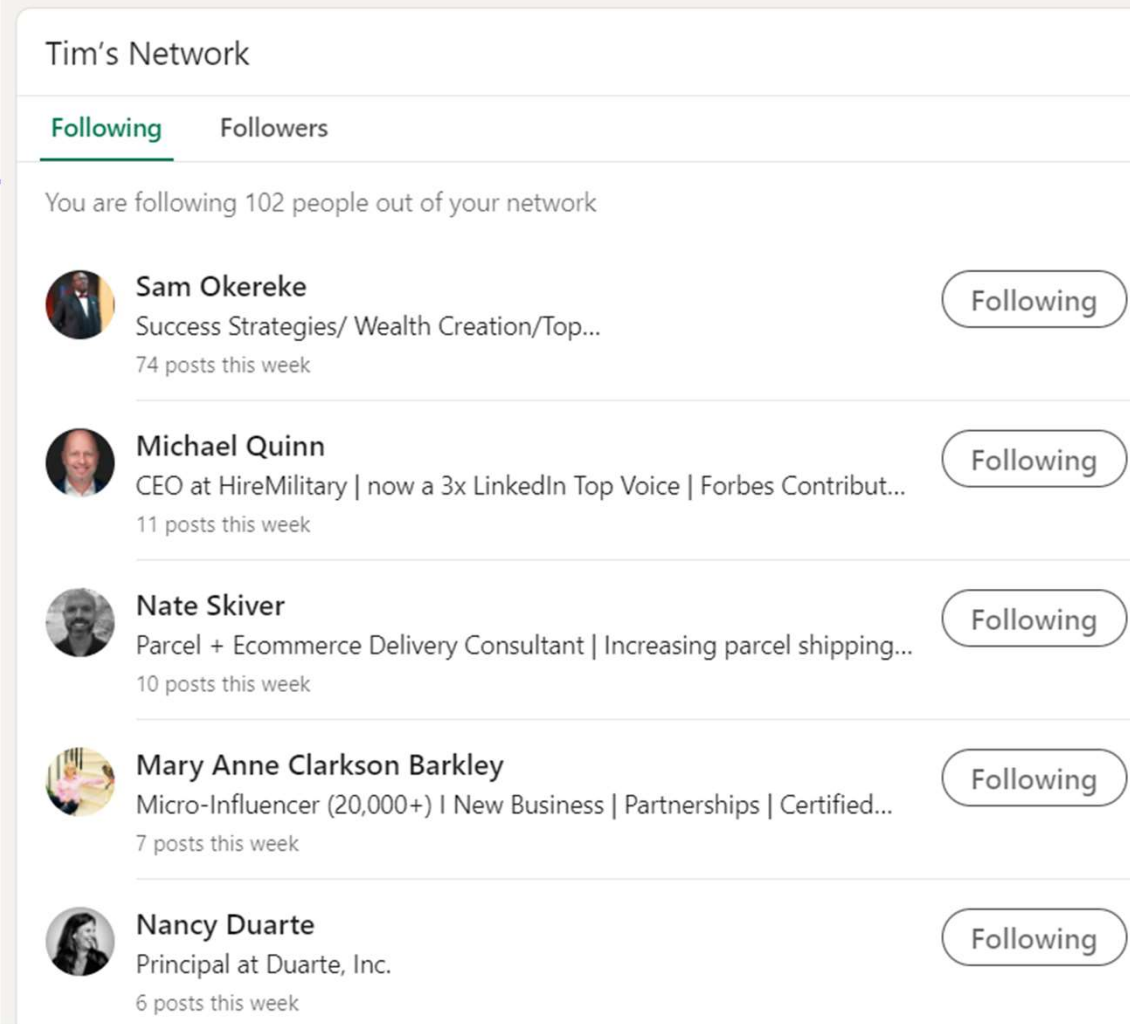
Check out potential new connection



The image shows a LinkedIn profile for Kendra (Morris) Cassell. At the top is a circular profile picture of a woman with long brown hair, with the number '2nd' below it. To the right of the profile picture is a three-dot menu icon. Below the profile picture is the name 'Kendra (Morris) Cassell' and her title 'Vice President of Business Development at Edwards Construction Services'. Underneath the title are the company names 'Edwards Construction Services Inc. • University of Central Florida' and the location 'Orlando, Florida Area • 500+'. Below this information are two buttons: 'InMail' and 'Accept'. A red arrow points upwards from the 'Accept' button towards the 'Kendra's Activity' section. The 'Kendra's Activity' section shows '1,678 followers' and a '+ Follow' button. It contains six activity items, each with a small profile picture, a text snippet, and 'Kendra liked'. The items are: 1. 'PLD - record occupancy and double digit rent growth. Good times to be working in industrial!'; 2. 'I've been speechless and heartbroken for days. My dear friend Karl Nebel passed away this...'; 3. 'The Changing Landscape of Healthcare Design'; 4. 'Great minds at the Orange County Economic Summit discussing the future of workforce...'; 5. 'A terrific collaboration project for Little and a great addition to the Lake county communit...'; 6. 'Tim Giuliani named CEO of the Orlando region's soon-to-merge economic...'. At the bottom of the activity section is a link that says 'See all activity'.

You Can Follow People You Want to Without Connecting






- They will get a message that you are following you and they may follow back or connect.
- This way you get notifications when they post, move jobs, have birthdays or job anniversaries. You can then send them a message of congratulations or not- your choice.



Tim's Network

Following Followers

You are following 102 people out of your network

	Sam Okereke Success Strategies/ Wealth Creation/Top... 74 posts this week	Following
	Michael Quinn CEO at HireMilitary now a 3x LinkedIn Top Voice Forbes Contribut... 11 posts this week	Following
	Nate Skiver Parcel + Ecommerce Delivery Consultant Increasing parcel shipping... 10 posts this week	Following
	Mary Anne Clarkson Barkley Micro-Influencer (20,000+) New Business Partnerships Certified... 7 posts this week	Following
	Nancy Duarte Principal at Duarte, Inc. 6 posts this week	Following

Search for “Group” University of North Texas SC Program 2/17/24

- There are 774 members of the group
- Includes Dr. Pohlen and 56 of my other connections

The screenshot displays a LinkedIn group page. At the top, the group name is "UNT Supply Chain Management Program at the G. Brint Ryan College of Business". The group is public and has 774 members. A red arrow points to the member count. Below the member count, it lists "Including Terrance Pohien and 56 other connections". There is an "Invite connections" button and a "Show all" link. The "Admins" section lists three administrators: David Nowicki (Professor, University of North Texas), Brian Sauser (Professor & Department Chair), and David Broughton (Fundraising and Corporate Relations Professional). A pinned post by Brian Sauser, dated 1 month ago, wishes everyone a Happy New Year and mentions plans for 2024. The post includes a "Happy New Year" graphic with the UNT logo. A red arrow points to the pinned post. The left sidebar shows the user's profile (Tim Feemster) and various filters like "Recent", "Groups", "Events", and "Followed Hashtags".

Some of
the UNT
Contacts in
my
Network-
375 total

The screenshot shows a LinkedIn search interface. At the top, the search bar contains 'university of north texas'. Navigation icons for Home, My Network, Jobs, and Messaging Notifications are visible. Below the search bar, filters for 'People', '1st 1', 'Actively hiring', 'Locations', and 'Current company' are shown. The search results section displays '375 results' with a red arrow pointing to it. The first three results are:

- Bill LaMothe • 1st**
Global Supply Chain Management, Entrepreneurship, and Board...
Irving, TX
Current: Logistics School Advisory Board of Directors at **University of North Texas**
6K followers • Hanns-Christian Hanebeck, Sascha Tietje, and 235 other mutual connections
- Subhro Mitra, Ph.D, P.E. in • 1st**
Professor, School of Business, University of North Texas at Dallas
Dallas-Fort Worth Metroplex
Current: Professor at **University of North Texas** at Dallas at **University of North Texas** at Dallas
Lawrence P. Howorth, Antony Francis, and 68 other mutual connections
- David Broughton ✓ • 1st**
Fundraising and Corporate Relations Professional, UNT Kuehne...
Denton, TX
Current: Executive Director of Strategic Fundraising Initiatives at **University of North Texas**
Antony Francis, Debby Bosselman, and 62 other mutual connections

The fourth result is partially visible:

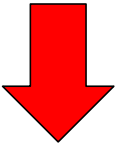
- David Nowicki • 1st**
Professor, University of North Texas (UNT), Denton, TX Director, Cent...
McKinney, TX



Search for

logistics

- People
- Connections
- Actively hiring
- Locations
- Current company
- All filters



- Home
- My Network
- Jobs
- Messaging ¹
- Notifications ³
- Me
- More

groups

Top | People | Jobs | Companies | Groups | Schools

The Good Retirement Life - Come learn what creates a fulfilling retirement. Class held @ SM

Job results for groups • 119,605 results

Learning Solutions Specialist
 EMC Publishing, LLC
 Dallas/Fort Worth Area **new**

Regional Vice President of Sales - Direct and Partnership - Dallas Area
 CSI globalVCard
 Dallas/Fort Worth Area **new**

See all jobs

Visit more LinkedIn Products

- Learning
- Post a job
- Post an ad
- Groups**
- ProFinder
- Lookup
- Slideshow

LinkedIn's business services

- Post a job
Get your job in front of quality candidates
- Post an ad



Look for People, Jobs, Companies, etc. With a “Logistics” Connection

People- 9,020,000

LinkedIn search results for 'logistics' in the 'People' category. The search bar shows 'logistics' and the location is set to 'United States'. The 'People' filter is selected. The results show 'About 9,020,000 results'. The first result is for Seth Arnoux, 2nd degree connection, Vice President at NT Logistics, Dallas-Fort Worth Metroplex. He is currently Vice President Operations at NT Logistics. Mutual connections include Paige Siplon, George Abernathy, and 21 others.

Jobs- 297,210

LinkedIn search results for 'logistics' in the 'Jobs' category. The search bar shows 'logistics' and the location is set to 'United States'. The 'Jobs' filter is selected. The results show 'logistics in United States' with '297,210 results'. A job listing for 'Logistics Coordinator' at Pregis is highlighted. The job is located in Anderson, SC (On-site) and is actively recruiting. It has 3 applicants.

Companies- 241,000

LinkedIn search results for 'logistics' in the 'Companies' category. The search bar shows 'logistics' and the location is set to 'United States'. The 'Companies' filter is selected. The results show 'About 241,000 results'. Two company listings are visible: 'Logistics Executive Group' (Transportation, Logistics, Supply Chain and Storage) with 115K followers and 8 jobs, and 'Logistics Plus Inc.' (Truck Transportation) with 37K followers and 1 job.

Can only
join a total
of 50
groups








Q logistics

Top People Jobs Companies **Groups**

Hawaii Shipping Solutions - One stop s

Showing 3,774 results.

-  **Logistics and Supply Chain professionals**
Members: 254,452
-  **The Logistics & Supply Chain Networking Group**
Members: 303,069
-  **Logistics Real Estate**
Members: 6,736
-  **Freight & Logistics Professionals**
Members: 167,159
-  **Logistics Network**
Members: 136,513

Research the group and decide whether to join, Can only join a total of 50 groups

Warehouse Management Professionals
39,752 members

[✓ Ask to join](#)

ADMINS

- David Perlman**
Packaging & Shipping Supplies at MR...
OWNER

YOUR CONNECTIONS

- Donald Trice**
Director of Operations, Supply Chain
- Hans Bauer**
Vice President at North American War...
- Ed Romaine**
VP Sales and Marketing at SI Systems
- David Madden**
VP of Operations
- Frank Anderson**
VP/Managing Partner - RBW Logistics; ...
- Wynn Gianneschi**
Warehousing Operations Professional
- Michael Venditti**
Western Regional Ops Director DSV Ca...
- Steve Norall**
Third Party Logistics with a Focus on L...

ABOUT THIS GROUP

Discussions & Networking related to Warehouse/ Office Management.

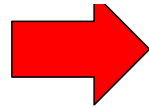
Share your knowledge and ideas - Inventory, Equipment, Productivity, Safety, Operations, Shipping & Freight, Employees, Workflow, Supplies, etc.

grammarly

Be the best writer in your office.
Grammarly is your secret weapon.
Shhh...we won't tell anyone.

[Get Grammarly It's free](#)

Search for Companies and Click the Follow button to get posts from the BNSF



Q bnsf

Top

People

Jobs

Companies

Schools



We know truck insurance - Contact one of America's fastest growing truck insurance

Showing 61 results.



BNSF Railway

Transportation/Trucking/Railroad
10,001+ employees

Unfollow



BNSF Logistics

Logistics and Supply Chain
501-1000 employees

Follow



BNSF Logistics LLC

Transportation/Trucking/Railroad
11-50 employees

Follow



Bnsf Railroad

Fund-Raising
201-500 employees

Follow



Bnsf Inc

Transportation/Trucking/Railroad
201-500 employees

Follow



BNSF Credit Union

1-10 employees

Follow

Do I Upgrade?

- Probably not at this point.
- Maybe go up to Premium Career senior year.
- I think higher levels are for recruiters and personnel management folks.

Premium subscription plan	Premium Career	Premium Business	Sales Navigator Core	Recruiter Lite	LinkedIn Learning
Private Browsing	✓	✓	✓	✓	
Applicant Insights	✓	✓	✓	✓	
Direct messaging	✓	✓	✓	✓	
Who Viewed Your Profile	✓	✓	✓		
Who's viewed your profile insights availability	365	365	90	90	
Unlimited access to LinkedIn Learning	✓	✓	✓	✓	✓
Unlimited people browsing		✓	✓	✓	
Business Insights		✓	✓	✓	








A LinkedIn “Golden Rules” For Discussions Tab

- 1. LinkedIn is a business/supply chain application. It is not X or TikTok, they are for self gratification, sales influencing, and sometimes just some really dumb stuff.**
- 2. Attention Group- a discussion is not a sales pitch, a request to network or a plea for employment. The discussion area is designed for compelling comments about the state of the industry designed to elicit comments and free thinking.**
- 3. A sales pitch goes in “Promotions Tab”.**
- 4. Don’t join .a group if you are not going to participate**

LinkedIn Facts



FACT FILE Close

-  **14x**
Adding a profile photo could result in 14 times more views than someone without
-  **13x**
Members who include skills get around 13 times more profile views
-  **10x**
Members who have an education on their profile receive an average of 10 times more profile views than those who don't
-  **15x**
Adding an industry could get you 15 times more profile views
-  **40**
A summary of 40 words or more makes you more likely to turn up in a future employer's search
-  **5x**
Your profile is 5 times more likely to be viewed if you join & are active in groups
-  **42%**
42% of hiring managers surveyed by LinkedIn said they view volunteer experience as equivalent to formal work experience

Twitter Statistics- Not a Career Builder Unless You are an Influencer

Reason	Percentage Of Users
To get news	48%
To get entertainment	48%
To keep in contact with friends and family	34%
To follow brands/companies	33%
To strengthen professional network	14%
Other reasons	12%

Source: <https://www.searchlogistics.com/learn/statistics/twitter-user-statistics/>



My X Home Page



- Home
- Explore
- Notifications
- Messages
- Grok
- Lists
- Bookmarks
- Communities
- Premium
- Profile
- More

Post

Tim Feemster
@tsfeemster ...

For you

Following



What is happening?!



Post

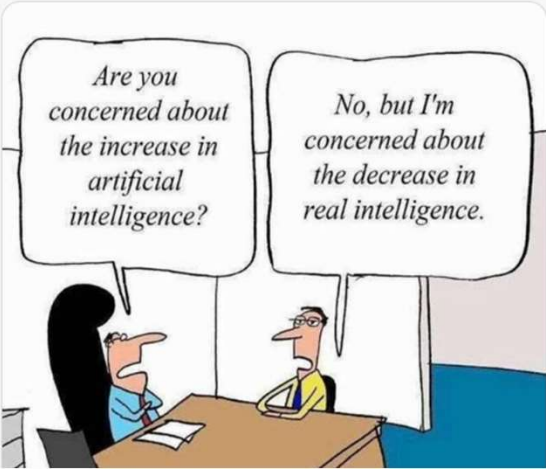


Dr. Marcell Vollmer #StaySafe #CES2024 @mvollm · 7h ...
Food For Thought

„Are you concerned about the increase in artificial intelligence?“
„No. but I'm concerned about the decreased in real intelligence“

[#ChatGPT](#) [#chatbots](#) [#chatgpt4](#) [#GenerativeAI](#)
[#ArtificialIntelligence](#) [#AI](#) [#ML](#) [#innovation](#) [#FutureofWork](#)

HT D.-Smith



The Power of X formerly Twitter- Old Slide but Still On Target

S M U SOCIAL MEDIA MARKETING UNIVERSITY

THE POWER OF TWITTER

"Twitter users are 3 times more likely to follow brands than Facebook users. Combined with their above average income and above average education, Twitter users' propensity to interact with brands make them a huge potential source for Mass Influencers."¹

- ✓ **Marketers generate leads and close deals successfully**
- ✓ **Avoid sales driven messages**
- ✓ **Create hashtags # to follow conversation and community**
- ✓ **Use advanced search to monitor +/- comments**

WHY TWITTER USERS ENGAGE BRANDS

43%	ARE SHARING NEWS OR OPINIONS ABOUT THE BRAND
35%	ARE ACTIVELY TALKING ABOUT THE BRAND
21%	ARE VISUALLY ENGAGED ABOUT THE BRAND
01%	ARE CONVERSING WITH THE BRAND

TWITTER VS. EMAIL AND FACEBOOK

37%	LIKELIHOOD OF PURCHASING FROM A BRAND OF TWITTER FOLLOWERS
27%	OF EMAIL SUBSCRIBERS
17%	OF FACEBOOK "LIKERS"

www.SMMU.com

My X Home Page

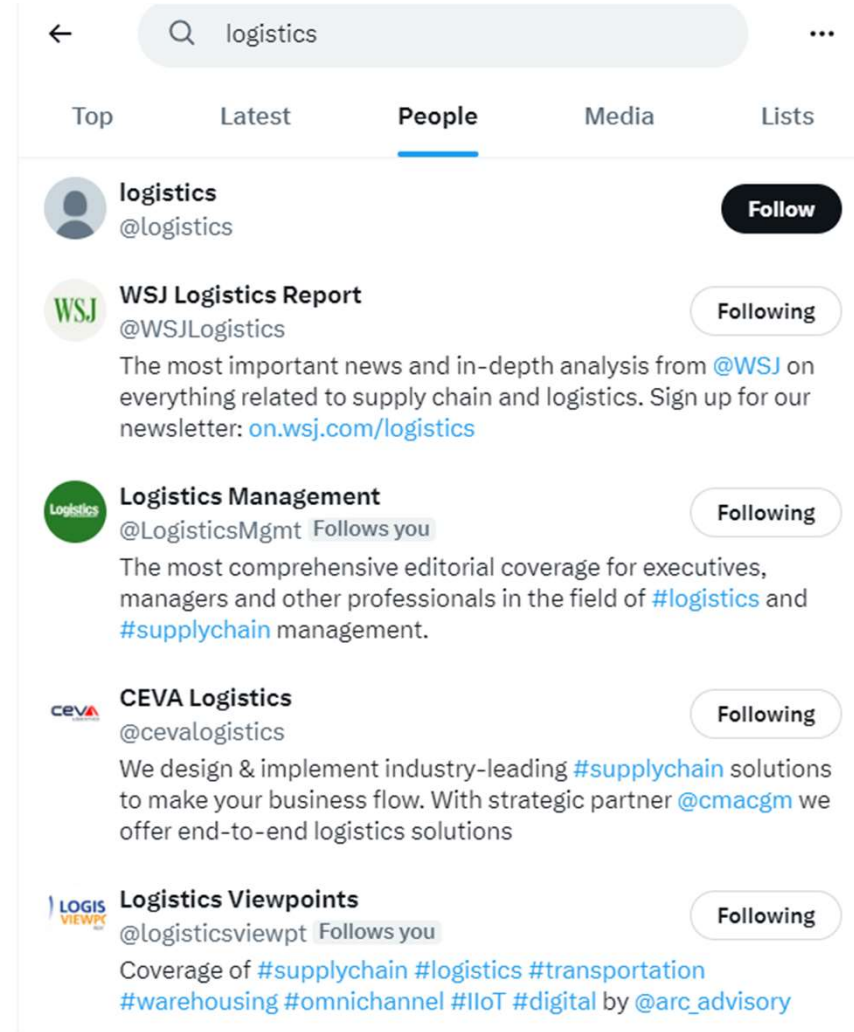
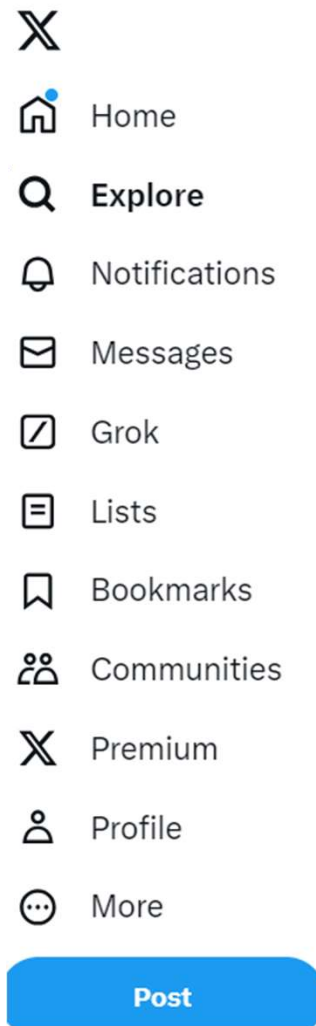
- My posts are usually to college or high school connections and social in nature.
- I usually have very few new posts on my X on a daily basis.
- Some folks are “regulars” but not many.
- Not a career builder for supply chain.

The screenshot shows the X mobile app navigation menu. At the top is the X logo. Below it are icons and labels for: Home, Explore, Notifications, Messages, Grok, Lists, Bookmarks, Communities, Premium, Profile, and More. At the bottom is a blue 'Post' button. The user's name 'Tim Feemster @tsfeemster' is visible at the very bottom.

The screenshot shows the X 'For you' feed. At the top are tabs for 'For you' and 'Following', and a settings gear icon. The feed starts with a prompt 'What is happening?!' and a 'Post' button. Below is a tweet by Richard Blackwell (@BlackwellSC) from Feb 16, with the text 'It's lunchtime. Just got to @bucees in Florence SC, what is your go to?'. The tweet includes a photo of a Bucees sandwich counter with various sandwich options like 'Chopped Bisket Sandwich', 'Big Bisket Sandwich', and 'Sliced Bisket Sandwich'. The tweet has 2 replies, 5 likes, and 135 retweets. Below the tweet is another tweet by John Longshore (@johnlongshore) from 3h ago, with the text 'Back at it on the soccer field with Maggie scoring her first goal 🎉'.

The screenshot shows the right-hand sidebar of the X mobile app. It features a search bar at the top. Below is a 'Subscribe to Premium' section with a 'Subscribe' button and text: 'Subscribe to unlock new features and if eligible, receive a share of ads revenue.' The 'What's happening' section lists trending topics: 'Oilers at Stars' (NHL, 11 minutes ago), 'Politics - Trending Michigan' (42.2K posts), 'Trending #Detroit', 'Trending #Winnipeg', and 'Politics - Trending Go Fund Me' (18.8K posts). A 'Show more' link is at the bottom. The 'Who to follow' section lists 'Mary L Trump @MaryLTrump' with a 'Follow' button.

- Search results for logistics posts/news 2/17 from folks I follow.



Twitter & LinkedIn Tips

- **Justin Bieber is not a business contact target. If you want to tweet about “stuff”, set up a second account**
- **Keep it professional, your handle, and your photo**
- **Consistently post content that is relevant to your target audience, this means every week multiple times. Don't forget LinkedIn group postings**
- **Establish meaningful two –way communication with your followers. Retweet their tweets & respond to their tweets**
- **Participate in the larger Twitter community based on keyword searches and keyword research**

Google Alerts From 2/16 & 17- set up to follow companies, brands, cities, people, etc.

Google Alerts	Inbox	Google Alert - Port of Mobile - Google	Port of Mobile Daily update · February 18, 2024 NEWS Amtrak should bail out on proposed Gulf Coa...	6:06 PM
Google Alerts	Inbox	Google Alert - automobile factory - Google	automobile factory Daily update · February 17, 2024 NEWS Automakers, EV battery companies ...	1:07 PM
Google Alerts	Inbox	Google Alert - peter zeihan - Google	peter zeihan Daily update · February 17, 2024 NEWS Zeihan: Don't expect US tactical response to dea...	12:07 PM
Google Alerts	Inbox	Google Alert - Logistics Development Forum - Google	Logistics Development Forum Daily update · February 17, 2024 NEWS Sharjah Airp...	10:18 AM
Google Alerts	Inbox	Google Alert - Port of Mobile - Google	Port of Mobile Daily update · February 17, 2024 NEWS New road at port will relieve truck congestion ...	Feb 16
Google Alerts	Inbox	Google Alert - Port of Mobile - Google	Port of Mobile Daily update · February 16, 2024 NEWS STB members question Gulf Coast delays and ...	Feb 15
Google Alerts	Inbox	Google Alert - Airbus Assembly Line - Mobile, Alabama - Google	Airbus Assembly Line - Mobile, Alabama Daily update · February 15, 202...	Feb 15
Google Alerts	Inbox	Google Alert - CentrePort Canada - Google	CentrePort Canada Daily update · February 15, 2024 NEWS CentrePort South - City of Winnipe...	Feb 15
Google Alerts	Inbox	Google Alert - automobile factory - Google	automobile factory Daily update · February 15, 2024 NEWS Full circle: Old Verlinden plant could...	Feb 15



Is my Social Media Important?

- Having a professional LinkedIn photo makes your profile **14 times** more likely to be viewed
- 87 percent of **recruiters** are using LinkedIn
- The top skill on LinkedIn? **Statistical Analysis and Data Mining**
- People who list skills on their profile get **13 times** more views
- There are **39 million** students or recent graduates on LinkedIn
- 41% of **millionaires** use LinkedIn
- 81% **millennials** check Twitter at least once a day
- 86% Tweet **including link** have higher engagement rate
- 78% of users are using Twitter on their **mobile device**

My LinkedIn Celebrations Notifications Page

- Almost every day I read my contact's job changes, birthday, and work anniversaries section.
- Every day I wish everyone a happy birthday with a GIF of a birthday cake.

The screenshot shows the LinkedIn 'My Network' page. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications (with a '10' badge), and Me. The left sidebar lists network management options: Connections (6,874), Contacts (7,322), Following & followers, Groups (59), Events (16), Pages (342), Newsletters (25), and Hashtags (13). The main content area shows 'No pending invitations' and a 'Celebrations' section, which is highlighted with a red arrow. Below this, there is a section for 'People you may know from University of Michigan - Stephen M. Ross School of Business'. Four profiles are listed: Paul Bishop (President and C.O.O. at Ice...), Jeffrey Clarke (Senior Vice President, Financ...), Richard Meyer (Rear Admiral | Deputy...), and Joseph Vig (CEO at JS Vig Construction...). Each profile includes a 'Connect' button.

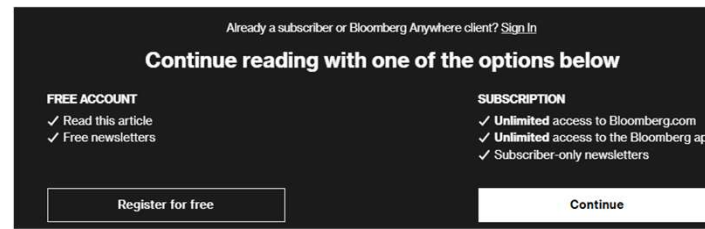
Summary- Next Steps



- ✓ BUILD BRAND **AWARENESS** AND DRIVE MORE TRAFFIC TO YOUR WEBSITE OR BLOG
- ✓ CREATE **BUZZ** AND EXCITEMENT AROUND A NEW PRODUCT OR SERVICE OFFERING
- ✓ PROVIDE YOUR TARGET AUDIENCE WITH **HELPFUL** INFORMATION AND RESOURCES, ONLINE OR OFFER AN ADDITIONAL CHANNEL FOR CUSTOMER SERVICE
- ✓ BE MORE **PROACTIVE** ABOUT LISTENING TO WHAT YOUR CUSTOMERS ARE SAYING ABOUT YOUR BRAND, AND REACT QUICKLY AND APPROPRIATELY
- ✓ SPECIFICALLY FOCUS ON **LEAD GENERATION** AND GETTING NEW PEOPLE FROM YOUR DIFFERENT SOCIAL MEDIA ACCOUNTS INTO YOUR PROSPECT AND SALES FUNNEL

Influencers I Follow Every Day

- **The Wall Street Journal, Logistics, By Paul Page:** Access WSJ.com and our mobile apps. [Subscribe](#)
- **Peter Zeihan- geopolitical and demographic analysis:** <https://zeihan.com/>
- **Bloomberg “Supply Lines”**



- **Bloomberg 5 Things You Need to Know to Start Your Day: Americas**
- **1440, daily blog-**
https://lp.join1440.com/240212?utm_1440_exp=core&utm_source=join1440&utm_medium=email&rd=1
- **Professional organizations: CSCMP.org; WERC.org; IAMC.org**

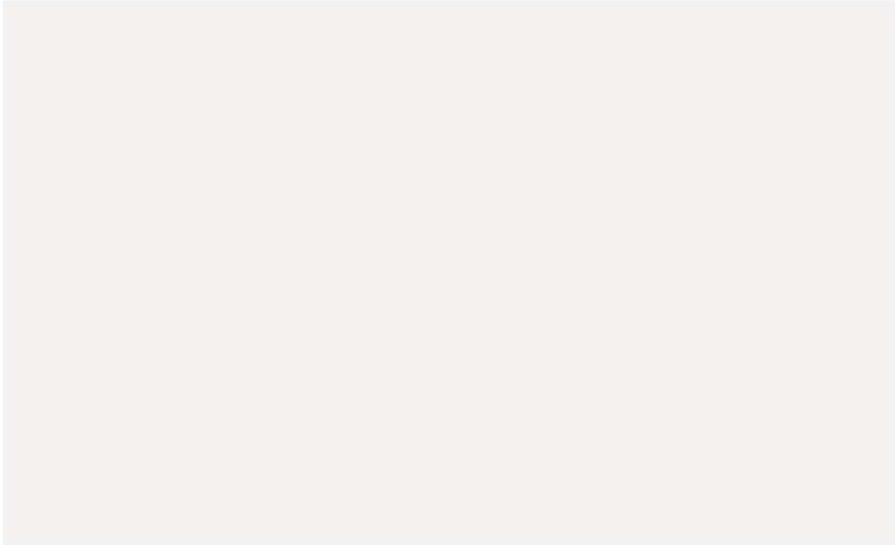
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Director Supply Chain Logistics role at Bimbo Bakeries USA: Actively recruiting ▷ Inbox x



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to tim ▾



Top job picks for you



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Actively recruiting



Regional Vice President - Relocation is required!

The Connor Group · United States (Remote)

\$150K-\$300K / year

Actively recruiting in Easy Apply



What questions do you have?- My email Signature

My email Signature

Thanks,
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