



Using Social Media to promote thought leadership

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Why should you care?

- Job security, job opportunities.
- Additional sources of income.
- Continued learning

How do you start?

- Define your goals
- Choose where to network
- Give it time

Important networks

- Twitter
- Facebook
- Linked in
- Personal blogs
- Niche-specific

Why Twitter?

- The existence of thought leaders
- Easy to follow and listen, easing transition from listener to participant
- Easy to learn the platform.

How do you start?

- Identify the brand you want.
- Identify other Twitter users that meet this profile and follow them (tweepsearch)
- Retweet information you find valuable
- Be patient, give it three months

Review progress

- How many followers do you now have?
- Who are your main supporters?
- Are you adding value to the community?

Keep going

- Start engaging those that you follow
- If you blog, start sharing your posts
- If you do not blog, start
- Check out your follower's blogs with tweetplus

Tools help

- Check out Tweetdeck and use searches
- Use Twitter Grader
- Consider your Twitter Karma, Klout

Review and Repeat

- Are you on track towards your goals?
- Create your own strategy
- Continue to add value first, promote second
- Be real, share personal information

Was this helpful?



- Have questions? Tweet me @JohnFMoore
- Ultimately it is up to you, stick to it