

Leveraging Social Media for Career Success

Lindsey Pollak
NALP | April 15, 2016



“Little choices make
big impressions.”

- Keith Ferrazzi, *Never Eat Alone*

1. Build a Strong Personal Brand (Online and IRL)



“Everything you do -- and everything you choose not to do -- communicates the value and character of [your personal brand].

“Everything from the way you handle phone conversations to the email messages you send to the way you conduct business in a meeting is part of the larger message you're sending about your brand.”

- Tom Peters, “The Brand Called You,”
Fast Company, 1997

Elements of a Strong Personal Brand

1. Visibility

Do people (especially VIPs) know who you are?

2. Differentiation

What knowledge, skills or experiences can you display that other people can't?

3. Consistency

Is your image consistent across all social media and your in-person persona?

4. Authenticity

Do your social media profiles and in-person style feel genuine? Are you being yourself?

a. Determine Where You Need to Be



LinkedIn



Twitter/
Vine



Google+/
YouTube



Facebook

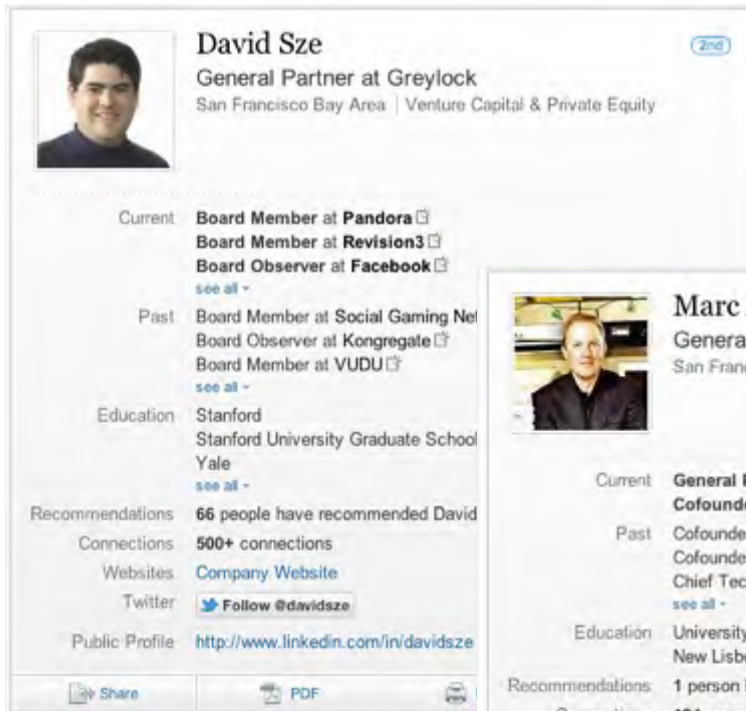


Pinterest/
Instagram



Tumblr

b. Research Role Models



David Sze (2nd)
General Partner at Greylock
San Francisco Bay Area | Venture Capital & Private Equity

Current
Board Member at Pandora
Board Member at Revision3
Board Observer at Facebook
[see all](#)

Past
Board Member at Social Gaming Net
Board Observer at Kongregate
Board Member at VUDU
[see all](#)

Education
Stanford
Stanford University Graduate School
Yale
[see all](#)

Recommendations
66 people have recommended David

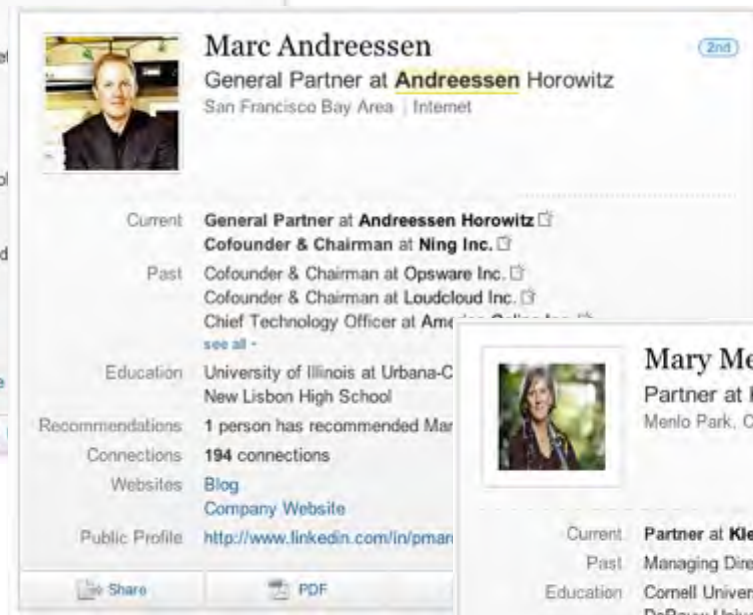
Connections
500+ connections

Websites
[Company Website](#)

Twitter
[Follow @davidsze](#)

Public Profile
<http://www.linkedin.com/in/davidsze>

[Share](#) [PDF](#)



Marc Andreessen (2nd)
General Partner at Andreessen Horowitz
San Francisco Bay Area | Internet

Current
General Partner at Andreessen Horowitz
Cofounder & Chairman at Ning Inc.

Past
Cofounder & Chairman at Opsware Inc.
Cofounder & Chairman at Loudcloud Inc.
Chief Technology Officer at Amazon
[see all](#)

Education
University of Illinois at Urbana-Champaign
New Lisbon High School

Recommendations
1 person has recommended Marc

Connections
194 connections

Websites
[Blog](#)
[Company Website](#)

Public Profile
<http://www.linkedin.com/in/pman>

[Share](#) [PDF](#)



Mary Meeker (2nd)
Partner at Kleiner Perkins Caufield & Byers
Menlo Park, California | Venture Capital & Private Equity

Current
Partner at Kleiner Perkins Caufield & Byers

Past
Managing Director at Morgan Stanley

Education
Cornell University - Johnson Graduate School of Management
DePauw University

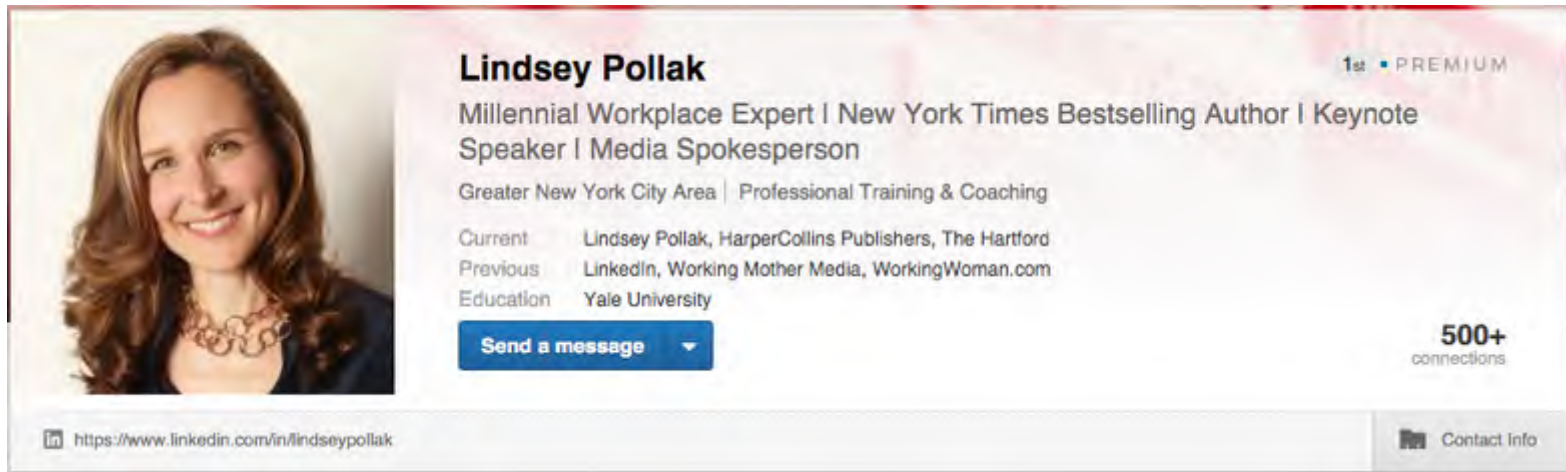
Connections
60 connections

Websites
[Company Website](#)

Public Profile
<http://www.linkedin.com/pub/mary-meeker/48/3ba/582>

[Share](#) [PDF](#) [Print](#) [Flag](#)

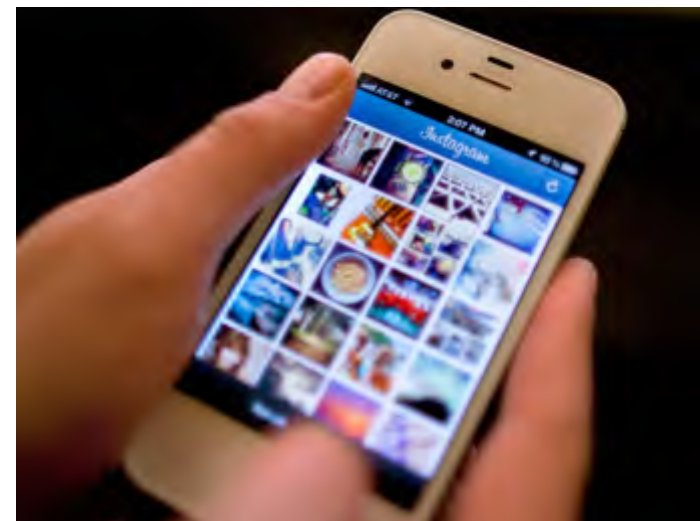
c. Strengthen Your LinkedIn Profile



LIVE DEMO:

<http://www.linkedin.com/lindseypollak>

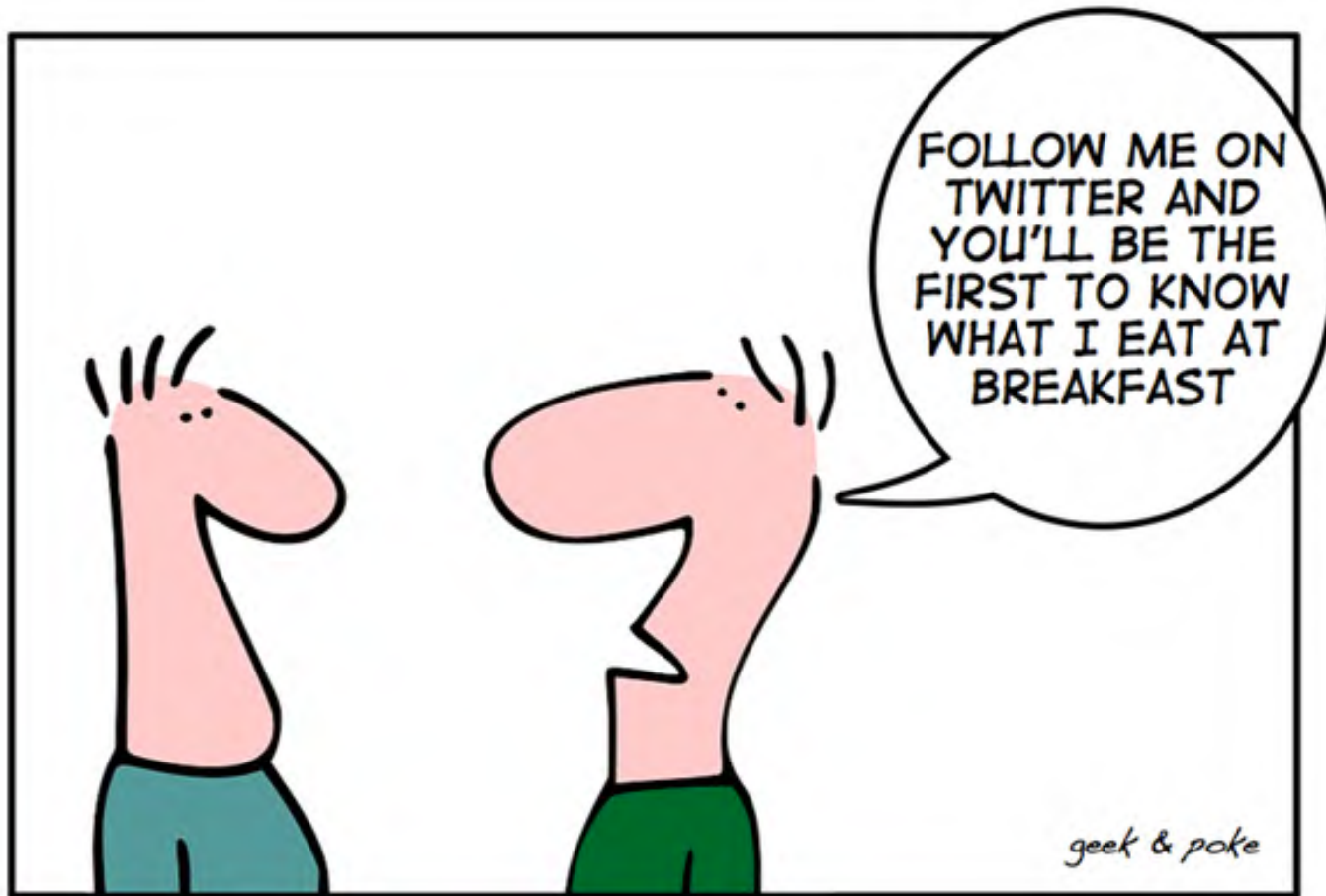
d. Pay Attention to Visuals



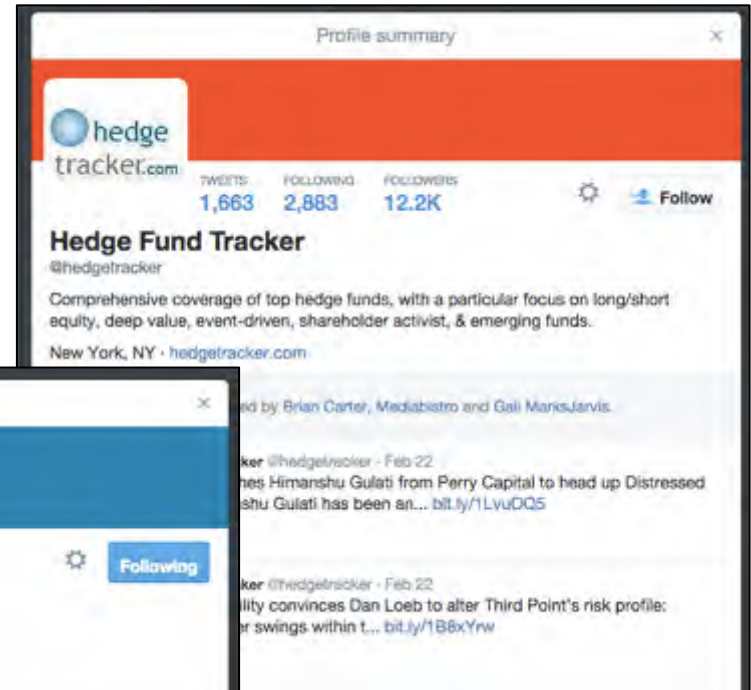
2. Promote Your Expertise



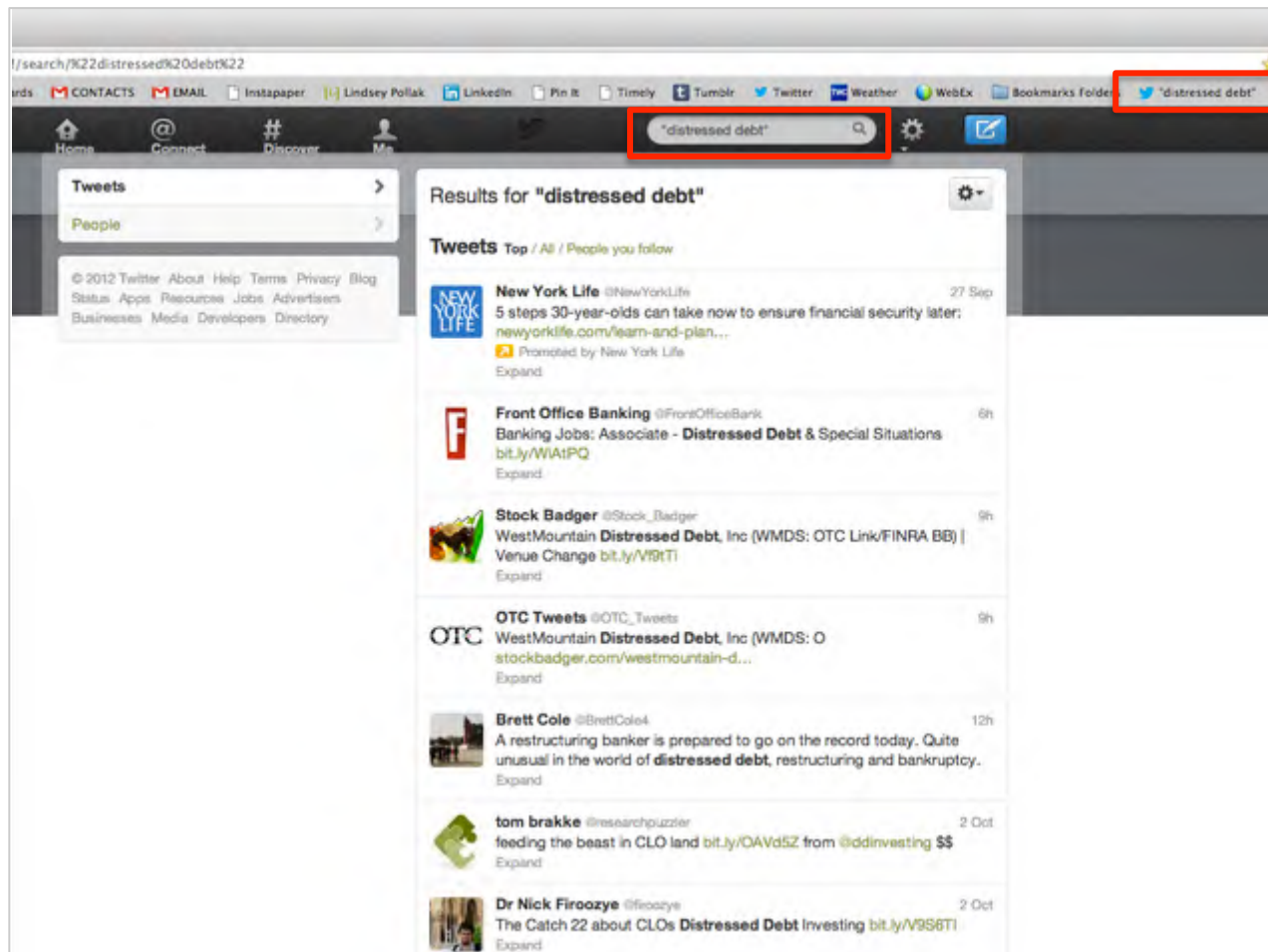
a. Use Twitter for Research



Create a Custom Professional Newsfeed



Follow Topics, Too



b. Apply All of This Knowledge

- Find reasons to reach out to new and old connections
- Learn about new people and organizations
- Share/post articles in your social media status updates to build your brand
- Build internal credibility
- Gain confidence

Finding a VC Job through Twitter



p.s. Do Not Become a Stalker!



3. Network Effectively on Social Media



Friends



Professors



Family



Advisors



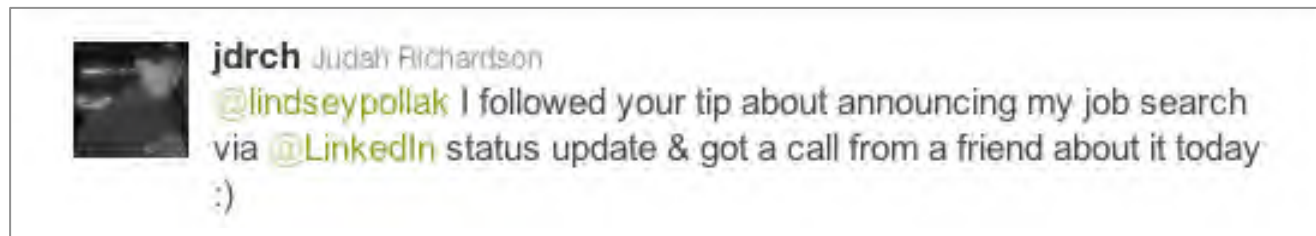
a. Know Your Audience



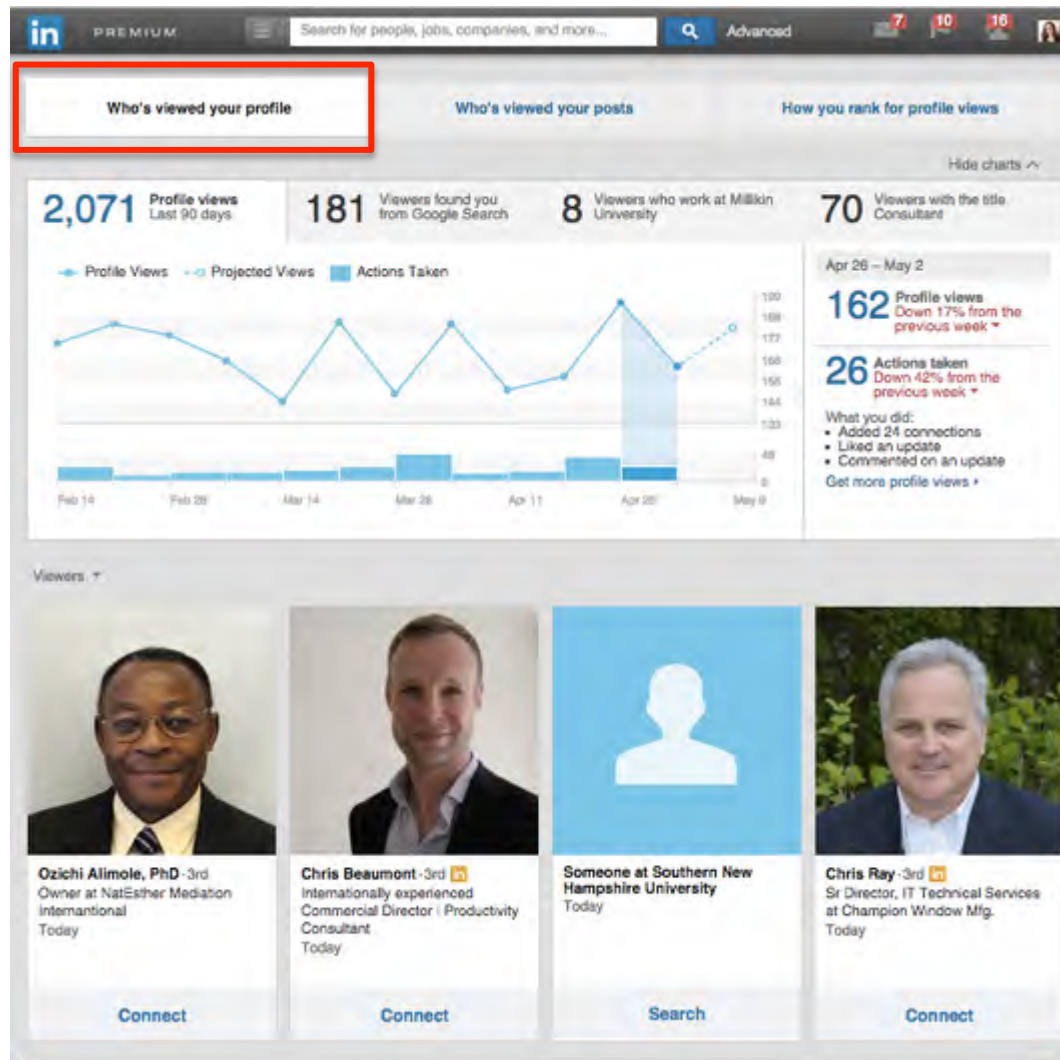
b. Network with Your Mom



c. Give First: Do “Small Goods”



d. Don't Be Afraid to Be “Seen”



e. Search Deeply

The screenshot shows a LinkedIn search results page for 'NYU School of Law'. The top navigation bar includes 'Home', 'Profile', 'My Network', 'Jobs', 'Interests', 'Business Services', and 'Go to Lynda.com'. A dropdown menu is open under 'My Network', showing 'Connections', 'Add Contacts', 'People You May Know', and 'Find Alumni'. The search results show 23,446 results for 'NYU School of Law'. A red box highlights the 'Change university' button. Below the search results, there are three sections: 'Where they live', 'Where they work', and 'What they do'. Each section has a bar chart showing the distribution of members across different categories. The 'Where they live' section shows the United States (20,137), Greater New York City Area (11,545), Washington D.C. Metro Area (1,372), San Francisco Bay Area (1,050), and Greater Los Angeles Area (810). The 'Where they work' section shows New York University (175), EY (175), NYU School of Law (147), PwC (130), and Cleary Gottlieb Stearns & Hamilton LLP (104). The 'What they do' section shows Legal (8,111), Entrepreneurship (1,439), Accounting (1,251), Education (1,155), and Finance (714). Below these sections, there are five profile cards for Brenda Bernstein, Jane Kow, David Kraut, Julie Ketover, and Laura R. Hosid.

Where they live	Where they work	What they do
United States: 20,137	New York University: 175	Legal: 8,111
Greater New York City Area: 11,545	EY: 175	Entrepreneurship: 1,439
Washington D.C. Metro Area: 1,372	NYU School of Law: 147	Accounting: 1,251
San Francisco Bay Area: 1,050	PwC: 130	Education: 1,155
Greater Los Angeles Area: 810	Cleary Gottlieb Stearns & Hamilton LLP: 104	Finance: 714

Profile	Location	Year
Brenda Bernstein	Madison, Wisconsin Area	'98
Jane Kow	San Francisco Bay Area	'93
David Kraut	Greater New York City Area	'00
Julie Ketover	Greater Philadelphia Area	'00
Laura R. Hosid	Washington D.C. Metro Area	'03



23,446 results

Search this set

Attended

1900 to 2016

Change university

Where they live

United States	20,137
Greater New York City Area	11,545
Washington D.C. Metro Area	1,372
San Francisco Bay Area	1,050
Greater Los Angeles Area	810
Greater Boston Area	456
Greater Philadelphia Area	396
Greater Chicago Area	334
United Kingdom	316
London, United Kingdom	271
Miami/Fort Lauderdale Area	261
Greater Seattle Area	238
Switzerland	204
France	225
China	215
Paris Area, France	203
Greater Atlanta Area	193
Houston, Texas Area	186
Brazil	172
Dallas/Fort Worth Area	172
Greater Denver Area	161
Germany	145
Belgium	141
Japan	140

Where they work

New York University	178
EY	175
NYU School of Law	147
PwC	130
Cleary Gottlieb Steen & Hamilton LLP	104
Skadden, Arps, Slate, Meagher & Flom...	99
Latham & Watkins	93
Davis Polk & Wardwell LLP	89
Deloitte	86
Baker & McKenzie	88
U.S. Department of Justice	84
KPMG US	83
JONES DAY®	81
Gibson, Dunn & Crutcher LLP	78
Simpson Thacher & Bartlett LLP	78
Weil, Gotshal & Manges LLP	74
Kirkland & Ellis LLP	74
Paul, Weiss, Rikind, Wharton & Garriss...	74
Sidley Austin LLP	73
Shearman & Sterling LLP	70
White & Case LLP	69
Proskauer Rose LLP	65
Ropes & Gray LLP	63
Debevoise & Plimpton	60

What they do

Legal	8,111
Entrepreneurship	1,439
Accounting	1,261
Education	1,155
Finance	714
Consulting	655
Media and Communication	588
Administrative	532
Research	524
Operations	423
Business Development	349
Sales	241
Human Resources	231
Community and Social Services	230
Program and Project Management	202
Healthcare Services	197
Real Estate	174
Information Technology	151
Marketing	140
Support	131
Arts and Design	118
Military and Protective Services	54
Engineering	52
Product Management	40





23,446 results

Search this set

Attended 1900 to 2015

Change university

What they studied

Law	8,333
Political Science and Government	3,558
Taxation	3,253
Economics	2,278
History	1,849
Banking, Corporate, Finance, and Sec...	1,133
English Language and Literature/Letters	1,067
International/Global Studies	1,066
Accounting	1,020
Philosophy	945
Finance, General	787
Tax Law/Taxation	739
Psychology	729
American/U.S. Law/Legal Studies/Juris...	643
International Law and Legal Studies	616
International Relations and Affairs	604
Legal Studies, General	501
Business Administration and Managem...	437
Mathematics	333
Sociology	330
American/United States Studies/Civiliz...	227
International Business	226
French Studies	225
Biology, General	202
Accounting and Finance	202

What they're skilled at

Legal Research	6,919
Corporate Law	6,858
Litigation	6,802
Legal Writing	6,516
Mergers & Acquisitions	4,714
Commercial Litigation	4,558
Corporate Governance	3,954
Civil Litigation	3,850
Intellectual Property	3,487
Due Diligence	3,323
Legal Advice	2,685
Appeals	2,639
Courts	2,571
Arbitration	2,530
Research	2,488
International Law	2,410
Joint Ventures	2,384
Private Equity	2,313
Public Speaking	2,277
Securities Regulation	2,197
Tax	2,126
Mediation	2,027
Tax Law	1,927
Nonprofits	1,899
Accounting	1,857

How you are connected

1st Connections	9
2nd Connections	884
Group Members	210
3rd + Everyone Else	22,454



New York University School of Law
Greater New York City Area

Add to board

Suggest

964 interested in attending

Home

Notables

Students & Alumni

Recommendations

LinkedIn for Education

3 results

gerontology

Attended

1900 to 2016

Change university

Where they live

United States	3
Greater New York City Area	2
San Francisco Bay Area	1

Where they work

Visiting Nurse Service of New York	1
------------------------------------	---

What they do

Finance	1
Legal	1
Community and Social Services	1

Show More



**Mindy Chettih,
LCSW, JD**

Bronx PROS Possibilities
at Jewish Board
Greater New York City A...



'80



**Laura J. Lowenstein
Esq.**

Experienced Collections
Attorney and Owner of a
Debt Recovery Firm
Greater New York City A...



'00

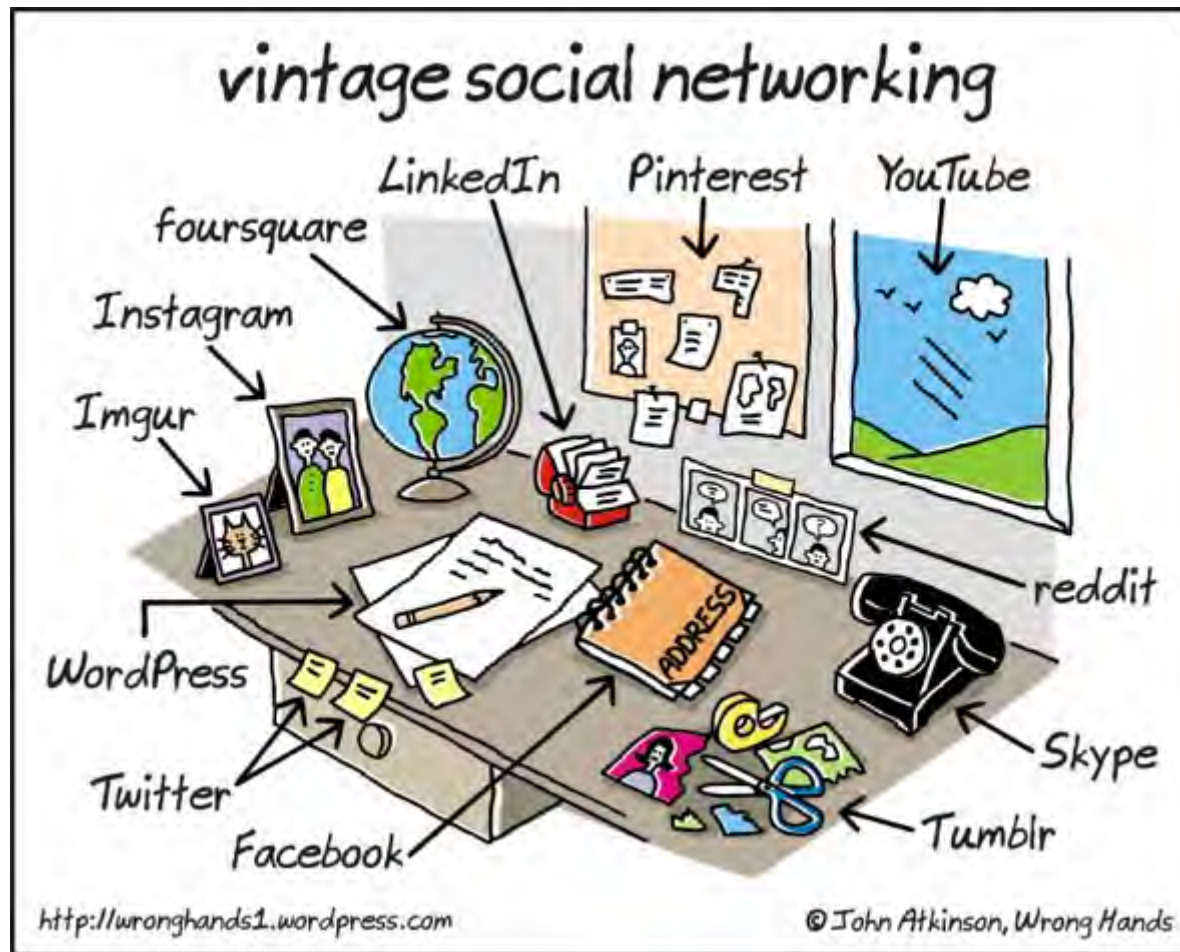


**Lauren Zimmerman
Cook**

at
San Francisco Bay Area



4. Apply Old School Etiquette



a. Always Carry Business Cards



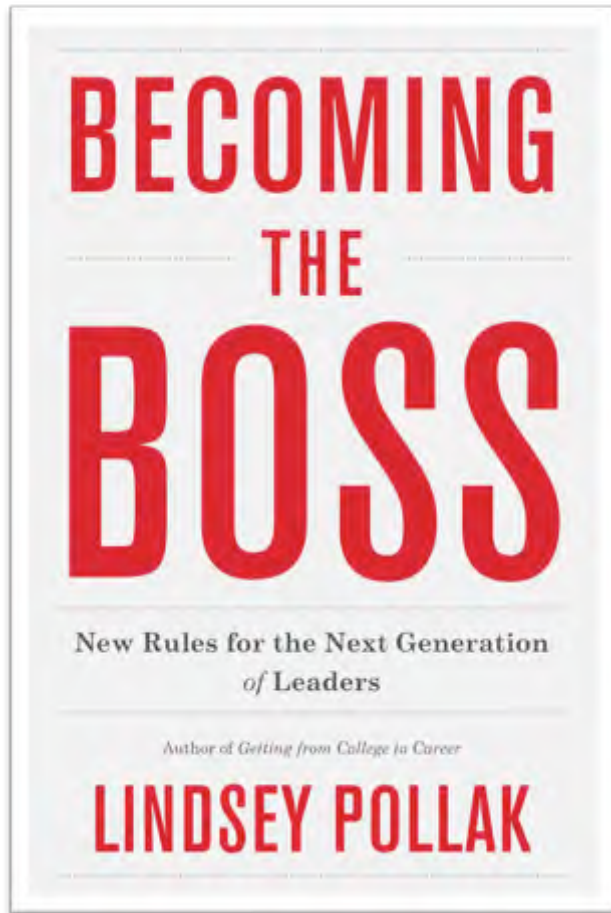
b. Be Excellent on the Phone



c. Show Your Gratitude



Thank You



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[@lindseypollak](https://twitter.com/lindseypollak)