Social Media & Impression Management

What is Impression Management?
• One big sociology experiment
• Humans have a need for self-esteem
• We create online self-presentations
• Put your best cyberface forward

2017 Top 5 Social Media Predictions
1. Reachpocalypse
2. Employee Advocates
3. Social media skill gap
4. CEOs
5. Sales & service get social

Things to Keep in Mind on Social
• To Share, Or Not to Share
  – Parental roles
  – Privacy features
  – Blurring the lines
• 80/20 Rule
• Jab, Jab, Jab, Right Hook = Give, Give, Give, Ask
• Information to Share:
  – Positive, Just the right amount, Tread lightly around controversial conversations
• Elements to a successful profile
  – Name, Username, Profile pic, Link, Bio, Interests, Background, Privacy settings
  – Get active
• Be authentic YOU!

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