LinkedIn: where are you?

Write your number on a card and bring forward.

1 – I don’t have a LinkedIn Account.
2 – 
3 – I have an account, but haven’t used it in months.
4 – 
5 – I use LinkedIn weekly.
6 – 
7 – If I don’t know how to do something I can usually figure it out.
8 – 
9 – 
10 – I know more about using LinkedIn than most people I know.
5 Tips to Create a Compelling Content Marketing Plan for LinkedIn

Mary Schaefer
Owner, Artemis Path, Inc.
A training, coaching and consulting firm for organizations that employe engineers, scientists and IT professionals
What *is* content marketing?

Content marketing is the marketing and business process for creating and distributing relevant and valuable **content** to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action. Jun 6, 2012

Content Marketing Definition - Examples
[contentmarketinginstitute.com/2012/06/content-marketing-definition/](http://contentmarketinginstitute.com/2012/06/content-marketing-definition/)
Setting and Meeting

YOUR RETIREMENT GOALS

Americans are living longer, healthier lives than ever before. As a result, for many people, retirement may last 20 years or more. So, if “time is money,” how many years do you have in the bank? Because inflation will most likely decrease the purchasing power of your money over time, your dollars may buy less during your retirement than they do today. For example, if the annual inflation rate were 3.5%, $100 today would be worth only $42.31 in 25 years, and this amount would be further reduced to $30.00 in 35 years.

The sooner you start building your nest egg, the longer it has to grow. Contributions after the age of 45 and your savings continue to earn 6% interest, at age 65 your savings will be worth $148,182. However, if you don’t begin saving at age 25 (saving $100 per month for 20 years at 6% interest), at age 65 your savings will be worth only $46,204. In order to achieve savings of $148,182 over 20 years, you would need to earn interest at a rate of approximately 15% per year—or save significantly more than $100 per month!

While both scenarios illustrate the same amount of money being saved per month, the additional 20 years and the compound interest factor identify your goals. The first step in preparing for your retirement is to determine your objectives. How do you envision your “golden years”? Spend some time thinking about what is really important to you, and consider what you want your future to look like. For example, at what age do you want to retire? Where do you see yourself living? Do you expect to travel frequently? Would you like to continue to work on a part-time basis? Do you see yourself playing golf every day? These questions and others can help you shape a vision for your retirement.
Recent Market Highlights

- U.S. home prices rose 4.3 percent year-to-year in November 2014, according to a recent S&P/Case-Shiller report. They rose 5.0 percent year-to-year in December according to CoreLogic, a data and analytics company.

- The national average 30-year fixed mortgage rate recently dropped to under 4 percent.

- The December 2014 Pending Home Sales Index rose 6.1 percent year-to-year, according to the National Association of Realtors®.

Note: Most housing statistics are based on home sales and generally reflect market conditions of two or three months prior. For a quick and easy way to find out what’s going on right now in your local market, please call or email.

Contact Me for Market Information

Are you curious about your home’s current market value, or do you have a question about home buying? Just reply to this email, or call me at 555-5555.
Why LinkedIn for Business?

When it comes to social media:

• From a B2B standpoint, it turns out that LinkedIn is responsible for more than 80% of a business’s social media leads as compared to other popular social media platforms.

• A full 77 percent of B2C companies now have a content marketing strategy.

• Also, LinkedIn members are more than 2x more likely to trust information provided on LinkedIn about a business than other social networks, which drives purchases.
Today, you will learn about 5 ways to deliver content on LinkedIn to:

– Get noticed.
– Build trust in your brand.
– Attract prospects.
– Encourage engagement to develop leads.
– Demonstrate relevancy.
The 5 P’s to Get You On Your Way

• Prep (record your connections & followers numbers)
• Presence (see slides 5 & 8)
• Profile / Page
• Protocol
• Participation
As a Business Owner or Principal, the Individual Profile

http://tiny.cc/profile-small-biz-owner
Is a Business Page Worth It?

![LinkedIn Business Page]

Artemis Path, Inc.
Human Resources
Myself Only

Home

Recent Updates
Artemis Path, Inc. Hear my TEDx talk: "Putting the Human Back into Human Resources" here.
http://tiny.cc/mary-speaks Scroll down for embedded video.

Speaking: In-Person Presentations and Webinars - Mary Schaefer, empowerment expert, speaker, coach, trainer &

http://tiny.cc/small-business-page

(c) Artemis Path, Inc. 2016. All rights reserved. mary@maryschaefer.com. @MarySchaefer
“Show More”
Develop Your Content Marketing Plan

You don’t have to “create” all of it from scratch.

– Engagement.
  • Sharing something others’ shared.
  • Share relevant articles.
  • Provide comments and “likes.”
– Network activator (mention paid or high-profile work you are doing).
– Theme messages.
– Your own long-form posts.
– Promotions (How often?)
Don’t be this Guy
An Easy Place to Start
7 Keys For Selecting A Solid Leader

linkedin.com - When you have the opportunity to take part in selecting a leader, you take on a responsibility that can affect the course of many over the foreseeable future.

Edit

Share an update

Share an update or mention someone using @...

Count: 24.

Share with: Public

Post to groups
Send to individuals

Share

Paul LaRue
Senior Leadership, Builder of Leaders & Brands, Leadership Author & Thought Leader

7 Keys For Selecting A Solid Leader

Feb 8, 2016 | 73 views | 13 Likes | 2 Comments
Check out Paul LaRue's 7 key principles to selecting a solid leader.

7 Keys For Selecting A Solid Leader
Paul LaRue on LinkedIn  When you have the opportunity to take part in selecting a leader, you take on a responsibility that can affect the course of many over the foreseeable

Are you sick and tired of dealing with uncertainty? See my latest at @leadchangegroup. http://buff.ly/1XdXZwo

#Managers, if what you're trying to change just won't, consider if *your* perspective or behavior needs to change. #empoweredmanager
Why am I doing this again?

Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action. Jun 6, 2012

Content Marketing Definition - Examples
contentmarketinginstitute.com/2012/06/content-marketing-definition/
“Activate Your Network”
To Share a Brief “Something”
Commenting & more

Mary Schaefer, MHRM, SHRM-CP, RelImagineWork commented on this

The agony & naivety of a whitewashed whistle-blower

Itai Leshem on LinkedIn  •  I assumed revealing factual data I gathered suggesting a serious flaw in LinkedIn would prompt i...

Like  •  Comment  •  Share  •  62  •  24

Show previous comments

Robert Bacal  Itai Leshem Thanks for the reply. I was trying to get across that the reason there's no outpouring of support on this issue is that it is trivia... show more

Mary Schaefer, MHRM, SHRM-CP, RelImagineWork  Itai, I admire your passion and energy to bring attention to this issue. I have had people say to me, when talking about my passion, "Good luck ... show more

Add a comment...
Mary Schaefer, MHRM, SHRM-CP, ReimagineWork commented on a group discussion 1h

Delaware Small Business Chamber

10 Good Ways to 'Tell Me About Yourself'

Like • Comment • 1

Add a comment...

Mary Schaefer, MHRM, SHRM-CP, ReimagineWork Thanks for this resource, Brooke! 1h

Mary Schaefer, MHRM, SHRM-CP, ReimagineWork started a group discussion 2h

Inspiring Women in STEM

Recovering Women in STEM, Southern Polytechnic State University
As a research project for an SPSU composition course, student-scholars created a Wiki for educational use across disciplines in middle and high schools. This collaborative, digital resource
Shared my own post from my own website

Mary Schaefer, MHRM, SHRM-CP, ReimagineWork
Speaker, coach & trainer, helping you develop a culture of engagement and empow...

5 Things to Remember Now That You're the Boss, @MarySchaefer - http://buff.ly/1PMtwj6
#classicpost

5 things to remember now that you're the boss.
buff.ly
Mary Schaefer, MHRM, SHRM-CP, RelImagineWork
Speaker, coach & trainer, helping you develop a culture of engagement and emp...

Shift your thinking from "What I don't want to happen is ___" to "I can handle whatever happens" #empoweredmanager

Like · Comment · Share · 4 · 1

Mary Schaefer, MHRM, SHRM-CP, RelImagineWork You can find one of my posts that elaborates on this thought here: http://leachangegroup.com/a-little-known-way-to-prepare-for-a-tough-discussi... show more

Add a comment...
Tactics to Manage Content

• Schedule via Hootsuite (free version).
• Build queues that repeat (SocialOomph – fee).
• Schedule using Bufferapp (free or for fee versions). Easy to share from about anywhere on the web without much effort.
• Spontaneously:
  – Use share buttons on site or via Bufferapp plugin.
  – Copy and paste links through Hootsuite or directly through LinkedIn “share an update” button.
  – Write comment through LinkedIn “share an update” button.
UD opens fancy nanofab facility

Did you know a nanometer is the width of a thousandth of a strand of human hair?
Your Posts

Untitled Post
Draft: Feb 10, 2016

How to survive being a layoff survivor
Draft: Jan 10, 2016 | Delete

Are you a leader who can deal with the humanity of others?
Draft: Jan 10, 2016 | Delete

How to avoid this pitfall of

Add an image to bring your post to life
Images that are at least 700 x 400 pixels look best.

Mary Schaefer, MHRM, SHRM-CP, ReImagineWork
Speaker, coach & trainer, helping you develop a culture of engagement and empowerment with tech managers & employees.

Write Your Headline
Write Your Headline

h1 h2 “ | B I U T | ~ ~ | ~ ~ | ~ ~ | ~ ~ | ~ ~ |

Start writing.

http://tiny.cc/li-tips-long-form-posts
● Doesn’t seem to be opportunity for professional development I want. *(offering in Feb 2016 survey)*
  ● No professional development budget available.
  ● Boss doesn’t support professional development I want.
● Having trouble with boss or co-worker and no one I trust to handle it, or they are not taking me seriously.
● Don’t know my boss’s expectations. *(offering in Feb 2016 survey)*
● Don’t know what my boss thinks of my performance.
● My boss doesn’t stand up for me.
● My boss is vague with feedback. *(offering in Feb 2016 survey)*
● Need to learn to say no to coworkers, teammates, even boss. *(Dec 2015 teleseminar topic)*
  ● How do I take my career a different direction.
  ● Getting my boss to take my ideas seriously.
  ● What to do when I get a new boss to set myself up for success.
  ● How to set myself up for success with stakeholders of my work.
  ● How to tell my boss I want to look for a new position internally.
  ● When change at work is so profound I don’t know what to say to my reports. *(offering in Feb 2016 survey)*
  ● When I’m going through a crisis at work and want to buffer my employees.
  ● How to break a habit that’s derailing my career.
  ● How to navigate politics at work when I don’t like politics at work. *(offering in Feb 2016 survey)*
  ● When people have stopped including me or asking for my input.
3 tips to deliver bad news like a leader

Clients often come to me when they have to deliver what they considered “bad news” to an employee. It might be something like: Her job is changing and...
A Salesperson Sells the 1st One, But Customer Service Sells the Next 3

Shawn M. Ramsey
Digital & Sales Process Consultant

A Salesperson Sells the 1st One, But Customer Service Sells the Next 3

Jun 4, 2015 638 views 125 Likes 18 Comments

Stock volatility has shut down the IPO market
gizmodo.com

The European Goon Squad Slamming Silicon Valley
Michael Moritz

Google Parent Alphabet Tops Apple as World’s Largest Company
John C. Asafo

A Salesperson Sells the 1st One, But Customer Service Sells the Next 3
Shawn M. Ramsey

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gizmodo.com

The European Goon Squad Slamming Silicon Valley
Michael Moritz

Google Parent Alphabet Tops Apple as World’s Largest Company
John C. Asafo

Where do customer loyalties lie and for how long, in a market with so many choices, across so many segments:

1. **At a dealership**, although the transaction and ownership cycle typically begins with a sales person, the relationship forged with the Service Advisor, after time and monies spent for regular maintenance, vehicle recall notices, etc, tends to matter most, when it relates to repeat and referral business.

2. **At the gym**, your membership may have been handled by a sales person, but it’s the interactions with the personal trainer, which can mean success or failure of your fitness goals, as a direct result of strict adherence and commitment to a wellness plan, or finding reasons to “cheat”.

3. **Even in the B2B environment**, while an SaaS discovery, presentation and contract starts with a sales professional, it’s the coaching interactions and constructive advice established with the account manager and technical support team, which result in agreement renewals and vertical upsell opportunities.

In each of the examples above, a path for better customer service opportunities and ultimately future repeat sales, begins with the understanding that ...
February 2016 Leadership Development Carnival

Feb 1, 2016 | 13 views | 4 Likes | 0 Comments | 🌊 Facebook

Greetings and Welcome to the February 2016 Leadership Development Carnival!

It's a privilege to host over two dozen of today's top leadership thinkers (and doers). Their contributions this month will encourage all of us to continue strong in the new year, develop ourselves and our people, and stay the course of authenticity. Some authors will inspire, others will challenge, but they all empower us to make a positive impact in our leadership spheres.

While February is short, we're long on content for our Carnival this month ... so let's dive on in!

Anne Perschel of Germame Consulting starts us off by giving us insight .......

(Please click here to see the full article)

Follow me on Twitter

Follow me on Google +

For more posts check out:

The UPwards Leader: upwardsleader.com

Lead Change Group: leadchangepatrol.com

Connection Culture: connectionculture.com
I am not suggesting spin. I am suggesting a framework to make the best of being on their side and holding them accountable at the same time. The more calm and confident you are, the more your employee will respond in kind.

[A version of this post originally ran on the Lead Change Group site on May 26, 2015.]

***

I'm is a coach, trainer, speaker, consultant, and author. Connect with me for a complimentary consultation. I have 5 time slots available through Sept. 30, 2015. First come, first serve.

I learned or is a little of both. What I do know is that leadership is all around us. If we keep our eyes and ears open, we just may learn something, even from our local coffee shop “leader.”

A version of this post originally ran on the CIO.com site on November 13, 2015.

***

Get articles, free tools and tips, and notifications of events to help you become even more competent at dealing with workplace issues from Mary here. Mary is a coach, trainer, speaker, consultant, and co-author of the book, "The Character-Based Leader." Mary spoke at TEDx Wilmington 2014 on "Putting the Human Back into Human Resources." Mary holds a Master's degree in HR, is certified as a Professional in Human Resources (PHR) and is a former HR Manager. Mary also writes on workplace issues at www.maryschaefer.com, the Lead Change Group blog and CIO.com.
What’s one thing you’re taking away from this presentation?
Mary Schaefer

- Speaker, Coach, Trainer, Consultant
- Chief Encouragement Officer
- Helping you develop a culture of engagement and empowerment with tech managers & employees.
- Get freebie.
  - www.tiny.cc/mgr-cheat-sheet-DTCC
  - Password: DTCC
  - URL and password are case-sensitive
  - Available through Feb. 22.

“I can help you learn LinkedIn.”

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Let me introduce your social media go-to guru, Brooke Miles

- Owner, Delaware ShoutOut
- 302-273-2845
- brooke@deshoutout.com
- www.deshoutout.com
- www.linkedin.com/in/brookethemarketingpro
All that being said…

Forget Content, CONTACT is King/Queen

http://bit.ly/content-contact
Q & A
Useful links

• LinkedIn for Business
  – http://tiny.cc/profile-small-biz-owner

• Marketing

• Writing
  – http://www.hemingwayapp.com

• If you have more than one personal profile: