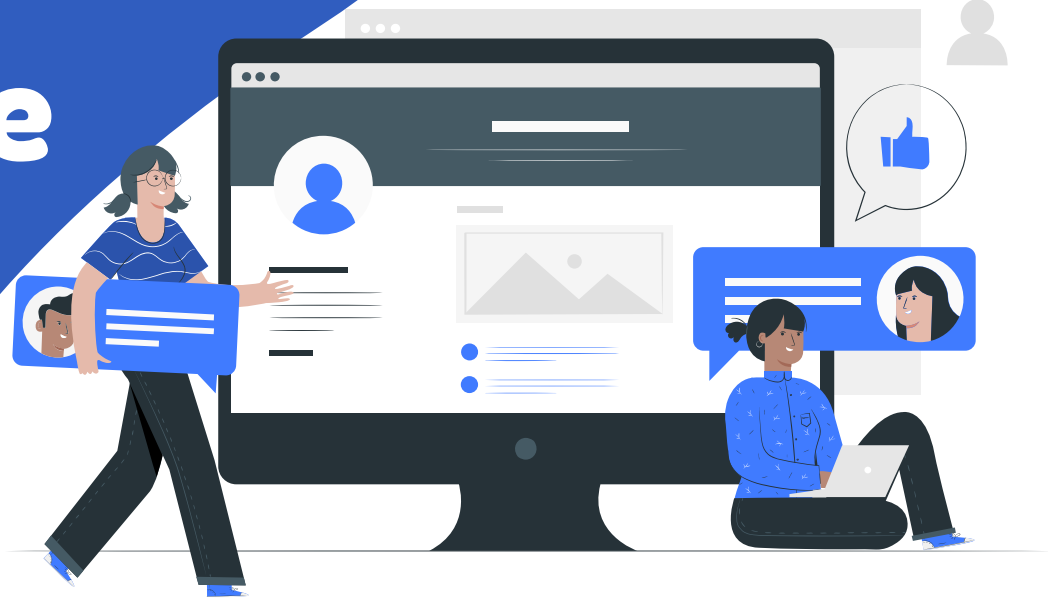


Social Media: Telling Your Story Online

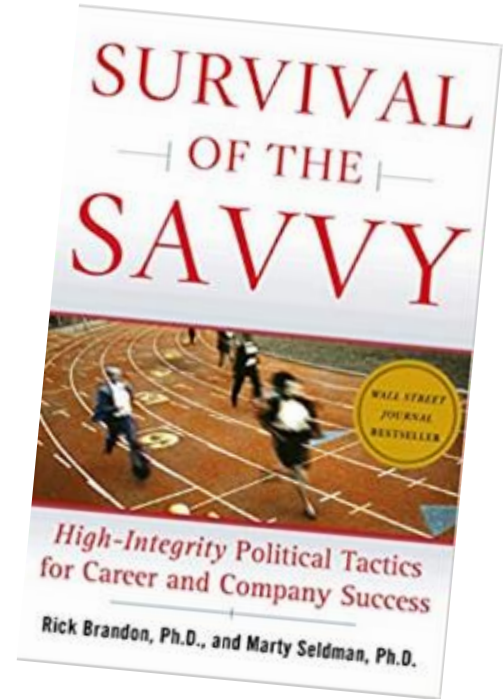
Emmeline Paintsil, PharmD, MSLD, BCPS
Director, Professional Affairs
Iowa Pharmacy Association



POWER OF BRANDING AND SELF-PROMOTION

Essential tactics for excelling with integrity and being impactful throughout career development

- *Pump up your power image*
- *Weave a safety network*
- *Manage the airwaves*
- *Promote yourself with integrity*



KNOW YOURSELF!

- The creation of a unique brand and subsequent self promotion requires a strong foundation supported by self-awareness of internal and external communication
- Defining who you are, how you contribute to the organization, and most importantly how you connect and communicate with others, influences how you are perceived

WHAT SETS YOU APART?



Area of Pharmacy (Community, Industry, Health-System, Managed Care)



Lived Experiences
(Volunteer, Work, Travel)



Hobbies and Special
Interests



Identity (culture, ethnicity,
gender, groups
represented, etc.)

Individual Brand Example

What is your goal?

To be seen as an expert on a specific disease state or topic?

Do you want to build and foster relationships?

Age: 28

Gender: Female

Studies: Degree in Pharmacy, Leadership Development, Diabetes Concentration

Hobbies: All things artsy, poetry/writing, cooking, music

Job: Pharmacist at IPA

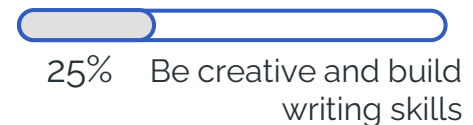
Disease State Interests: Critical Care, Autoimmune, Oncology, TxP

Goals

- Empower others to achieve the best version of themselves
- Build awareness of the value of pharmacy professionals
- Destigmatize mental health



Motivations



Steps in Building a Brand and Promoting Yourself

- 1. Keep track of projects and contributions**
- 2. Find a mentor who supports and showcases your achievements**
- 3. Get involved in your organization and community**
- 4. Pitch and promote your brand**

PORTFOLIOS

Helps to build brand awareness.

PERSONAL WEBSITE
LINKEDIN
MEDIUM
BLOGS
OTHER SOCIAL SITES
NOTES APP

DIGITAL PORTFOLIOS

PERSONAL WEBSITE

EMMELINE E. PAINTSIL, PHARM.D, MSLD, BCPS



"I would like to be known as
an intelligent woman,
a courageous woman,
a loving woman,
a woman who teaches
by being."

— Maya Angelou

CURRICULUM VITAE

PORTFOLIOS

LINKEDIN

“Selling yourself isn’t selling out. Letting people know about ideas you initiate or results you achieve is neither conceited nor crass. You’re not *showboating* you’re *showcasing*. You’re *not* stealing credit, exaggerating your contributions, or plagiarizing.”

—Survival of the Savvy

The most significant ramification to shying away from sharing your contributions and relying solely on allowing your work to speak for itself is the risk of career stagnancy. There is a fine balance to showcasing which requires not being aloof, being able to show humility and not being cocky.



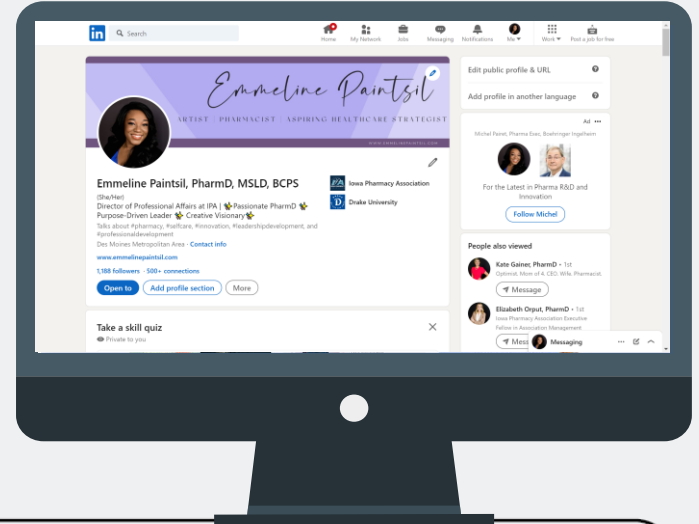


LinkedIn



www.linkedin.com

LEVERAGING LinkedIn





LinkedIn

Creating an..

Building Your Profile X +

← → G Q www.linkedin.com

Building Your Profile

Introduce Yourself

- x Headline= more than your job title
- x Use your summary to tell a story
- x Be careful of your use of buzzwords

Experience

- x Work experiences
 - Include the job title, years worked, and short summary of duties
- x Relevant volunteering

Education, Certifications, etc.

- x Undergraduate college
- x University of Iowa College of Pharmacy
- x Relevant certificates
 - Language certificate
- x Highlight useful skills
 - Verified Skills Badge



LinkedIn

Creating an..

Building You..

Posting



← → 🔍 www.linkedin.com

Posting



x Document Career Enhancing Events

x Conferences, Awards, Professional Events

x Include Photos

x Twice the engagement!

x Write a Detailed Description

x Include details about what you did, what you learned, and why it would make you a better candidate in the future

x Highlight skills/experiences that you acquired/find-tuned



LinkedIn

Creating an..

Building You..

Posting

Interacting



← → 🔍 www.linkedin.com



Interacting

Like Posts

x Friends, mentors,
people you admire in the
profession

x Comment on posts

- share thoughts
- congratulations
- bring awareness to
issues you are
passionate about

Follow People & Pages

x Peers

x Professional mentors

x Employers

x Like the University of
Iowa College of
Pharmacy page!

Join Groups

x Organizations/
businesses you're
interested in



LinkedIn

Creating an..

Building You..

Posting

Interacting

Connecting



← → 🔍 www.linkedin.com

Connecting



x Engagement

x A large part of LinkedIn is connecting with peers and pharmacy professionals!



x Endorsements

- x Highlight skills of fellow peers
- x Increases credibility
- x Most often, people return the favor

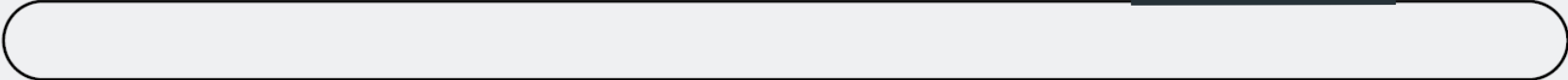
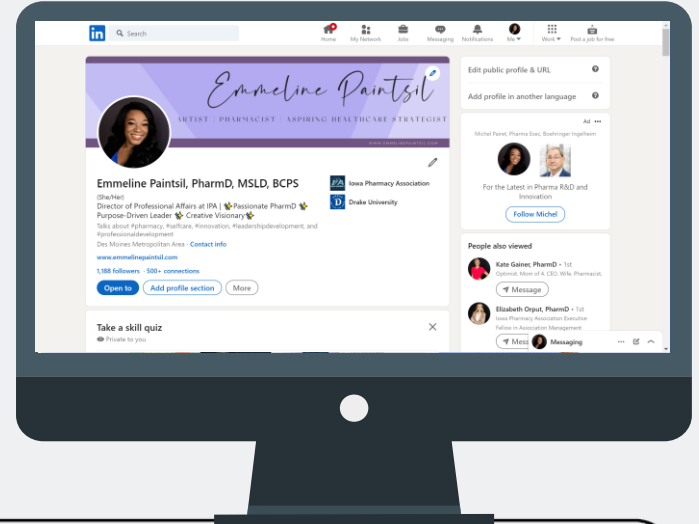


LinkedIn



← → 🔍 www.linkedin.com

LEVERAGING LinkedIn



BENEFITS OF NETWORKING ONLINE



Job opportunities

Learning about different areas of pharmacy

Identifying mentors

Sharing your passions

DON'T LIE





PUBLIC VS PRIVATE SOCIAL MEDIA ACCOUNTS

WHERE DO YOU WANT TO ENGAGE YOUR AUDIENCE?

Example:



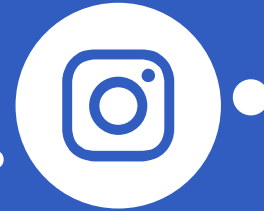
25%

Personal, family and
friend updates,
memes



90%

Career
development, job
opportunities,
connection with
professionals



2%

Creative and full
expression, no
pharmacy
education, personal

USE DISCERNMENT

Share updates that are appropriate for the platform you're using...consider

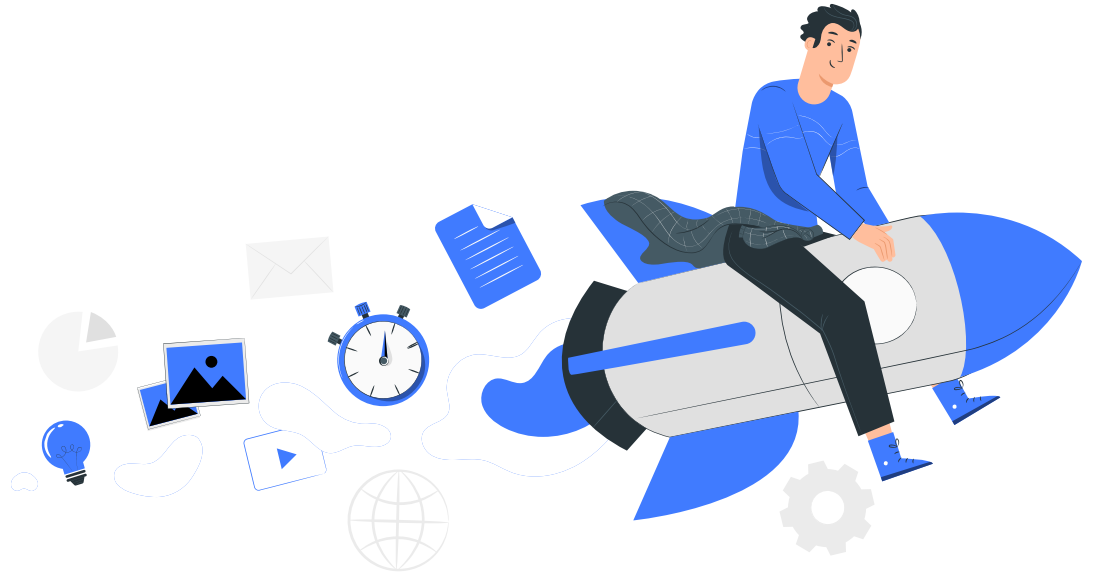
- Current employers and employees
- Future employers
- Other pharmacists
- Other healthcare disciplines
- General public

The most important thing to be mindful of who your audience is and who is watching at all times



Don't take social media too seriously to where you're second guessing everything you post. Post authentically and people will engage with you authentically....





This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik** and illustrations by **Stories**