Social Media: Telling Your Story Online

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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

Goals

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

Motivations

- 100% Authenticity
- 70% Educational
- 25% Be creative and build writing skills

Job: Pharmacist at IPA
Disease State Interests: Critical Care, Autoimmune, Oncology, TxP
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
"I would like to be known as an intelligent woman, a courageous woman, a loving woman, a woman who teaches by being."

— Maya Angelou
“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 showing 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.
LEVERAGING LinkedIn
Building Your Profile

Introduce Yourself
- Headline: more than your job title
- Use your summary to tell a story
- Be careful of your use of buzzwords

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

Education, Certifications, etc.
- Undergraduate college
- University of Iowa
- College of Pharmacy
- Relevant certificates
  - Language certificate
- Highlight useful skills
  - Verified Skills Badge
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
Interacting

Like Posts
- Friends, mentors, people you admire in the profession
- Comment on posts
  - share thoughts
  - congratulations
  - bring awareness to issues you are passionate about

Follow People & Pages
- Peers
- Professional mentors
- Employers
- Like the University of Iowa College of Pharmacy page!

Join Groups
- Organizations/businesses you're interested in
Connecting

x Engagement

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

x Endorsements

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