



# BUILDING YOUR ONLINE BRAND

MCB CAREER DEVELOPMENT WEEK



## **HOLLY RUSHAKOFF**

ASSOCIATE DIRECTOR OF MARKETING  
COLLEGE OF VETERINARY MEDICINE

HRUSH@ILLINOIS.EDU  
@HOLLYRUSHAKOFF

- Managing social media accounts for campus units since 2009
- Presenting on social media since 2012
- Founded U of I Social Media Conference in 2014, merged with U of I Web Conference in 2017



**CLAIRE BENJAMIN**

COMMUNICATIONS COORDINATOR  
CARL R. WOESE INSTITUTE FOR  
GENOMIC BIOLOGY

CLAIRE@ILLINOIS.EDU  
@CLAIREBENJI

Manage five Twitter accounts related to  
plant science research  
Recipient of the 2015 Social Media Award  
for the University of Illinois Communications  
and Marketing Excellence (ACME)  
Presented "Think before you Tweet: A case  
study for tweeting in academia"

A black and white photograph of a man wearing glasses and a lab coat, leaning over a white plastic pet cage. He is focused on a piece of electronic equipment or a device inside the cage. The background shows other cages in a laboratory or kennel setting. A large cyan triangle is in the bottom right corner.

NOTHING IN SCIENCE  
HAS ANY VALUE IF IT IS  
NOT COMMUNICATED.

ANNE ROE

# SCHEDULE

- 
- 01 YOUR BRAND
  - 02 FACEBOOK
  - 03 TWITTER
  - 04 INSTAGRAM
  - 05 LINKEDIN
  - 06 CONCLUSION
- 



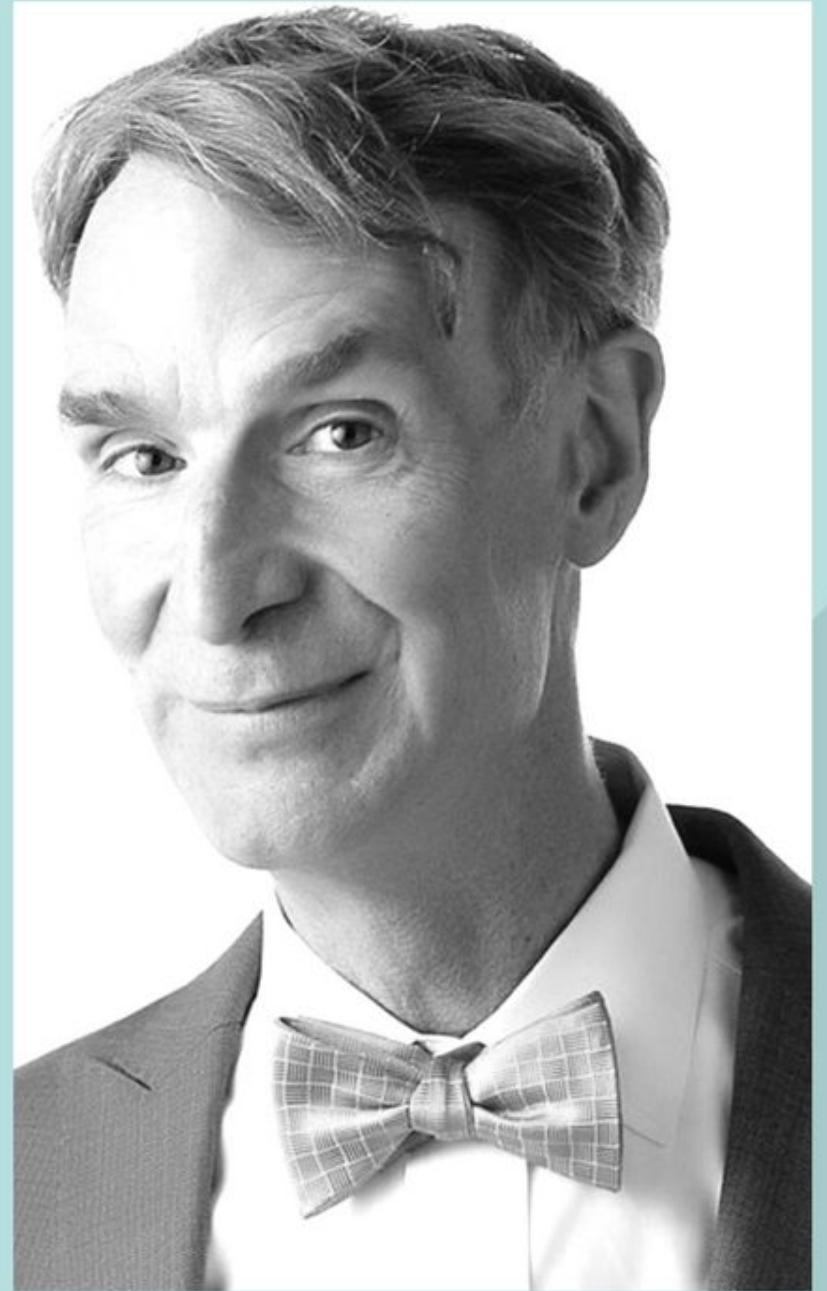
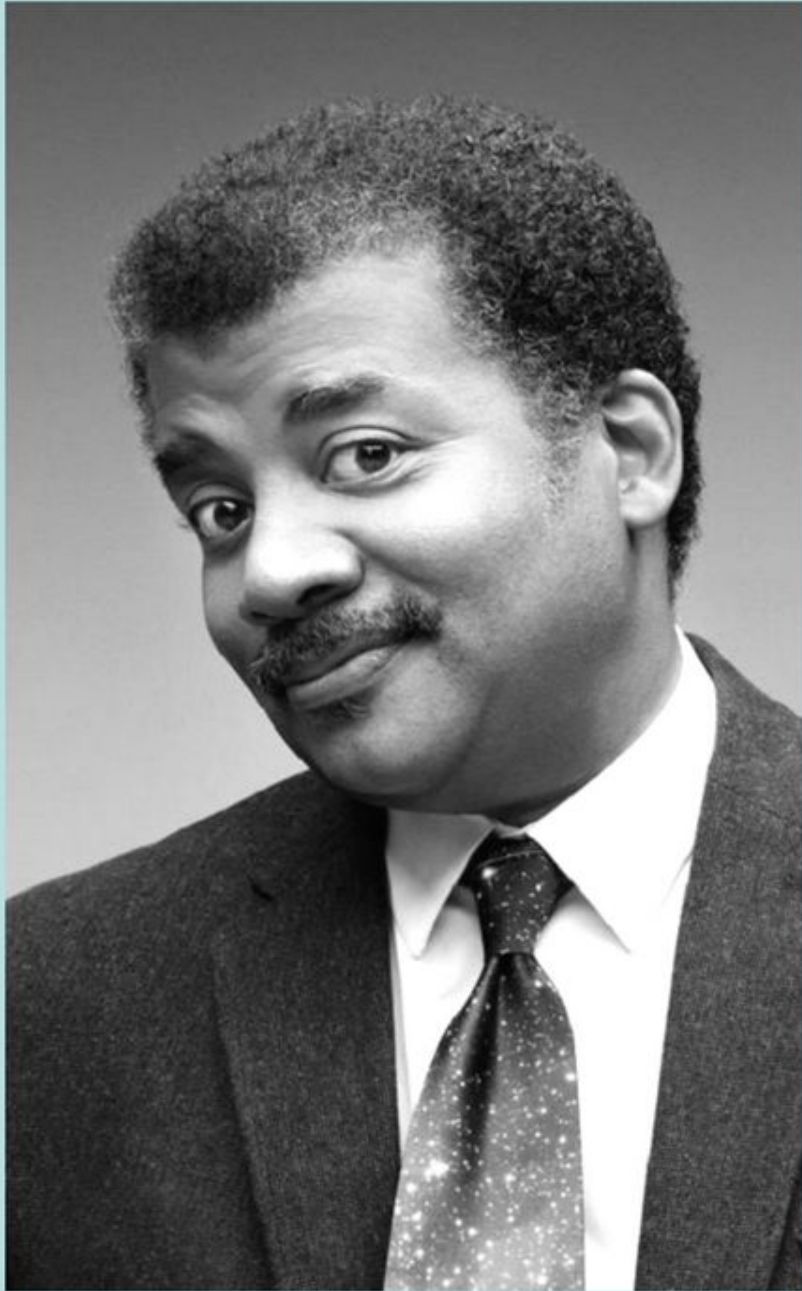
01

YOUR BRAND





YOUR BRAND IS HOW YOU ARE  
PERCEIVED; BRANDING IS  
SHAPING THAT PERCEPTION.





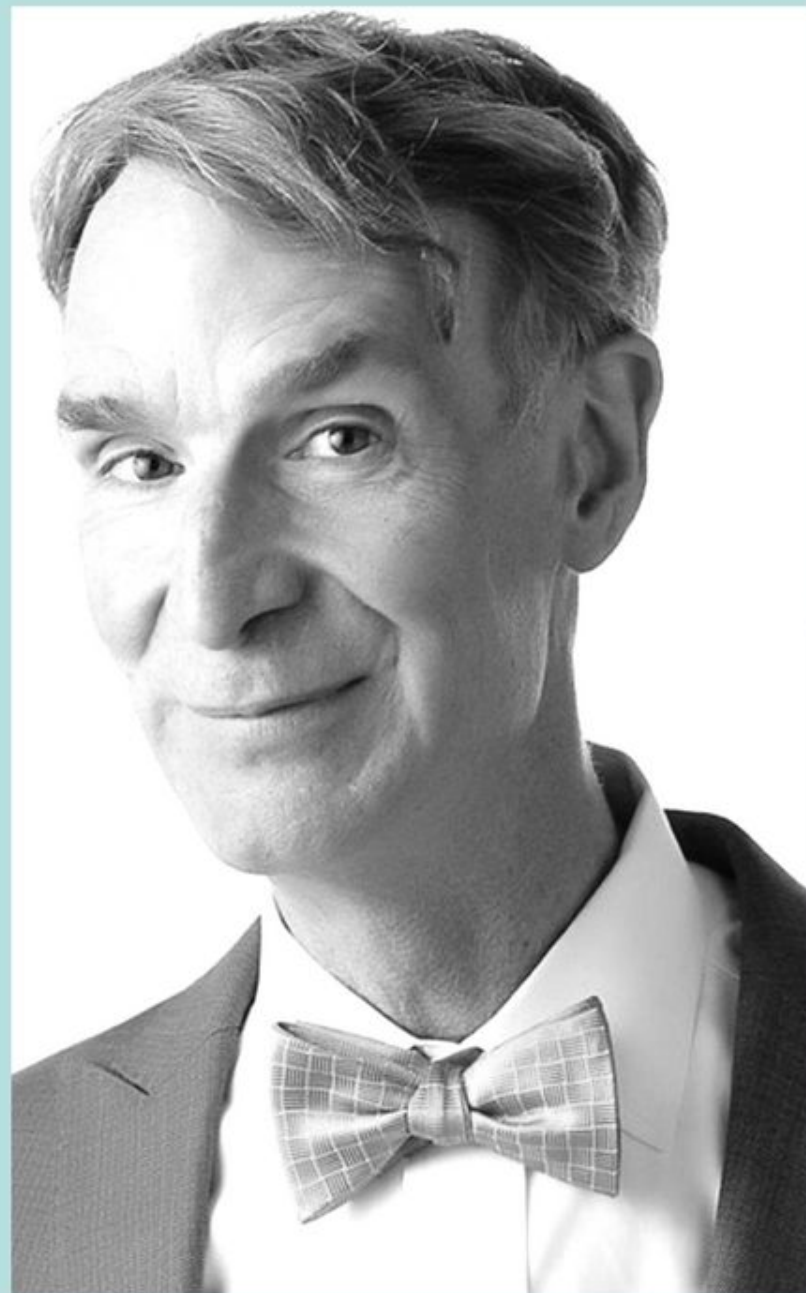
**BILL NYE**

SMART

GEEKY

FUN-LOVING

BOW TIES



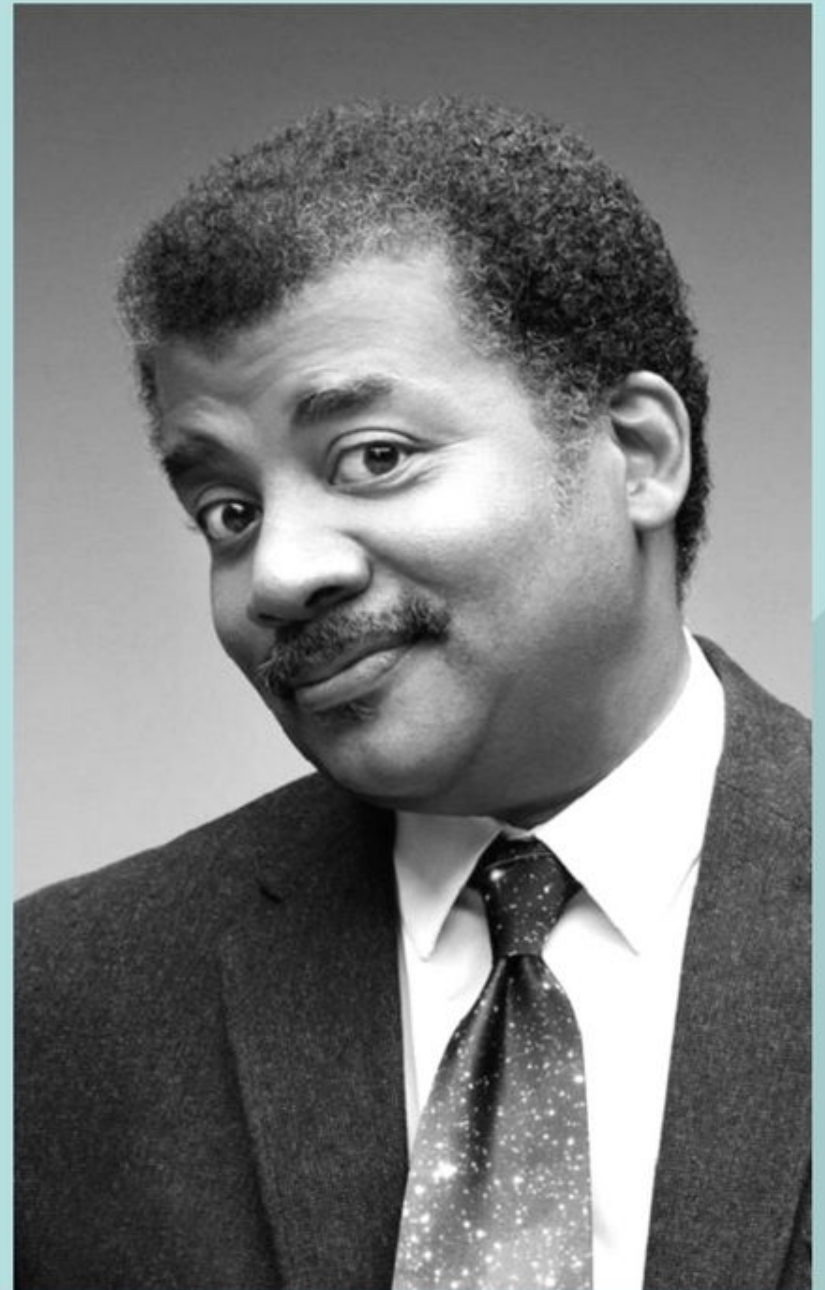
**NEIL DEGRASSE TYSON**

ASTROPHYSICIST

EVANGELIST

SERIOUS

SPACE TIES



**SAMANTHA YAMMINE**  
SCIENCE RESEARCH  
COMMUNICATION  
CREATIVE



# YOUR BOILERPLATE

A "BOILERPLATE" IS AN ORGANIZATION'S STANDARD DESCRIPTION THAT CAN USUALLY BE FOUND ON A WEBSITE'S "ABOUT" PAGE OR AT THE END OF A NEWS RELEASE.

# SAMANTHA YAMMINE

SCIENCE RESEARCH,  
COMMUNICATION, AND CREATIVE

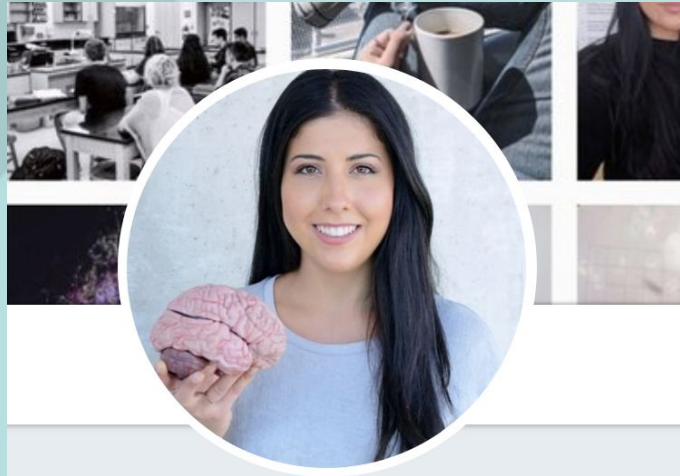
Samantha is a PhD candidate who is passionate about science and sharing it with the world.

Click below to find out more about her academic research & innovative science communication.

[LEARN MORE](#)





# TWITTER



 **science.sam**

@heysciencesam

 Scientist × Instagrammer sharing the wonder of the worlds within us all!   
Read about my latest fun science story at [instagram.com/science.sam](https://www.instagram.com/science.sam) ❤️

 Toronto, Ontario

 [heysciencesam.com](https://www.heysciencesam.com)

 Joined March 2017

Tweet to  [science.sam](https://twitter.com/science.sam)

# INSTAGRAM



Instagram

Search



science.sam

Following



331 posts

25.4k followers

963 following

**samantha yammine** PhD Researcher x Science Storyteller making science fun so we can ALL learn more about ourselves & the world!   
[twitter.com/heysciencesam](https://twitter.com/heysciencesam)

[heysciencesam.com](https://heysciencesam.com)

Followed by [octonation](#)

# YOUR AUDIENCE

**WHO IS YOUR AUDIENCE?**  
COLLEAGUES IN YOUR FIELD  
LARGER SCIENCE COMMUNITY  
GENERAL PUBLIC



# YOUR BRAND

WHAT ARE YOU PASSIONATE ABOUT?  
WHAT DO YOU STAND FOR?  
WHAT CAN YOU DELIVER?  
WHAT DIFFERENTIATES YOU?

# WORDCOUNT

160 CHARACTERS **TWITTER**

150 CHARACTERS **INSTAGRAM**

120 CHARACTERS **LINKEDIN HEADLINE**

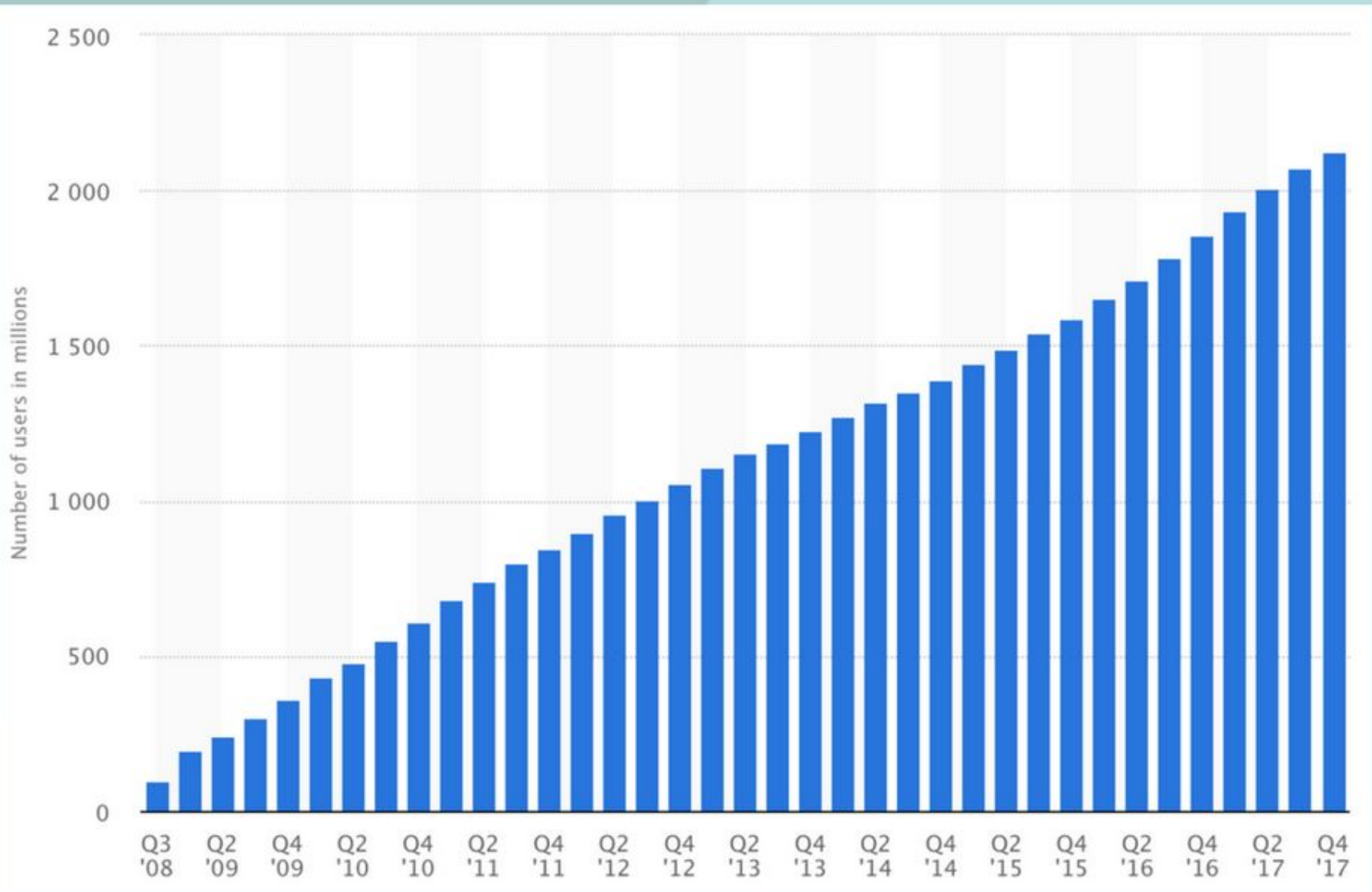
2000 WORDS **LINKEDIN SUMMARY**



**02**

FACEBOOK





NUMBER OF MONTHLY ACTIVE FACEBOOK USERS WORLDWIDE AS OF 4TH QUARTER 2017 (IN MILLIONS)

# FACEBOOK

2.072 BILLION  
MONTHLY ACTIVE USERS

GROW PERSONAL CONNECTIONS    **VALUE**  
HARD TO EXPAND YOUR NETWORK    **CAVEATS**  
POST ONCE A DAY    **BEST PRACTICES**

FACEBOOK

**WHAT IS THE VALUE?**  
EVERYONE'S ON FACEBOOK!  
FOLLOW YOUR DREAM EMPLOYERS  
PROVIDES ANOTHER DIMENSION TO YOU

FACEBOOK

**BEST PRACTICES FOR JOB-SEEKING**  
HONE GREAT COMMUNICATION SKILLS  
BUILD PROFESSIONAL IMAGE  
EMPLOY CREATIVITY  
DEMONSTRATE GOOD JUDGMENT

FACEBOOK

**BEST PRACTICES FOR  
BECOMING AN INFLUENCER**

PROVIDE VALUABLE CONTENT  
NETWORK WITH OTHER PEOPLE/BRANDS  
MAKE YOURSELF KNOWN IN PAGES/GROUPS  
INVITE OTHERS TO LIKE YOUR PAGE  
AMPLIFY YOUR INSTAGRAM CONTENT



# FACEBOOK

## ENHANCE AND PROTECT YOUR IMAGE

CAREERBUILDER STUDY FOUND  
THAT EMPLOYERS ARE LESS LIKELY  
TO HIRE IF YOU'RE A GHOST ONLINE

REMOVE OR UNTAG PHOTOS THAT  
SHOW YOU IN AN UNFAVORABLE LIGHT

REMOVE ANY DISTASTEFUL COMMENTS  
THAT FRIENDS POST TO YOUR WALL

Search

# Choose your privacy settings

---





## Connecting on Facebook

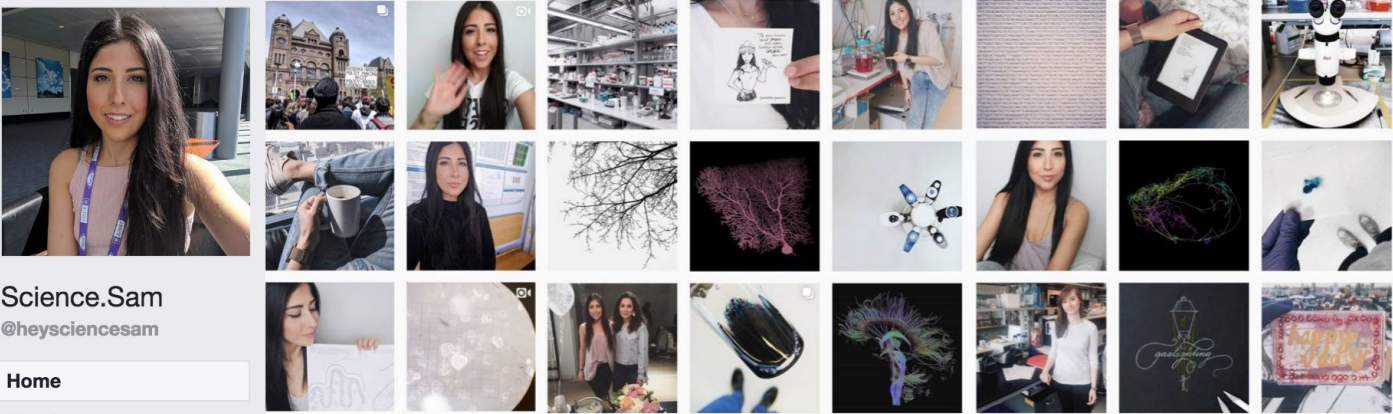
Control basic information your friends will use to

SETTINGS > PRIVACY  
SETTINGS > TIMELINE AND TAGGING

# FACEBOOK

f Science.Sam

Claire Home    



**Science.Sam**  
@heysciencesam

**Home**



About  
Posts  
Photos  
Videos  
Events  
Community

Create a Page

Like Follow Share ...

Learn More Send Message


**Posts**

 **Science.Sam** April 29 at 12:30pm · Instagram · 

Last post I asked "where do the cells of the brain come from?" but if we rewind in time to before we were born and before there was even a beginning of a brain, the bigger question is "where does \*ANY\* organ come from?!" 🤔🤔


This takes us to the time in our lives called 💎 gastrulation 💎, which forms the blueprint for every single organ in our bodies to form 🤖🤖  
This video is of a gastrulating zebrafish🐟, courtesy of Ashley Bruce's lab @UofT.

One of my favourite scientists Le... [See More](#)




**Scientist**


**Community** [See All](#)


 [Invite your friends](#) to like this Page


 746 people like this


 794 people follow this

**About** [See All](#)

 Typically replies within a day  
[Send Message](#)

 samanthayamine.com

 Scientist

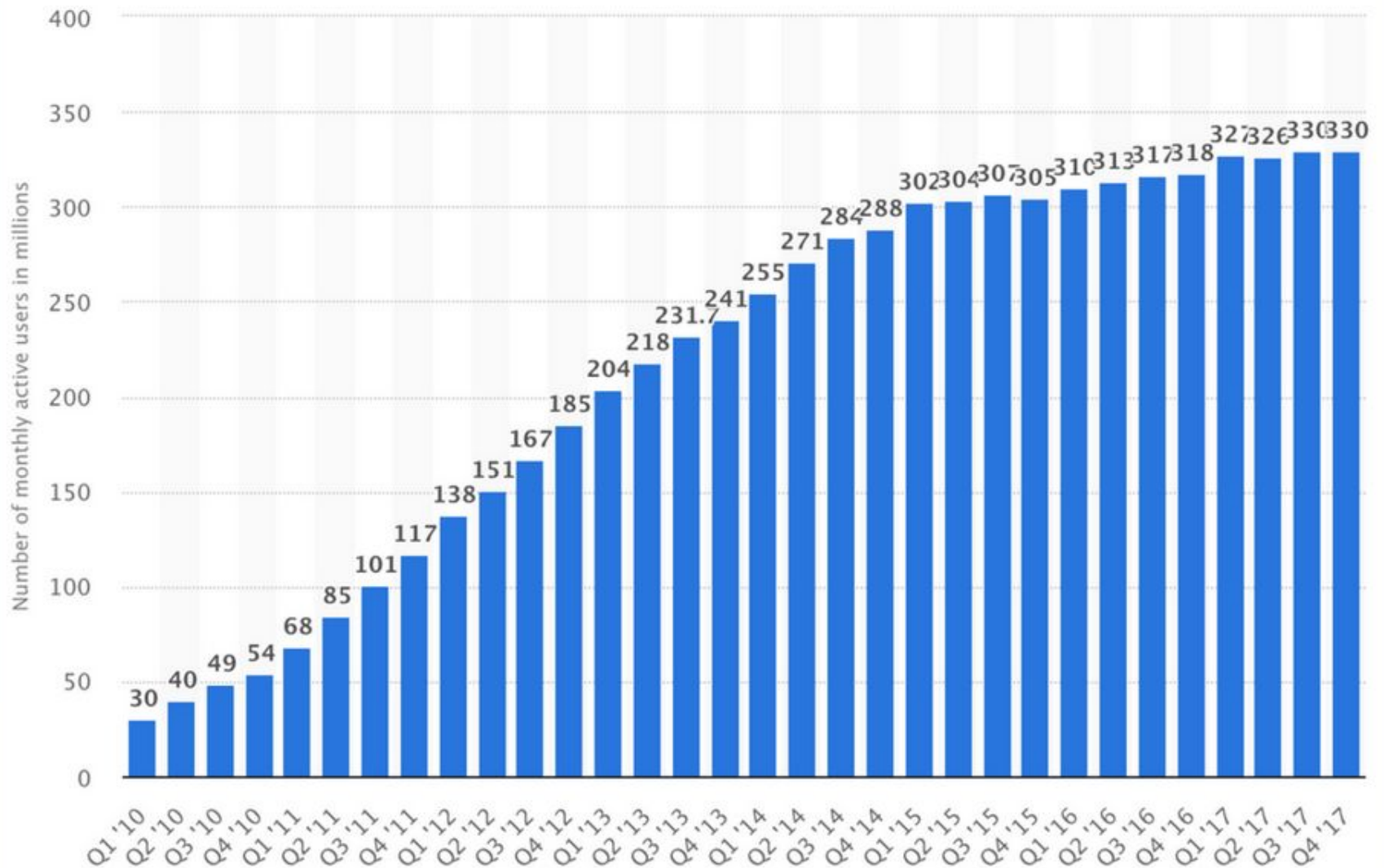
 Suggest Edits



03

TWITTER





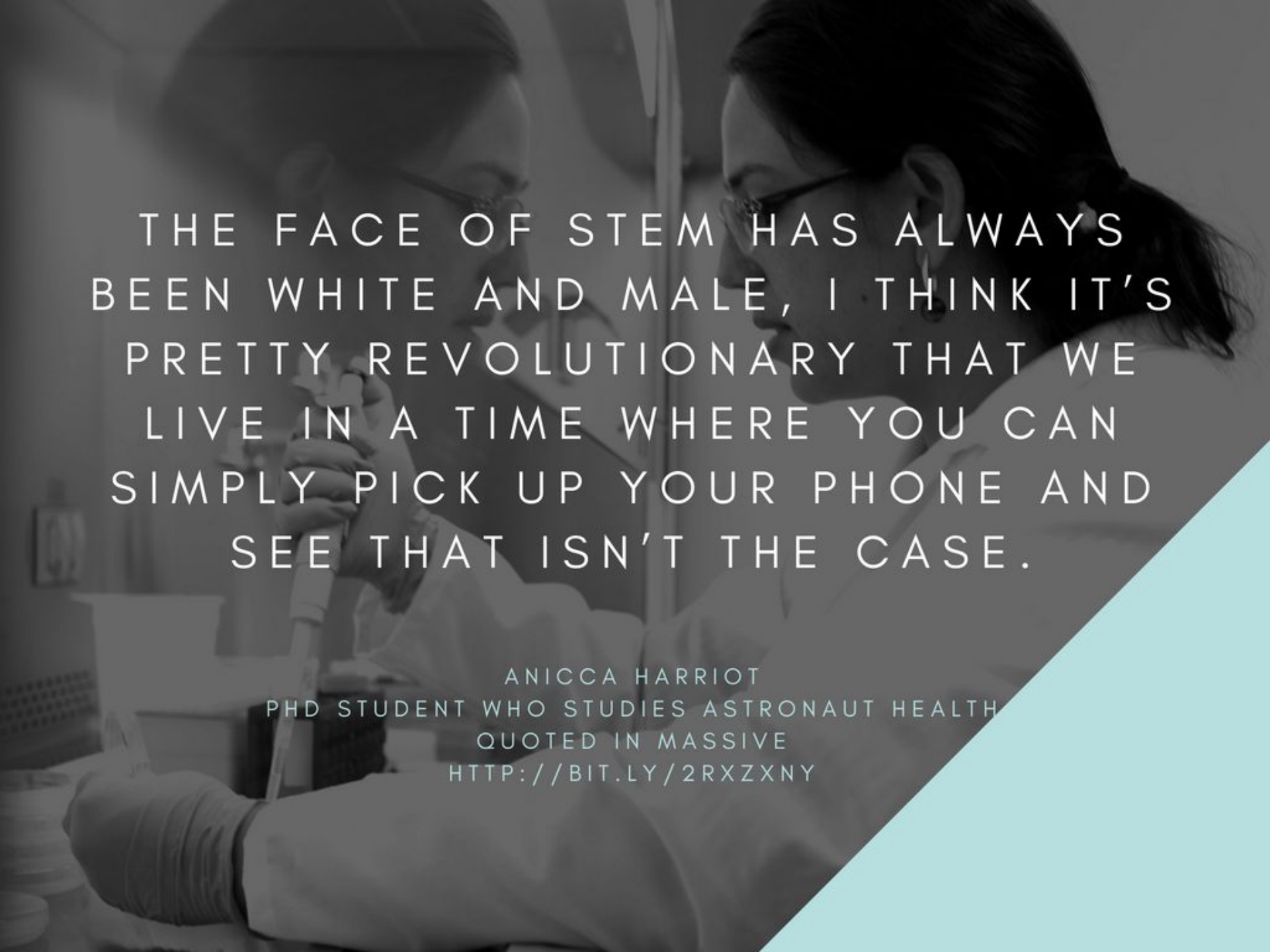
NUMBER OF MONTHLY ACTIVE TWITTER USERS WORLDWIDE FROM 1ST QUARTER 2010 TO 4TH QUARTER 2017 (IN MILLIONS)

# TWITTER

**330 MILLION  
MONTHLY ACTIVE USERS**

UNLIMITED, SPECIALIZED NETWORK    **VALUE**  
DEMANDING, OPEN ACCESS    **CAVEATS**  
POST SEVERAL TIMES A DAY\*    **BEST PRACTICES**

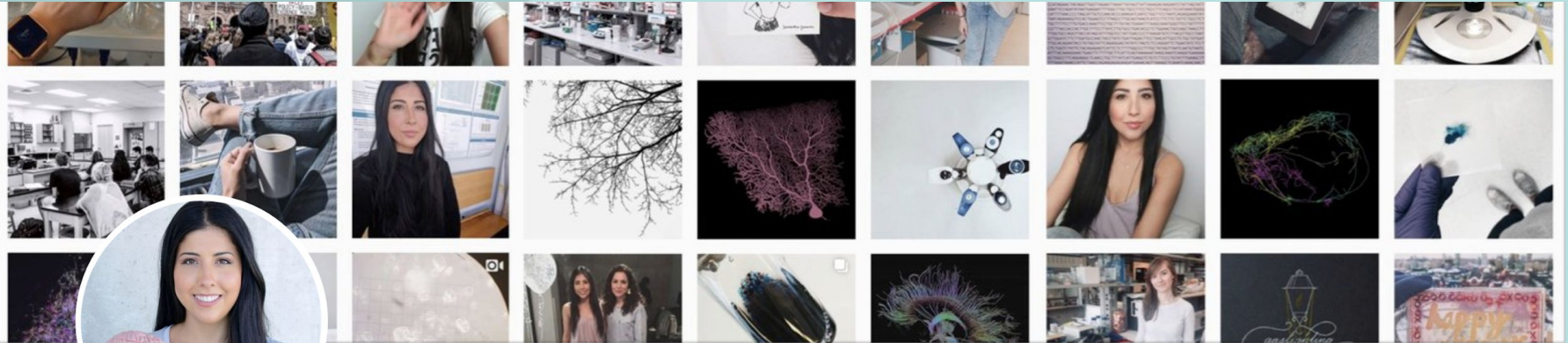
\*HOOTSUITE, TWEETDECK, BUFFER



THE FACE OF STEM HAS ALWAYS  
BEEN WHITE AND MALE, I THINK IT'S  
PRETTY REVOLUTIONARY THAT WE  
LIVE IN A TIME WHERE YOU CAN  
SIMPLY PICK UP YOUR PHONE AND  
SEE THAT ISN'T THE CASE.

ANICCA HARRIOT  
PHD STUDENT WHO STUDIES ASTRONAUT HEALTH  
QUOTED IN MASSIVE  
[HTTP://BIT.LY/2RXZXNY](http://bit.ly/2RXZXNY)

# TWITTER



Tweets **1,221**   Following **84**   Followers **6,009**   Likes **2,291**   Moments **2**

Follow

 **science.sam**

@heysciencesam

👩‍🔬 Scientist x Instagrammer sharing the wonder of the worlds within us all! 🧬  
Read about my latest fun science story at [instagram.com/science.sam](https://www.instagram.com/science.sam) ❤️

📍 Toronto, Ontario

🌐 [heysciencesam.com](https://www.heysciencesam.com)

📅 Joined March 2017

Tweet to  **science.sam**

Tweets   Tweets & replies   Media

📌 Pinned Tweet



 **science.sam** @heysciencesam · Apr 9

There are LOTS of different career options in #STEM, but it's tough to know what's out there (esp if you're #firstgenSTEM like me 🧐).

So I teamed up with @GE\_Canada to bring you the #BeWhatYouSee series, highlighting some incredible 🇨🇦 #womeninSTEM

All 4 videos 📺

💬 2   ↻ 50   📁   ❤️ 148   ✉️

Show this thread

Who to follow · Refresh · View all



 **Samantha Yammine ...** ×

Follow



**The STEM Squad @theS...** ×

Follow



**christine liu** 🌟 two phot... ×

Follow

👤 Find people you know



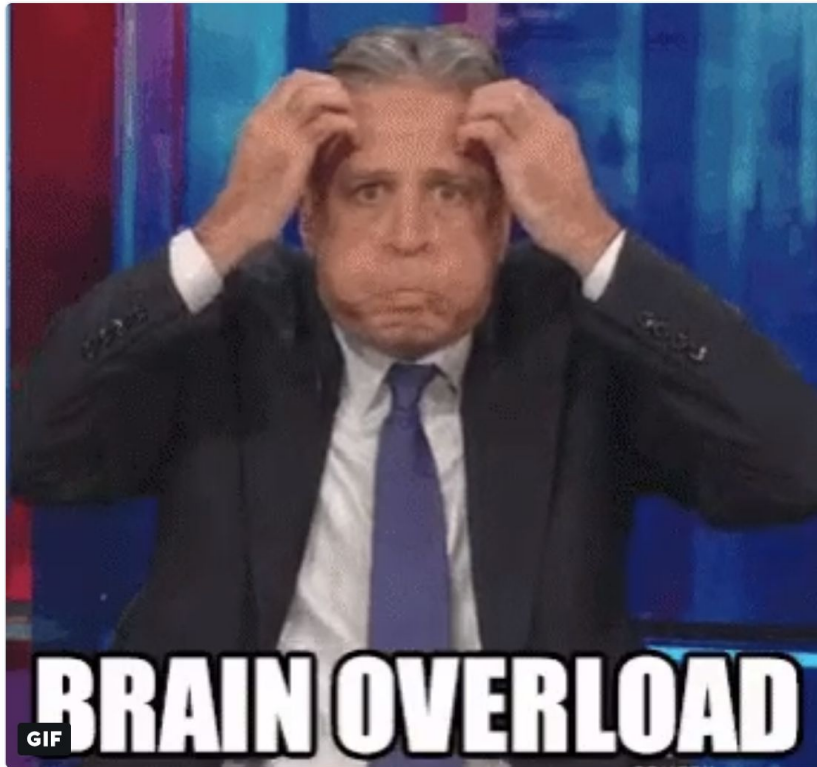
# TWITTER



**science.sam** @heysciencesam · Apr 26

My latest experiment has been a BEAST  
..... to say the least!

Posted a fun swipe along photo journey of my progress so far:  
[instagram.com/p/BiCjZTHF3z8/](https://www.instagram.com/p/BiCjZTHF3z8/)




# TWITTER

 Pinned Tweet



 **science.sam** @heysciencesam · Apr 9 

There are LOTS of different career options in #STEM, but it's tough to know what's out there (esp if you're #firstgenSTEM like me ).

So I teamed up with @GE\_Canada to bring you the #BeWhatYouSee series, highlighting some incredible  #womeninSTEM

All 4 videos 



[Show this thread](#)

# TWITTER

 science.sam Retweeted



**Imogene Cancellare**  @biologistimo · 23h 

Someone messaged me on Instagram to tell me that science & glamour have nothing to do with each other.

So here's me, modeling on the edge of a cliff I used to (successfully) live-trap foxes off of. And I'm [#stillascientist](#)



 84

 256



 2.2K



# TWITTER

  science.sam Retweeted



**Timothy Caulfield**  @CaulfieldTim · May 2

Great work by my buddy, @UbakaOgbogu, et al! Involvement of Canadian physicians in promoting and providing unproven stem cell therapies: [bmcmedethics.biomedcentral.com/articles/10.11...](https://bmcmedethics.biomedcentral.com/articles/10.11...) #bmcmedethics Let's stem it up regulators!! @CMA\_Docs @CPSA\_CA @GoAHealth @pknoepfler @StemCellNetwork

## Conclusions

Our findings suggest a need for timely and proactive intervention to prevent the normalization of questionable clinical practices. At a minimum, professional Colleges and health regulators ought to investigate the issue and assess the legitimacy of associated trends and practices. A first step in this direction might be to implement governance strategies that emerged from previous initiatives by Canadian medical societies [32].



# TWITTER



 **science.sam** @heysciencesam · Apr 20



I grew up watching @BillNye, so was SUUUPER COOL to help kids build little robots with him today @emeraldcodeshow HQ 🥳



Bill Nye, Emerald Code and Let's Talk Science



TWITTER

**HOW TO WIN TWITTER**

HASHTAGS

MENTIONS (THINK INFLUENCERS)

PHOTOS/VIDEOS/GIFS

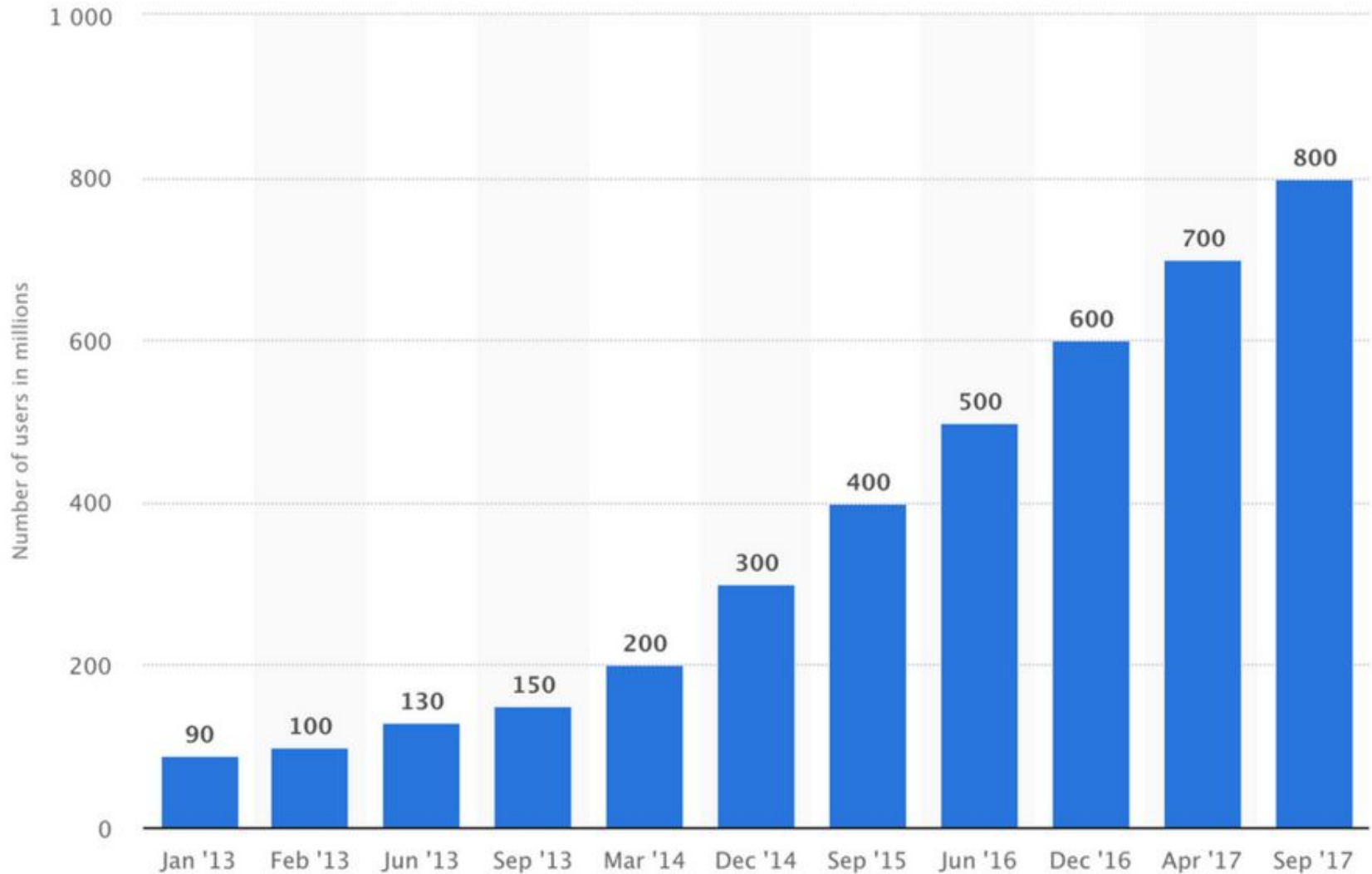
CALL TO ACTION/LINKS



04

INSTAGRAM





NUMBER OF MONTHLY ACTIVE INSTAGRAM USERS FROM JANUARY 2013 TO SEPTEMBER 2017 (IN MILLIONS)



# INSTAGRAM

800 MILLION  
MONTHLY ACTIVE USERS

GROWING, POSITIVE PLATFORM    **VALUE**  
REQUIRES HIGH-QUALITY VISUALS    **CAVEATS**  
POST ONCE A DAY    **BEST PRACTICES**

# INSTAGRAM

## WHAT IS THE VALUE?

THINK OF IT AS A PORTFOLIO

MORE COMPANIES PROMOTING  
THEIR CULTURES AND OPEN JOBS HERE

SEARCH FOR POSTS TAGGED IN COMPANY'S  
LOCATION TO SEE OFFICE POSTS

# INSTAGRAM

## HOW TO WIN INSTAGRAM

COHESIVE IMAGERY

CLEVER COPYWRITING

USE HASHTAGS

ASK QUESTIONS





SWITCH TO A BUSINESS ACCOUNT




HIRING MANAGERS ARE MORE  
LIKELY TO CHECK YOUR  
INSTAGRAM ACCOUNT THAN  
YOUR LINKEDIN PROFILE TO  
DETERMINE THE KIND OF PERSON  
THE CANDIDATE IS BEYOND  
THEIR RESUME.

A STUDY BY SIMPLY HIRED  
ON [FASTCOMPANY.COM](https://www.fastcompany.com)  
(APRIL 2018)







# INSTAGRAM

 | Instagram    










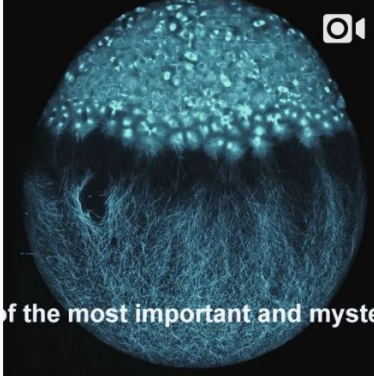


science.sam Following ⋮

331 posts   25.4k followers   963 following

 **samantha yammine**   PhD Researcher × Science Storyteller  making science fun so we can ALL learn more about ourselves & the world!    
[twitter.com/heysciencesam](https://twitter.com/heysciencesam)  
[heysciencesam.com](https://heysciencesam.com)

Followed by [octonation](#)

 **stem cells**  **resources**  **#🧬👩🏫🧪...**  **explainers**  **events**  **collabs**  **brain stuff** ➤

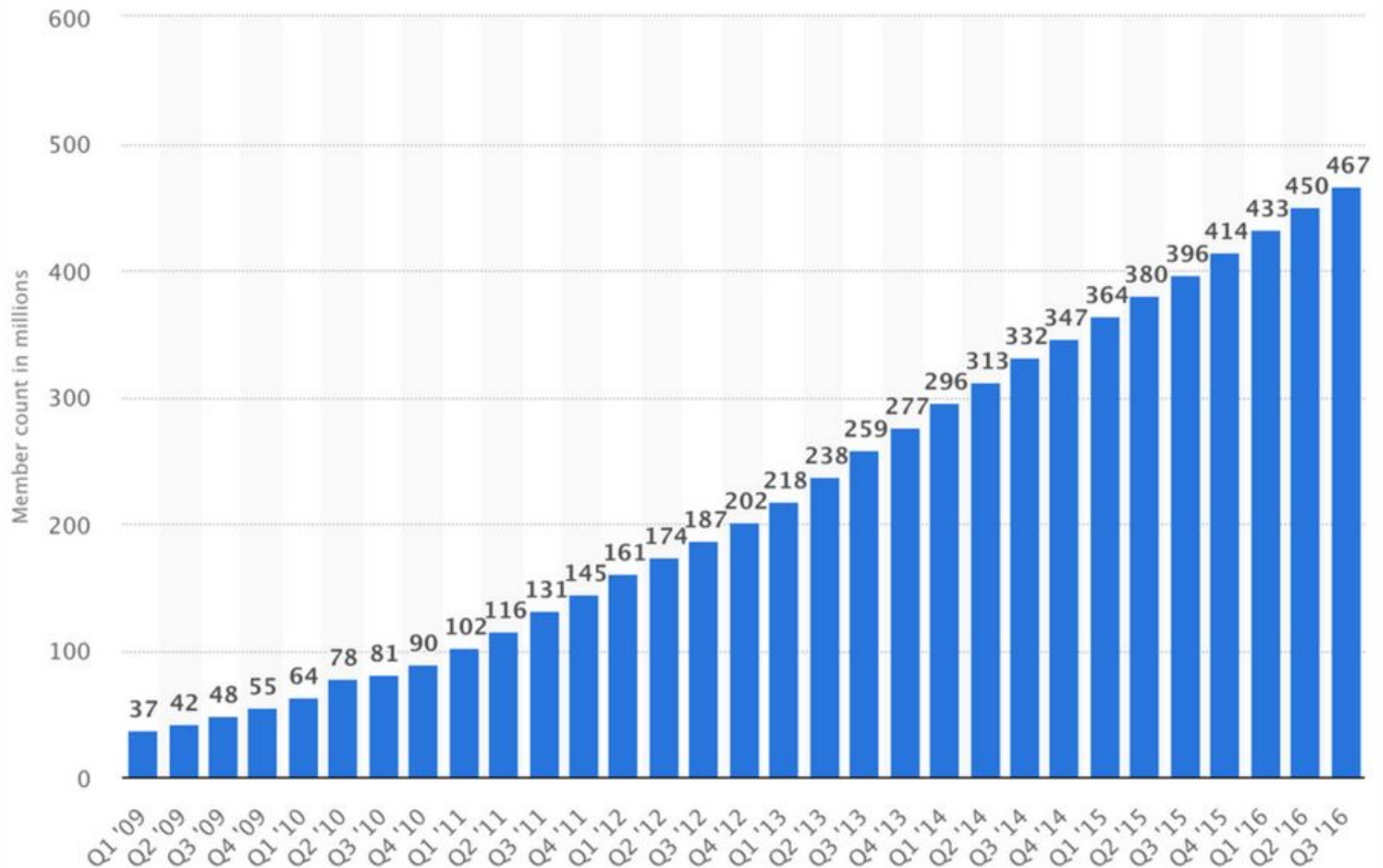




05

LINKEDIN





NUMBERS OF LINKEDIN MEMBERS FROM 1ST QUARTER 2009 TO 3RD QUARTER 2016 (IN MILLIONS)

# LINKEDIN

250 MILLION  
MONTHLY ACTIVE USERS

MOST PROFESSIONAL PLATFORM    **VALUE**  
NO SUBSTITUTE FOR NETWORKING    **CAVEATS**  
CREATE ROBUST PROFILE    **BEST PRACTICES**



A black and white photograph of a woman wearing a wide-brimmed hat and a tank top, standing next to a large piece of agricultural machinery, possibly a combine harvester, in a field. The machinery is partially obscured by the text. The background shows a flat landscape under a clear sky. A large, light blue diagonal shape is in the bottom right corner.

TO PUT IT SIMPLY, IF YOU DON'T  
HAVE A FULLY FLESHED-OUT  
LINKEDIN PROFILE, YOU'RE  
BEHIND YOUR JOB MARKET  
COMPETITION.

DAVID G. JENSEN  
"LINK UP TO JUMP-START YOUR JOB SEARCH"  
SCIENCE

# LINKEDIN

## **WHAT IS THE VALUE?**

THINK OF IT AS A VIRTUAL ROLODEX  
USE IT TO SEEK AND TO BE SOUGHT AFTER  
OBSERVE POSSIBLE CAREER TRAJECTORIES

# LINKEDIN

## HOW TO WIN LINKEDIN

GREAT PROFILE PICTURE

SEARCHABLE, VALUE-ADDED HEADLINE

ROBUST, "WHAT YOU DO" SUMMARY

HIGHLIGHT SKILLS/SUCCESSSES FOR JOBS

COUNT YOUR EDUCATION AS A JOB

ADD RELEVANT SEARCHABLE SKILLS

MAKE MANY CONNECTIONS

# LINKEDIN



**Samantha Z. Yammine** • 3rd

PhD Candidate, Neuroscience and Stem Cell Biology | Science Communicator

University of Toronto • University of Toronto

Toronto, Ontario, Canada • 500+ 

[InMail](#)



---

I am a Science Communicator and an enthusiastic PhD candidate studying how stem cells build, maintain, and repair the brain.



06

CONCLUSION







QUESTIONS?

# MANY THANKS

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@HOLLYRUSHAKOFF

@CLAIREBENJI