

The Unforgettable YOU Part 2: How?

Women in Science and Technology Conference

May 18, 2013

Mary Canady

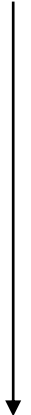
Comprendia LLC

comprendia.com/wist

My Personal Brand

- 1996: Biochemistry PhD *Crystallography*
- 2000: First Industry Job, Genomics Startup *Bioinformatics*
- 2002: Life Technologies Marketing *Marketing*
- 2008: Founded Comprendia/San Diego Biotechnology Network
 - *Life science marketing and social media consultant*
 - Network of 20,000
 - Events, writing, speaking





Like



LOVE



Which Tools Should I Use?

Application	Description	Good for	How To Use
LinkedIn 	Professional networking	<ul style="list-style-type: none"> • Personal brand • Job hunting • Leads 	<ul style="list-style-type: none"> • Complete profile • Join/start groups • Engage
Twitter 	Sharing information with short updates	<ul style="list-style-type: none"> • Personal brand • Connecting via content • Events 	<ul style="list-style-type: none"> • Find a niche • Follow hashtags/users
Blog 	Dynamic website with daily-weekly articles	<ul style="list-style-type: none"> • Personal brand • Connecting with peers 	<ul style="list-style-type: none"> • Create blog acc. To channel • Find others, interact via comments/Twitter
Events 	Networking events and conferences	<ul style="list-style-type: none"> • Refining your message • Making face to face connection 	<ul style="list-style-type: none"> • Target events focused on networking • Craft message and test

Your LinkedIn Profile



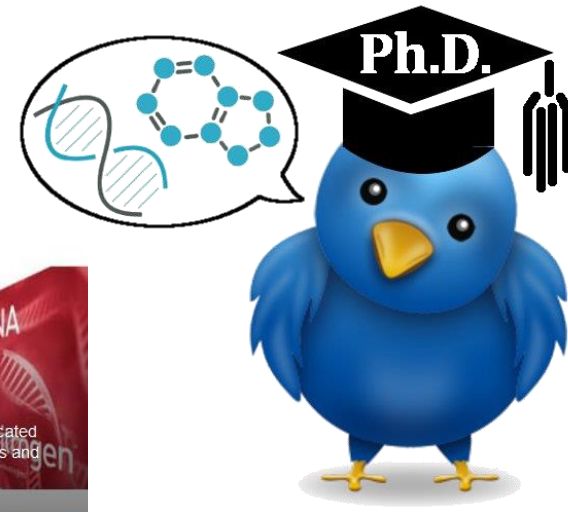
- Should be as complete as resume
 - Headline: relate to personal brand
 - Use action words and bullets
 - Add past relevant positions with information for each, helps others find you (leave out the Olive Garden)
- Get a 'vanity' URL, add to business card
- Add a head shot
- Check for spelling errors!
- Link to your company or sites of interest
- Include complete contact information
- Get recommended

Leveraging LinkedIn Groups

- Benefits
 - Directly email any group member (check out our [howto](#))
 - Can post questions to group
 - Searches give more results
- Join up to 50 groups
- Choose large, active groups relevant to your brand
 - Your posts will not be seen in spam-y groups
- Lots of great discussions going on
 - Antibodies, recombinant proteins, medicinal chemistry...
 - See our [tips and list](#) to start



Twitter Connections




Bradley J. Fikes
 @sandiegoscience FOLLOWS YOU
 Biotech reporter for U-T San Diego, a.k.a. the Union-Tribune. Antisense, genomics, and stem cells fascinate me. Native San Diegan. I brake for sea urchins.
 San Diego · utsandiego.com/news/business/...



Life Technologies
 @LIFECorporation FOLLOWS YOU
 Life Technologies is a global biotechnology toolS company dedicated to improving the human condition through systems, consumables and services for researchers.
 Carlsbad, CA · lifetechnologies.com



Sanford-Burnham
 @SanfordBurnham
 Sanford-Burnham Medical Research Institute: NCI-designated Cancer Center + #Diabetes #Obesity #StemCells (RT#endorsement)
 California & Florida · beaker.sanfordburnham.org



promega
 @promega
 We are Promega life scientists sharing technical tips, science news, articles and blog posts. Also connect with us on Facebook: facebook.com/PromegaCorpora...
<http://www.promega.com>



BioWorld Today
 @BioWorld
 Biotech's top news source. Lynn Yoffee, Jennifer Boggs, Peter Winter, Anette Breindl, Mari Serebrov, Marie Powers, Catherine Shaffer, Randy Osborne
 USA · <http://www.bioworld.com/>



ASBMB
 @ASBMB
 American Society for Biochemistry and Molecular Biology
 Bethesda, Maryland · <http://www.asbmb.org>

Basics



- Overview
 - Provide 140 character updates, AKA ‘microblogging’
 - @[user] to send a public message (reply)
 - D [user] to send private message (DM)
 - #[text] is a ‘hashtag’ to follow events, topics or chats
- Follow based on content, don’t need to know
 - Hint: this is huge for meeting people
- Provide information based on your brand
- Should be a conversation if you’re doing it right!

Tactics

twitter

- Fill out profile completely and carefully
- Get followers
 - Target: 1,000
 - To be followed, you must follow
 - Twitterer will be sent message that you are following
 - Search twitter for terms (e.g., 'kinase')
 - Conference hashtags (#acs_boston)
 - Scientist lists
- Provide content from RSS or other Twitterers
- Engage with Twitterers

Why Should I?



- Websites and blogs are easier than ever to set up
- Find your passion with a 'blank slate'
- Create a 'landing page' for your personal brand
 - Connect (and align) your online personas
 - Search engines love blogs, be the first result for your name search
- Google Author Rank

How Should I?



- Find Topics (RSS feeds help)
 - News
 - Paper reviews
 - Events
 - Observations & advice
- Short posts are OK!
- Find colleagues, engage, share
- Ways to blog
 - Wordpress
 - Blogger
 - Tumblr
 - Blog collections: [DoubleX](#), [Scientopia](#) ([ScienceOnline](#))
 - Conferences: just ask!

Not ready? Start with about.me profile

Personal Branding Successes

Amy Cullinan, *Senior Science Marketing Writer at Illumina*

- Technical writing at LIFE, Sequenom
- Passion for social media, genomics
- Now driving Illumina social media efforts



Heather Buschman, *Manager, Marketing Communications at NuVasive*

- Science Writer, Scientific Communications Manager at Sanford-Burnham
- Tour de force behind Beaker Blog for donors/public/scientists
- Made transition to industry in 2013



Event Networking

- Get yourself out there
 - Face to face = powerful branding
 - Can you talk about your brand passionately and concisely?
 - Is there a need for your brand?
 - Make unexpected connections
- San Diego Life Science Networking
 - AWIS
 - San Diego Entrepreneur's Exchange
 - SABPA
 - SDBN
- Conferences
 - Get in free by blogging!

What's Your Personal Brand?

- Easier to 'reinvent' yourself with online tools, more ways to connect
 - Must be truly your passion
- Do the research
 - External
 - Internal
- Don't delay
 - Branding takes time
 - Do what you love!

