

A teal line-art illustration of a lantern on a pedestal. The lantern has a glass body with a metal frame and a lit candle inside. The pedestal is a simple rectangular block. The background is a solid green color.

2019 Boston

ANNUAL CONFERENCE
& SHOWPLACE

Managing Your Organization's Online Reputation





Hi! I'm Christina.

I'm a marketing communications professional based in Boston and I'm here today because I'm passionate about sharing all the ways you can make digital and social media manageable and useful as a tool for information sharing and enhanced communication!





We're here to talk about:

- Building Your Employer Brand
- Managing Your Online Reputation

Building Your Employer Brand

The why, what, and how

83% of HR reps/Recruiters agree that 'employer brand' has a significant impact on the ability to hire great talent

UNDERSTAND YOUR EMPLOYER BRAND

Your Initial Steps to Learn More About Your Employer Brand

1. Connect: With marketing/communications colleagues
2. Research: Where does your employer brand exist online?
3. Audit: What are people saying about you as an employer?

60% of online recruiting happens before a candidate ever directly contacts an employer or recruiter



NATICK
PUBLIC SCHOOLS
DISTRICT

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DISTRICT

**BUILDING THE FUTURE,
ONE CHILD AT A TIME**

**Superintendent's FY'17 Budget
Message**

Peter Sanchioni Ph.D.

For the past eight years the Natick Public Schools have experienced financial stability predicated on multiple extraordinary events:

- the passage of an operational override in the spring of 2008,
- the receipt of \$1,733,013 from the American Recovery and Reinvestment Act (ARRA) in the spring of 2009,
- the receipt of additional Chapter 70 funds from the State in the spring of 2010,
- the receipt of Federal Funds in the spring of 2011 in the form of an EDU

Quick Links

[Disclaimer](#)

Join our email list

Email:

Distinguished Program

Recognized by Apple as a distinguished program for innovation, leadership, and educational excellence.

[Report Bullying](#)

Employment Opportunities

[View all Open Positions](#)

Announcements

Natick Public Schools,
Let's Talk!

A K12 Insight Solution

[District School Year Calendar 2015-2016](#)

[District School Year Calendar 2016-2017](#)

[2015-2016 Bus Routes/Information](#)



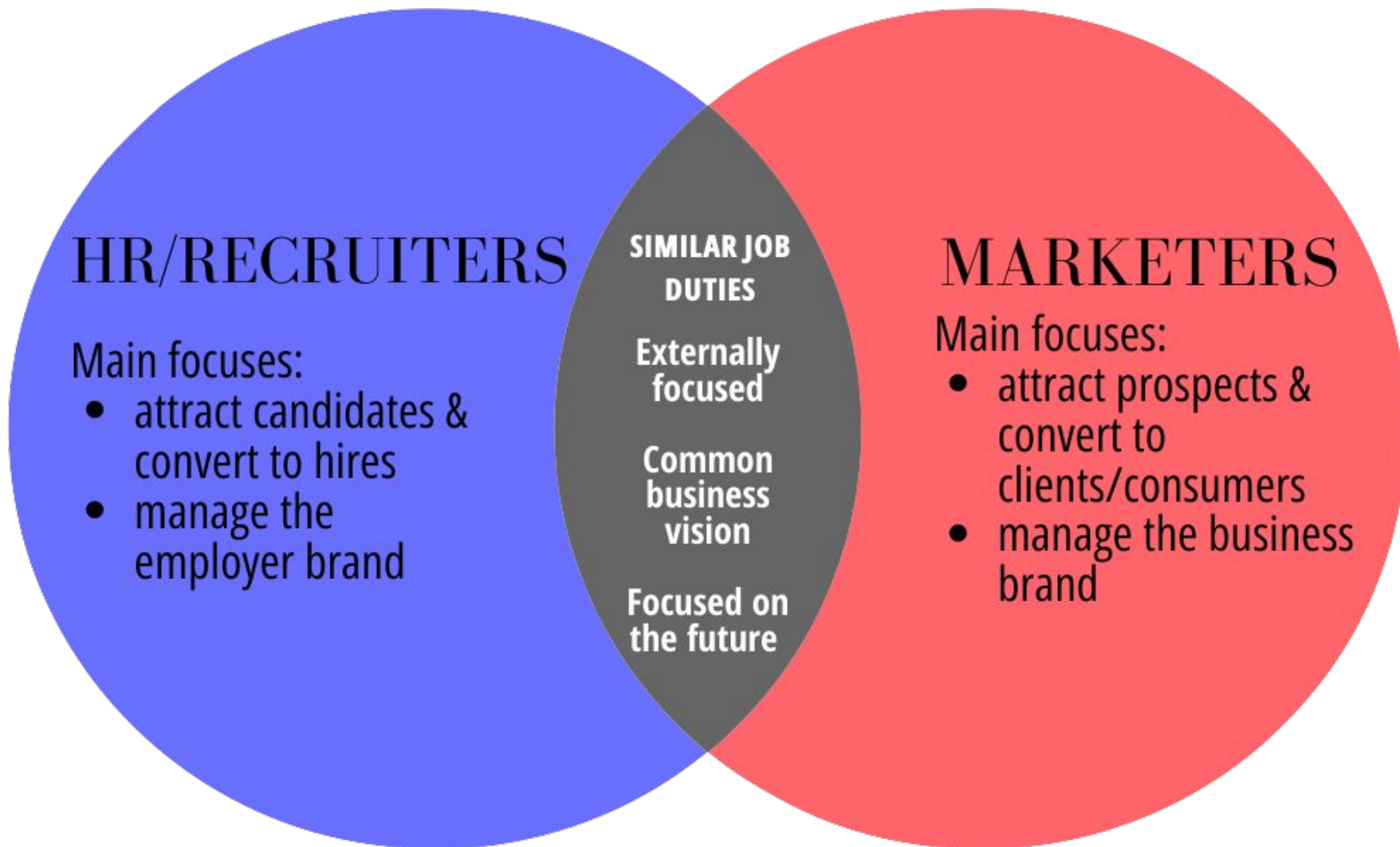
WELCOME TO NATICK PUBLIC SCHOOLS!

Our [purpose](#) is to educate all students we serve to high levels through high-quality instruction.

Our [vision](#) is to provide all students with personalized learning environments that promote deeper authentic learning experiences.



WHY SHOULD YOU CONNECT WITH YOUR MARKETING/COMMUNICATIONS COLLEAGUES?



WHY DOES COLLABORATION MATTER?

Branding gets people people to come back, but.. marketing gets people to come in the first place

Your marketing communications team can help



KEY MARKETING QUESTIONS

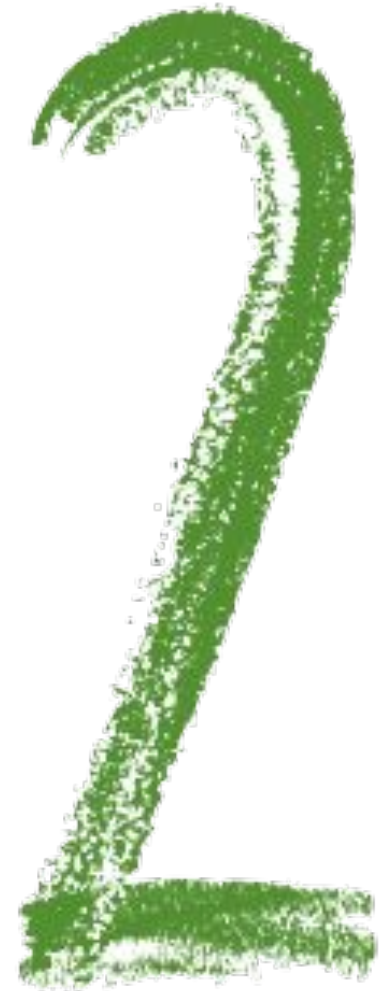
These questions will help frame your conversation with the marketing team

- Begin with the 'end' in mind. What is my end goal?
- What's my central message?
- How can I connect with my audience?
- What am I asking of my audience?
- Is there a call to action?
- When is the best time to distribute my message?
- What's the best way to convey my message?

RESEARCH: WHERE DOES YOUR BRAND EXIST ONLINE?

At the VERY LEAST you should be reviewing:

- LinkedIn
- Glassdoor
- Indeed
- Monster
- Social Media Big 3:
 - Twitter
 - Facebook
 - Instagram



AUDIT: WHAT ARE PEOPLE SAYING ABOUT YOU AS AN EMPLOYER?

- Critically review your presence online & setup Google Alerts on your organization's name.
- What does this tell you about your employee experience?
 - Employee experience is a KEY ELEMENT of your employer brand
- Using what you have learned, conduct an evaluation internally
 - Surveys
 - Focus Groups



Managing Your Online Reputation

The who, what, where.

87% *of the U.S. population
uses the internet daily*

SOCIAL MEDIA IS...AN ECOSYSTEM



- Web and mobile technologies
- User-generated content
- Place to create and share value using technology and personal interaction

THE VALUE OF USING DIGITAL & SOCIAL MEDIA



- Your audience already has/is familiar with using the tools
- Allows for greater collaboration
- Enables you to share your work and embed in in digital conversations
- Lets you take part or contribute in the online community

QUALITY IN YOUR MARKETING COMMUNICATIONS: USE COMMON SENSE LANGUAGE

Content is king online

You're only as good as your last post

Think about how you can present the message simply
without overloading people with information or jargon!

DESIGN SHAREABLE GRAPHICS

Canva/Piktochart/Pixlr

- Pre-sized social media templates
- Free and paid stock images
- Premium Subscription:
 - Add brand colors
 - Add in brand fonts
 - Add in custom templates
 - Resize from one format to another
 - FB to Twitter, FB to flyer



PIKTOCHART
Picture the Difference

QUALITY IN YOUR MARKETING COMMUNICATIONS: CREATIVITY GOES A LONG WAY



The City of
Los Angeles
is now hiring
Graphics
Designer



Jan 12 - 25
per.lacity.org
\$46,708 - \$103,230

The image shows a hand-drawn job advertisement for a graphics designer in Los Angeles. The text is written in a casual, hand-drawn style. On the left side, there is a vertical stack of overlapping, colorful squares in various colors (green, pink, orange, blue, purple, red, yellow, brown, black, white). To the right of this stack, the text reads "The City of Los Angeles is now hiring Graphics Designer". The word "Graphics" is written in a multi-colored font, and "Designer" is written in a single color. To the right of the text is the official seal of the City of Los Angeles, which features the city's coat of arms and the text "CITY OF LOS ANGELES" and "FOUNDED 1781". At the bottom left of the advertisement, the dates "Jan 12 - 25", the website "per.lacity.org", and the salary range "\$46,708 - \$103,230" are listed.

QUALITY IN YOUR MARKETING COMMUNICATIONS: BE CREATIVE, BUT DON'T OVERDO IT!



NATICK PUBLIC SCHOOLS
Fall Career Fair
Join us at our Fall Career Fair to learn about exciting opportunities to join the Natick School district.
SEPTEMBER 17, 2019
3 PM - 5 PM
NATICK HIGH SCHOOL
15 WEST STREET, NATICK

Register online:
natickps2019careerfair.eventbrite.com



**AWESOMENESS
WANTED!**

Looking for more than just a job?
Begin your adventure with us.
Submit your awesomeness at careers@piktochart.com

f t in follow us on @piktochart

LIFE IS SHORT.
WORK SOMEWHERE AWESOME.

QUALITY IN YOUR MARKETING COMMUNICATIONS: DIVERSITY & EQUITY

- Baby boomers are aging out of the workforce
- By 2025 (**that's 5 years!**) 75% of the workforce will be millennials
- Approx. 38% of the millennials are bilingual
- Approx. 43% of millennials are from diverse ethnic backgrounds



QUALITY IN YOUR MARKETING COMMUNICATIONS: DIVERSITY & EQUITY

There's a difference between a workplace that values diversity and a workplace that is managing it's EEO requirements

If you're truly looking for diverse candidates, work that language into your job description BEYOND telling people you're an EEO workplace

Collaborate with marketing communications to create content that highlights values, culture, and diversity

QUALITY IN YOUR MARKETING COMMUNICATIONS: DIVERSITY & EQUITY

Elementary Teacher, Grades 4 and 5, (1.0 FTE), Full-Time, Permanent, 2019-2020 School Year

The North Clackamas School District is a growing district on Portland's east side. North Clackamas is known for its high quality of living. With approximately 2,000 employees, North Clackamas is nationally recognized for outstanding programs supported by the efficient utilization of resources. The North Clackamas community expects, and school leaders ensure, accountable and transparent investments that place funding as close to the student as possible.

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet every one of the qualifications as described in a job description. We are most interested in finding the best candidate for the job, and that candidate may be one who comes from a less traditional background. We would encourage you to apply, even if you don't believe you meet every one of our qualifications described. If you are unsure whether you meet the qualifications of this position, or how this would be determined, please feel free to contact Human Resources to discuss your application.

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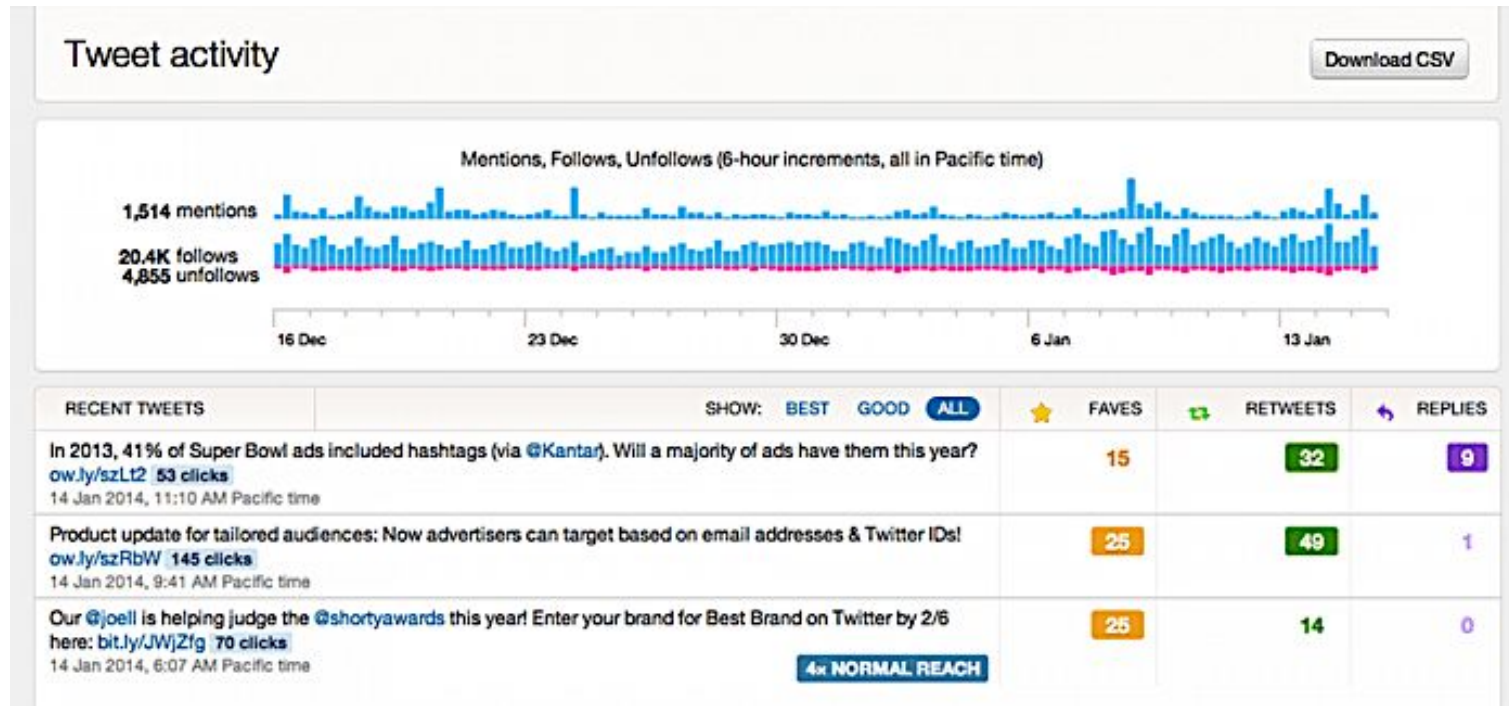
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ANALYTICS!

EVERY recruiting site and social media platform has analytics native to their interface

Analytics provide a vital review of how your channels are working for you



Adding Your Secret Sauce

The recipe is the same, but every agency and person will add something special to the actions



City of San Mateo @CityofSanMateo · May 10

Our community and San Mateo City employees had a blast at [#BiketoWorkDay](#)! City Hall served as a [@SMCountyCommute](#) energizer station! [#SMCountyBTWD](#) – at San Mateo City Hall





City of Atlanta


November 30, 2016 · 🌐



If you just moved here, please come to our office to pick up your parking ticket. New residents receive one parking ticket to help them get used to life in Atlanta.

 Like

 Comment

 Share



   5.9K

Top Comments ▾



City of Vancouver @CityofVancouver · May 12



We are hiring 1,500 people to help with the #Vancouver municipal election in October. Retweet to spread the word! ow.ly/TFMt30jSAFH #VancouverVotes



Work on the election



**VANCOUVER
VOTES**

Be Responsive

Beyond being proactive on social media, you should always be monitoring your Glassdoor (or recruitment site) page

WHEN THE REVIEWS ARE GLOWING



"I wish I hadn't waited this long to join Zerto!"



Current Employee - Anonymous in Boston, MA

Recommends

Positive Outlook

Approves of CEO

I have been working at Zerto full-time (Less than a year)

Pros

Culture, people, collaboration toward a common objective, leadership team

Cons

Normal growing pains of a small company are becoming apparent.

Advice to Management

Let's address/confront any cross-organizational communication problems. Sitting back and letting problems fester will send this one of a kind company in the wrong direction.

ESPECIALLY WHEN THE REVIEWS ARE NOT SO GLOWING



"Give us your useless and incompetent people. We will take care of them for as long as they are alive."



Current Employee - Principal Member of Technical Staff in Redwood City, CA

Doesn't Recommend

Disapproves of CEO

Pros

Technology and Projects, which have a large impact and are truly cater to the enterprise.

Cons

Become part of the furniture, lose your guts to move out, and become incompetent like the management.

Advice to Management

A GREAT RESPONSE IS MEMORABLE

nbkc bank Response

Feb 7, 2018 – President and CEO

Great feedback. We have a team that continually reviews our entire benefits package so we are getting the best bang for the (considerable) bucks but it's hard (especially with health care costs). We appreciate your thoughts and looks like you've got a sabbatical to start thinking about soon! Brian [▼ Less](#)

HANDLING HARSH CRITICISM OR NEGATIVE COMMENTS

- Be graceful when handling criticism
- Always take emotions out of the discussion to aid in productivity
- Try to take the conversation offline and connect with a person directly
- Encourage people to connect with you through formal channels (email or in-person meetings) to discuss their needs more specifically

LAST THING TO REMEMBER

Focus on engagement - not follower counts.

People who don't follow you will see your posts through shares and suggestion algorithms.

Your goal is to create good content.

People don't share crappy content, unless it's to laugh at the post.

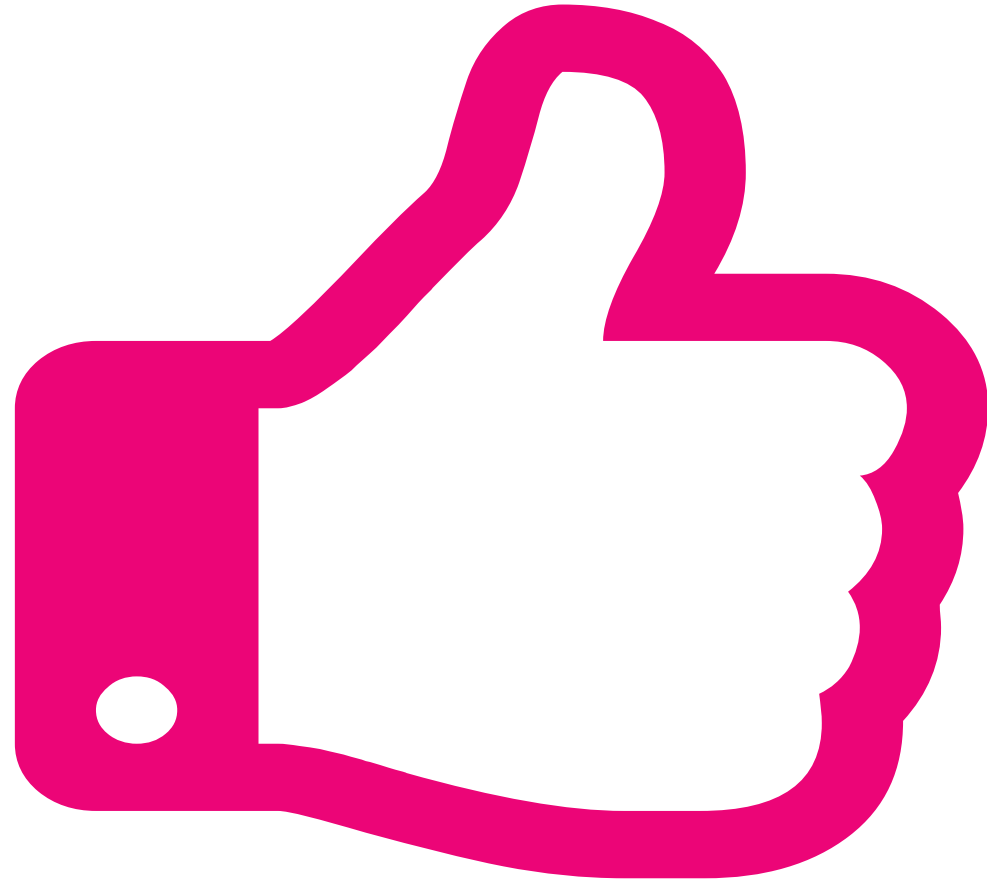
Focus on making engaging content and establishing a strong voice & presence...then **MONITOR** your channels.

Hootsuite & Other Social Media Managing Programs

Thank You!

Connect with me on LinkedIn!

www.linkedin.com/in/christinarm/



Christina Maryland, MBA

Speaker | Publicist | Brand
Marketer | DEI Advocate |
Experience Creator