Resource List for Corporate and Personal Branding on Social Media

www.TeminandCompany.com
About Temin and Company

Temin and Company Incorporated creates, enhances, and saves reputations.

Temin and Company also markets by leveraging the expertise, ideas and insight of its clients to produce differentiated intellectual capital and content.

The firm helps corporations, professional services firms, and other institutions define and strengthen their public image – and their bottom line – through strategic marketing; branding; media relations; thought leadership; social media; speaker, media and leadership coaching; financial communications; and crisis and reputation management.

Strategists, coaches, writers, and social media experts are available “25/8” to assure that every crisis is addressed, and every opportunity leveraged.

Clients include the CEOs and Boards of some of the world’s largest and most well-known corporations, financial institutions, portfolio companies, pharma and biotech companies, law firms, consulting firms, publishing houses, venture capital and private equity firms, authors, politicians, and colleges and universities.
MORE DON'TS OF CORPORATE SOCIAL MEDIA


7. “Don’t Kill Off Your Website – Use It as the Hub for Your Social Media Presence. #6 of ’More Don’ts of Corporate Social Media.’” Davia Temin and Ian Anderson, Forbes.

THE 10 DON'TS OF CORPORATE SOCIAL MEDIA


3. “Don’t Forget to Engage: Hold Conversations: #3 of The 10 ‘Don’ts’ of


6. “Don’t Be Stupid; Be a Thought Leader! #6 of The 10 ‘Don’ts’ of Corporate Social Media.” Davia Temin and Ian Anderson, Forbes.

7. “Don’t Be Indiscreet or Illegal: #7 of The 10 ‘Don’ts’ of Corporate Social Media.” Davia Temin and Ian Anderson, Forbes.


It Takes a Lot of Coughing to Go Viral – How I Reached My First 1,000 Twitter Followers. Davia Temin, Forbes, April 15, 2013.


OTHER ARTICLES


Resources, Tools and Articles on Personal Branding via Social Media


   This archive contains all of the Pew Research Center’s work on Social Media.


   The author gives 5 tips that are well-suited for corporate employees looking to create their personal brand on social media.


   Highlights of the Pew Internet Project’s research on social networking.


   “The only Do-It-Yourself platform that empowers anyone to improve their own search results.”


   Step-by-step resources and how-to guides for discovering, creating, communicating, and maintaining your personal brand, including on specific social media platforms such as Facebook, LinkedIn, and Twitter.
10. **Mashable, Mashable.com**

Covers social media news on topics such as Facebook, YouTube, Twitter, Pinterest and more, including a variety of social media how-to guides.


Users can enter a URL and ascertain how many times it was shared, as well as which journalists and bloggers shared it.

12. **PricewaterhouseCoopers: “Your Personal Brand.” PWC.com.**

A personal brand experience that helps users find and showcase their strengths so that they can “stand out from the crowd.” Tools include an Online Identity Calculator, Interactive PDF workbook, and a video entitled “Your Brand in Action.”

13. **Twylah: “Build a Brand People Love.” Twylah.com.**

Users can sign up for a free Twitter brand assessment and action plan. Launching soon.

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1. **“9 Hidden Facebook Features Only Power Users Know.” Evan Dashevsky, PC Magazine.** June 20, 2014.

2. **“How to Protect Your Privacy from Facebook’s Graph Search.” Adi Kamar, Electronic Frontier Foundation.** January 18, 2013.


LinkedIn: Resources and Articles


Twitter: Resources and Articles


