



Transcript from February 3, 2010 to February 3, 2010

All times are Pacific Time

February 3, 2010

- 2:14 am **sourcepov:** @JGoldsborough @PRTini Great idea, we should open similar pitch time at #smchat .. To get the word out on good (non-commercial) causes
- 4:37 am **KylieBriant:** Fan of the Hashtag Chats #JournChat #SocialMedia #SMBiz #BrandChat #SMChat #IMCChat (Mind Blowing Social Media Schooling at its Best) #Grow
- 7:34 am **jkloren:** "BIG INFOGRAPHIC: Follow-up from 1/27 #smchat on Collaboration" on Social Media Chat: <http://ning.it/aUiiE7>
- 2:36 pm **toonkerssemaker:** RT @innomgmt: We nominate @sourcePOV for a Shorty Award in #socialmedia because of the global conversation he's started w/ #smchat <http://bit.ly/shorty>
- 2:55 pm **correlationist:** @JohnAntonios No worries I am looking forward to a session of #smchat, which is being moderated by the cool @hacool. Join us at 1pm est
- 3:10 pm **cacildanc:** 45 Social Media Trends and Predictions <http://bit.ly/319rv4> via @jeffbullas #smchat
- 3:50 pm **correlationist:** @JohnAntonios Enjoy! If you get the chance, #smchat & #innochat are about the coolest neuron agitators you can find :))
- 5:10 pm **hacool:** Just 52 minutes until #smchat. Today we'll be discussing personal branding. Q's and related info at <http://bit.ly/c80T0Q>
- 5:12 pm **hacool:** @correlationist love the phrase "coolest neuron agitators." I'd also include #kaizenblog in that category. #smchat
- 5:13 pm **hacool:** @sourcepov Thanks, and I guess this shows how active chat participation can also enhance your personal brand! ;-) #smchat
- 5:15 pm **BlakeGroup:** @hacool #smchat at 1:00pm ET. Today we'll be discussing personal branding. Q's and related info at <http://bit.ly/c80T0Q>
- 5:17 pm **hacool:** @BlakeGroup Thanks for the RT, I think it will be a good session, there's lots to cover. #smchat
- 5:22 pm **deanmeistr:** RT @BlakeGroup: @hacool #smchat at 1:00pm ET. Today we'll be discussing personal branding. Q's and related info at <http://bit.ly/c80T0Q>
- 5:31 pm **correlationist:** @hacool I would agree :)) Just got out of a rollicking session on #brandchat. Amazing people there too!! Next stop - #smchat :))
- 5:40 pm **sourcepov:** Personal Branding: Defined & explored. Don't miss a great dialog on the key points w/ guest moderator @hacool .. it starts in 20m at #smchat
- 5:43 pm **CreativeSage:** RT @sourcepov Personal Branding: Defined & explored. Don't miss a great dialog on key points w/guest moderator @hacool at 1pm ET #smchat
- 5:44 pm **hacool:** @correlationist There are some really helpful chats here, wish I had time to attend more of them. #smchat
- 5:44 pm **CreativeSage:** Dear #smchat friends: I may have to miss part of the chat today, because someone hacked into my site, need to fix ASAP. Will do my best.:/
- 5:45 pm **BlakeGroup:** @CreativeSage Good luck with fixing the hack---sorry you have to deal with this. #smchat
- 5:47 pm **correlationist:** RT @deanmeistr: RT @BlakeGroup: @hacool #smchat at 1:00pm ET. Today we'll be discussing personal branding. Q's and related info at <http://bit.ly/c80T0Q>
- 5:47 pm **bpluskowski:** Wish I could show up to today's #smchat "Personal Branding: Defined & explored" w/guest moderator @hacool at 1pm ET - will catchup later!
- 5:48 pm **hacool:** @bpluskowski We'll miss your insights, have a great day! #smchat

- 5:48 pm **correlationist:** @hacool There are some really helpful chats here, wish I had time to attend more of them. #smchat > And I have nothing but time :))
- 5:50 pm **Renee_Innosight:** #smchat folk, I haven't abandoned you forever - still trying to catch up after 10 days out & have a mtg during today's chat - back next wk!
- 5:55 pm **bpluskowski:** @hacool good luck! Will definitely be reading transcript on my way back home today! #smchat
- 5:56 pm **correlationist:** @brandchat #brandchat: the topic for today's #smchat could not be more apropos..personal branding. You shd join in :)) <http://bit.ly/c80T0Q>
- 5:57 pm **deanmeistr:** @CreativeSage GOOD LUCK with fixing the site! Hope you can participate. #smchat
- 5:57 pm **hacool:** Warning to followers: I'll be overtweeting for ~90 min as I moderate #smchat on personal branding. Info at <http://bit.ly/c80T0Q>
- 5:57 pm **JoeKikta:** RT @hacool: Just 4 minutes until #smchat. Today we'll be discussing personal branding. Q's and related info at <http://bit.ly/c80T0Q>
- 5:57 pm **deanmeistr:** @bpluskowski Catch you later, and safe travels! #smchat
- 6:00 pm **sourcepov:** WELCOME TO SMCHAT for today's Q34 Discussion on "Personal Branding". Thanks for joining. Special welcome to our guest mod: @hacool #smchat
- 6:00 pm **leoraw:** RT @hacool: Just 1 minute until #smchat. Today well be discussing personal branding. Qs and related info at <http://bit.ly/c80T0Q> #smchat
- 6:00 pm **CreativeSage:** Attn Twitter &FB friends: I may be tweeting a lot for 60-90 min. due to #smchat on "personal branding"?info at <http://bit.ly/c80T0Q> #smchat
- 6:01 pm **CreativeDynamix:** RT @CreativeSage: Personal Branding: Defined & explored. Don't miss a great dialog on key points w/guest moderator @hacool at 1pm ET #smchat
- 6:01 pm **JoeKikta:** .@NKYJennifer @MentorDebi @BreannaGaddie @crystalclearbuz Check out #smchat at 1pm if U cn. Cont. of disc from ystrday on Pers Branding
- 6:01 pm **hacool:** Welcome chatters! Let's start off with introductions, who you are, why you are here, or whatever you feel would be useful to share. #smchat
- 6:01 pm **deanmeistr:** Attn Twitter followers: I may be tweeting heavily next 60-90 min. due to #smchat on "personal branding"?info at <http://bit.ly/c80T0Q> #smchat
- 6:03 pm **sourcepov:** RT @hacool: "Welcome! Lets start off with Q0 introductions, who u are, why u are here, or whatever w/b useful to know" (well said) #smchat
- 6:03 pm **hacool:** I'm Heidi Cool - I build Web sites & consult on mktg, social media and SEO. <http://www.heidicool.com/blog/> #smchat
- 6:03 pm **correlationist:** Hi. I am Prince! Here to learn, and hopefully contribute :)) My second time on #smchat
- 6:04 pm **SEOcopy:** RT @deanmeistr: Attn Twitter followers: I may be tweeting heavily next 60-90 min. due to #smchat on "personal branding" <http://bit.ly/c80T0Q>
- 6:04 pm **BlakeGroup:** Amy here, hello! Interested in how others do/view Pers Branding, issues of overlap w/ biz branding, etc. #smchat
- 6:04 pm **elhoust:** Join us. RT @sourcePOV: WELCOME 2 SMCHAT 4 2day's Q34 Discussion on "Personal Branding". Special welcome 2 R guest mod: @hacool #smchat
- 6:05 pm **leoraw:** I'm Leora Wenger - I build websites for smbiz and non-profits. First time on this chat - I like reading Heidi's fan page updates. #smchat
- 6:07 pm **MarkWSchumann:** This is my #smchat drive-by. Wish I could join in today. Props to @hacool and friends!
- 6:07 pm **deanmeistr:** Dean Meyers - digital strategy, web dev/design - visual problem-solver - Storytelling thru words & pics <http://www.mode2design.com> #smchat
- 6:07 pm **sourcepov:** Chris Jones, RDU NC .. collaboration consultant, speaker, blogger, thought leader .. working to drive engagement & the 2.0 paradigm #smchat
- 6:08 pm **correlationist:** @MarkWSchumann :)) Catch you later! #smchat
- 6:08 pm **hacool:** @leoraw, welcome aboard! @markwschumann, thanks for passing through, all great to see you, looking forward to everyone's thoughts #smchat

- 6:08 pm **JoeKikta:** I'm currently looking to transition to a new gig in Marketing (corp or agency). I have a background in Mktg, IT, PM and Mgmt Cons #smchat
- 6:09 pm **CreativeSage:** Cathryn Hrudicka <http://www.CreativeSage.com> (being fixed now). Work w/branding as #innovation & social media/PR strategist #smchat #smchat
- 6:09 pm **WriterChanelle:** Will be looking 4 transcript. Lol RT @hacool: I'll be overtweeting for ~90 min as I moderate #smchat on personal branding.
- 6:09 pm **hacool:** Noticing that many of your intro's reflect your brand identity, looks like we're on the right track here. Q34A coming up shortly. #smchat
- 6:10 pm **hacool:** If you are just arriving we have the full question list and background info at <http://bit.ly/c80T0Q> for your reference. #smchat
- 6:11 pm **yogabarry:** #smchat hello checking in
- 6:11 pm **billfromsc:** Bill Free, director of corp. comms for a tiny U.S. subsidiary of a global financial services company #smchat
- 6:12 pm **hacool:** @yogabarry Welcome aboard Colette! (Colette is a client who is doing cool stuff with online Yoga webinars) #smchat
- 6:12 pm **sourcepov:** Q34 Framing for "Personal Branding" at <http://bit.ly/smcQ34> .. not too late for a quick look, if you're just arriving .. #smchat
- 6:13 pm **terri3111:** RT @sourcepov: Q34 Framing for "Personal Branding" at <http://bit.ly/smcQ34> .. not too late for a quick look, if you're just arriving .. #smchat
- 6:13 pm **hacool:** You can keep the intro's coming, but let's get started with Q34a. Do you have a personal brand? How important is that to you? #smchat
- 6:13 pm **BreannaGaddie:** @JoeKikta Thanks for the heads up on #smchat now but I am participating in #poynterchats on "Who is Hiring Journalists?"
- 6:14 pm **hacool:** 34A also feel free to share examples of how your personal brand has made a difference to your business or other experiences. #smchat
- 6:14 pm **correlationist:** Q34a -It is an imperative!. Not just for marketing folks, and consultants, but for Everybody, bcos every one has some thing to offer #smchat
- 6:14 pm **yogabarry:** #smchat. I run a webinar and online membership fitness program.
- 6:15 pm **hacool:** I knew that my personal brand was established when I saw just how easily and thoroughly I can be Googled. How 'bout you? #smchat
- 6:16 pm **billfromsc:** @hacool It's under construction. I keep changing the blueprint. Which is another way of saying I think it's very important. #smchat
- 6:16 pm **BlakeGroup:** RT @correlationist Agree! Pers brand is also way for consultants to test ideas, strategies, technologies, etc for clients. #smchat
- 6:16 pm **yogabarry:** #smchat . Hey thank you for inviting me! Cool.
- 6:16 pm **correlationist:** Narcissism is definitely an integral part of Personal Branding #smchat @hacool
- 6:17 pm **correlationist:** RT @billfromsc: @hacool It's under construction. I keep changing the blueprint. Which is another way of saying I think it's very important. #smchat
- 6:17 pm **hacool:** @billfromsc I think that's true for many of us, our brands evolve as we learn more, produce more online content, interact more, etc #smchat
- 6:17 pm **CreativeSage:** Some say there's no such thing as "personal brand"?but if you & your business are closely intertwined, you have a public one. #smchat
- 6:17 pm **elhoust:** @hacool Q34A Great question. Personal brands R very important & even more so if used in combination w/ company brands. #smchat
- 6:18 pm **hacool:** LOL, not really all me, me, me! RT @correlationist: Narcissism is definitely an integral part of Personal Branding #smchat #smchat
- 6:18 pm **yogabarry:** #smchat . My mother was Narcissistic. lol. Sad but true.
- 6:18 pm **sourcepov:** Q34a. Yes. Personal branding is very important. In my case, it's closely tied to my commercial branding .. w/ pro's & con's #smchat
- 6:18 pm **deanmeistr:** I couldn't function as a small independent without creating my personal brand: Martha Stewart was very inspirational for me! #smchat

6:19 pm **hacool:** @CreativeSage excellent point, I want to dig deeper into the personal/work crossover in 34C, it can be very intertwined. #smchat

6:19 pm **correlationist:** @elhoust But even corporations need personal brands - their people. #smchat @hacool

6:19 pm **billfromsc:** @elhoust Yes! Would like to discuss differentiating personal and employer brands. #smchat

6:19 pm **JoeKikta:** Every one has a personal brand, whether they work on it or not. Others perceive you in a certain way, good, bad or indifferent #smchat

6:19 pm **elhoust:** @hacool @billfromsc I agree! It takes time to build a good personal brand, build trust, & integrity. Great framing article Heidi! #smchat

6:19 pm **hacool:** RT @deanmeistr: I couldnt function as a sm. independent w/o creating my personal brand: Martha Stewart was very inspirational for me #smchat

6:20 pm **deanmeistr:** But I have separated my personal brand from my personal life, at least in my general use of social media & social web #smchat

6:20 pm **CreativeSage:** RT @correlationist ..Even corporations need personal brands?they're (made of) people. [Also must differentiate pers. from co.] #smchat

6:21 pm **BlakeGroup:** Many elements of good Pers Brand also work for biz: trust, creativity, value etc. #smchat

6:21 pm **hacool:** Any specific examples of how your personal brand has helped you? #smchat

6:21 pm **elhoust:** @correlationist Absolutely there should be personal brands too. Just important to state that personal & company often work together. #smchat

6:21 pm **JoeKikta:** @deanmeistr I think there needs to be some separation there, but too much and your online persona seems..."plastic"(?) #smchat

6:21 pm **correlationist:** @deanmeistr in my mind, there will be very little separation bw social and private in the very near future...#smchat

6:22 pm **hacool:** I like that clients can search for me & find more than my words about me. Finding independent opinions can build confidence. #smchat

6:22 pm **CreativeSage:** RT @elhoust: Absolutely there should be personal brands too. Just important to state that personal & company often work together. #smchat

6:22 pm **deanmeistr:** @correlationist I firmly believe that we are now in a "privacy is by request, rather than assumed" world and act accordingly. #smchat

6:22 pm **sourcepov:** RT @hacool @deanmeistr "Martha Stewart" .. great example of blended personal & corporate image (should we wait for Q34c re: x-over?) #smchat

6:22 pm **elhoust:** @billfromsc Complex hvg a personal brand & being as transparent as possible when company brand comes in2 play. Can be done tho. #smchat

6:23 pm **JoeKikta:** @hacool That's when you know you have a personal brand working for you #smchat

6:23 pm **MichaelWillett:** RT @elhoust @correlationist There should be personal brands too.Just important to state that personal & company often work together #smchat

6:23 pm **correlationist:** For me, personal branding is about being myself, and saving a lot of energy in the process, learning, and sharing #smchat

6:24 pm **correlationist:** RT @deanmeistr: @correlationist I firmly believe that we are now in a "privacy is by request, rather than assumed" world and act accordingly. #smchat

6:24 pm **billfromsc:** @BlakeGroup Agreed, though I would turn it around: the concept of a personal brand is derivative of trad. corp. branding. #smchat

6:24 pm **deanmeistr:** However, there's a venn diagram somewhere of my biz contacts overlapping my personal world (hmmm, I should draw that one) #smchat

6:24 pm **gretchenaro:** RT @correlationist: For me, personal branding is about being myself, and saving a lot of energy in the process, learning, and sharing #smchat

6:24 pm **hacool:** Seeing some comments on issue of privacy. Was it a challenge 4 you to let go of that when branding self? Where did you draw the line #smchat

- 6:25 pm **mleis:** @deanmeister If you have actually separated them, then it's not personal anymore, it's just a brand with the same name, right? #smchat
- 6:25 pm **correlationist:** @elhoust @billfromsc #smchat - You have to entirely depend on your authentic personal brand, to drive the other (if that is the case)
- 6:25 pm **CreativeSage:** I've found w/large org. clients, I must often encourage them to bring a "personal touch" to tweets, socnet posts, w/caution. #smchat
- 6:25 pm **elhoust:** @JoeKikta Good point. Hard balancing act b/t cr8tg focused personal brand & showing personality to make it more transparent. #smchat
- 6:25 pm **BlakeGroup:** @billfromsc Great point! And I think trad corp branding is changing b/c of Pers Brand growth + soc med! #smchat
- 6:25 pm **billfromsc:** @elhoust Yes it is complex. As a corporate communicator and media spokesperson I'm acutely sensitive to the tension. #smchat
- 6:26 pm **CreativeSage:** ..My own "personal brand," however, is different in some ways than how employees need to separate personal from their org. #smchat
- 6:26 pm **sourcepov:** @hacool I drew my privacy line this side of Facebook. Nothing to hide there, but u are right, u have to draw a line someplace. #smchat
- 6:27 pm **hacool:** Personal/biz crossover coming up in Q's 34C & D. Let's stick with "you" and "me" for now. Keep examples flowing and we'll tee up 34B #smchat
- 6:27 pm **CreativeSage:** RT @elhoust: ..Hard balancing act b/t creating focused personal brand & showing personality to make it more transparent. #smchat
- 6:27 pm **billfromsc:** RT @sourcepov: @hacool I drew my privacy line this side of Facebook. Nothing to hide there, but u have to draw a line someplace. #smchat
- 6:27 pm **hacool:** @sourcepov Good ex. Facebook is a semi-gated community. People may feel comfortable sharing more personal things there. #smchat
- 6:28 pm **EmilyCagle:** RT @hacool I like that clients can search for me & find more than my words about me. Finding indep. opinions can build confidence #smchat
- 6:28 pm **hacool:** @sourcepov and of course anything locked behind privacy settings won't be indexed by search so won't contrib as much to brand #smchat
- 6:28 pm **JoeKikta:** I do RT @hacool: @sourcepov Good ex. Facebook is semi-gated cmty. People may feel comfortable sharing more personal things there. #smchat
- 6:29 pm **billfromsc:** @correlationist I've always a personal brand meant being yourself ... consistently. #smchat
- 6:29 pm **elhoust:** @correlationist If personal brnd isn't wrkng well, it cn affect a company brnd. I thk personal brnds add personality 2 a co brnd. #smchat
- 6:29 pm **pjmachado:** RT @CreativeSage: ..My own "personal brand," is different in some ways than how employees need to separate personal from their org. #smchat
- 6:29 pm **CreativeSage:** In expressing one's "personal brand" as bus. owner, you still need to be aware of sticking to bus. values, strategy, audience. #smchat
- 6:29 pm **hacool:** Q34B How did you build your personal brand? What are some best practices? What should those starting out know? #smchat
- 6:29 pm **correlationist:** @sourcepov @hacool -privacy mgt comes later, but in order to bld ur personal brand, you have to assume everybody is inherently good. #smchat
- 6:30 pm **jdojc:** @hacool RE: privacy I treat almost everything I post as potentially public and screen accordingly. #smchat
- 6:30 pm **yogabarry:** #smchat. Is a brand more potent if it's defined. Isn't something that evolves.
- 6:30 pm **elhoust:** @hacool I'm curious 2 hear how U & others balance authenticity/transparency while maintaining a certain personal brand image. #smchat
- 6:30 pm **hacool:** Yes, it requires transparency. RT @billfromsc: @correlationist I've always a personal brand meant being yourself ... consistently. #smchat
- 6:30 pm **correlationist:** @elhoust the company will need to reposition that individual. #smchat
- 6:31 pm **hacool:** @jdojc good point, don't post anything you wouldn't want your grandmother to see, could negatively impact your brand. #smchat

- 6:31 pm **billfromsc:** @hacool Novice thought: you begin with your expected outcome and work backwards to frame your brand. #smchat
- 6:31 pm **correlationist:** RT @CreativeSage: RT @elhoust: ..Hard balancing act b/t creating focused personal brand & showing personality to make it more transparent. #smchat
- 6:31 pm **pjmachado:** Being authentic when socializing for work is different than the personal branding you have w/friends & family. FB vs LI/Twitter #smchat
- 6:31 pm **elhoust:** Yes! RT @CreativeSage: In expressing 1's persnl brnd as biz owner, U still need 2 B aware of sticking 2 biz values, strat, audience. #smchat
- 6:32 pm **deanmeistr:** @mleis not necessarily: P&G has an overarching brand image, but ind products do too: not all I do in my life is in my brand #smchat
- 6:32 pm **billfromsc:** @hacool But it seems to me that, like traditional branding, much of your brand identity accrues externally. #smchat
- 6:32 pm **hacool:** @yogabarry I think you start by defining how you want to represent yourself, then communicate accordingly, it will evolve. #smchat
- 6:32 pm **CreativeSage:** While expressing your personality & being transparent in CRM, you still should/must keep some things private as bus. owner. #smchat
- 6:32 pm **leoraw:** RT @pjmachado: Being authentic when socializing for work is different than personal branding w/friends & family. FB vs LI/Twitter #smchat
- 6:33 pm **hacool:** @yogabarry And, like biz brands, our audience will shape our brand, how they see us is the true reflection of the brand. #smchat
- 6:33 pm **teresamiller:** outward demeanor may adjust per channel, i.e. Facebook (friends & family) & linkedin (colleagues) realizing is part of branding #smchat
- 6:33 pm **ajmun:** @elhoust Both are vital to me RE Transparency and authenticity. You can force a following but cannot force brand perception #smchat
- 6:33 pm **CreativeSage:** RT @pjmachado: Being authentic when socializing for work is different than personal branding w/friends & family. FB vs LI/Twitter #smchat
- 6:33 pm **hacool:** @billfromsc yes, we shape and guide, but our audience/followers are what truly define the brand. They interpret what we're about. #smchat
- 6:34 pm **correlationist:** RT @hacool: @yogabarry I think you start by defining how you want to represent yourself, then communicate accordingly, it will evolve. #smchat
- 6:34 pm **hacool:** @leoraw @pjmachado interesting point, different groups may have different interpretations of your brand. #smchat
- 6:34 pm **CreativeSage:** RT @hacool: Yes, we shape & guide, but our audience/followers are what truly define the brand. They interpret what were about. #smchat
- 6:34 pm **JoeKikta:** RT @hacool: yes, we shape and guide, but our audience/followers are what truly define the brand. They interpret what were about. #smchat
- 6:34 pm **ajmun:** @CreativeSage Yes I agree. Being transparent does not mean having to share everything. Can keep some of you for yourself #smchat
- 6:34 pm **billfromsc:** RT @hacool: @billfromsc yes, we shape and guide, but our audience/followers truly define our brand. They interpret what were about. #smchat
- 6:34 pm **jdojc:** Here's one for the group. What's the difference between personal brand and personality? #smchat
- 6:34 pm **hacool:** RT @ajmun: @elhoust Both are vital to me RE Transparency and authenticity. U can force a following but can't force brand perception #smchat
- 6:35 pm **BlakeGroup:** @CreativeSage While expressing personality & being transparent in CRM, you should/must keep some things private as bus owner #smchat
- 6:35 pm **correlationist:** RT @ajmun: @CreativeSage Yes I agree. Being transparent does not mean having to share everything. Can keep some of you for yourself #smchat
- 6:35 pm **teresamiller:** RT @hacool: @yogabarry And, like biz brands, our audience will shape our brand, how they see us is the true reflection of the brand. #smchat
- 6:35 pm **elhoust:** @ajmun Great points. Over time the brand perception will follow if the personal brand is focused, providing valuable insights. #smchat

- 6:35 pm **hacool:** So how do we shape and guide our brands? Mine started with my blog, then spread via social media, other blogs, etc. #smchat
- 6:35 pm **pjmachado:** I sure hope so ;) RT @hacool @pjmachado interesting point, different groups may have different interpretations of your brand. #smchat
- 6:36 pm **gretchenaro:** I am still a beginner but I have had my brand for a few years and find it helps me define myself and evolves with me #smchat
- 6:36 pm **ajmunn:** @hacool and that's ok. Again authentic does not mean being static. As long as there is truth #smchat
- 6:36 pm **CreativeSage:** RT @elhoust: @ajmunn ..Over time the brand perception will follow if the personal brand is focused, providing valuable insights. #smchat
- 6:36 pm **yogabarry:** #smchat. The challenge is we are judge only by what we "chat". It's not the full sphere of who we are. Not accurate. Don't you agree.
- 6:36 pm **correlationist:** @jdojc in my mind, personal authenticity defines the person brand #smchat
- 6:36 pm **hacool:** @jdojc Good Q! I think our personal brand should reflect our personality, but also shows more about our skill set and interests. #smchat
- 6:36 pm **phylliskhare:** Hi everybody - the conversation today seems vague - I would love to hear some practical examples #smchat
- 6:36 pm **CreativeSage:** RT @ajmunn: @hacool and that's ok. Again authentic does not mean being static. As long as there is truth. #smchat
- 6:37 pm **sourcepov:** @jdojc I think personality is an element of personal brand. I think style, how u relate to others, your nature. Brand is broader #smchat
- 6:37 pm **JoeKikta:** @jdojc That's a hard one. I think Pers Brand more about what you Do and Personality more about How (?) but they are closely linked #smchat
- 6:37 pm **nigellegg:** @jdojc - launching in - personal brand is how you portray your personality; some aspects heightened, some hidden. jumping into #smchat
- 6:37 pm **hacool:** @yogabarry True. Thus the more info you produce, the more material people can review to interpret what you're about. It takes time. #smchat
- 6:38 pm **correlationist:** RT @nigellegg: @jdojc - launching in - personal brand is how you portray your personality; some aspects heightened, some hidden. jumping into #smchat
- 6:38 pm **hacool:** RT @phylliskhare: Hi everybody - the conversation today seems vague - I would love to hear some practical examples #smchat
- 6:38 pm **leoraw:** RT @hacool: Our personal brand should reflect our personality, but also shows more about our skill set and interests. #smchat
- 6:38 pm **billfromsc:** @nigellegg Would you agree that your personal brand is, simply, how you are perceived by others? #smchat
- 6:38 pm **pjmachado:** My personal branding is in concentric circles-1-self 2-family 3-intimate friends 4-social friends 5-trusted biz partners 6-all other #smchat
- 6:39 pm **teresamiller:** @yogabarry Yes, we all have many facets, personal brand & online personality just a couple. #smchat
- 6:39 pm **hacool:** Let's dig into details of "how." I've blogged for 5 years, that laid the foundation, Twitter, Facebook, LinkedIn build on that. #smchat
- 6:39 pm **elhoust:** @jdojc Diff 4 me is tht my personal brnd focuses on mktg best practices. My personality has other facets I don't share all the time. #smchat
- 6:39 pm **ajmunn:** We should not get thrown by term personal in personal brand. Look to objective & focus, highlight skills & USP but remain true #smchat
- 6:39 pm **BlakeGroup:** Pers Brand is one way to show your personality. But also skills, experience, integrity etc. Can have likeable pers but + bad values! #smchat
- 6:39 pm **yogabarry:** #smchat @hacool That is why "newbie's" need good role models. Need to learn the system. To not damage your image "brand".
- 6:39 pm **SFPartyStore:** RT @CreativeSage: RT @elhoust: @ajmunn ..Over time the brand perception will follow if the personal brand is focused, providing valuable insights. #smchat

- 6:39 pm **correlationist:** RT @leoraw: RT @hacool: Our personal brand should reflect our personality, but also shows more about our skill set and interests. #smchat
- 6:39 pm **MichaelWillett:** RT @teresamiller RT @hacool @yogabarry Like biz brands, our audience shapes our brand-how they see us is true reflection of brand #smchat
- 6:40 pm **pjmachado:** Your personality is used to build your various personal brand circles... #smchat
- 6:40 pm **sourcepov:** @leoraw @jdojc Yes .. beyond personality, brand includes values, skills, interests .. 'what u are about' .. #smchat
- 6:40 pm **CreativeSage:** Practical example @phylliskhare - choosing which skills & qualities you reveal/emphasize at key times, i.e. for new launch. #smchat
- 6:40 pm **hacool:** You have to establish an online presence to build your brand. Where have you done that and how? Need examples for our new folks. #smchat
- 6:40 pm **gretchenaro:** I don't feel like I brand myself with family and friends, it's strictly what I do online. Blogging, FB, LI and such. #smchat
- 6:40 pm **nigellegg:** @hacool - especially if you have multiple interests - maybe different brands for different subjects? #smchat
- 6:41 pm **correlationist:** @nigellegg @billfromsc Absolutely. as @hacool said, customers make the brand. #smchat
- 6:41 pm **hacool:** Does everyone here have their own Web site? If not what is home base for your brand? #smchat
- 6:41 pm **justinmwhitaker:** @hacool Yeah. That first part, "laying the foundation" is the big part that everyone seems to miss. #smchat
- 6:41 pm **CreativeSage:** I think the key issue is trust in you as a person?do people have enough appropriate info about you to make a brand choice? #smchat
- 6:41 pm **hacool:** @nigellegg Right, peers may know you for marketing while others may know one for photography or design. #smchat
- 6:42 pm **JoeKikta:** What I've done on Twitter, specifically, is seek out others to converse with about Marketing/Branding via "ad hoc" tweets and chats #smchat
- 6:42 pm **nickdawson:** @hacool yes to the website question, and yes it serves as home base #smchat
- 6:42 pm **deanmeistr:** I think of personality as the voice of my brand: language, attitude, color: part of identity/underpinning of my brand & I control it #smchat
- 6:42 pm **phylliskhare:** @CreativeSage thanks - a thoughtfulness in how you communicate what you are promoting - is that it? #smchat
- 6:42 pm **nigellegg:** ... though when politician up for reelection suggests he might have sep. twitter ac. for politics, i doubt his sincerity/integrity #smchat
- 6:42 pm **correlationist:** RT @ajmunn: We should not get thrown by term personal in personal brand. Look to objective & focus, highlight skills & USP but remain true #smchat
- 6:42 pm **billfromsc:** @hacool Right now it's my twitter profile. Blog launching this week, hopefully. #smchat
- 6:42 pm **CreativeSage:** However, many of us are not just tweeting for calculated bus. purposes?we also want to make friends & connect as human beings. #smchat
- 6:42 pm **markgr:** @hacool I have, using the brand markgr Took a couple of years to get it where I wanted it. #smchat
- 6:42 pm **correlationist:** RT @BlakeGroup: Pers Brand is one way to show your personality. But also skills, experience, integrity etc. Can have likeable pers but + bad values! #smchat
- 6:42 pm **hacool:** @gretchenaro And yet your real world interactions also give people a sense of you. i.e. You are Insightful, whimsical, Browns fan.. #smchat
- 6:43 pm **pjmachado:** Home base is always you in person everything else is an avatar of sorts. RT @hacool: have own Web site? home base for your brand? #smchat
- 6:43 pm **CreativeSage:** Yes, @phylliskhare - exactly, being thoughtful in communicating what you are promoting or educating your "audience"/mkt. about. #smchat
- 6:43 pm **correlationist:** RT @CreativeSage: Practical example @phylliskhare - choosing which skills & qualities you reveal/emphasize at key times, i.e. for new launch. #smchat

- 6:43 pm **hacool:** @markgr Good example, your username centralizes your brand much as a logo or tagline might serve as a focus for biz. #smchat
- 6:43 pm **nigellegg:** Personal brand = that which you want other people to see of yourself; interests you want to promote. Cld be multiple #smchat
- 6:43 pm **teresamiller:** @pjmachado Are all your circles consistent where they overlap? If not, then that would be in authentic, correct? #smchat
- 6:44 pm **JoeKikta:** RT @CreativeSage: However, many of us r not just tweeting 4 calc bus. purposes-we also want 2 make friends & connect as human beings #smchat
- 6:44 pm **gretchenaro:** Aw geez, thanks! #smchat
- 6:44 pm **ajmunn:** Creating right image or brand needs thought & application This is not dishonest, it's best practice Dishonest if based on untruths #smchat
- 6:44 pm **hacool:** Q34C How do we find the balance between our personal brands and our affiliations with employers and other organizations? #smchat
- 6:44 pm **yogabarry:** #smchat. My website? I had a bad start. Heidi is cultivating my site to represent "me". We need to work with webdesigners that express "U".
- 6:45 pm **correlationist:** RT @CreativeSage: However, many of us are not just tweeting for calculated bus. purposes?we also want to make friends & connect as human beings. #smchat
- 6:45 pm **ajmunn:** RT @nigellegg: Personal brand = that which you want other people to see of yourself; interests you want to promote. Cld be multiple #smchat
- 6:45 pm **nickdawson:** #SMchat I've noticed that in last year there is increased blurring b/t professional and personal which mix together as ur personal brand
- 6:45 pm **GeoffLiving:** @CreativeSage 'sup, buddy? #smchat
- 6:45 pm **pjmachado:** Absolutely! Authenticity in all socializing is critical! RT @CreativeSage not just tweeting for bus-we want 2 make friends & connect #smchat
- 6:45 pm **JoeKikta:** @hacool Sometimes I think I should hide the fact that I'm a Browns fan.... #smchat
- 6:45 pm **gretchenaro:** RT @JoeKikta: RT @CreativeSage: However, many of us r not just tweeting 4 calc bus. purposes-we also want 2 make friends & connect as human beings #smchat
- 6:46 pm **hacool:** @JoeKikta @CreativeSage agreed, if one tries to hard to frame the brand one can come off as phony or stilted, good to be yourself. #smchat
- 6:46 pm **teresamiller:** @pjmachado Not authentic ... I mean #smchat
- 6:46 pm **CreativeSage:** RT @ajmunn: Creating rt. image or brand needs thought & app. It isn't dishonest, it's best practice. Dishonest if based on untruths. #smchat
- 6:46 pm **hacool:** @JoeKikta Yes, the Browns can challenge our loyalty! ;-) #smchat
- 6:46 pm **billfromsc:** @JoeKikta It could be worse. You could be a Lions fan. #smchat
- 6:46 pm **gretchenaro:** IMO Every new person you meet is both a potential client/friend. I want them to know the real me. #smchat
- 6:46 pm **pjmachado:** Excellent point! Lots of overlap... Maybe more of a venn diagram!? RT @teresamiller Are all your circles consistent... #smchat
- 6:46 pm **correlationist:** RT @nickdawson: #SMchat I've noticed that in last year there is increased blurring b/t professional and personal which mix together as ur personal brand
- 6:47 pm **ajmunn:** Q34C Good q. This is complex. Personal brand important to us & cannot ignore, but potential to clash with org objectives #smchat
- 6:47 pm **CreativeSage:** Hey @GeoffLiving - you wrote about "personal branding" - we're discussing in #smchat. Want to add your .02 w/hashtag? ;-) #smchat
- 6:47 pm **correlationist:** @JoeKikta and that I dont have job :(#smchat
- 6:47 pm **deanmeistr:** The "how" for me: anchor site, then the blog, suppliment with speciality web stuff, i.e. Flickr for deeper/wider content in viz area #smchat
- 6:48 pm **JoeKikta:** @billfromsc At least you have the Red Wings and the Tigers.... #smchat
- 6:48 pm **CreativeSage:** RT @ajmunn: Q34C Good q. This is complex. Personal brand important to us & cannot ignore, but potential to clash with org objectives #smchat

- 6:48 pm **jdojc:** @elhoust that's a key point, personality being your conscious public-facing self #smchat
- 6:48 pm **correlationist:** LOL !!!! billfromsc @JoeKikta It could be worse. You could be a Lions fan. #smchat
- 6:48 pm **hacool:** @nickdawson True, my Twitter account is a mix of friends, colleagues, peers, clients, and others. I mix the content accordingly. #smchat
- 6:48 pm **teresamiller:** for me twitter overlaps, more than FB & LI, between developing a personal brand, reflecting my personality & just plain having fun. #smchat
- 6:48 pm **sharonmostyn:** RT @gretchenaro: IMO Every new person you meet is both a potential client/friend. I want them to know the real me. #smchat
- 6:49 pm **ajmunn:** Q34c Many ways in which you can engage online as part of org. Start with objectives & choose. Choice will determine engagement style #smchat
- 6:49 pm **CreativeSage:** RT @hacool: True, my Twitter account is a mix of friends, colleagues, peers, clients, and others. I mix the content accordingly. #smchat
- 6:49 pm **yogabarry:** #smchat. Having a mentor to observe proper "branding" can help keep a polished image.
- 6:49 pm **O_WR:** Hey @GeoffLiving - you wrote about "personal branding" - we're discussing in #smchat. Want to add your .02 w/hashtag? ;-) ..
- 6:50 pm **hacool:** I was working at case.edu when I started blogging. Ideally our personal brands reflect well on employer & vice versa. #smchat
- 6:50 pm **markgr:** @hacool I've tried to integrate everything around "markgr". markgr.com is the hub, and markgr is my username across social media #smchat
- 6:50 pm **JoeKikta:** @teresamiller Twitter is my big overlap as well. More focused on LI and Facebook(kinda) #smchat
- 6:50 pm **MichaelWillett:** RT @nickdawson #SMchat Noticed that in last year increased blurring b/t professional & personal which mix together as ur personal brand
- 6:50 pm **CreativeSage:** We may need more than one Twitter or LinkedIn acct. if we want to be more personal w/family & friends. Separate one(s) for business. #smchat
- 6:50 pm **gretchenaro:** @yogabarry #smchat. Having a mentor to observe proper "branding" can help keep a polished image. !!!!
- 6:50 pm **sourcepov:** Q34c With personal & prof co-branding, not only is transparency key, u have to enjoy every aspect of your work. Hard to escape it. #smchat
- 6:51 pm **elhoust:** @hacool I struggle w/ balance. I communic8 on my own b1/2 since thr R official spokespl 4 co brnd, support co efforts as appropr8. #smchat
- 6:51 pm **correlationist:** #smchat - I got introduced to SM through LI (which is great!!), but the momentum of micro-blogging means LI usage is down.
- 6:51 pm **gatewood5000:** @nickdawson Agreed. LinkedIn's emulation of FB, and Twitter's mix of BtoB, BtoC, and CtoC have been a big part of that. #SMchat
- 6:51 pm **BlakeGroup:** RT @sourcepov Q34c With personal & prof co-branding, not only is transparency key, u have to enjoy every aspect of your work. Yes! #smchat
- 6:51 pm **billfromsc:** @hacool Agreed. Thought I'm careful to note when appropriate that my personal views do not reflect those of my employer. #smchat
- 6:52 pm **GeoffLiving:** @CreativeSage @O_WR no, I see personal branding as a selfish train wreck waiting to happen. Rather talk about positive things. #smchat
- 6:52 pm **correlationist:** RT @sourcepov: Q34c With personal & prof co-branding, not only is transparency key, u have to enjoy every aspect of your work. Hard to escape it. #smchat
- 6:52 pm **hacool:** On Twitter most of the info I share relates to Web/mktg/design/social media, but talking about bacon, photos, etc. makes it human #smchat
- 6:52 pm **ajmunn:** Q34c Orgs fear personal brand in sm as investing resources in asset that can potentially leave Orgs need strategies to negate risk #smchat
- 6:52 pm **elhoust:** @jdojc Yes, giving enough personality to help build trust, but keeping topics & ideas focused to build expertise & following. #smchat

- 6:53 pm **deanmeistr:** Authenticity is talked about a lot, but more important is MOTIVE...what's really behind the tweets, blog posts, etc #smchat
- 6:53 pm **hacool:** @GeoffLiving I don't think it should be selfish, more of an awareness of how we present ourselves and how people interpret us. #smchat
- 6:53 pm **gretchenaro:** @hacool mmmmm bacon #smchat
- 6:53 pm **teresamiller:** RT @deanmeistr: Authenticity is talked about a lot, but more important is MOTIVE...what's really behind the tweets, blog posts, etc #smchat
- 6:53 pm **ajmunn:** RT @sourcepov: Q34c With personal & prof co-branding, not only is transparency key, u have to enjoy every aspect of your work #smchat
- 6:54 pm **correlationist:** #smchat - company policies will need to evolve and adapt. I will send out a great example of enterprise SM at IBM that I read yesterday
- 6:54 pm **hacool:** Do any of you work for employers who fear your brand will overshadow them, or cause you to be hired away? What concerns them? #smchat
- 6:54 pm **JoeKikta:** @hacool Twitter is a lot like the "water cooler": Sometimes business, sometimes personal, sometimes random #smchat
- 6:54 pm **CreativeSage:** Good pt. @GeoffLiving - I would hope talking about positive things & being helpful in the world is a bus. value as well as "brand" #smchat
- 6:54 pm **hacool:** @ajmunn @sourcepov Absolutely. If you don't like what you do, you can hardly be enthusiastic about writing about it online. #smchat
- 6:55 pm **correlationist:** RT @ajmunn: Q34c Orgs fear personal brand in sm as investing resources in asset that can potentially leave Orgs need strategies to negate risk #smchat
- 6:55 pm **teresamiller:** RT @JoeKikta: @hacool Twitter is a lot like the "water cooler": Sometimes business, sometimes personal, sometimes random #smchat
- 6:55 pm **yogabarry:** #smchat. Really dislike FB. Very "clicky". Being a little mysterious is "ok". Twitter is just the right temp.
- 6:55 pm **gretchenaro:** RT @deanmeistr: Authenticity is talked about a lot, but more important is MOTIVE... #smchat for me, creative expression
- 6:56 pm **CreativeSage:** RT @hacool Does anyone work for employers who fear yr. brand will overshadow them or cause you to be hired away? What concerns them? #smchat
- 6:56 pm **hacool:** @deanmeistr motive is interesting. A blend of altruism and self-interest works. If you can serve your audience you serve self too. #smchat
- 6:56 pm **MichaelWillett:** I like this! RT @JoeKikta @hacool Twitter is a lot like the "water cooler": Sometimes business, sometimes personal,sometimes random #smchat
- 6:56 pm **spideas:** RT @deanmeistr: Authenticity is talked about a lot, but more important is MOTIVE...what's really behind the tweets, blog posts, etc #smchat
- 6:56 pm **correlationist:** @deanmeistr my definition : SM is the cauldron where altruism melds with narcississm to produce collaboration on steroids (like now) #smchat
- 6:56 pm **BlakeGroup:** Overheard: Twitter = watercooler, FB = Ur living room #smchat
- 6:56 pm **ajmunn:** @hacool Ppl talk about pros & cons of cobranding, org branding or personal. All valid arguments. Central concern is real connection #smchat
- 6:56 pm **correlationist:** RT @JoeKikta: @hacool Twitter is a lot like the "water cooler": Sometimes business, sometimes personal, sometimes random #smchat
- 6:56 pm **deanmeistr:** Another aspect of personal branding is that it's much about the experience of interacting/getting to know me; I am not just my logo #smchat
- 6:57 pm **ParnaSarkar:** well said. RT @hacool @yogabarry Like biz brands, our audience shapes our brand-how they see us is true reflection of brand #smchat
- 6:57 pm **CreativeSage:** RT @deanmeistr: Authenticity is talked about a lot, but more important is MOTIVE...what's really behind the tweets, blog posts, etc. #smchat
- 6:57 pm **hacool:** @yogabarry Each service has it's own personality, as do groups w/in each. Twitter does feel more open than FB (to me) #smchat
- 6:57 pm **pjmachado:** The nature & need for personal branding has not changed - Digital has simplified, accelerated & magnified reach #smchat

- 6:57 pm **hacool:** RT @deanmeistr: Another aspect is that its much about the experience of interacting/getting to know me; I am not just my logo #smchat
- 6:57 pm **hacool:** RT @pjmachado: The nature & need for personal branding has not changed - Digital has simplified, accelerated & magnified reach #smchat
- 6:57 pm **correlationist:** RT @deanmeistr: Another aspect of personal branding is that it's much about the experience of interacting/getting to know me; I am not just my logo #smchat
- 6:58 pm **sourcepov:** Q34c Many 1.0 orgs (ie, brick & mortar reliant) can't achieve what 2.0 platform allows: chance to demo & prove authenticity .. daily #smchat
- 6:58 pm **pjmachado:** Right on! We could use #twittercooler when u feel the need RT @BlakeGroup: Overheard: Twitter = watercooler, FB = Ur living room #smchat
- 6:58 pm **ajmunn:** @hacool @deanmeistr Yes you cannot ignore altruism. To build a personal brand you have to care about how you are seen. #smchat
- 6:58 pm **hacool:** @pjmachado yes, we can think about personal branding more because the Internet gives us the tools to share what we do. #smchat
- 6:59 pm **mleis:** @deanmeistr I hear ya. Just think that even conciously you can really separate #smchat
- 6:59 pm **BlakeGroup:** @pjmachado Love it: #twittercooler !! #smchat
- 6:59 pm **hacool:** @ajmunn Yes, and our species has also evolved to get a feeling of satisfaction from helping others and participating w/the tribe. #smchat
- 6:59 pm **sourcepov:** Q34c .. recall many corp execs trying to discover "but how can we show personality & authenticity" in ads, flyers, PR .. w/ 2.0=free #smchat
- 6:59 pm **correlationist:** @pjmachado: @hacool agree with second part, not the first part :)) #smchat
- 6:59 pm **ParnaSarkar:** Many of us are not just tweeting for calculated bus. purposes. We want to make friends & connect with others. #smchat (via @CreativeSage)
- 6:59 pm **deanmeistr:** Personal branding now built on multiple "microimpressions" across a mix of platforms to create the whole, multidimensional brand. #smchat
- 7:00 pm **gretchenaro:** Has anyone found people who are put off by a personal brand. Intimidated or bemused? #smchat
- 7:00 pm **CreativeSage:** RT @sourcepov: Q34c Many 1.0 orgs (ie, brick & mortar) can't achieve what Web 2.0 allows: chance to demo & prove authenticity daily. #smchat
- 7:00 pm **NKYJennifer:** @CreativeSage I've been debating about separate FB accounts- could be hard to maintain. Anyone found it useful? #smchat
- 7:00 pm **correlationist:** RT @sourcepov: Q34c Many 1.0 orgs (ie, brick & mortar reliant) can't achieve what 2.0 platform allows: chance to demo & prove authenticity .. daily #smchat
- 7:00 pm **JoeKikta:** RT @pjmachado: The nature & need for personal branding has not changed - Digital has simplified, accelerated & magnified reach #smchat
- 7:00 pm **ajmunn:** Thanks all. Got to drop out #smchat
- 7:00 pm **hacool:** How does your positive personal brand help leverage your employers brand? Any examples? You can reverse this Q too. #smchat
- 7:01 pm **CreativeSage:** @NKYJennifer You can also separate Facebook friends into "groups" if too hard to manage more than one acct. #smchat
- 7:01 pm **JoeKikta:** @sourcepov "Free" is a little bit of a misconception.... #smchat
- 7:01 pm **sourcepov:** Q34c .. convo in #pr20chat last night about authenticity in brand crisis. 2.0 gives speed & reach .. u have one chance to be real. #smchat
- 7:01 pm **hacool:** For instance the Case.edu brand helped solidify mine more than if I'd worked for some tinier unheard of .edu. Case was known 4 tech. #smchat
- 7:02 pm **yogabarry:** #smchat. D JoeKikta.. Whoa. well put.
- 7:02 pm **elhoust:** Thx for a great discussion @hacool and @SourcePOV. I have to run to the next meeting, but enjoyed the insights from everyone. #smchat
- 7:02 pm **pjmachado:** GTG - Thanks to #smchat tweeps for great dialog & @hacool for facilitating!

7:02 pm **hacool:** @ajmunn Thanks for joining us, have a great day! #smchat

7:02 pm **sourcepov:** @JoeKikta lol, ok .. maybe not "free" .. but it does come w/ the SM investment. 'Not incremental' wouldn't fit in 140c :) #smchat

7:02 pm **correlationist:** @gretchenaro I have. All of them, and then some. :)) #smchat

7:03 pm **BlakeGroup:** TY to @hacool + @SourcePOV + everyone but must run--it's annual report season!! Looking forward to next #smchat !

7:03 pm **hacool:** @sourcepov authenticity is key, it establishes trust and helps build positive track record. #smchat

7:03 pm **ParnaSarkar:** So true. RT @JoeKikta @hacool Twitter is a lot like the "water cooler": Sometimes business, sometimes personal,sometimes random #smchat

7:03 pm **hacool:** @BlakeGroup Cheers, thanks for participating today! #smchat

7:03 pm **NKYJennifer:** @gretchenaro I have not done biz w/ a couple of people based on, what I felt, were radical political opinions I couldn't support. #smchat

7:04 pm **JoeKikta:** This works, to a degree RT @CreativeSage: @NKYJennifer U can also sep FB friends into "groups" if 2 hard 2 manage more than 1 acct #smchat

7:04 pm **kimhollenshead:** @hacool Good tweets coming from #SMChat. Employers should focus on doing things right & well, then employees aren't lured away.

7:04 pm **hacool:** Time is fleeting, Q34D: To what degree should we co-mingle the business side of our brands with the personal side? #smchat

7:04 pm **sourcepov:** @BlakeGroup @ajmunn Thanks for joining us guys, hope to see u next week. #smchat

7:04 pm **CreativeSage:** @musecrossing LOL, yes you may want to separate wine bus. persona from muse persona, esp. if drinking wine! Don't drink & tweet ;-) #smchat

7:05 pm **elhoust:** Thx 4 the #smchat: @pjmachado @jdojc @CreativeSage @ajmunn @correlationist @billfromsc @MichaelWillett @SFPartyStore @JoeKikta @BlakeGroup

7:05 pm **ParnaSarkar:** Taking a break from innovation activities. Enjoying #smchat convo.

7:05 pm **hacool:** @NKYJennifer Great point. I had a colleague on FB who made 1 post that was so kooky I've not seen her in the same light since. #smchat

7:05 pm **deanmeistr:** We also adjust our personal brand message for the "culture" of the tool: twitter=140char, your blog=pics and 4-5 paragraph posts. #smchat

7:06 pm **NKYJennifer:** @CreativeSage I might need to explore this more, but without a lot of managing, it seems hard to control who sees what on my wall #smchat

7:06 pm **hacool:** @kimhollenshead exactly, if they support their employees and let them thrive they'll keep them, personal brands needn't be a threat #smchat

7:07 pm **hacool:** @deanmeistr True, the scope of what I post on LinkedIn is far more narrow and focused on biz, than what I Tweet. #smchat

7:07 pm **correlationist:** It will vary, by individual, depending on their personality - a finance guy could become the best engagement manager for campaigns. #smchat

7:07 pm **deanmeistr:** @hacool co-mingling will depend on the brand itself: if your brand lends itself to that, fine, but one has to gauge where it fits. #smchat

7:08 pm **hacool:** @NKYJennifer FB privacy and other settings aren't as user friendly as we would like. It's all a bit wonky there. #smchat

7:08 pm **NKYJennifer:** LOL RT @CreativeSage @musecrossing LOL... Don't drink & tweet ;-) #smchat

7:09 pm **CreativeSage:** @deanmeistr @NKYJennifer We may adjust "brand msg." slightly for tool (Twitter, blog), but should be consistent. Adjust FB settings #smchat

7:09 pm **JoeKikta:** Why limit FB friends(exposure 2 "kookiness"): RT @hacool: ...had collgue on FB who made 1 post so kooky not seen in the same light.. #smchat

7:09 pm **hacool:** Re: co-mingling on personal FB page and Twitter I share a mix, it shows more of personality. On LI & FB biz page I focus on work. #smchat

7:10 pm **CreativeSage:** RT @hacool: @NKYJennifer FB privacy and other settings aren't as user friendly as we would like. Its all a bit wonky there. #smchat

7:10 pm **SethOrNone:** Co-mingling a factor of the tool as well. e.g. Very difficult to divorce your personal voice from an official FB brand page you run #smchat

7:10 pm **CreativeSage:** RT @hacool: Re: co-mingling on personal FB & Twitter I share mix, it shows more of personality. On LI & FB biz page I focus on work. #smchat

7:11 pm **hacool:** @deanmeistr 4 me co-mingling also works because design, art, photog also support Web design skills, good to show those interests #smchat

7:11 pm **nickdawson:** @hacool @NKYJennifer should we just assume a lack of privacy then? #smchat

7:12 pm **hacool:** @SethOrNone Right, and our personal insights add more to the "why" behind what we share on FB. <http://www.facebook.com/heidicool> #smchat

7:12 pm **BlakeGroup:** TY for RTs @elhoust @sourcePOV @hacool @pjmachado @billfromsc @deanmeistr Great #smchat!

7:12 pm **CreativeSage:** For a while, I struggled w/how much of my "artist side" to reveal, but have gotten feedbk. that people like it?helps my business! #smchat

7:12 pm **hacool:** @nickdawson I think it is safer to assume lack of privacy (I sure miss Pownce groups! ;-) #smchat

7:13 pm **correlationist:** RT @CreativeSage: RT @hacool: Re: co-mingling on personal FB & Twitter I share mix, it shows more of personality. On LI & FB biz page I focus on work. #smchat

7:13 pm **SethOrNone:** @hacool Yes! The best SM comes from a genuine voice. A person, with a face. Not a logo. #smchat

7:13 pm **hacool:** @CreativeSage Me too. I share delicious and google reader shares to personal FB page, people respond well to content mix. #smchat

7:13 pm **CreativeSage:** ..On the other hand, I have some FB friends who are artists who have little or no interest in my bus. posts. I strike a balance.. #smchat

7:13 pm **JoeKikta:** @hacool @nickdawson Agree. Assume lack of privacy #smchat

7:14 pm **NKYJennifer:** @nickdawson I treat it much the same way I treat f2f networking. I share personal info, but keep it light. SM is not my soapbox :) #smchat

7:14 pm **mcorsano:** That the case for personal branding gone bad - RT @correlationist: Narcissism is definitely an integral part of Personal Branding #smchat

7:14 pm **hacool:** 15 min to go (feel free to stay after) any closing thoughts? More examples of personal/biz, how you coordinate with work, etc.? #smchat

7:15 pm **hacool:** RT @NKYJennifer: @nickdawson I treat it much the same way I treat f2f networking. I share personal info, but keep it light. #smchat

7:15 pm **NKYJennifer:** @CreativeSage balance is so important- sounds like the right track to me! #smchat

7:15 pm **SethOrNone:** Not pretty, but true. RT @correlationist Narcissism is definitely an integral part of Personal Branding #smchat

7:15 pm **nickdawson:** @NKYJennifer like that approach, very reasonable! #smchat

7:15 pm **NKYJennifer:** RT @SethOrNone: @hacool Yes! The best SM comes from a genuine voice. A person, with a face. Not a logo. #smchat

7:16 pm **hacool:** Also if you have further thoughts after chat, you can keep sharing them via this hashtag or post to <http://bit.ly/c80TOQ> #smchat

7:16 pm **erichayward:** @nickdawson What I love about the blurring of personal/professional is not having to worry about someone discovering the "real" me. #smchat

7:16 pm **deanmeistr:** @CreativeSage Yes, I usually save for late in the convo that I was prof. opera singer--is it confusing or show me more rounded? #smchat

7:16 pm **johnheaney:** would it help if Facebook allowed user to select user list to send updates to? #smchat

7:16 pm **gretchenaro:** RT @erichayward: @nickdawson What I love about the blurring of personal/professional is not having to worry about someone discovering the "real" me. #smchat

7:17 pm **hacool:** And while we're all here, plug yourselves? Where is your site/blog/FB page? Share your links as examples. #smchat

7:17 pm **correlationist:** @mcorsano I believe everyone has an ulterior motive. The trick is to overwhelm them with a genuine desire to help, learn, share #smchat

7:17 pm **irishgirl:** @SethOrNone Confidence, yes. Narcissism, no. Unless you want your personal brand to = insufferable. #smchat

7:17 pm **hacool:** If you share your links I'll collect them under a common tag on Delicious. My FB page is <http://www.facebook.com/heidicool> #smchat

7:18 pm **NKYJennifer:** That would be fabulous! RT @johnheaney would it help if Facebook allowed user to select user list to send updates to? #smchat

7:18 pm **hacool:** My blog is <http://www.heidicool.com/blog/> where are your sites? I think examples could be helpful to the gang. #smchat

7:18 pm **CreativeSage:** We can avoid narcissism/"personal branding gone bad" per @GeoffLiving @mcorsano - we can focus on positive values, listening, action #smchat

7:18 pm **hacool:** @johnheaney It would help immensely if we could target FB messages to specific audiences, don't know why they don't offer that. #smchat

7:18 pm **SethOrNone:** @johnheaney And have to juggle which "real me" matches with which audience? I'll take "genuine me" for everyone any day. #smchat

7:19 pm **johnheaney:** some FB updates are relevant solely to a single group of contacts. why not pick/exclude lists? #smchat

7:19 pm **erichayward:** @johnheaney You can selectively update FB, for example, relationship updates that exclude your ex-wife's relatives from seeing them. #smchat

7:19 pm **gretchenaro:** www.gretchenaro.com/blog Picture blog of Cleveland #smchat

7:20 pm **hacool:** @gretchenaro Thanks Gretchen! #smchat

7:20 pm **CreativeSage:** @deanmeistr: In my opinion, you being prof. opera singer need not be confusing if tied in to yr. bus. or shows you as more rounded. #smchat

7:20 pm **johnheaney:** @erichayward I know that some specific elements can be excluded, but status updates are where we interact most #smchat

7:20 pm **musecrossing:** @CreativeSage That's because people like you period, Cathryn. And your many-faceted self. I do anyway. #smchat

7:20 pm **correlationist:** #smchat my post "Why personal branding is your social media hub? Please drop a line, or two or more, if you like :) <http://ow.ly/13wco>

7:20 pm **hacool:** Need more links, show us your personal brand in action by sharing links to your key sites. #smchat

7:21 pm **markgr:** You'll find me at <http://markgr.com> #smchat

7:21 pm **JenKaneCo:** @irishgirl @SethOrNone I agree with Megan. Confidence is a choice. Narcissism is a personality disorder. #smchat

7:21 pm **deanmeistr:** @hacool my blog: <http://www.mode2design.com> Flickr: <http://www.flickr.com/photos/deanmeyers> #smchat

7:21 pm **johnheaney:** @SethOrNone it has nothing to do with "real" or "fake" - but do l/they want to get updates on my kids? just not relevant #smchat

7:21 pm **hacool:** RT @JenKaneCo: @irishgirl @SethOrNone I agree with Megan. Confidence is a choice. Narcissism is a personality disorder. #smchat

7:21 pm **johnheaney:** personal brand in action at <http://orange-envelopes.com/blog/> #smchat

7:21 pm **NKYJennifer:** @SethOrNone agreed! I always feel I have an advantage over "fake" biz people for this reason. Harder to hide insincerity in sm #smchat

7:22 pm **hacool:** Good to see these links coming in. Notice too how different types of sites or social media services will be core to diff. brands. #smchat

7:22 pm **CreativeSage:** Aw, thanks! RT @musecrossing: @CreativeSage That's because people like you period, Cathryn. And yr. many-faceted self. I do anyway. #smchat

- 7:22 pm **correlationist:** RT @SethOrNone: @johnheaney And have to juggle which "real me" matches with which audience? I'll take "genuine me" for everyone any day. #smchat
- 7:22 pm **JoeKikta:** You know where 2 find on Twitter. On LI: www.linkedin.com/in/joekikta. FB I keep to personal/"in person" friends. Prof blog to come #smchat
- 7:22 pm **gretchenaro:** But you never know with untarggetted messages who you may be 'heard' by. #smchat
- 7:23 pm **johnheaney:** just as family doesn't want to see my day's discussion of SM, I'd like to channel relevant posts to the right audience #smchat
- 7:23 pm **SethOrNone:** @irishgirl @JenKaneCo Humbly sanctioned. #smchat
- 7:23 pm **erichayward:** RT @hacool Need more links, show us your personal brand in action by sharing links to your key sites. <http://mostlyang.wordpress.com> #smchat
- 7:23 pm **deanmeistr:** @CreativeSage true, but I always hold that back as it may seem confusing re: am I a left-brained "marketing/tech" guy or artsy? #smchat
- 7:24 pm **johnheaney:** lots of new folks to follow in this chat. terrific input, as always #smchat
- 7:24 pm **CreativeSage:** @deanmeistr I think you can be all of those?left & right (or whole) brained, mktg. & tech savvy, and artistic/creative. That's good! #smchat
- 7:24 pm **NKYJennifer:** @johnheaney My family is tired of my "upcoming network event" posts, but my biz contacts love it :) #smchat
- 7:24 pm **SethOrNone:** @johnheaney FB is about people; anyone engaging on FB should realize there's a person behind the post. A person with a life. #smchat
- 7:25 pm **hacool:** <http://delicious.com/hacool/smchatbrandsites> is where I'll be saving the sites you share. Keep the links coming! #smchat
- 7:25 pm **deanmeistr:** @hacool left out com on flickr link : <http://www.flickr.com/deanmeyers> #smchat
- 7:25 pm **erichayward:** Working in creative services it's ok to be, eccentric. If I were a eg lawyer (God forbid and no offense) I'd have to be more careful #smchat
- 7:25 pm **johnheaney:** @SethOrNone I'm not advocating the removal of human elements, but filtering by relevance #smchat
- 7:25 pm **CreativeSage:** RT @hacool: <http://delicious.com/hacool/smchatbrandsites> is where Ill be saving the sites you share. Keep the links coming! #smchat
- 7:26 pm **ajmunn:** RT @johnheaney: just as family doesn't want to see day's discussion of SM, I'd like to channel relevant posts to the right audience #smchat
- 7:26 pm **hacool:** Closing thoughts, most of you are very brand aware now. How has this changed the way you do business compared to 5 yrs ago? #smchat
- 7:26 pm **johnheaney:** @NKYJennifer right... 2 audiences with different desires... yr job to satisfy both.. FB can provide the granular tools #smchat
- 7:26 pm **deanmeistr:** @CreativeSage I'm cool about that...I think the more comfortable I am about that, the easier it is to work it into the brand #smchat
- 7:26 pm **hacool:** RT @johnheaney: just as family doesnt want to see days discussion of SM, Id like to channel relevant posts to the right audience #smchat
- 7:26 pm **JoeKikta:** Forgot to mention on Delicious. ID is jk91mu #smchat
- 7:27 pm **sourcepov:** @hacool Thanks Heidi for offer to post. My blog: <http://sourcepov.wordpress.com> & business: <http://sourcepov.com> #smchat
- 7:27 pm **hacool:** I know some of you have to leave, but feel free to linger as long as you would like. #smchat
- 7:27 pm **CreativeSage:** Re @hacool question: I think sense of "personal brand"?and "business brand?evolves over time, plus influenced by "audience" feedback #smchat
- 7:28 pm **johnheaney:** thanks for moderating, @hacool #smchat
- 7:28 pm **gretchenaro:** Thanks for another great chat. #smchat
- 7:28 pm **NKYJennifer:** @erichayward LOL I don't know- a fun-loving lawyer who tweets from sports bars might be a draw for some people :) #smchat

7:28 pm **NKYJennifer:** RT @CreativeSage: Re @hacool question: I think sense of "personal brand"?and "business brand"?evolves over time, plus influenced by "audience" feedback #smchat

7:29 pm **ajmunn:** @johnheaney Yes. Beauty of sm is ability to filter & find context. We expect brands 2 adjust messaging why not personal brands #smchat

7:29 pm **CreativeSage:** ..Want to always be authentic, must balance audience/customer feedback w/being true to yourself. Always innovating & changing. #smchat

7:29 pm **erichayward:** @hacool Every week at this time? 1 CST/2 EST? #smchat

7:29 pm **hacool:** @johnheaney Thanks for joining us and sharing your insights! Will have to catch up w/you in person sometime, it's been awhile. #smchat

7:29 pm **SethOrNone:** Sorry I was late to the party, but very much enjoyed my first #smchat. Thanks @hacool for moderating! #smchat

7:30 pm **johnheaney:** @ajmunn you nailed it. our brand is how we're perceived. if we annoy w/ irrelevant posts to wrong audience, we diminish our brand #smchat

7:30 pm **JoeKikta:** @erichayward 1:00 PM EST #smchat

7:30 pm **hacool:** @erichayward yes everyweek at this time. We have a schedule at <http://wthashtag.com/Smchat> - @sourcepov is our ringleader. #smchat

7:31 pm **sourcepov:** I need to go too. Thanks much @hacool for moderating, super ideas exchanged, new insights & some new faces. See u next WEDS 1pET for #smchat

7:31 pm **hacool:** @johnheaney @ajmunn exactly, as with any content we need to serve our audience, if we go too far afield we may confuse or annoy. #smchat

7:32 pm **ajmunn:** @hacool Changed as no longer look to brand to define itself. Brand defined by actions which are now magnified. cont.. #smchat

7:32 pm **NKYJennifer:** Great discussion! #smchat was definitely my #twittercooler today :)

7:32 pm **hacool:** @sourcepov Thanks for organizing and keeping up the #smchat momentum! #smchat

7:32 pm **CreativeSage:** ..We need not confuse channels for msgs. and our values. Can keep both & personality, authenticity w/o narcissism, customer-focused. #smchat

7:32 pm **JoeKikta:** Thanks to @hacool for hosting today! Always a pleasure. Thanks to all for a great conversation #smchat

7:32 pm **johnheaney:** @hacool it seems like such an easy add for FB to allow status updates to go to lists #smchat

7:32 pm **ajmunn:** @hacool cont.. Transparency & constant evolving now more important. Personal brand visible to anyone who cares to see #smchat

7:33 pm **CreativeSage:** RT @johnheaney: @hacool it seems like such an easy add for FB to allow status updates to go to lists. [Yes, & make "hide" easier.] #smchat

7:33 pm **hacool:** Everyone, thanks for all of your great ideas, this chat has really flown by. Keep the links coming. #smchat

7:33 pm **correlationist:** @hacool @sourcepov and #smchat , thanks for the thought provoking discussions. Will be back for the next session :))

7:34 pm **hacool:** @johnheaney It really should be a no brainer. Pownce did it really well. (RIP Pownce) #smchat

7:34 pm **CreativeSage:** Thanks to @hacool and @sourcepov especially, for organizing this #smchat. Thanks, everyone, for great convo and learning!:-) #smchat

7:34 pm **hacool:** @ajmunn evolution is key, we need to keep responding to changing needs of our audience be they potential clients, peers or others. #smchat

7:34 pm **correlationist:** RT @ajmunn: @hacool cont.. Transparency & constant evolving now more important. Personal brand visible to anyone who cares to see #smchat

7:34 pm **erichayward:** @hacool Thanks for letting me know about the #smchat which, for the benefit of my very few followers, occurs weekly at 1 PM ET and 12 PM CT

7:35 pm **CreativeSage:** RT @hacool: @ajmunn evolution is key, need to keep responding to changing needs of our audience?potential clients, peers or others. #smchat

- 7:35 pm **ajmun**: RT @CreativeSage: Thanks to @hacool and @sourcepov especially, for organizing this #smchat. Thanks, everyone, for great convo #smchat //dito
- 7:36 pm **hacool**: @erichayward Glad to have you on board. @sourcepov will let us know about the next topic b4 next Wed. #smchat
- 7:36 pm **erichayward**: @JoeKikta Thanks - got it - social media chat at #smchat on Wednesdays at 1 EST.
- 7:36 pm **nigellegg**: @jdojc @ajmun @hacool sorry, had to nip out; "public facing self" = personal brand - yes, sounds abt right. #smchat
- 7:37 pm **JoeKikta**: Thanks for the RT's & conv on #smchat! @MichaelWillett @ParnaSarkar @correlationist @billfromsc @hacool @sourcepov @elhoust @teresamiller
- 7:39 pm **ajmun**: RT @nigellegg: @jdojc @ajmun @hacool sorry, had to nip out; "public facing self" = personal brand - yes, sounds abt right. #smchat
- 7:40 pm **JoeKikta**: More thanks for a great #smchat: @johnheaney @pjmachado @blakegroup @creativesage @deanmeistr @nkyjennifer
- 7:40 pm **hacool**: Thanks all for sharing your insights on personal branding! I'll start adding your links to <http://bit.ly/CLRWNm> now. Have a great wk #smchat
- 7:41 pm **JoeKikta**: @yogabarry Thanks for the kind words! #smchat
- 7:41 pm **BlakeGroup**: TY for RT to @JoeKikta for great #smchat!
- 7:42 pm **danielcollins**: personal brand in action at <http://orange-envelopes.com/blog/> #smchat (via @johnheaney) <- Well done.
- 7:52 pm **deanmeistr**: Thanks for the conv on #smchat: @sourcepov @hacool @creativesage @correlationist @billfromsc @elhoust @teresamiller @JoeKikta @ajmun
- 7:54 pm **deanmeistr**: RT @gravity7: the brand values that communicate to customers are those they recognize as their own #smchat (an appendix note)