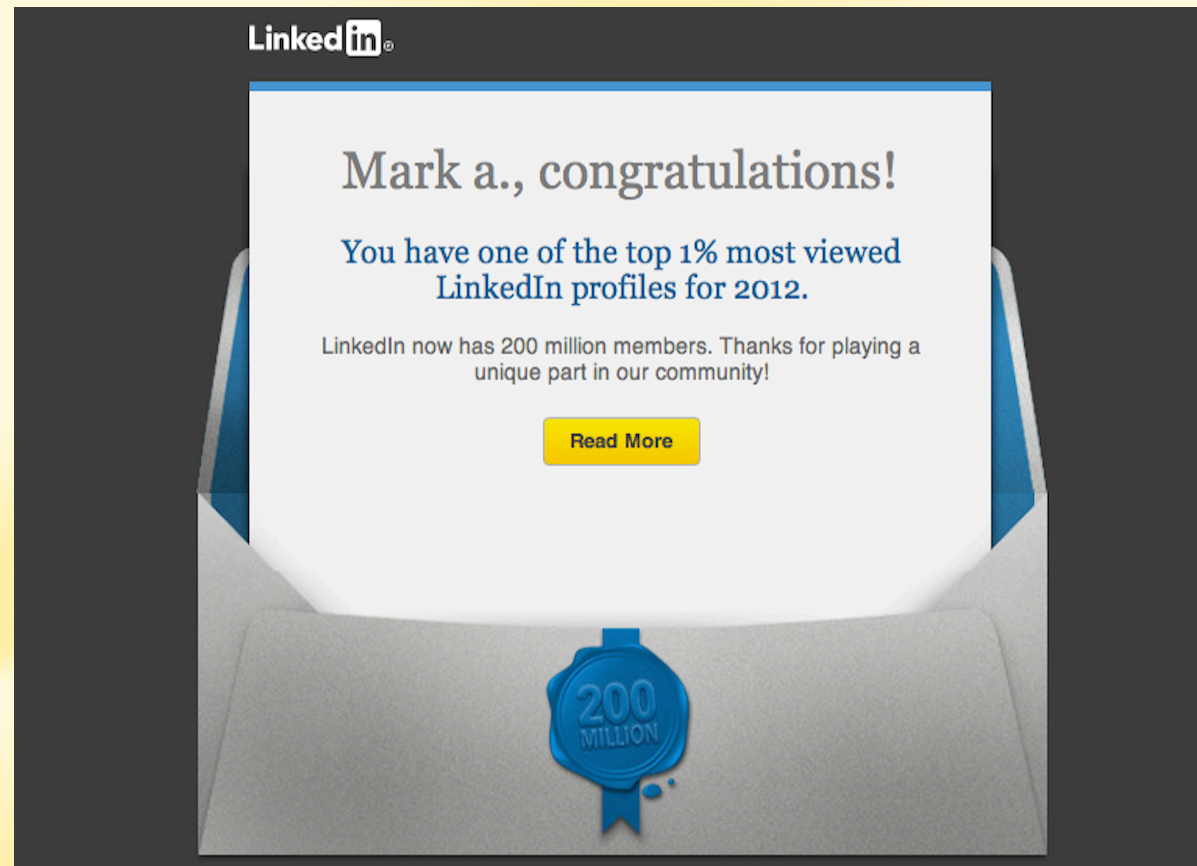




8 Keys for Success

Never Under Estimate the use of Social Media



8 Keys for Success

- Create Your Voice
- Create An Awesome Profile
- Skills and Experiences
- Join Groups
- Comment and Become an Authority
- Link Your Accounts
- Connect With People
- Recommendations

Create Your Voice

Questions to ask yourself:

- Why do you exist?
- What do you want to accomplish?

This sounds simple, but most people don't have a plan of how they want to present themselves.

Create one for yourself....

Create An Awesome Profile

What is in a “Modern Day” Resume?

- Summary
- Background
- Skills and Experience
- Education

Create An Awesome Profile

Mark A. Griffin's Summary

Business oriented Human Resources Executive with experience as a strategic member of leadership teams for Fortune 500 and entrepreneurial organizations. A visionary with the ability to serve as a catalyst for profitable and orderly workforce change. Driven towards simple solutions that bring value to the bottom line.


Specialties

- * Organizational Development with a focus on strategic planning.
- * Performance planning design and delivery.
- * Managing and driving cultural change.

























































































































Skills and Experiences

➤ Ensure you check off Skills!

You can't get endorsed without having them listed!

 **SKILLS & EXPERTISE**

Most endorsed for...

73	Performance Management	           
66	Organizational...	           
45	Strategic Planning	           
37	Leadership Development	           
27	Recruiting	           
23	Career Counseling	           
23	HR Consulting	           
16	Employee Relations	           
16	Deferred Compensation	           
13	Benefits Design	           

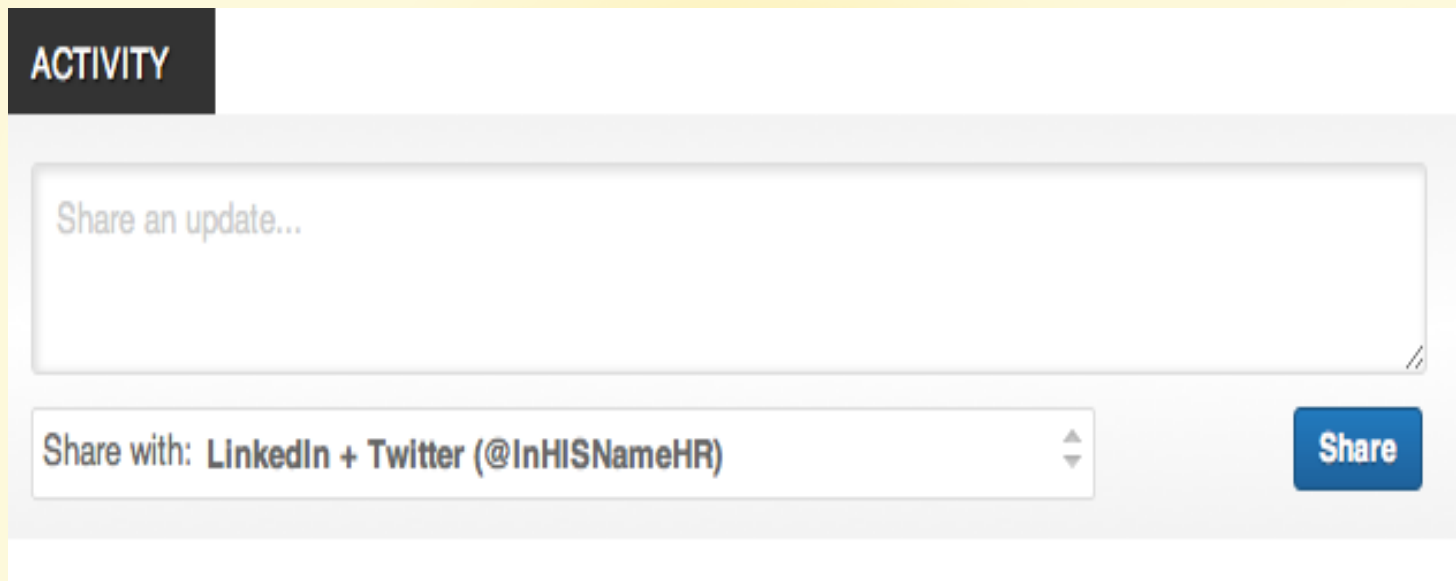
Mark A. also knows about...

11	Christian Counseling	7	Succession Planning	4	MBTI	2	OD
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Use The Update

- What happens?
- How often to use it?
- Why? Remember your “Voice.”

Use The Update



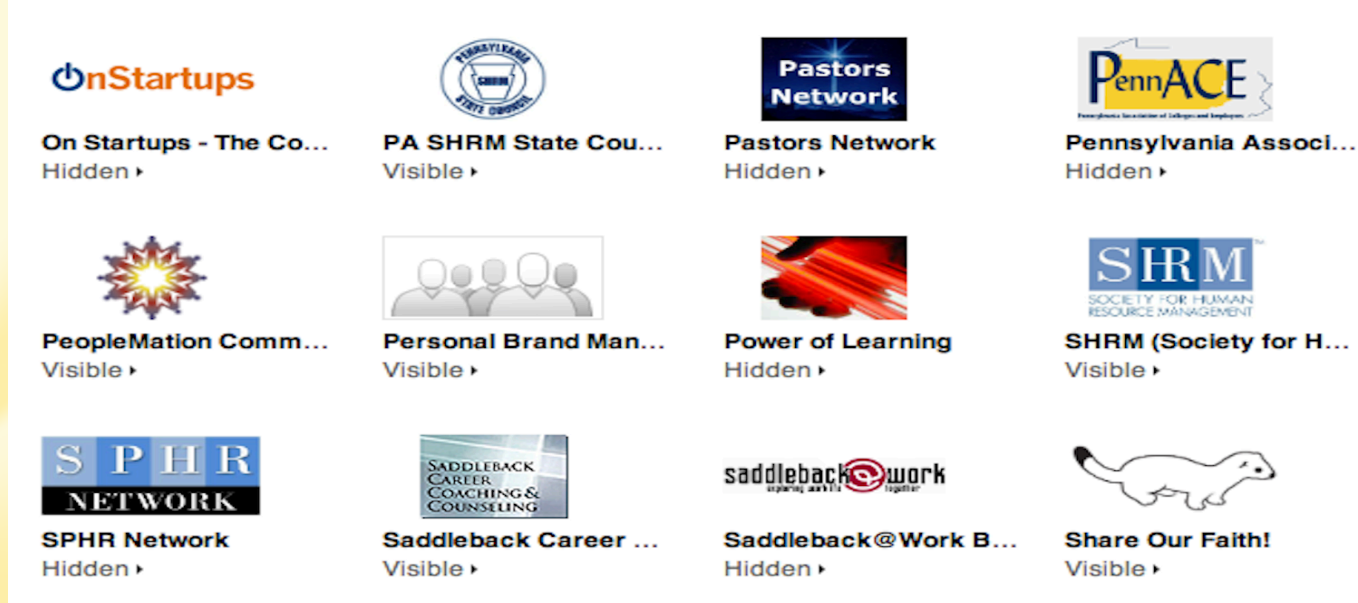
A screenshot of a social media update interface. At the top, there is a dark grey tab labeled 'ACTIVITY'. Below this is a large text input area with the placeholder text 'Share an update...'. Underneath the input area is a dropdown menu showing 'Share with: LinkedIn + Twitter (@InHisNameHR)' with a double-headed arrow icon. To the right of the dropdown is a blue button labeled 'Share'.

Once you update your activity you can share it with all your groups.

Join Groups

- Connect to potential clients.
- Connect to potential referrers.

Allows you to give back....



Comment and Become an Authority

- Spend time in your groups.
- Comment when appropriate and help others.
- Stay away from political pit falls.
- Don't over promote ones self.

Comment and Become an Authority



Follow Lisa

How are you networking and developing relationships to cultivate qualified referrals?



Converting Community and Customers into Reliable Referrals Small Business Trends smallbiztrends.com

Finding new customers for any business, big or small, is the lifeblood of its success and sustainability. Without new business and making new sales there is no way a business can endure. As important as that is and has always...

posted 3 months ago

Mark A. Griffin

X

Great read, thanks for sharing. Have you tried any of the methods?

☒ Send me an email for each new comment.

Add Comment

See more »



Unlike Comment Unfollow More ▾

Link Your Accounts

- Makes it easier for people to get to your sites.
- Receive many inbounds from LinkedIn.
- Builds Authority, that shows you are current.

Link Your Accounts



Mark A. Griffin

Human Resource and Organizational Development
Consultant

Lancaster, Pennsylvania Area | Human Resources

Current In HIS Name HR LLC, LCBC

Previous Valco Companies Inc., Conestoga Wood Specialties,
Armstrong World Industries

Education Bloomsburg University of Pennsylvania

Edit

500+
connections

Email MGriffin@InHISNameHR.com

Phone 717 572 2183 (mobile)

Address Lancaster PA



Twitter

[InHISNameHR](#)



Websites

[Company Website](#)

[Blog](#)

[Facebook Page](#)

English ▾



www.linkedin.com/in/markagriffin/



Contact Info

Connect With People

- Create Target Audience.
- Invite people.
- Ask for referrals.
- Don't invite to connect with people who are not connected to you in some way.

Connect With People

People to connect with:

- After meeting at a Mixer
- Co-workers from prior companies
- Friends
- Church connections
- College connections
- The list is endless....

Connect With People



Marco Rubio

Candidate for U.S. Senate at Marco Rubio for U.S. Senate

Miami/Fort Lauderdale Area | Political Organization

Previous Education Florida House of Representatives, City of West Miami
University of Miami School of Law

[Connect](#)

3rd

40 connections

www.linkedin.com/in/marcorubio

Contact Info

 **Invite Marco to connect on LinkedIn**

How do you know Marco?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☐ Friend
- ☐ Other
- ☐ I don't know Marco

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Mark A. Griffin

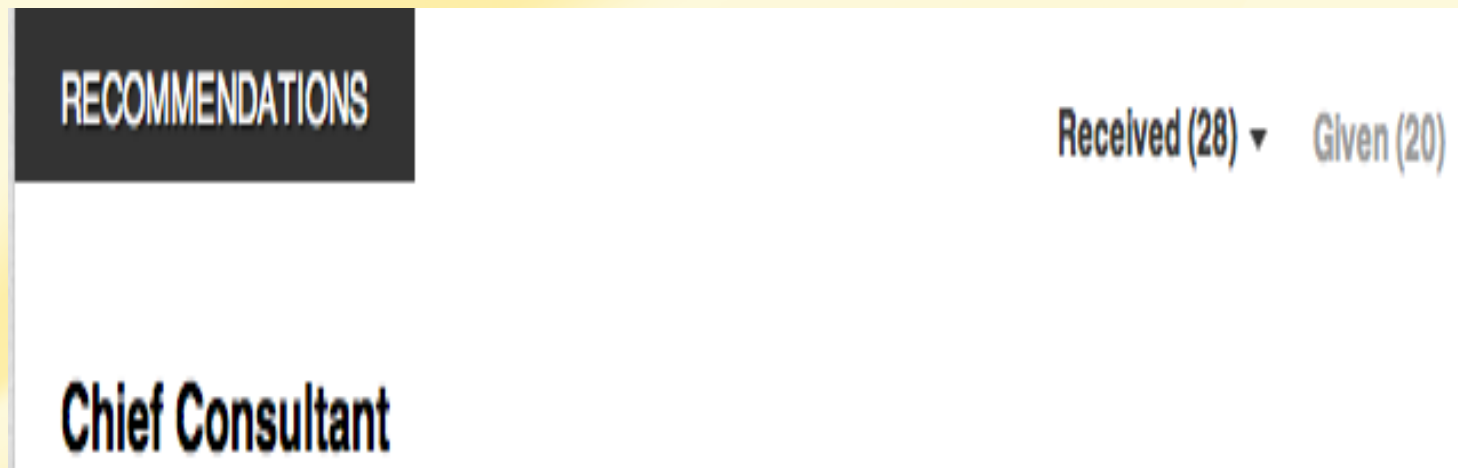
Important: Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)

Recommendations

LinkedIn Allows you to:

- Give recommendations
- Receive recommendations



Recommendations

HR District Manager

Qualex



Paul Hoernschemeyer

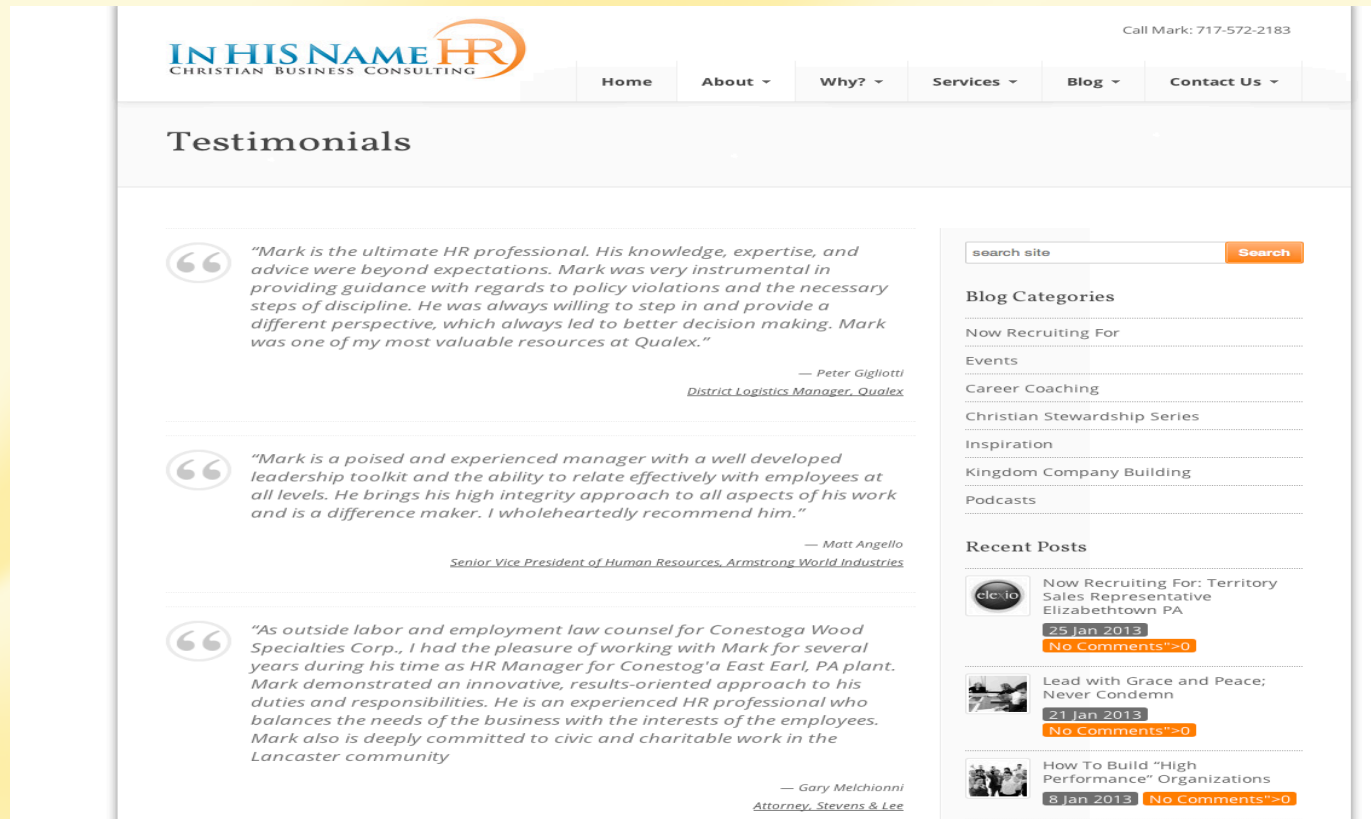
Saving jobs, one builder at a time

“ Mark took over as District HR Manager in our Novi, MI lab not long after we defeated the IUOE (Operating Engineers) in a supervised vote, clearly a sensitive time that required insight into the situation on the floor as well as an unrelenting eye to process, detail, and legal ramifications. He also covered our Canada Division at the same time, and thus had a foot in each country. With responsibility from Vancouver, BC to Dartmouth, Nova Scotia, and a post-union vote in Michigan, Mark had a wide ranging, highly demanding job. And I'd have Mark back in a heartbeat. **less**

November 24, 2009, Paul managed Mark A. indirectly at Qualex

Recommendations

Expand the use of the recommendations into other marketing efforts.



The screenshot displays the website for IN HIS NAME HR, a Christian business consulting firm. The header includes the company logo, a phone number (717-572-2183), and a navigation menu with links to Home, About, Why?, Services, Blog, and Contact Us. The main content area is titled "Testimonials" and features three quotes from clients. The right sidebar contains a search bar, "Blog Categories" (listing various topics like "Now Recruiting For", "Events", "Career Coaching", etc.), and "Recent Posts" with brief summaries and dates.

IN HIS NAME HR
CHRISTIAN BUSINESS CONSULTING

Call Mark: 717-572-2183

Home About Why? Services Blog Contact Us

Testimonials

"Mark is the ultimate HR professional. His knowledge, expertise, and advice were beyond expectations. Mark was very instrumental in providing guidance with regards to policy violations and the necessary steps of discipline. He was always willing to step in and provide a different perspective, which always led to better decision making. Mark was one of my most valuable resources at Qualex."

— Peter Gigliotti
District Logistics Manager, Qualex

"Mark is a poised and experienced manager with a well developed leadership toolkit and the ability to relate effectively with employees at all levels. He brings his high integrity approach to all aspects of his work and is a difference maker. I wholeheartedly recommend him."

— Matt Angello
Senior Vice President of Human Resources, Armstrong World Industries

"As outside labor and employment law counsel for Conestoga Wood Specialties Corp., I had the pleasure of working with Mark for several years during his time as HR Manager for Conestoga's East Earl, PA plant. Mark demonstrated an innovative, results-oriented approach to his duties and responsibilities. He is an experienced HR professional who balances the needs of the business with the interests of the employees. Mark also is deeply committed to civic and charitable work in the Lancaster community"




— Gary Melchionni
Attorney, Stevens & Lee

search site **Search**

Blog Categories

- Now Recruiting For
- Events
- Career Coaching
- Christian Stewardship Series
- Inspiration
- Kingdom Company Building
- Podcasts

Recent Posts

-  Now Recruiting For: Territory Sales Representative Elizabethtown PA
25 Jan 2013 **No Comments">0**
-  Lead with Grace and Peace; Never Condemn
21 Jan 2013 **No Comments">0**
-  How To Build "High Performance" Organizations
8 Jan 2013 **No Comments">0**

8 Keys for Success

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- Create An Awesome Profile
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- Join Groups
- Comment and Become an Authority
- Link Your Accounts
- Connect With People
- Recommendations

In Closing

- Have a plan and a purpose.
- Don't go at it haphazard.
- You are never too "Old" to navigate new technology, or new means of social integration.

In Closing

- If you don't embrace it and learn it, you won't prosper at the same level as your competition.
- Don't be afraid of it!
- People have found our services that would have never known about us.

Thank You!

May you realize all your goals as you humbly walk thorough the changes in the way in which the world does business.