

What is a Social Credit Score?

- Outside of your cubicle, who knows you?
- How can you get traditional publicity from newspapers, radio, or TV?
- Social Capitalism = Social + Creative + Intellectual Capital
- Our goal is to establish a distinguished web presence.
- Reputation Management, like eBay seller ratings, builds trust.
- Establish your expertise, credibility, and notoriety.
- Components of one's Social Credit Score:
 - Networks
 - Participation
 - Character
 - Social Proof
 - Authority

Tools

Google Alerts

www.google.com/alerts

Google Reader

www.google.com/reader

HARO–Help a Reporter Out

Influence by Robert Cialdini, Ph.D.

1. **Liking** – We like people like ourselves. How can you align with other peoples beliefs, values, and norms? Is NLP (neuro-linguistic programming) un-ethical?
2. **Scarcity**–In this day and age, are employees really scarce? How do good employees create a sense of scarcity for their services?
3. **Reciprocity**–We influence more when we give. What can we give away to get others to want to hire / help us?
4. **Commitment & Consistency**–Are we a flash in the pan and only around when we need something? Do we have a long track record? Do we consistently generate value?
5. **Social Proof**– What do others say about us? What can you point to? LinkedIn recommendations?
6. **Authority**–Are we considered experts in our field?

10 Ways to Increase Your Social Credit Score

1. Leave **comments** on other people's blogs.
2. Join **LinkedIn** Groups and answer questions at LinkedIn Answers.
3. Use Twitter dashboards like **Seesmic**, **TweetDeck**, or **Hootsuite** to answer questions on Twitter.
4. Keep a more professional profile on **Facebook**.
5. Create a **YouTube** channel and create professional how-to videos.
6. Write **Guest Blog Posts** for blogs in your industry.
7. Write **articles** and link back to your websites.
8. Conduct **webinars** or post presentations on **SlideShare**.
9. Write **whitepapers** and create **job aids** and give them away.
10. Create screencasts using **Screenr** or **Jing**.

Resources

www.PersonalBrandingBlog.com

www.SkillCasting.com

www.MacScreencasting.com