



# HOW TO LEVERAGE LINKEDIN AND TWITTER ON YOUR NON- EXECUTIVE & PORTFOLIO CAREER JOURNEY

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## OVERVIEW

Without any doubt, social media in its various guises can play a large role in securing non-executive and board advisory roles. But harnessing the power of social media - including LinkedIn can be a minefield. Which platform should you pick to create your profile and put out engaging business content that will ultimately lead to your appointment? Let's explore.

First of all, creating your own personal marketing plan is important. You need to have a formalised "go-to-market" strategy and learn how to leverage each social network for its maximum impact. As mentioned, LinkedIn is an incredibly important platform - it is the world's largest business network by some distance! Secondly, Twitter can be a crucial platform also; while the two should be central to any non-executive's personal marketing plan, it is important to grasp their unique qualities as they are very different in many ways.

The key differences between the two platforms:

### **Self promotion!**

LinkedIn is a great platform to update your professional network and contacts on your career, company growth and perhaps your team's successes but you should avoid this on Twitter.

Twitter, unlike LinkedIn has a resounding dislike of self-promotion; using Twitter to sell yourself, service or product will quickly see you labelled as a spammer! LinkedIn seems to have a much higher tolerance for business related self-promotion.

## Understand the platform's audience

While all social platforms are designed to update, post, tweet and share, the real power is to search and ultimately engage with your desired audience!

Twitter and LinkedIn are vastly different when it comes to searching and engaging. Twitter is very much content-focused (think “topics”) while LinkedIn allows the users to enjoy a much more robust and powerful search aimed at people and companies. LinkedIn’s exists to allow you, the user, to connect with people directly to share or enjoy mutually beneficial business relationships.

Twitter wins when searching for keywords and engaging with tweets whereas LinkedIn wins at finding and connecting with relevant people in your industry.

## If you can see a difference you can see *the* difference!

Twitter is built for unilateral relationships; a follower and a person being followed.

LinkedIn allows you to “follow” someone but this was most certainly an afterthought.

LinkedIn allows “mutual connections” which is, at least psychologically, more significant than merely following someone (especially if they choose not to “follow back”). Your content should be tailored to suit your connections and your mutual connections on LinkedIn!

## **LinkedIn is not Facebook and your content should follow this rule!**

If you are a daily user of LinkedIn you will no doubt have noticed the further proliferation of the platform by people choosing to share images of their lunch and other “every day”, casual happenings! Watch the response these kinds of posts get and you will know that [LinkedIn](#) is NOT Twitter or indeed [Facebook](#)! I am not saying that occasional selfies on LinkedIn are a crime, but remember that LinkedIn is a more professional network and is not a casual platform like Twitter!

### **Video, stupid!**

Without any doubt, video is becoming the main content format; you only need to look at the engagement that video receives compared to static format and you will see that it is “the place to be!”

Since Microsoft bought LinkedIn, it has clearly promoted a hunger for high quality, long form video. Twitter limits video in terms of time and also chooses to compromise the quality of video (by compressing it!), making it less impressive and ultimately, less engaging.

To summarise, your personal go-to-market journey should include both platforms - [Twitter](#) and LinkedIn - but it is important to note that the two are different. If you grasp the uniqueness of each, you will quickly learn how to leverage them and this will mean the difference between winning and losing.