



# Deloitte Boardroom Programme

## Building the Power of your Brand

3 April, 2025



# Today's presenters



Colm McDonnell  
Boardroom Programme  
Sponsor  
[cmcdonnell@deloitte.ie](mailto:cmcdonnell@deloitte.ie)

Colm is a partner in our Risk Advisory practice in Deloitte Ireland specialising in security risk, regulatory and control assurance. Colm is the lead partner with several key clients and more recently heads up the Technology, Media and Telecomms practice in Ireland. He leads the Deloitte engagement with the non-executive director community and the Deloitte Boardroom Programme. Colm spent 9 years on the Board of the Dublin Chamber of Commerce and during this period served for six years as Treasurer. He is presently a Board member of Barretstown. Colm has been an Authorised Officer for the Central Bank of Ireland, and he is currently working for several institutions in reaction to Central Bank driven requirements.



Gervaise Slowey  
Non-Executive Director

Gervaise is an internationally experienced, qualified non-executive director, former CEO, and global client director with extensive experience in international business growth, who brings customer-centricity, marketing, sustainability, and remuneration committee skills to the board. Gervaise has a proven track record in identifying and implementing successful business expansion strategies and transformation. She currently serves on the boards of Dalata PLC, Molten Ventures PLC, Wells Fargo Bank International, and Eason.



Maryssa Beale  
Social Media Lead,  
Deloitte

Maryssa is the Social Media Lead for Deloitte Ireland and crafts and executes campaigns that don't just capture attention—they drive impact. Her career has taken her through award-winning agencies like Publicis Dublin and izest Marketing, where she managed high-budget social media initiatives and explored the power of storytelling across TikTok, LinkedIn, Twitter, Facebook, Instagram, and Snapchat.

# Building Your Personal Brand

## Introduction



Maryssa Beale – Social Media Lead for Deloitte Ireland

Started working with Deloitte in 2023

Worked in Social Media for over 8 years

- Specialities: Strategy, Media Buying, and Content

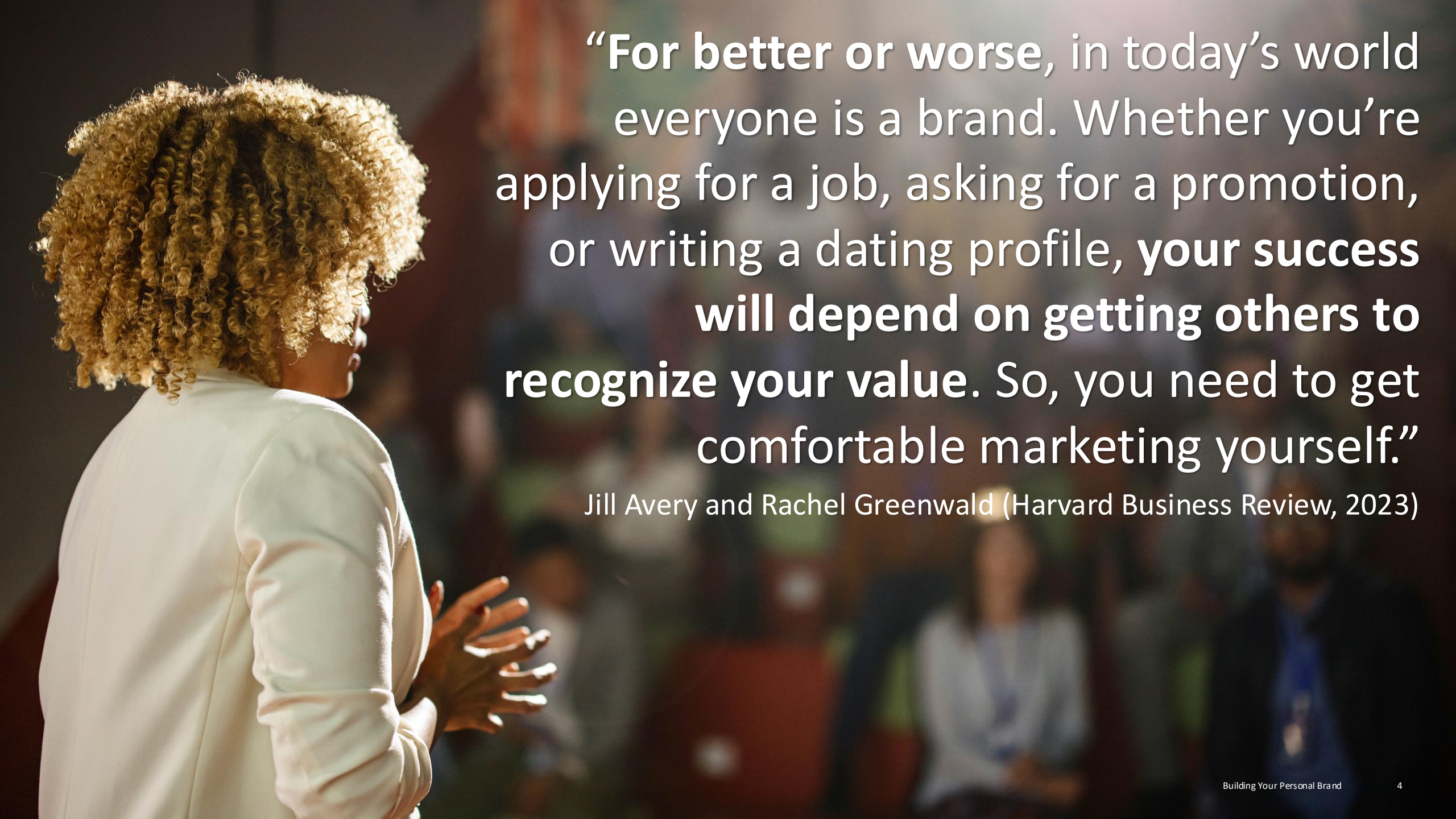
Quick Facts about my Role:

Increase Deloitte's social media presence

Collaborate with our people to create engaging and best practice digital content

Enhance the presence and reputation of my colleagues through building their online personal brand



A woman with voluminous, curly blonde hair is seen from the side, wearing a white blazer. She is gesturing with her hands as if speaking to a group of people. The background is blurred, showing an audience in a dimly lit room.

**“For better or worse, in today’s world everyone is a brand. Whether you’re applying for a job, asking for a promotion, or writing a dating profile, **your success will depend on getting others to recognize your value.** So, you need to get comfortable marketing yourself.”**

Jill Avery and Rachel Greenwald (Harvard Business Review, 2023)

# Building Your Personal Brand

How this Benefits You

|           |  |
|-----------|--|
| Shape     | Shape a recognisable online presence               |
| Establish | Establish yourself as an industry leader           |
| Build     | Build trust with colleagues and your network       |
| Create    | Create a platform to showcase your accomplishments |
| Connect   | Connect with a community                           |

## How People Use LinkedIn

40% of LinkedIn members use the platform to learn from leaders and experts.

**75%** of B2B buyers use social media to make purchase decisions (LinkedIn)

A person is **3 times** more likely to trust a post from a company's practitioner than from the company itself.  
(LinkedIn)





87%

of B2B Buyers

prefer credible content  
from trusted industry  
influencers

# Building Your Personal Brand

## Constructing a Strong Profile



# Building Your Personal Brand

## 5 tips for building a strong LinkedIn profile

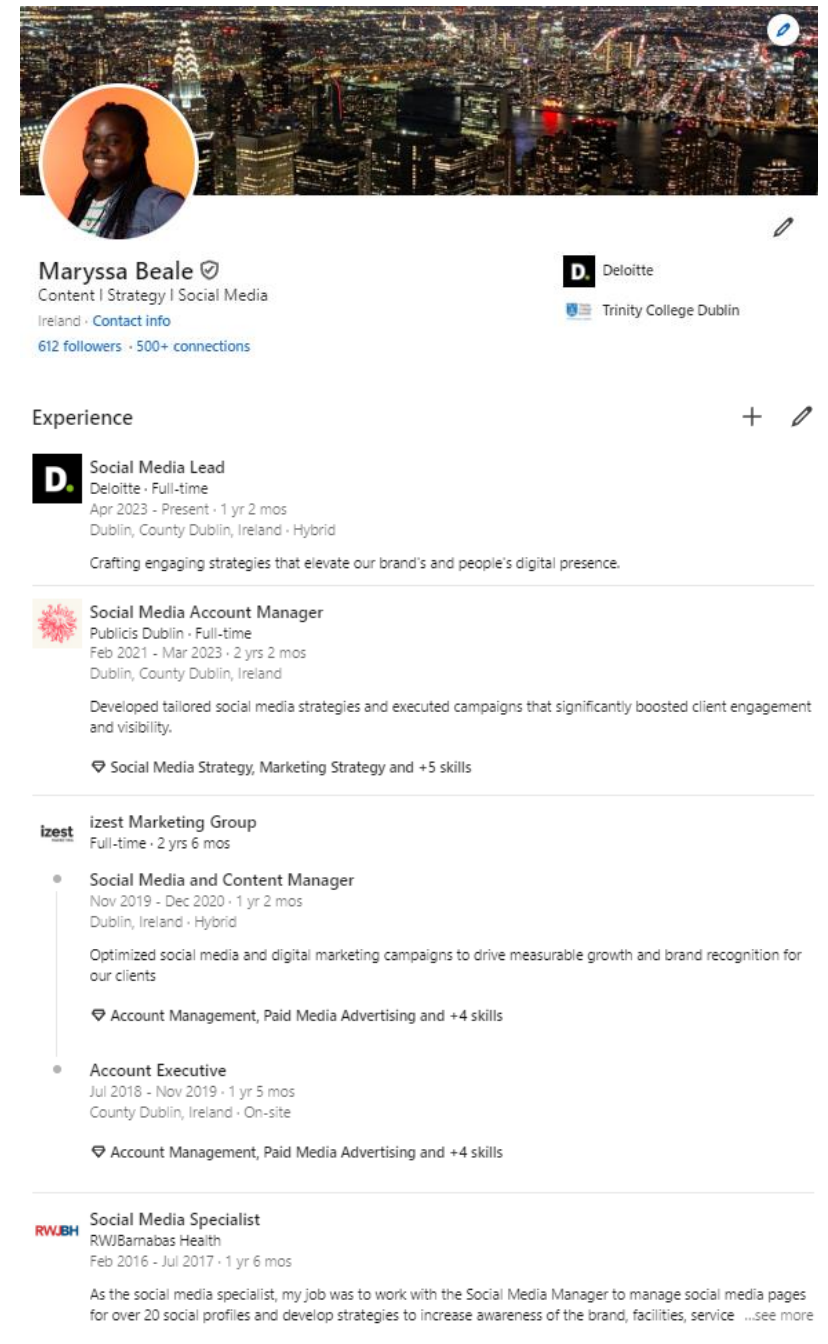
Upload a **professional photo**.

Write a **descriptive headline**.

Include a **summary and experience**.

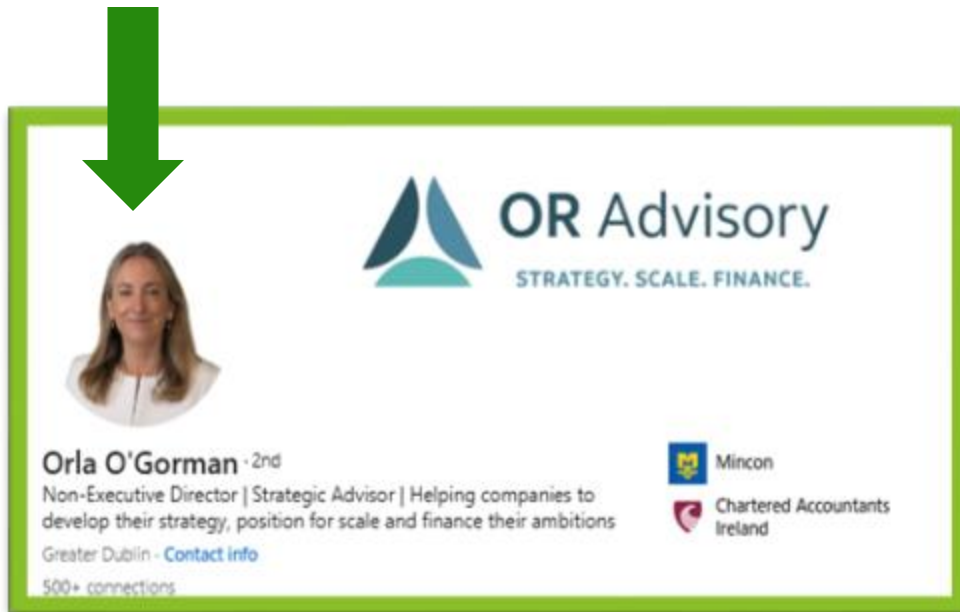
Add a **cover photo** for a personal touch.

Share **updates** users will find insightful or useful.



# LinkedIn: 4 Quick Tips to Polish Your Profile

## Tip 1: Chose the Right Profile Picture



Use a high-quality photo with good natural light.

Your face should take up 60% of the frame.

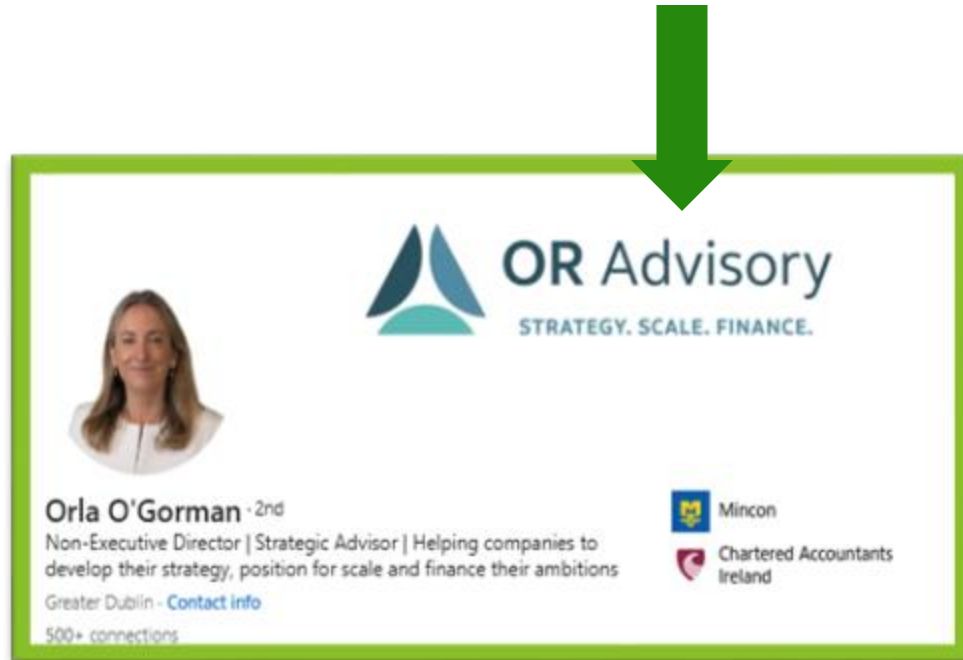
Avoid long distance shots.

Wear what you would normally wear to work.

Smile!

## LinkedIn: 4 Quick Tips to Polish Your Profile

### Tip 2: Add a Banner Image



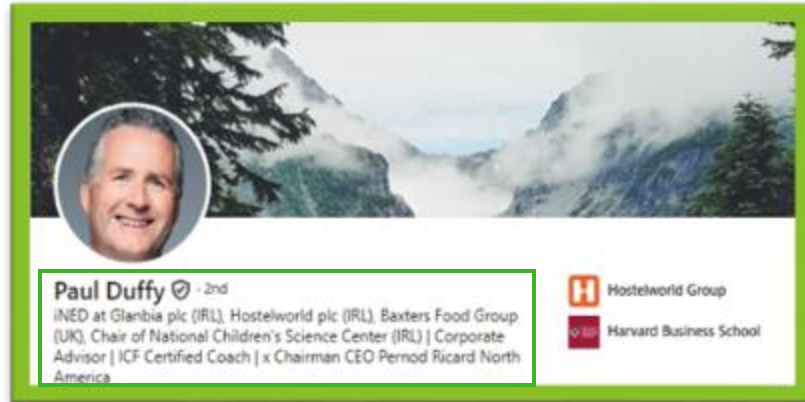
The banner image on your profile is an important visual element of your profile.

It captures people's attention and provides context about what matters to you.

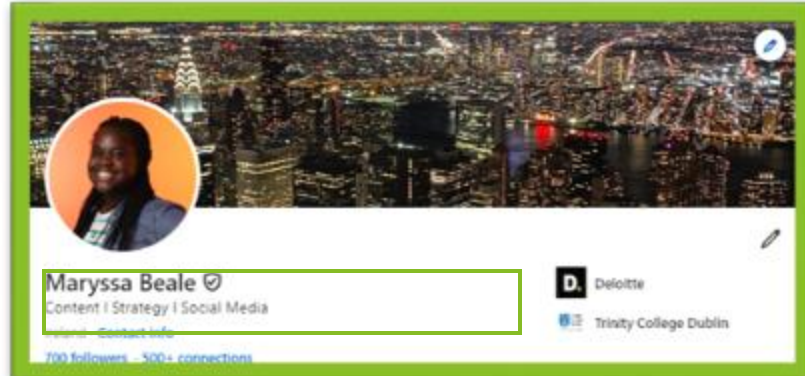
It makes your profile more engaging.

# LinkedIn: 4 Quick Tips to Polish Your Profile

## Tip 3: Write a Standout Headline



Imagine this as your elevator pitch.



It's more than just a job title it's a synopsis of what you do.



You have 220 characters make them work!



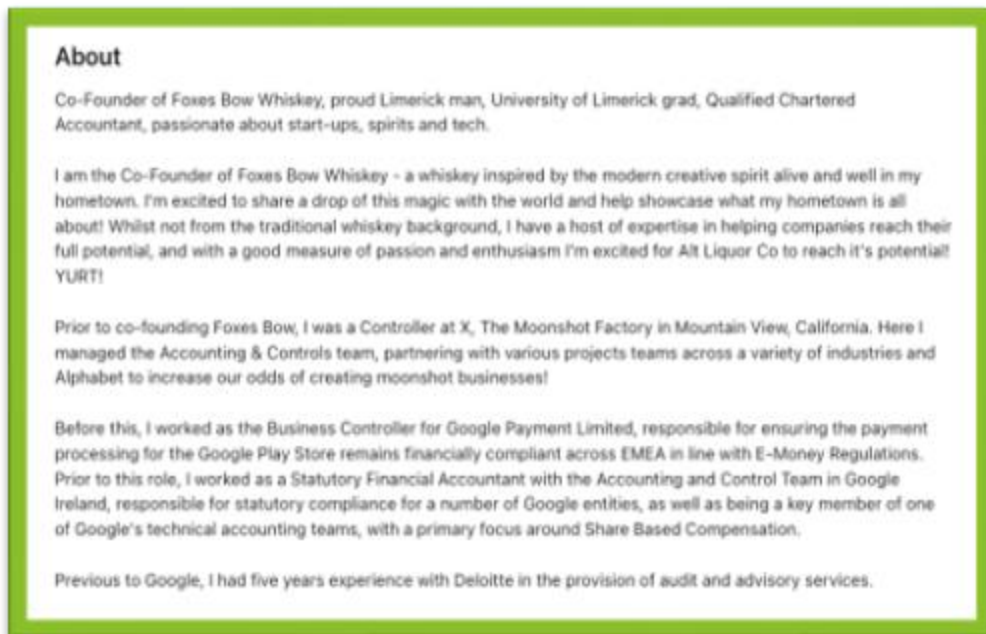
# LinkedIn: 4 Quick Tips to Polish Your Profile

## Tip 4: Write a Compelling About Summary





Don't leave the "About" section of your LinkedIn profile blank

Bring your career journey to life with the About section and share your personal value proposition





# Building Your Personal Brand

## Profile Example



**Tanmoy Saha** ✓ (He/Him) · 2nd  
Director, Technical Recruiting @ Peloton | HR, Talent Acquisition  
Chappaqua, New York, United States · [Contact info](#)  
8,669 followers · 500+ connections

 Peloton Interactive  
 Vanderbilt University

### About

I was born in Bangladesh, grew up in New York City and went to school in Nashville, TN (Vanderbilt). I am super Desi when it comes to Cricket and Bollywood. I love to read and travel. I circumnavigated the world to more than 45 countries. I volunteer regularly and am passionate about social good and technology.

Currently, I am working to grow Peloton and disrupt the fitness industry. My job is to find and hire the current and future bad-asses in the technology industry.


I love my job! I hang out with a lot of tech nerds. I am a tech and political geek myself. I tried to pick up programming (Python) but not sure if I can do that for my career. I regularly attend tech meetups and I know a lot of powerful people in the tech industry.

I do not like pushy people. If you are nice, I will go out of my way to help you. I like to treat people with respect. I enjoy helping people and I love to learn about new technologies... Story of my life :)

Countries I traveled:  
Argentina, Bahamas, Bangladesh, Brazil, Belgium, China, Cuba, Colombia, Egypt, England, France, Germany, Guatemala, Hong Kong, India, Ireland, Italy, Indonesia, Japan, Mauritius, Morocco, Namibia, Scotland, St. Lucia, South Africa, Spain, Switzerland, Thailand, The Netherlands, Turkey, UAE, Uganda, Viet Nam, Zambia and Zimbabwe :)

# Building Your Personal Brand

## Profile Example





Ivan P. · 2nd

--

Ireland · [Contact info](#)

485 connections

 Holly Rock, Anudhir Maheshwari, and 16 other mutual connections


 Connect

Message

More


Trinity College Dublin

Highlights



Ivan follows you

Ivan has been following you since Dec 2024



You both studied at Trinity College Dublin

Ivan started at Trinity College Dublin after you started

Message

Activity

485 followers

Ivan hasn't posted yet

Recent posts Ivan shares will be displayed here.

Show all activity →

15



A close-up photograph of a person's hands holding a black smartphone. The person is wearing a dark blue shirt with a fine, light-colored pattern. On their left wrist, they have a black sports watch with a silver-colored metal link bracelet. On their right wrist, they have a thin, light-colored beaded bracelet. The background is blurred, showing a light-colored wall.

**Who else has an outstanding personal brand on LinkedIn and why?**



# Building Your Personal Brand

## Crafting a Post

# What to Post About

## Industry News

- Trends
- Legislation Changes
- Positive Updates from board organisations, connected companies, etc.

## Career News

- Promotions
- Wins
- Upskilling
- Recognition
- Company Events/Work Culture

## Company News and Announcements

# Write for people, not robots

## Things to consider

### Be human

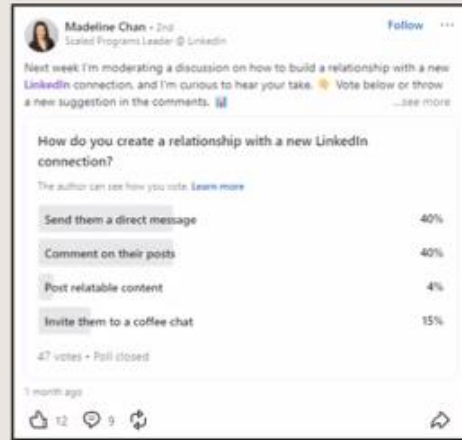
Put yourself in the reader's shoes, when you scroll through your social media feed and come across posts how long do you take to read a message? What makes you want to keep reading? Add idioms, be clear and use conversational language. You can even use emojis. 😊



# Choose the formats that align with the time you have



Sharing with your POV



Create a Poll



Post + Image



Video



Live Event

Low ← **Level of Effort** → High

Celebrate an occasion



Short Update



Document Post



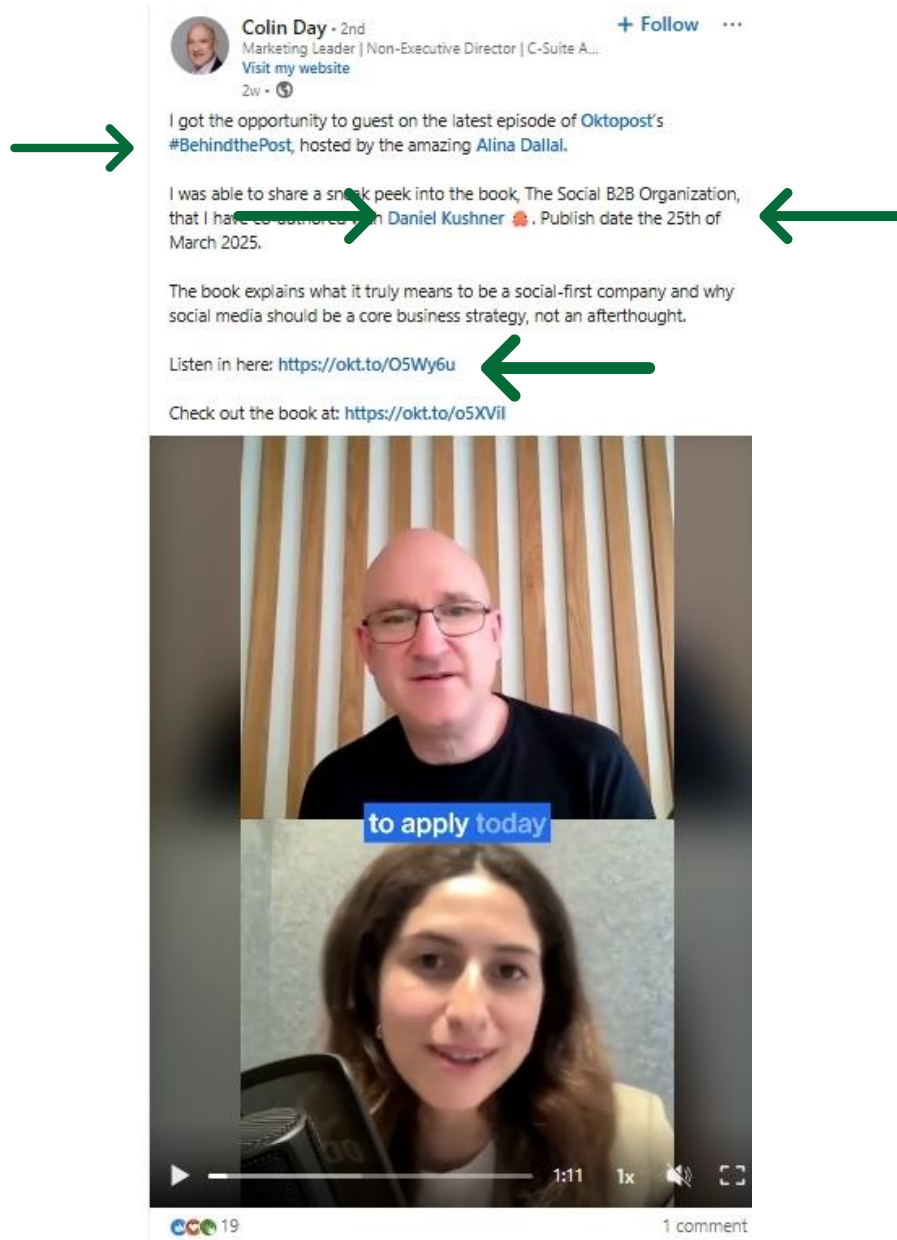
Article





# Building Your Personal Brand

## What Makes a Good Post?



## What Do We Like About This Post?

- Sharing Relevant Thought Leadership
- Positions himself as an Industry Leader
- Appropriate use of tagging
- Offers an unique perspective
- Post text is clear and easily digestible for his audience

# Building Your Personal Brand

## What Makes a Good or Bad Post?



**Maggie Chan Jones** • 3rd+  
Board Director at BT Group, Sage, Ontinue, USTA | Fou...  
1mo • Edited •

+ Follow ...

Big news for mixed doubles at the [US Open](#)! For the first time, the Mixed Doubles Championship is moving to Fan Week, taking place August 19-20. This shift gives more top stars a shot at a Grand Slam title while bringing mixed doubles in the spotlight and ultimately enabling more fans to enjoy these exciting matches. And of course, it remains the only pro sporting event where men and women compete together for equal prize money!

I loved Mixed Madness at last year's US Open—bringing mixed doubles to center stage was a game-changer. Huge Kudos to the [Lewis Sherr](#), [Stacey Allaster](#), [Eric Butorac](#), (USTA) United States Tennis Association & US Open team for continuing to innovate and elevate the game.

Learn more by listening to "Served with Andy Roddick" [#podcast](#) featuring [Stacey Allaster C.C.](#) & [Eric Butorac](#). 🎧📌  
<https://lnkd.in/eYK34jVS>

[#USOpen](#) [#MixedDoubles](#) [#GameChanger](#) [#bold](#) [#innovation](#)  
[#GrowtheGame](#) [#tennis](#) [#USTA](#)



The US Open is CHANGING, Simona Halep Retires, and Bad Quality Balls  
[youtube.com](https://www.youtube.com)



44

1 comment

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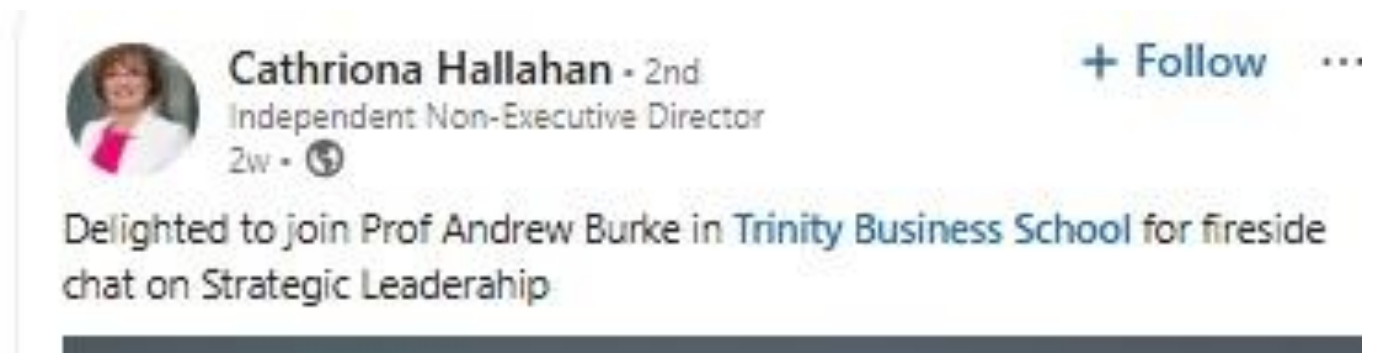
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[#USOpen](#) [#MixedDoubles](#) [#GameChanger](#) [#bold](#) [#innovation](#)  
[#GrowtheGame](#) [#tennis](#) [#USTA](#)

# Building Your Personal Brand

## What Makes This a Good or Bad Post?



# Building Your Personal Brand

## Tips for Sharing Updates

**Be Selective**

**Stay Authentic**

**50:50 Content  
Mix**

**Establish a  
Regular Cadence  
for Posting**

**Engage in  
Conversations**

**Use a Variety of  
Posts**

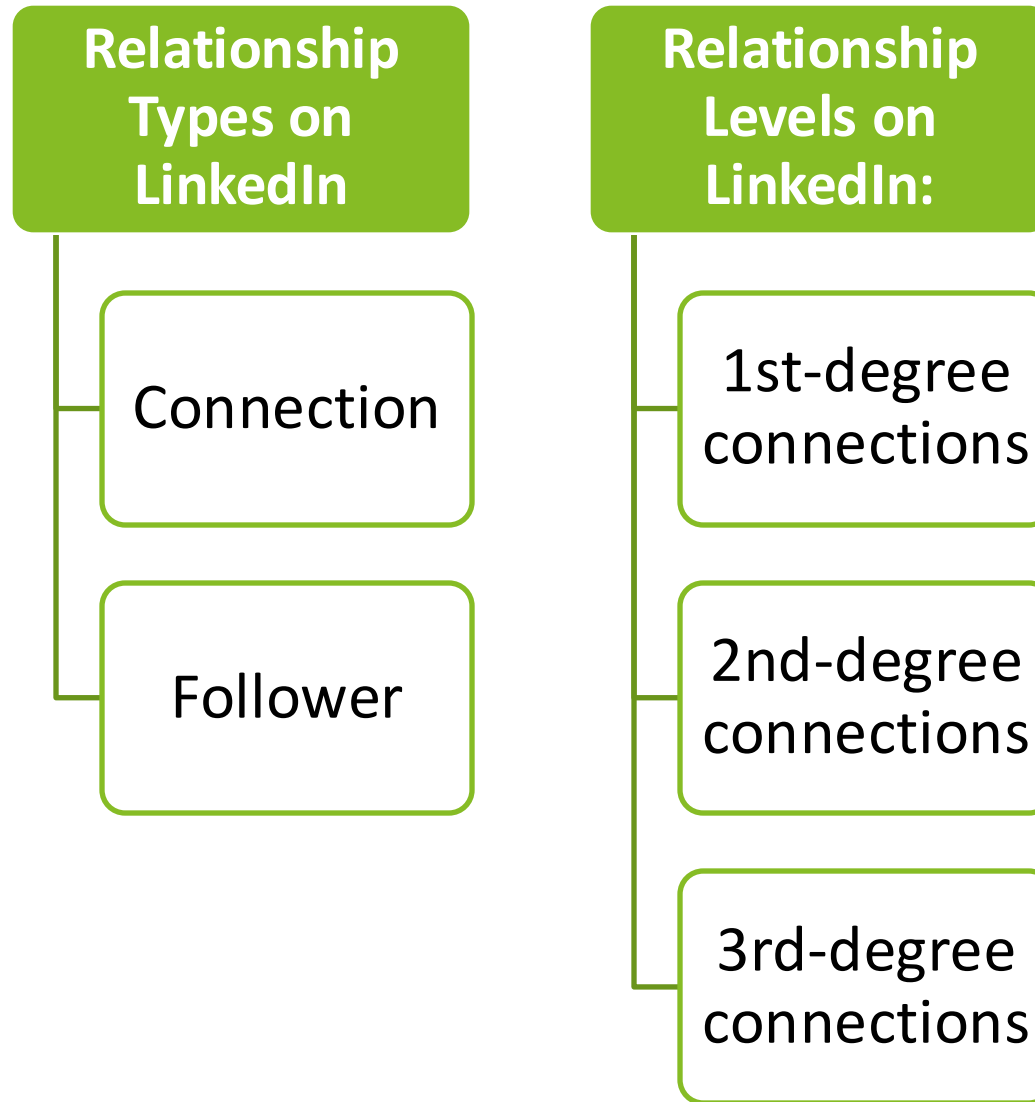


# **Building Your Personal Brand**

## Interacting with Your Community

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## Interacting with Your Community

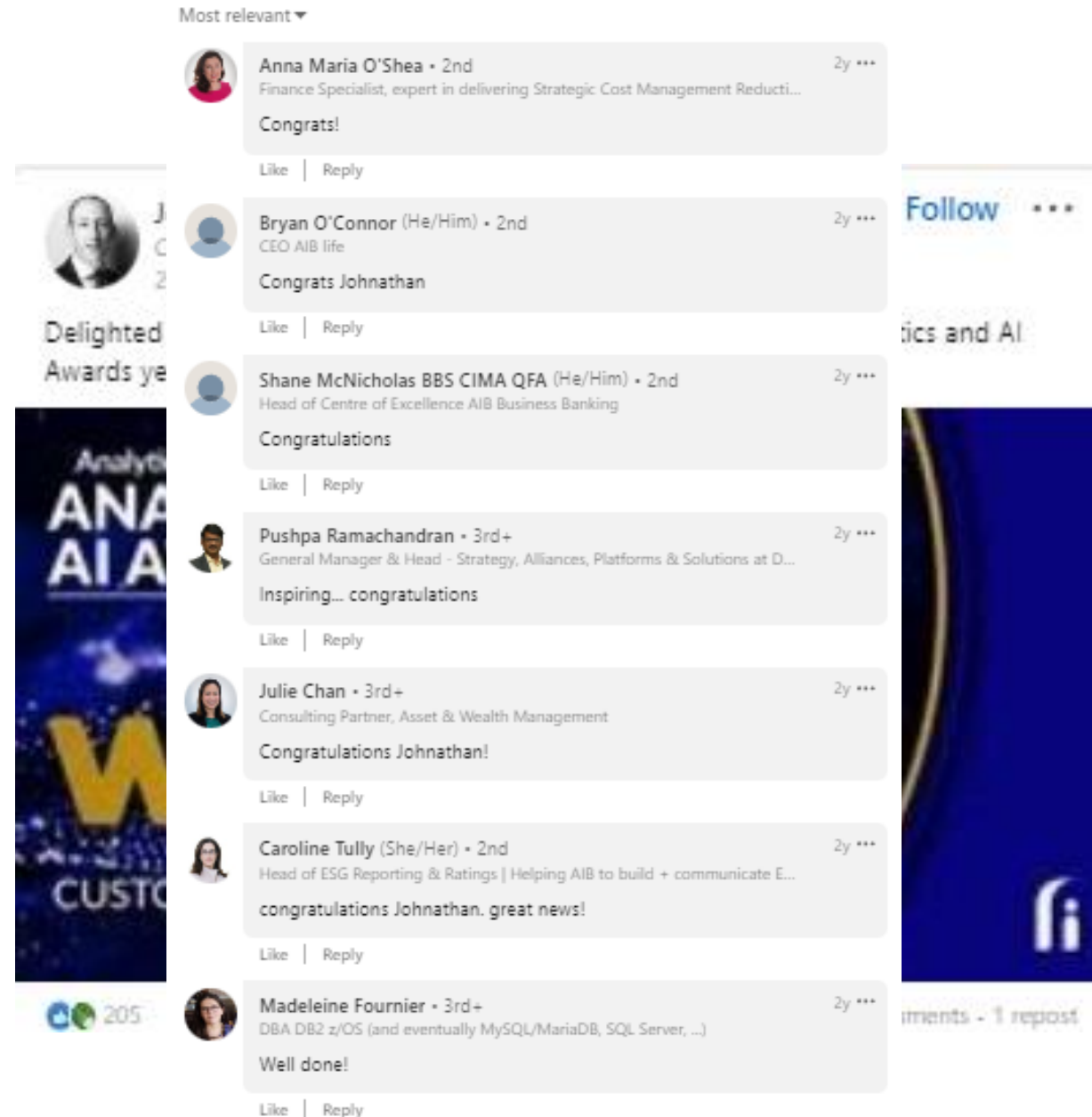
### Interactions to Focus on:

Using reactions

Voting in polls

Adding a comment

Re-sharing to your own feed



# Building Your Personal Brand

## Interacting with Brand Pages



Make sure to follow all relevant companies

Check to see if they have a local social media channel for more relevant content

Engage with posts as necessary

The more you engage, the more likely it is for these posts to display in your feed

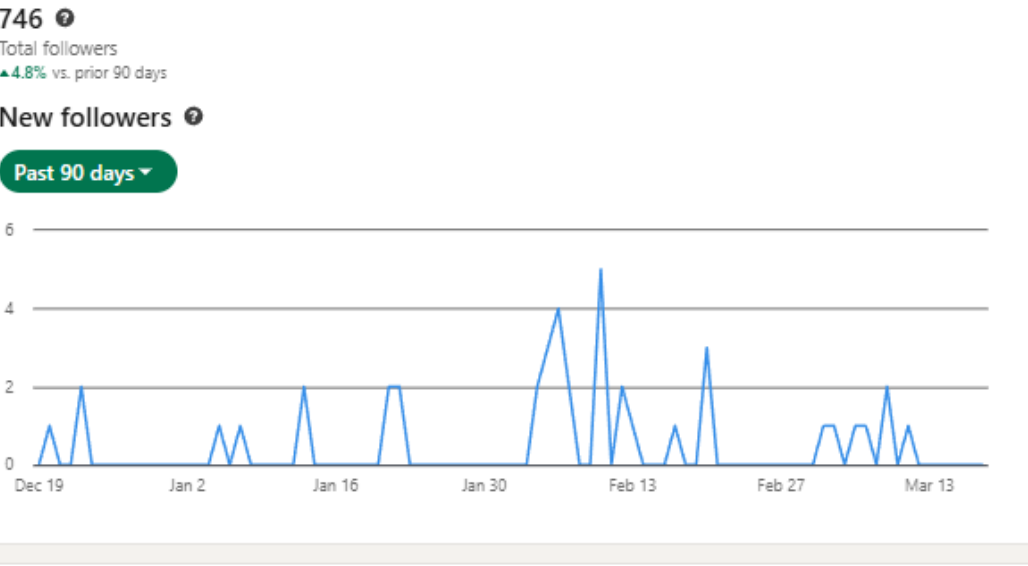


# Building Your Personal Brand

## Measuring Impact

# Building Your Personal Brand

## Measuring Impact



### Top demographics of followers ⓘ

|  |     |
|--|-----|
| Greater Dublin<br>From this location           | 48% |
| Senior<br>With this experience level           | 43% |
| 10,001+ employees<br>At companies of this size | 28% |

### Post Performance:

- Post Impressions
- Engagements
- People Reached

### Gain Insights with the Top Demographics of Followers:

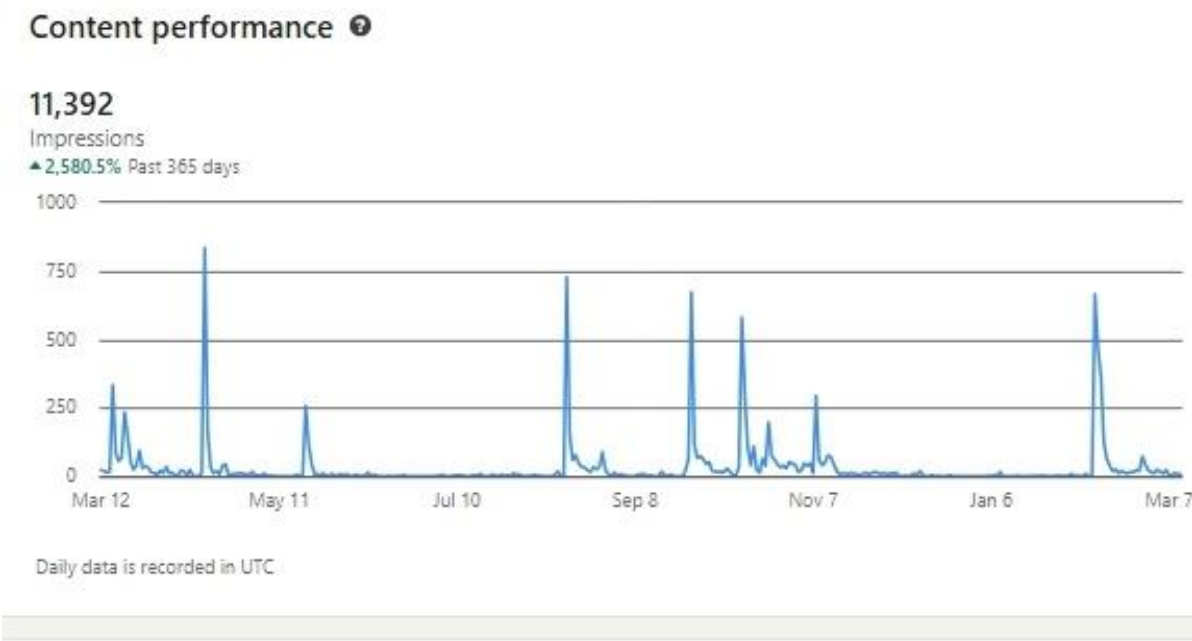
- Job Titles
- Locations
- Industry
- Seniority
- Company
- Company Size

### Profile Performance:

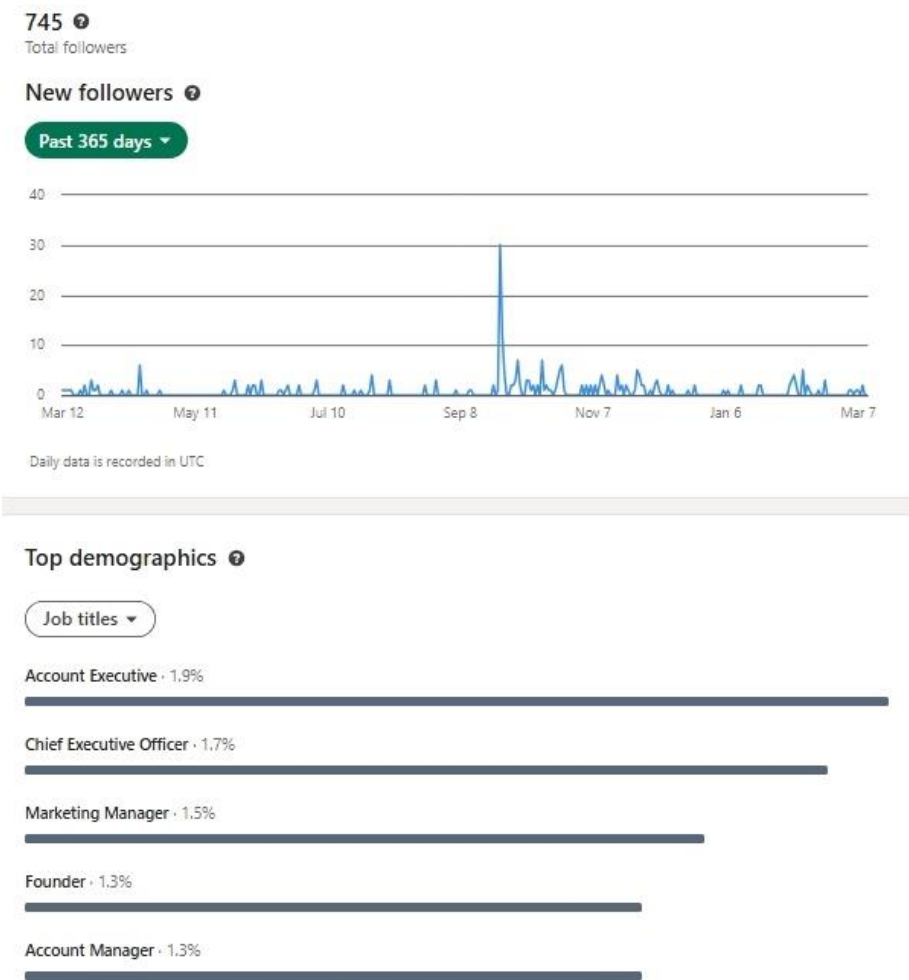
- Profile Views
- Search Appearances
- Follower Growth

# Building Your Personal Brand

## Measuring Impact



Post Performance



Profile Performance

# Key Takeaways



**1.**

Use LinkedIn as a strategic platform



**2.**

Optimise your profile for impact



**3.**

Mix of professional & personal content



**4.**

Share content regularly



**Thanks for attending!**

Any questions?

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[How to change your profile picture](#)

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[How to change your banner photo](#)

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[How to update privacy settings](#)

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[How to view your analytics](#)

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[How to publish a post](#)

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# Glossary for LinkedIn Analytics

## Post Performance



### Impressions

The number of times your posts were seen on LinkedIn. This number is an estimate and may not be precise.



### People Reached

The number of distinct members and Pages that saw your post. This number is an estimate and does not include repeat displays.



### Engagements

The total number of engagements on your posts, including reactions, comments, and reposts. Engagements from organizations aren't included.



### Reactions

LinkedIn reactions are a set of expressions that allow users to engage with posts and comments in a more nuanced way than just liking them



### Comments

How users engage in conversations by adding their thoughts, feedback, or questions to posts.



### Reposts

Allows users to share existing public posts from other members or LinkedIn Pages with their own network

## Audience



### Followers

The total number of people that currently follow you (including connections and non-connection followers).



### Profile Views

The total number of people who viewed your profile.



### Search Appearances

The total number of people who viewed your profile.



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