

United Way of South Hampton Roads

# YOUNG PHILANTHROPISTS



# GET LINKEDIN:

## MARKETING YOURSELF ON SOCIAL MEDIA

Speaker: **GILLIAN LUCE, HOMES.COM**

# Who Am I?



**GILLIAN LUCE, HOMES.COM**

757.351.8015 | [gillian.luce@homes.com](mailto:gillian.luce@homes.com)

  @GillianLuce





**#YPSummit19**

# Blah, Blah, Blah

# YOUR PERSONAL BRAND



**BUILDING A PROFITABLE PERSONAL BRAND ONLINE IS NOT SOMETHING THAT HAPPENS OVER NIGHT. DON'T AIM FOR PERFECTION EARLY ON. INSTEAD ALLOW YOUR BRAND TO EVOLVE NATURALLY OVER TIME AND FOCUS ON PROVIDING MASSIVE VALUE AND OVER DELIVER TO YOUR TARGET AUDIENCE.**

**VIA NAVID MOAZZEZ**

**BE AUTHENTIC**





**START BY KNOWING WHAT YOU WANT AND WHO YOU ARE, BUILD CREDIBILITY AROUND IT AND DELIVER IT ONLINE IN A COMPELLING WAY.**

**VIA KRISTA NEHER**





**Erin Cullipher Ruane**

Senior Vice President, Marketing and Sales at Homes.com

2h



In honor of National Walking Day, I laced up my sneakers and took a stroll through Downtown Norfolk with these amazing ladies (and their feet)! [#WCW](#)  
[#NationalWalkingDay](#)



7 Likes



Like



Comment

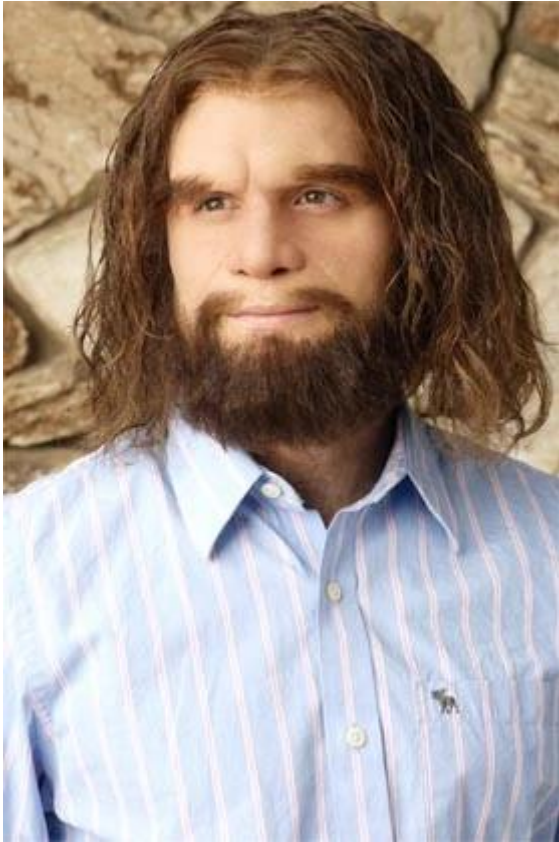


Share

**BE A STORYTELLER**







**So easy a caveman can do it!**

**FOSTER A COMMUNITY**





Audrey Kristen Somero

March 19 at 3:14 PM · 🌐

**Calling all zombie experts and aficionados...**

**...I need educating. Gimme your best knowledge about zombies in 3...2...1.....GO!!!**

You and 3 others

19 Comments

Like

Comment

Share

View 12 more comments



Collin Lawson

[https://zombie.fandom.com/wiki/Zombieland\\_Survival\\_Rules](https://zombie.fandom.com/wiki/Zombieland_Survival_Rules)



ZOMBIE.FANDOM.COM  
**Zombieland Survival Rules**

Like · Reply · 2w



Julian-Thomas Burke Yoshi Mills didn't you have an Apocalypse subscription box at one point?!

Like · Reply · 2w



Daniel Mehan 1. Watch Zombie Land.  
2. We are all infected.  
3. Destroy the brain

Like · Reply · 2w



Daniel Mehan



Like · Reply · 2w

**VIDEO IS KING**







**Virginia Media**

2,816 followers

2d



Meet Corey Kenner. Just one of many who make up a leading team of innovators for customers across the state for Virginia Media! <http://bit.ly/2YKopwW>  
[#virginiamedia](#) [#customerservice](#) [#companyculture](#)



**Meet Corey Kenner - Virginia Media Jobs and Company Culture**

10 Likes · 1 Comment



Like



Comment



Share

**THE KEYS TO BRAND SUCCESS ARE SELF-  
DEFINITION, TRANSPARENCY,  
AUTHENTICITY AND ACCOUNTABILITY.**

**VIA SIMON MAINWARING**

**BE YOURSELF, EVERYONE ELSE  
IS ALREADY TAKEN.**

**VIA OSCAR WILDE**

**ANY QUESTIONS?**

United Way of South Hampton Roads



# YOUNG PHILANTHROPISTS



## THE IMPACT OF PHILANTHROPY: PERSONALLY & PROFESSIONALLY

YOUNG PHILANTHROPISTS SUMMIT