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Top 10 Ways to Increase your Social Media Influence

1. *Ride the wave – establish social media as a pillar of your capture strategy*
2. *Designate a social media lead on your capture team*
3. *Identify the platforms used by potential clients, competitors, and teammates*
4. *Employ a multi-channel approach to reach all target audiences*
5. *Actively share key messaging through online forums*
6. *Sponsor or lead a webinar on a platform visited by your target audiences*
7. *Communicate compelling information on company capabilities, personnel, and industry thought leadership*
8. *Leverage your workforce to amplify your social media presence*
9. *Do not be a wallflower; actively engage your connections and followers with content, comments, and updates*
10. *Be persistent and consistent; post fresh content across relevant platforms and on a regular publishing schedule*

Show Off Your Corporate Beach Body with Social Media

- Most companies are lurkers on social media, failing to take advantage of its power for business development and recruiting
- Social media, when properly used, can proliferate brand awareness and corporate imprimatur with minimal investment
- Share articles and participate in relevant online forums to facilitate brand growth and assert corporate fitness
- Social media can strengthen existing and/or reinvigorate former partnerships to create new opportunities
- Presence can inform competitive intelligence on incumbent capture strategies and client priorities across the market
- Study competitor usage of social media to inform differentiation strategies during the summer selling season

Don't Lurk Under the Boardwalk

Across the federal market, companies have spent all winter building and toning their capabilities, so the summer selling season is the time to show off that corporate beach body and capture new business. In today's always-on information environment, social media platforms can be used to complement and expand traditional capture activities. Effective use of social media can extend your corporate brand, deliver key messages, demonstrate thought leadership, and build relationships with potential clients, teaming partners, and recruits. Social media can be a force multiplier for capture activities, particularly for small and mid-tier companies with more limited business development resources. Your customers and competitors are on social media, so what exactly are you waiting for?

Clickbait

Social media is an opportunity to brand and position your company, but like a beach body it cannot be achieved without dedication and sustained effort. To make "gains," your company's social media efforts must be fully integrated into your capture strategy and implemented in a deliberate and strategic manner. If your goal is to be an industry leader, you cannot be on the social media sidelines. Show off your discriminators and thought leadership by sharing articles and white papers, participating in online forums or webinars, and engaging in active dialog with connections. Consistent and persistent messaging – across customer-preferred social media channels (not necessarily the platform *du jour*) – establishes a body of work that increases the odds that you will be noticed. Once they click, you can tell your story in a controlled environment.

Swipe Right

With your new corporate muscles, hit the beach and use social media to make introductions that lead to new relationships. Use these platforms to strengthen bids by forming new teaming partnerships, enter new client spaces, and attract new talent. Social media platforms are perfectly suited for identifying key contacts and you can choose various forums to optimize for your target audience, leading to higher value follow-on discussions. You can also leverage the power of your employee net-

works to gain new paths to potential clients, expand partner networks, and gain valuable insights into competitor positioning. Many executives forget that their employees are well connected "summer hotties" with existing relationships that could lead to much more than a summer fling.

Take a Selfie

Use a multi-platform approach and do not discount a platform because it does not seem relevant to your business. In the past few years, both the GovCon industry and society at large have seen a proliferation of photo sharing through platforms such as Instagram and Snapchat. Although much of this is sharing pictures of food, pets, and the never-ending stream of selfies, active participation in these platforms provides opportunities to increase brand awareness (posing with an industry award), maintain relationships (commenting on a contact's photo) and attract top-tier candidates (portraying culture and work/life balance). This can draw contacts into a more substantive discussion or information exchange which, at the end of the day, is the whole point: finding new channels for increasing corporate visibility and engaging with customers.

