



# Enhancing your Board Persona: Leveraging Social Media

Lauralie Levy, CEO, Crowd Siren

# Tips for Positioning yourself for a Board Seat

1. Current Landscape for Board Seats
2. Position yourself for Board Seats that fit your interests and skills by utilizing social media to create yourself as a branded package
3. Start Networking (online) to show your ability to lead

**"For the first time  
in its 110-year  
history, General  
Motors now has  
more women than  
men on its board."**

NBC NEWS

# Determine where you fit.

What type of board position is right for you?

Startup

Accelerated growth

Turnarounds

Restructuring

Sustained success

\*KEYWORDS FOR YOU SOCIAL MEDIA\*

Lauralie's Board Goal:

To be on the board of  
Start-up or mid-  
growth companies  
and use my skillset in  
marketing, leadership,  
sales, team building  
and my position as a  
service provider.

**Times are changing  
They need us...**

**"Studies from McKinsey and others show that companies with a more diverse board deliver better financial returns."**

**California Senate Bill 826 requires every publicly held company in California to have at least one woman on its board of directors by the end of 2019.**

# Here are the Boards in CA that need women board members by the end of 2019

8x8, Inc. (EGHT)

A10 Networks, Inc. (ATEN)

Acacia Research Corporation (ACTG)

Adesto Technologies Corporation (IOTS)

Adverum Biotechnologies, Inc. (ADVM)

Aerohive Networks, Inc. (HIVE)

Ambarella, Inc. (AMBA)

American Assets Trust, Inc. (AAT)

AnaptysBio, Inc. (ANAB)

Anworth Mortgage Asset Corporation (ANH)

Apollo Medical Holdings (AMEH)

Aquantia Corp. (AQ)

Arrowhead Pharmaceuticals, Inc. (ARWR)

Avid Bioservices, Inc. (CDMO)

AXT, Inc. (AXTI)

B. Riley Financial, Inc. (RILY)

BayCom Corp. (BCML)

Bofl Holding, Inc. (BOFI)

Cadiz Inc. (CDZI)

CareTrust REIT, Inc. (CTRE)

Cellular Biomedicine Group, Inc. (CBMG)

ChemoCentryx, Inc. (CCXI)

Clean Energy Fuels Corp. (CLNE)

CohBar Inc. (CWBR)

Cohu, Inc. (COHU)

Corvus Pharmaceuticals, Inc. (CRVS)

Cryoport, Inc. (CYRX)

Daily Journal Corporation (DJCO)

DASAN Zhong Solutions, Inc. (DZSI)

Ducommun Incorporated (DCO)

DURECT Corporation (DRRX)

Electronics for Imaging, Inc. (EFII)

Energy Recovery, Inc. (ERII)

Enphase Energy, Inc. (ENPH)

Fate Therapeutics, Inc. (FATE)

FibroGen, Inc. (FGEN)

Fluidigm Corporation (FLDM)

Foundation Building Materials, Inc. (FBM)

Guidewire Software, Inc. (GWRE)

Heron Therapeutics, Inc. (HRTX)

Hortonworks, Inc. (HDP)

Ichor Holdings, Ltd. (ICHR)

Impac Mortgage Holdings, Inc. (IMH)

Imperva, Inc. (IMPV)

Infinera Corporation (INFN)

Innovative Industrial Properties, Inc. (IIPR)

Kindred Biosciences, Inc. (KIN)

Kura Oncology, Inc. (KURA)

LiveXLive Media, Inc. (LIVX)

MannKind Corporation (MNKD)

Masimo Corporation (MASI)

MaxLinear, Inc. (MXL)

Maxwell Technologies, Inc. (MXWL)

MediciNova, Inc. (MNOV)

Monolithic Power Systems, Inc. (MPWR)

NantHealth, Inc. (NH)

NantKwest, Inc. (NK)

Natural Health Trends Corp. (NHTC)

Nektar Therapeutics (NKTR)

NeoPhotonics Corporation (NPTN)

Odonate Therapeutics, Inc. (ODT)

OSI Systems, Inc. (OSIS)

Pacific Mercantile Bancorp (PMBC)

PDF Solutions, Inc. (PDFS)

Pfenex Inc. (PFNX)

Puma Biotechnology, Inc. (PBYI)

RadNet, Inc. (RDNT)

Retrophin, Inc. (RTRX)

Rigel Pharmaceuticals, Inc. (RIGL)

Sabra Health Care REIT, Inc. (SBRA)

ShotSpotter, Inc. (SSTI)

Sientra, Inc. (SIEN)

Sigma Designs, Inc. (SIGM)

Simulations Plus, Inc. (SLP)

Skechers U.S.A., Inc. (SKX)

SMART Global Holdings, Inc. (SGH)

Sorrento Therapeutics, Inc. (SRNE)

Stamps.com Inc. (STMP)

Synaptics Incorporated (SYNA)

Tandem Diabetes Care, Inc. (TNDM)

Tejon Ranch Co. (TRC)

The Ensign Group, Inc. (ENSG)

The Habit Restaurants, Inc. (HABT)

TiVo Corporation (TIVO)

Turtle Beach Corporation (HEAR)

Universal Electronics Inc. (UEIC)

Veeva Systems Inc. (VEEV)

Veritone, Inc. (VERI)

Viking Therapeutics, Inc. (VKTX)

WageWorks, Inc. (WAGE)

Willis Lease Finance Corporation (WLFC)

Xencor, Inc. (XNCR)

XOMA Corporation (XOMA)

# Surprised?

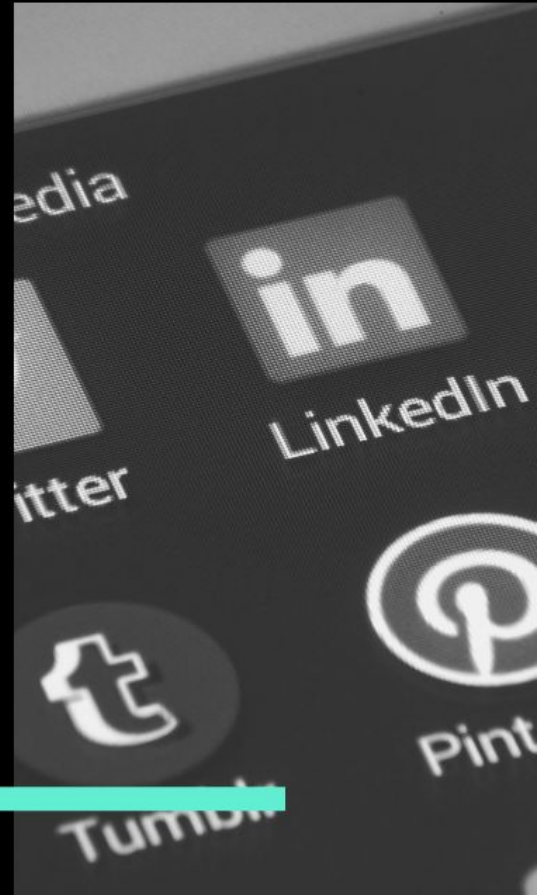
## I was

That was just a Google Search.

So, then what did I do...

# LinkedIn Networking

- Requesting Connections w/current board members
- Writing LinkedIn notes (not spam)
- Following the companies listed that interested me (TiVo, hello?!)
- Searched NV non-profit boards
- Requested to connect with their female board members

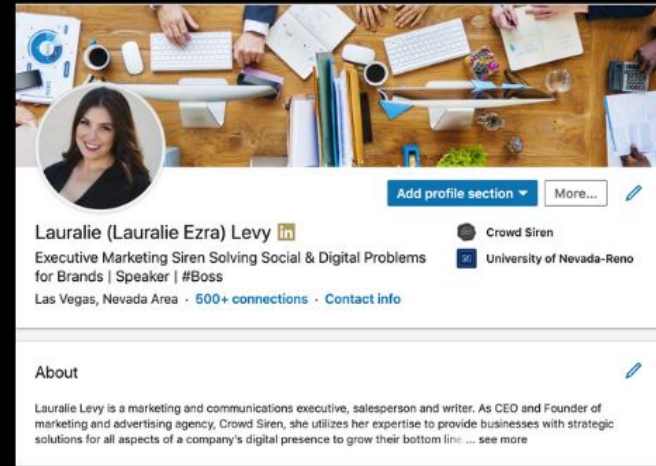




# LinkedIn Profile Completion

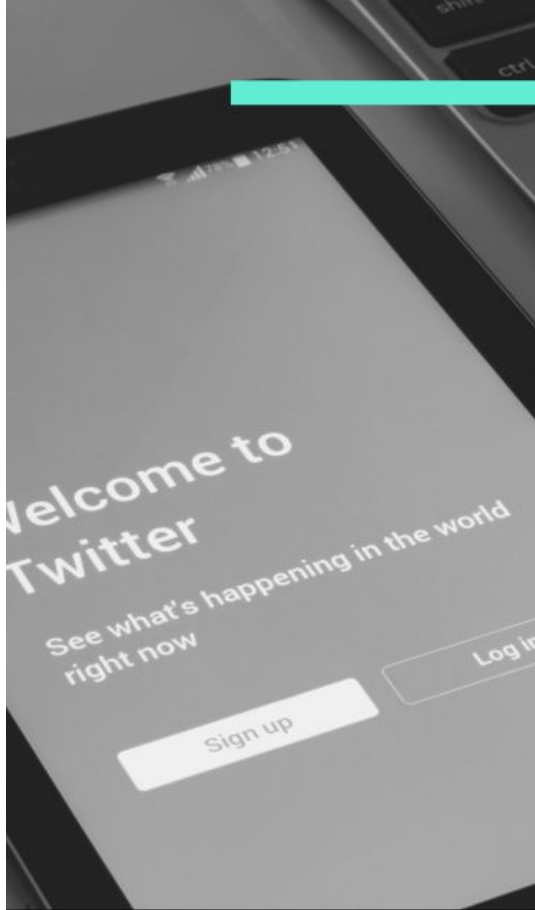
I felt comfortable doing this because my LinkedIn profile is "All-Star" and completely filled out.

- Title
- Headline
- Experience
- Keywords for your industry
- Groups
- Volunteer experience
- Connect with people on-purpose



- Recommendations on every position
- Skills listed and prioritized

<https://www.linkedin.com/in/lauralielevy>



# Twitter

- Share industry information  
Great for publishers and politicians
- Great listening opportunity for YOU
- Show you're an industry leader by sharing relevant content there.
- Follow Industry leaders there
- Follow companies whose boards need women
- Great for search engines/Google



# Personal Facebook Profile

Typically reserved for personal use, your warm network lives there.

Don't be afraid to post about work-related activities in between those photos of the kids. Mix the content there!

Your network has opportunities.

Keep it curated. This is an ASSET. Will show up on Google.

Make select posts PUBLIC and others just to friends so you can keep work/life balance.

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# Google Yourself

*What do you find?*

*You have the ability to control what shows up there.*


*Social media will show up there...*

Google lauralie levy

All Images News Videos Shopping More Settings

About 71,400 results (0.33 seconds)

Images for lauralie levy



→ More images for lauralie levy Report images

**ABOUT: Lauralie Levy, Las Vegas**  
<https://www.lauralielevy.com/about> •  
 Lauralie Levy is an entrepreneur from Las Vegas, Nevada. In addition to her company, Crowd Siren, she is a Writer & Model.

**Lauralie Levy | Communications Las Vegas - Crowd Siren**  
<https://www.crowdsiren.com/contact-ile> •  
 Lauralie Levy is a marketing and communications executive, salesperson and writer. She has roots in both fabulous Las Vegas, Nevada and New York, NY.

**Lauralie Levy | Facebook**  
<https://www.facebook.com/lauralielevy>  
 Lauralie Levy is on Facebook. Join Facebook to connect with Lauralie Levy and others you may know. Facebook gives people the power to share and makes ...

**Lauralie Levy (@lauralielevy) - Twitter**  
<https://twitter.com/lauralielevy>

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|---|--|--|
| <p>Fun pairing RT<br/>           @engadget:<br/>           McCormick's concept grill plays music based on what you're cooking<br/>           engt.co/ZY1rubo<br/>           pic.twitter.com/T7Cld6N...</p> <p>4 hours ago</p> | <p>RT @RWW: Study: Millions of U.S. Students Are Without Home Internet<br/>           w.readwrite.com/2XJSLid - govtech.com<br/>           #technews<br/>           pic.twitter.com/ok1b6FT...</p> <p>22 hours ago</p> | <p>New blog... RT<br/>           @CrowdSiren:<br/>           Influencer Marketing vs. Online Media Marketing: The Benefits of #Influencer #Marketing<br/>           www.crowdsiren.com/sing...</p> <p>2 days ago</p> |
|---|--|--|

→ View on Twitter

**Lauralie Levy - Chief Executive Officer - Crowd Siren | LinkedIn**  
<https://www.linkedin.com/in/lauralielevy>  
 View Lauralie Levy's profile on LinkedIn, the world's largest professional community. Lauralie has 9 jobs listed on their profile. See the complete

# What shows up?

1. Photos: Pulling from my social media profile photos and photos I have tagged on my website
2. Personal Website
3. Company Website
4. Facebook
5. Twitter along with my recent tweets
6. LinkedIn
7. Instagram
8. Pinterest
9. Recent Interview on podcast

Everything you see is what I personally put out there on the web for you to find...

# Personal Website

You need this! This is your archive on the web!

- More than a resume / CV
- Your PR / interviews
- Podcasts
- Hobbies and Lifestyle Content
- Contact information
- Headshots
- Your Name (SEO)
- BLOGS
- White-papers
- Infographics
- Articles linked-back

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PRESS  
Lauralie Ezra has been covered in the following news outlets:

**knpr** NEWS 88.9  
PRESS: The Ups & Downs of Trying to Rebuild Downtown, Las Vegas  
January 13, 2016 | Joe Schoenmann  
[Read Me](#)

**NEVADA** NEWS 88.9  
PRESS: Nevada Silver & Blue Magazine  
June 16, 2015  
[Read Me](#)

**downtownZEN**  
PRESS: Downtown Zen NOMIC Spotlight  
January 31, 2015 | Nomic  
[Read Me](#)

**OUTLIER** MAGAZINE  
PRESS: Outlier Magazine "Lauralie Lee Ezra: Getting Started in Entrepreneurship"  
May 14, 2014  
[Read Me](#)

**LA VEGAS REVIEW JOURNAL**  
PRESS: Las Vegas Review Journal "Nevadan at Work: Entrepreneur helps companies build brands online"  
March 3, 2013  
[Read Me](#)

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WHAT DOES SHE KNOW ABOUT BUSINESS?  
Lauralie has been asked to speak about social & digital media marketing, entrepreneurship and branding. An engaging speaker who is informative, funny and captivating. Book her to speak at your next event!  
Social Media Marketing Expert  
E-mail: [LauralieLevy@gmail.com](mailto:LauralieLevy@gmail.com)  
Tel: 702-406-3471 [BOOK NOW](#)

Past Presentations For:

Speaker, Lean In Circle, Las Vegas "3 Top Ways to Build Your Personal Brand," 2019  
Panelist, International Association of Women, Las Vegas Chapter, "Using Social Media to Build your Brand.", 2019  
Keynote Speaker, Alliance of the American Dental Association, "Brush Up on Social Media: 5 Essential Steps for Successful Digital Marketing," 2019  
NAB Show: Engaging Digital Natives Through Branded Content, 2018  
SBA: Sales and Marketing Expo for Emerging Leaders, 2017  
MLS CVLAR Tech Forum, Workshop Presenter: Get Social! Content Marketing, 2017  
Trending Vegas, KCLV TV Social Media Panelist, 2017  
Workshop Presenter, Las Vegas Metro Chamber of Commerce "Chamber University" 2017  
News Anchor, The Now Report 2017  
Panelist, Founders Weekend "Women in Tech Panel" 2016  
Presenter, Main Stage, Founders Weekend "5 Essential Principles For Growing Your Small Business," 2016  
Roundtable Speaker, Small Business Administration, 2016  
Guest Speaker, KNPR 2016  
Classroom Reader, Nevada





# Thank you!

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