

Unselfish Selfies.

For more detail, see pages 189-191 in the book.

The 'top of mind' power of a simple selfie is amazing. Not only is it smart because I capture the face and name of the person you're posing with, it also gives you a perfect opportunity to share that photo with a variety of key ROTOMA audiences, including:

1. Your social media feeds
2. Their social media feeds
3. Meeting or conference related feeds
4. Your blog....you get the idea.

1 friendly photo. 1,000 different uses.



Here's Spencer doing what he does best: promoting others.

Take a look at the number of others listed in this LinkedIn post. All of them are others he met at the conference that might enjoy seeing this photo touting the Keynote Speaker they had just seen. And they did! The conference was still going on, and it had already received 22 likes in the three hours since posting. Nice.

This tactic should become a staple for any meeting or conference you attend. Get the photos, tag them appropriately, post them ASAP, and save them for other social channels. Both you and him get a very clear 'face to a name' mnemonic device. This one simple tactic is probably the very best way to make the ROTOMA most of every conference you attend—all while making your 'top of mind' social presence take off.

RECOMMENDED FURTHER READING FROM ROTOMA

Making Conferences Count via social media. pages 183-187

TIPS FOR MAKING THE PERFECT Unselfish Selfie.

☐ Leave your pro-quality camera at home.

Seriously. This is not about studio-quality glamour shots, this is about getting the shot and posting it as quickly as possible. Save your pro-setup for other opportunities. Besides, at a conference you need to be a quick and nimble as possible.

☐ Practice with the camera and camera app on your smart phone.

There are very few people who really feel comfortable taking a selfie not named Kardashian. You only get a few seconds of unselfconscious quality time with your subject before perma-grin starts setting in and they start eyeing the exit. Again, speed and agility is your friend.

☐ Get your 'pic > post > upload' tempo down to a minimum.

How do those dang kids get all that content up so quickly? Experience using the app IRL. It's critical that you become fast-fingered familiar with the main apps you're using. That kind of skill has to be developed in advance, so practice with your chosen apps early—and often.

☐ PRO-TIP: Nobody likes a double-chin.

Holding your phone out and up above your head at ~45 degree angle takes an instant 10 years off the age of everyone in the photo. Extra points for holding your camera an additional 25 degrees to the left or right of center. Straight on shots make everyone look flat. Angled shots make them look fab.

☐ A selfie doesn't have to be a selfie.

That photo of Spencer with Alan? That's not technically a selfie, but it sure acts like one. Get a colleague to take the photo for you, but with your phone's camera. Why? Because that "I'll send it to you photo" won't be sent 90% of the time, and if it's on your phone already, it's just that much closer to online in your social feeds.

☐ The perfect snapshot is the one you took.

Everybody wants their photos to be perfect. Well guess what: perfect is overrated. As long as the subject's eyes are open and they don't look like an extra from the set of *The Walking Dead*, it's totally usable. And most people won't mind one bit. After all, when was the last time someone shared a photo of you that you weren't flattered / delighted / thrilled?

Engage with the Authors



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