

Unselfish Selfies.

For more details, see pages 189-191 in
ROTOMA—The ROI of Social Media 'Top of Mind.'

The 'top of mind' power of a simple selfie is amazing. Not only is it smart because each photo captures 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 social media audiences, including:

1. Your social media feeds
2. Their social media feeds
3. Meeting or conference related feeds
4. Your blog....just about anywhere you are online.



What makes an Unselfish Selfie unselfish? Promoting others.

Take a look at the number of messages wrapped up in this simple 'we were at a meeting and took a selfie together' photo. It took all of 10 minutes to take, edit, Instagram, and cross-post to LinkedIn et al—and yet did all of this too:

- A. Spotlight some of the area's top in-person and online networkers, getting this in their social feeds.
- B. Promote the event where the photo was taken, detailed in the guts of the written post.
- C. Provide a legitimate opportunity to capture names and contact information.
- D. Get over 558 (and counting) views in < 24 hours—and it doesn't stop there.

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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. And look into the **camera**, not the center of the screen.

Optimize your 'pic > edit > post' tempo.

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 you and colleagues taken by someone else? That's not technically a selfie, but it sure acts like one. Get a friend 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. Plus, it makes the perfect email followup excuse as in 'here's the photo we took together.' That's real ROTOMA x 2.

The best 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?

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