

# HIMSS<sup>®</sup>19

## CHAMPIONS OF HEALTH UNITE

Global Conference & Exhibition  
FEB 11-15, 2019 | ORLANDO

## Leveraging Social Media For Career Opportunities & Advancement

CSC3 - February 13, 2019

Brad Justus, Sales Director, himagine solutions

# Conflict of Interest

Brad Justus

Has no real or apparent conflicts of interest to report.



# Agenda

- Learning Objectives
- Introduction to Social Media Platforms
- Creating Your LinkedIn Profile
- Creating Your Twitter Profile
- Content Curation, Thought Leadership and Using Automation to Accomplish This



# Learning Objectives

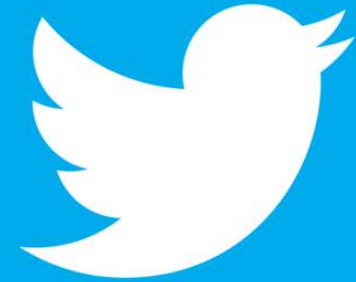
- Identify which social networks to focus on for career and business objectives
- Illustrate how to set up complete social profiles for successful discovery and opportunity
- Explain what content to share to be discovered by your target network
- Define a proven process for consistent networking for career growth and opportunities

# Social Media Dominates The Web

- #2 YouTube
- #4 Facebook
- #8 Twitter
- #10 Instagram
- #12 LinkedIn
- #26 Pinterest
- #32 Tumblr
- #50 Quora



# Best Two Social Networks For Career and Business Objectives



In 2019, If You Are  
Not Active on  
LinkedIn You  
Don't Exist



# How to Create the Perfect LinkedIn Profile to Promote Your Professional Brand



# Professional Profile Photo

- Display a professional profile picture (Professional Headshot is Best but not required)
- Only you (No significant other, kids or pets)
- Recognizable
- Professionally Dressed
- Smiling
- Look straight at the camera
- Neutral background
- Profiles with a photo get 40% more views

himagine solutions inc.

The best part of the revenue cycle - that's the middle.

**Brad Justus**

The Most Connected Health Information Management (HIM) Expert | Optimizing Revenue For Healthcare Providers Of All Sizes

Tampa/St. Petersburg, Florida Area

University of Florida - Warrington College Of...

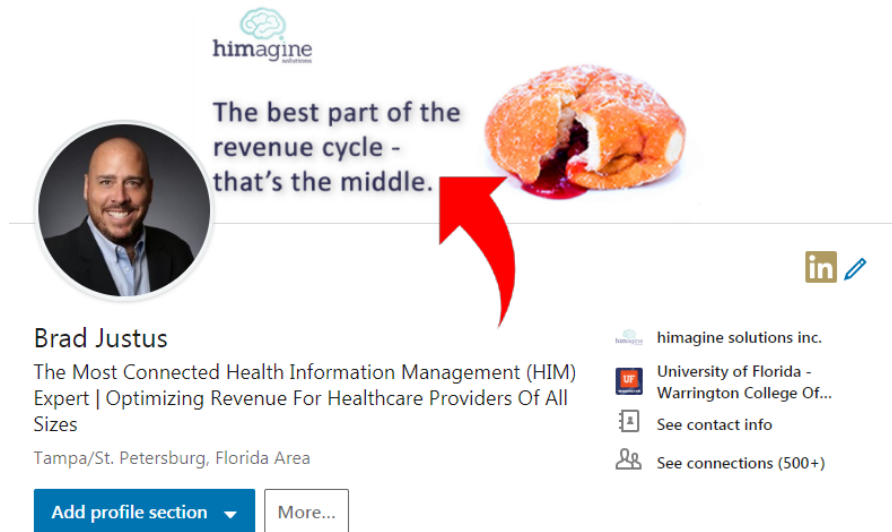
See contact info

See connections (500+)

Add profile section More...

# Cover Photo Image

- Your cover photo is prime LinkedIn real estate
- Capture attention by uploading an image that is professional and shares more about who you are and what you do
- Photo can represent your interests, passions, hobbies, etc.
- May use an original photo
- Or make custom image
- Recommend Canva.com for custom image perfectly sized and styled



# Name

- Use full name
- Leave out email addresses
- Leave out phone numbers
- No extra clutter
- Just your name
- This impacts both LinkedIn and Google searching and discovery

# Headline

- Your LinkedIn headline is the most critical part of your profile
- Should not be your current job title
- Ensure your headline captures your readers' attention and makes them want to click your profile
- Think Search Engine Optimization (SEO)
- Include some keywords that a recruiter may use to search for someone like you

# Vanity URL

- A vanity URL lets you change the unique link given to you from random, hard to remember letters and numbers to something simple and memorable like your name
- If possible, use your name
- If your name is taken try adding a middle initial or a degree or credential at the end
- If you Google yourself, your highest search result is typically your LinkedIn URL (Own it)

Brad Justus



## Contact Info



### Your Profile

[linkedin.com/in/bradmjustus](https://linkedin.com/in/bradmjustus)



### Websites

[himaginesolutions.com/why-himagine/](https://himaginesolutions.com/why-himagine/) (Why imagine?)

[bradjust.us/1eWA9Vk](https://bradjust.us/1eWA9Vk) (50 Healthcare IT Influencers)

[emrandhipaa.com/emr-and-hipaa/2014/07/09/unofficial-2014-hit100-rankings/](https://emrandhipaa.com/emr-and-hipaa/2014/07/09/unofficial-2014-hit100-rankings/) (2014 #HIT100)



### Phone

813-331-0713 (Work)



### Email

[bjustus@himaginesolutions.com](mailto:bjustus@himaginesolutions.com)



### Twitter

[Brad\\_Justus](https://twitter.com/Brad_Justus)



### Birthday

September 28



# Websites

- Customize your websites
- LinkedIn gives you three spots for websites
- Choose custom instead of standard so you can name each with your own descriptions
- Point links to sites that highlight you (Company, Blog, Resume, Work you have done, etc.)
- Make links into Call To Action (CTA) to drive more interest and clicks

Brad Justus



Contact Info



Your Profile

[linkedin.com/in/bradmjustus](https://www.linkedin.com/in/bradmjustus)

Websites

[himaginesolutions.com/why-himagine](https://himaginesolutions.com/why-himagine) (Why himagine?)

[bradjust.us/1eWA9Vk](https://bradjust.us/1eWA9Vk) (50 Healthcare IT Influencers)

[emrandhipaa.com/emr-and-hipaa/2014/07/09/unofficial-2014-hit100-rankings/](https://emrandhipaa.com/emr-and-hipaa/2014/07/09/unofficial-2014-hit100-rankings/) (2014 #HIT100)

Phone

813-331-0713 (Work)

Email

[bjustus@himaginesolutions.com](mailto:bjustus@himaginesolutions.com)

Twitter

[Brad\\_Justus](#)

Birthday

September 28



# Contact Information

- Decide what details you want to make available
- If you are seeking opportunities, you want to make it easy for people to contact you
- Include
  - Email address
  - Twitter Account
  - Business address (optional)
  - Phone Number (optional)

Brad Justus ✕

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Contact Info ✎

Your Profile [linkedin.com/in/bradjustus](https://www.linkedin.com/in/bradjustus)

Websites

- [himaginesolutions.com/why-himagine](https://himaginesolutions.com/why-himagine) (Why himagine?)
- [bradjust.us/1eWA9Vk](https://bradjust.us/1eWA9Vk) (50 Healthcare IT Influencers)
- [emrandhipaa.com/emr-and-hipaa/2014/07/09/unofficial-2014-hit100-rankings/](https://emrandhipaa.com/emr-and-hipaa/2014/07/09/unofficial-2014-hit100-rankings/) (2014 #HIT100)

Phone  
813-331-0713 (Work)

Email  
[bjustus@himaginesolutions.com](mailto:bjustus@himaginesolutions.com)

Twitter  
[Brad\\_Justus](https://twitter.com/Brad_Justus)

Birthday  
September 28

# Summary Section

- Your Summary section is the perfect place to shine and let people get to know you
- Unless some clicks “Show More” they will only see the top part of the summary so optimize
- You have 2000 characters
- Speak in first person, and in full sentences
- Tailor your Summary for your target audience. Think “what’s in it for them” if they connect with you
- Your profile is not your resume or job description. Remember to tell a story

Dynamic Healthcare Staffing & Consulting Veteran Focused On State Of The Art Health Information Management (HIM) And Mid Revenue Cycle Solutions Including Managed Coding, Coding Audits, Coding Preceptorship, Coder Education, IP-OP-Pro Fee Clinical Documentation Improvement, Cancer Registry, Trauma Registry, Bone Marrow Registry, MPI Cleanups And Many More...

My passion is providing my clients custom, innovative solutions that GET RESULTS!

I have become the “GO-TO” leading authority on Health Information Management Solutions after years of listening to and solving the unique challenges of Healthcare CFO’s, Revenue Cycle Directors, Health Information Management (HIM) Directors, Coding Supervisors & other Mid Revenue Cycle Professionals.

Known as the ICD-10 Whisperer, I have been recognized and awarded for my work in Healthcare Social Media by organizations such as HIMSS (3 Time Ambassador), Healthcare IT News, AHIMA, Healthcare Finance News, Becker’s, & Fierce Healthcare. I am seen as a thought leader in the space and often speak and evangelize for the profession.

CONNECT WITH ME IF...





# Rich Media

- You can add multimedia to some sections within your profile including your summary and work experience
- Provides viewers more information about you and makes your profile more interactive
- You can add videos, SlideShare presentations, pictures, files, links
- Show, don't just tell
- Video is very effective at humanizing you
- Sprinkle as much rich media as possible

Discover how to use Best Practices and Consultative Solutions to become more Efficient, Productive & Profitable!



Show less ^



# Work Experience

- Match the tone and style of your Summary
- It should sound conversational, be written in full sentences and include keywords and phrases
- Describe your roles in terms that would not be considered internal jargon
- Consider keywords (SEO)
- Focus most detail on current position and last position
- If you are a student or new grad, include internships, project work and volunteer experience if relevant to your brand and career goals

## Experience



### Strategic Account Executive

himagine solutions inc.

Aug 2014 – Present · 4 yrs 6 mos

himagine solutions, formerly Kforce Healthcare, Inc., are the largest coding company in the U.S. We have an unparalleled ability to fulfill coding needs with very short turnaround time. We also have a significant and growing base of HIM Subject Matter Experts to provide support for registry services, interim management and HIM consulting services.

What we do amazingly well:

himagine solutions provide professional staffing and consultative services to support health information management (HIM), revenue cycle, and health information technology initia... See more



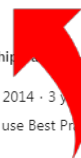
### Kforce Inc

11 yrs 3 mos

Client Relationship Manager - Health Information Management Solutions Expert - ICD-10  
Whisperer

May 2011 – Aug 2014 · 3 yrs 3 mos

Discover how to use Best Practices and Consultative Solutions to become more Efficient, Productive



# Education

- Add any higher education you have completed
- Add courses completed
- Add certifications
- List any non-accredited training you have received if relevant

## Education



University of Florida - Warrington College Of Business  
BS, Business - Marketing  
1989 – 1993



East Lake High School  
High School, Honors  
1988 – 1989



Union High School  
Honors  
1986 – 1988



# Volunteer Experience

- Including volunteer experience is another way to tell your story and promote your professional brand
- If you are just starting off in your career, this section is a good spot to share the activities and skills you've picked up outside of a paid job
- List any boards you have served on, advisory services and any other volunteer work
- These can be great conversation starters for future job interviews

## Volunteer Experience



### Social Media Marketing Manager - Volunteer

Orphans of the Storm Animal Shelter

Feb 2011-2013 - 2 yrs  
Animal Welfare

Created and managed Facebook presence for large animal rescue organization in northern Illinois.

[See less](#)



### Volunteer

Tsunami Relief  
2005 - 2005 - less than a year  
Disaster and Humanitarian Relief

[See description](#)



### Volunteer

The Leukemia and Lymphoma Society (LLS)  
2005 - Present - 12 yrs  
Health

[See description](#)



# Skills & Endorsements

- Include a list of the skills you possess, both as a form of social proof (to be endorsed) but also as a place to add the skills you want to be found for
- List your three most relevant skills at the top
- Your connections can endorse you for the skills you have selected
- You can rearrange the order of the skills whenever you like
- The weight of skills, and who endorsed you is increasing over time

Skills & Endorsements Add a new skill

View 3 pending endorsements

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**Healthcare** · 99+

Endorsed by Shafiq Rab and 102 others who are highly skilled at this  Endorsed by 77 of Brad's colleagues at himagine solutions inc.

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**ICD-10** · 99+

Endorsed by 29 of Brad's colleagues at himagine solutions inc.

---

**Health Information Management** · 99+

Endorsed by Sherine Koshy, MHA, RHIA, CCS and 18 others who are highly skilled at this  Endorsed by 42 of Brad's colleagues at himagine solutions inc.

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[Show more](#)

# Recommendations

- A recommendation is written by a LinkedIn member to recognize or praise a colleague, business partner or student
- Viewers of your profile often view the recommendations you've received on your profile to see what others think about you and your work
- Recommendations are critical because they offer social proof
- Ask for at least 5-10 recommendations from colleagues, managers, professors, mentors, peers

## Recommendations

Ask for a recommendation

Received (34) Given (92)



**Terry Fletcher**

Educator, Auditor, Consultant, Author, Podcaster, writer, Medical Coding Expert  
(Twitter:@TerryCoder1)

June 8, 2018, Terry worked with Brad in different groups

Brad is a wealth of information in the HIM Social Media platform. I'm listening to his webcast on #HIMSocial right now and it is insightful, well-presented and I will use in my business.



**Melissa Martin**

AHIMA Past President/Chair, WVU Medicine AVP  
September 17, 2014, Melissa worked with Brad but at different companies

Brads social media experience has enabled him to bring HIM related issues to the forefront. His ability to grab someone's attention with creative Tweets using graphics and just the right quotes makes all the difference with hot topics like ICD 10. He posts very informative articles to linkedIn and great wo... [See more](#)

Show more



# Accomplishments

- Ensure your profile looks complete and professional by filling out all the relevant areas including;
  - Publications
  - Certifications
  - Courses
  - Projects
  - Honors & Awards
  - Patents
  - Test Scores
  - Languages
  - Organizations

## Accomplishments

### 18 Publications

Provider Preparation for the ICD-10 Implementation: Part Three • Is there an ICD-10 code for political misinformation? • Provider Preparation for the ICD-10 Implementation: Part Two • Provider Preparation for the ICD-10 Implementation: Part One • MAY 2013 TOP 100 MANAGEMENT EXPERTS TO FOLLOW ON TWITTER - #26 • HIMSS in a squalor! New Orleans boil order is healthcare version of Super Bowl blackout • MU Live! Podcast • Do you follow these ICD-10 tweeters? • Top 20 ICD-10 Tweeters to follow • 20 must-follow ICD-10 tweeters...



# LinkedIn Network Formula

- Search
- Follow
- Send Personalized Connection Request
- Like, Comment, Share
- Check Groups
- Check People Also Viewed
- If Connects, Send Personal Thank You Response
- Endorse For Top 3 Skills
- Message For 15 Minute Call
- Ask For Referrals
- Send Thank You





# How to Create the Perfect Twitter Profile to Promote Your Professional Brand

# Professional Profile Photo

- Display a professional profile picture (Professional Headshot is Best but not required)
- Only you (No significant other, kids or pets)
- Recognizable
- Professionally Dressed
- Smiling
- Look straight at the camera
- Neutral background
- People don't trust a profile without a photo (Bots)



# Cover Photo Image

- Your cover photo is prime Twitter real estate
- Capture attention by uploading an image that is professional and shares more about who you are and what you do
- Photo can represent your interests, passions, hobbies, etc.
- May use an original photo
- Or make custom image
- Recommend Canva.com for custom image perfectly sized and styled



# Name & Twitter Handle

- Use your real name
- Include credentials if applicable
- Use your real name for your Twitter handle if available
- If your name is not available add credential or underscore or middle initial
- This affects your Twitter direct link and Google search
- [https://twitter.com/Brad\\_Justus](https://twitter.com/Brad_Justus)



# Twitter Bio

- Ensure your Bio captures your readers' attention and makes them want to click your profile
- Think Search Engine Optimization (SEO)
- Include some keywords that a recruiter may use to search for someone like you

**Brad Justus**  
@Brad\_Justus

The Most Connected Health Information Management (HIM) Expert | Optimizing Revenue For Healthcare Providers Of All Sizes

📍 Palm Harbor, FL [🔗 linkedin.com/in/bradjustus](https://www.linkedin.com/in/bradjustus) 🗓️ Born September 28, 1971  
📅 Joined December 2009

19.4K Following 17.6K Followers

# City & State

- Use your correct city and state
- Recruiters search for Bio keywords along with geographic radius

The image shows a LinkedIn profile for Brad Justus. At the top, there is a banner with five icons: HIM (Health Information Management), CDI (Clinical Decision Support), ICD-10, Rev Cycle (Revenue Cycle), and Health IT. Below the banner is a circular profile picture of Brad Justus. To the right of the profile picture is an "Edit profile" button. Below the profile picture, the name "Brad Justus" and handle "@Brad\_Justus" are displayed. The bio reads: "The Most Connected Health Information Management (HIM) Expert | Optimizing Revenue For Healthcare Providers Of All Sizes". The location is listed as "Palm Harbor, FL", with a red arrow pointing to it. The LinkedIn profile link is "linkedin.com/in/bradmjustus". The birth date is "Born September 28, 1971" and the join date is "Joined December 2009". The profile shows "19.4K Following" and "6K Followers".

# Bio Link

- You are allowed one link in your Twitter Bio
- I recommend that you include your LinkedIn profile Link
- Allows someone to come learn more about you on your fresh, newly optimized LinkedIn profile

**Brad Justus**  
@Brad\_Justus

The Most Connected Health Information Management (HIM) Expert | Optimizing Revenue For Healthcare Providers Of All Sizes

📍 Palm Harbor, FL 🔗 [linkedin.com/in/bradmjustus](https://www.linkedin.com/in/bradmjustus) 🗓️ Born September 28, 1971  
📅 Joined December 2009

19.4K Following 17.6K Followers



## Anatomy of a Tweet





# Tweet

- Limited to 280 Characters
- Can Include Link or Links
- Can Include a hash tag or hash tags
- Can include emojis
- Can include other Twitter handles (Tagging)
- Can include a photo or photos (Can tag up to 10 handles)
- Can include a video
- Can Include a Livestream (Periscope)



# Reply

- Respond Directly to Tweet
- Others can see original tweet and response

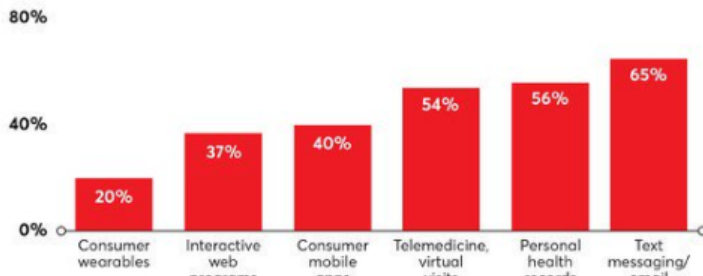


**Brad Justus** @Brad\_Justus · 1h

Digital health looms for the industry, but is it ready? [bradjust.us/2sRwaCP](http://bradjust.us/2sRwaCP) #DigitalHealth

## Digital tech helps patients engage

Provider organizations boost two-way communications with consumers



Digital health looms for the industry, but is it ready?

Healthcare IT executives see the importance of technology that will assist patients in getting care, but preparedness lags.

[healthdatamanagement.com](http://healthdatamanagement.com)



# Retweet (RT)

- Share the Tweet with your followers
- The person who sent the Tweet is notified that you retweeted it
- Can Retweet with comment, meaning you can react or add additional commentary



**Brad Justus** @Brad\_Justus · 1h

Digital health looms for the industry, but is it ready? [bradjust.us/2sRwaCP](http://bradjust.us/2sRwaCP) #DigitalHealth



# Like (Love)

- Does not share the tweet
- Shows the original tweeter you like the tweet
- Original Tweeter does get notification of like
- Others may see you liked the tweet

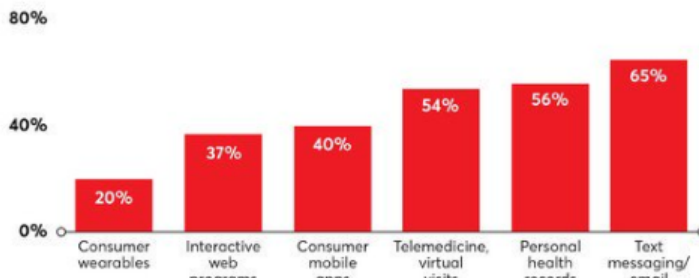


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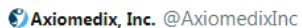
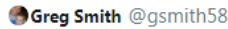

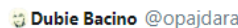


#HIMSS19

# Twitter Lists

- Great way to organize people you follow or don't follow into organized groups
- Owned are lists you have made (Can be public or private)
- Subscribed is for subscribing to an existing list made by someone else
- Member shows all lists others have added you to
- Great strategy is to make lists with important names and add people you are trying to get noticed by
- Start lists early and stay diligent!

## @Brad\_Justus's Lists

Owned	Subscribed	Member
		 <p>Health Info Professionals 8 members · 0 subscribers</p>
		 <p>Health IT Influencers Key influencers in the Health IT space. 64 members · 0 subscribers</p>
		 <p>Innovation 123 members · 0 subscribers</p>
		 <p>Medicine and Health 279 members · 3 subscribers</p>
		 <p>Healthcare Leaders 22 members · 1 subscriber</p>



# Hash Tags

- #HIMSS19
- [Symplur.com](https://www.symplur.com)



# Twitter Network Formula

- Follow and people often follow back
- Like, comment and retweet tweets from great sources and people and organizations you are trying to get attention from
- Tag people in tweets with news and information relevant to that person
- Make targeted Twitter lists with great names and add people and organizations you are trying to influence
- Send at least 1 and up to 10 tweets per day with valuable content for your audience



# Content Curation

- Flipboard
- Apple News
- Buzzsumo.com
- Twitter Lists
- Pocket
- Instapaper
- Feedly
- RightRelevance.com
- HIMSS
- Reddit
- News.healthcareguys.com
- Healthcarescene.com





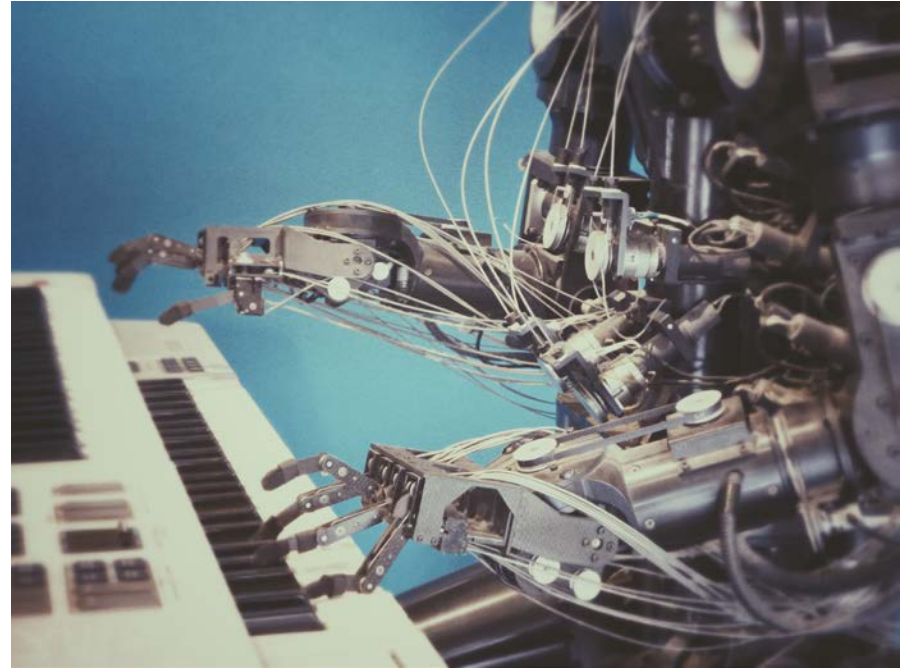
## Social Media Thought Leadership

- Personal Blog
- LinkedIn Publisher
- Live Streaming
- Commenting
- Tweet Chats
- Conferences



# Automation

- Buffer
- HootSuite





HELLO. MY NAME IS INIGO MONTOYA.  
YOU KILLED MY FATHER. PREPARE TO DIE.

## INIGO'S GUIDE TO NETWORKING SUCCESS

1. POLITE GREETING
2. NAME
3. RELEVANT PERSONAL LINK
4. MANAGE EXPECTATIONS



# Questions

Thank you!

Please connect with me at:

Brad Justus

himagine solutions – [himaginesolutions.com](http://himaginesolutions.com)

Email – [bjustus@himaginesolutions.com](mailto:bjustus@himaginesolutions.com)

Phone – 813-331-0714

Twitter - @Brad\_Justus

Linkedin - [www.linkedin.com/in/bradmjustus/](http://www.linkedin.com/in/bradmjustus/)

Please don't forget to complete the online session evaluation

