

# **Tracy Sestili**

**Social Media Speaker | Strategist | Trainer at Social Strand Media**

San Francisco, CA, US

Thought Leadership & Content Marketing Through Social Media

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## **Description**

CEO and founder of Social Strand Media, Tracy helps companies develop social media strategies that drive constituent engagement and business growth. Her primary focus is content marketing and thought leadership through the use of social media. A finalist two years in a row for the Social Media Examiner's Top 10 Social Media Blogs (2012 & 2013), and has had her work displayed in Facebook Studio.

She has developed and implemented social media strategies for a broad array of national and local brands in a variety of industries, including entertainment, legal, consumer, green/activism, and nonprofit.

Select clients include: Cisco Systems, After-School All-Stars, Coventry Woodworking & Design, Cypress Digital Media, and Fish & Richardson P.C.

See portfolio: <http://socialstrand.com/clients/>

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## **Availability**

Keynote, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Social Media, Media - Online

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## **Topics**

Social Media, Twitter, Nonprofit, Facebook, LinkedIn, Branding, Content Marketing, Thought Leadership

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## **Affiliations**

Women In Consulting, Women In Technology International, MarketingCamp

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## **Sample Talks**

## **How To Build Thought Leadership Through Social Media**

Thought leadership is another buzzword often used by marketers and PR professionals who think that thought leadership is you hunting down and pitching the reporter. However, social media is a powerful marketing vehicle that can help you become a thought leader in your industry through a variety of tools and have journalists seeking you out for commentary.

Learn what thought leadership really is, how to integrate into your PR strategy using social media, and how to go beyond the whitepaper.

## **Personal Branding: How To Get Noticed In Your Industry**

You work hard and you should have some notoriety for what you know and deliver on a daily basis. Having a strong personal brand will help you stand out in a crowd. Learn how to leverage social media to gain traction in your career or land your dream job.

## **How to Leverage Social Media for Career Success**

Social media can make or break a career, but it can also help build one. Explore how to use social media tools for more than what they were intended and how to avoid career pitfalls.

## **The LinkedIn Lawyer: How To Effectively Use LinkedIn For Your Practice**

In order to be relevant these days you need to understand and be using social media. However, lawyers can get into a lot of trouble using social media. Learn how to use it effectively and establish thought leadership in your area of practice.

## **Content Strategy: Things You Can Talk About on Facebook & Twitter Besides Yourself**

Engaging fans with your content is the only way to keep your content in their news feed and to keep your product/service top of mind. But many B2B and B2C companies struggle with how to be "social" and focus far too often on what they're doing. Social media is not about self-promotion. Learn how to put the social back in Social Media.

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## **Past Talks**

### **7 Things Businesses Can Talk About On Facebook & Twitter Besides Themselves**

MarketingCamp

### **The Art of Social Media**

MarketingCamp SV

### **What Is Thought Leadership, Social Media Style And How Do I Develop It For My Business?**

Business Marketing Association PR Roundtable

### **The Art of LinkedIn and Twitter**

WITI Silicon Valley Networking Event

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## **How to use LinkedIn for Lawyers**

Littler Mendelson Workshop

## **Twitter 101:How and When to Use Tweets to Promote Your Event**

Social Media Summit

## **Social Media and the Nonprofit**

Center for Volunteer and Leadership Workshop

## **Five on Five: Social Media Tips**

LEAD Retreat

## **Marketing with Social Media**

Mountain View Small Business Meetup

## **Social Media: Tips and Tools for using social media to build support for your mission.**

San Francisco Nonprofit Leadership Series

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## **Education**

### **Shippensburg University**

B.A. Speech Communications & Government

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## **Accomplishments**

### **Top 10 Social Media Blogs 2013 Finalist**

Social Strand Media beat out over 750 other blogs to be one of the 20 finalists in the Social Media Examiner's Top 10 Social Media Blogs 2013.

<http://www.socialmediaexaminer.com/top-10-social-media-blog-finalists-2013-this-week-in-social-media/>

### **Top 10 Social Media Blogs 2012 Finalist**

Social Strand Media blog beat out 570 other blogs to be one of the 20 finalists in Social Media Examiner's Top 10 Social Media Blogs 2012.

### **Outstanding Young Alumnus Award**

One of four recipients to receive the 2009 Outstanding Young Alumnus Award for her work in lung cancer.

[http://www.ship.edu/News/2009/12/Four\\_receive\\_Outstanding\\_Young\\_Alumnus\\_Award/](http://www.ship.edu/News/2009/12/Four_receive_Outstanding_Young_Alumnus_Award/)

### **Bay Area Jefferson Award**

Bay Area Jefferson Award winner for philanthropy work in lung cancer.

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## Testimonials

### Jennifer Engler

Tracy was extremely knowledgeable about all aspects of social media and made great strides with After-School All-Stars™ campaigns in a short period of time. She was always quick to offer advice, guidance and recommendations on how to better our presence online. Great care and patience was taken to explain new tools and techniques. Tracy was always timely and responsive to emails and requests. I would definitely recommend her and work with her again in the future.

### Kathi Lutton

Tracy is a fantastic social media consultant who really tailors her advice to her audience (and provides fantastic empirical evidence to support her advice and proposed course of action). I've worked with Tracy in my capacity as the Global Head of Litigation for Fish & Richardson and believed the advice she gave our lawyers world wide on how to use social media effectively was invaluable and creative. I plan to hire her more to do 1:1 consulting (and to help me as well!). She also gives back by using her skills to help others and non-profit organizations. Hire her (but don't take all her time as I plan to work with her as much as I can!!)

### Michealene Risley

Tracy is great. She knows what she is doing, on a deep level, has great ideas and executes. I have personally recommended to her to others because of this AND because she stays on top of trends, knows what is changing and can evaluate what is right for the individual. She is really really terrific. Besides her background and knowledge she has a great sense of humor and is fun to be around. : )

### Jim Silver

Tracy is an expert in the social media field, being on the cutting edge of the latest trends. She quickly understands a company and their needs. She had great insight and gave advice that helped us with our Facebook Fan page growth.

### Shelley Sweet

Tracy Sestili, CEO and Founder of Social Strand Media, helped me get started with blogging and tweeting. I didn't know what I was doing and she made it easy, built a strategy for using the media for the purpose I wanted, and did some of the hands on work when it was just too much for me. She told me I had to believe, like Field of Dreams, and over time they would come. She was right! She created guidelines for the frequency of blogs and tweets and then showed me tools to make it easy. She has easy training sessions with slides so I can remind myself and refresh. I continue to use her because she is so personable and she continues to bring new value as I grow and need more ~advanced~ understanding. I highly recommend her.

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