

MAKE YOUR DIGITAL BRAND WORK FOR YOU

A woman with dark hair in a ponytail, wearing a white t-shirt, is seen from the back, looking out a train window. The background is a blurred city street scene, suggesting motion. The overall image has a dark, muted color palette.

Kevin O'Connell - @koco83 - kevin@kevin-oconnell.com
Digital Storyteller & founder of **FYN Creative** & **The Niche Movement**

1st story:

A little audacity mixed with some creativity
connects me to national #ladyboss

November 13, 2014

“

Who cares about the soda,
if you don't feel good where
you work and don't believe
what leadership is saying to
you, no can of Coke will fix
that for you.”



#NBCNIGHTLYNEWS


NBCNEWS.COM



Expertise

Work

Company

Impact



CLOCKWORKER

Nancy Lyons

CEO/President



CLOCKV

**Meghan
McInerney**

COO



CLOCKWORKER

**Michael
Cabansag**

Director of Technology



CLOCKWORKER

**Jenny
Holman**

VP, Client Development



Showing 411 results



Nancy Lyons • 1st 

CEO/Keynote Speaker/Auth

Greater Minneapolis-St. Paul A

Summary: ...human. Nancy wor

/Rebel

...e. Nancy is...



2 shared connections

[Message](#)





Tweets **27K** Following **9,986** Followers **25.6K** Likes **9,750** Lists **19**

Following

Nancy Lyons

@Nylons Follows you

CEO: @Clockwork_Tweet.
@family_equality Chair Emeritus/Activist.
@MPR Trustee. Entrepreneur. Keynote speaker. Author. Mom. Rabble-rouser. Raconteur. Rebel.

hi.

nancylyons.com

Joined April 2007


Born on April 09

Tweet to


Message

36 Followers you know


Tweets Tweets & replies Media

- 

Nancy Lyons @Nylons · 13h
Replying to @GabrielSkelly @billycripe and 19 others
❤️❤️❤️❤️

💬 ↺ 📁 4 ✉️ ⌵
- 

Nancy Lyons @Nylons · Aug 24
Replying to @lisadubbels
Yessssssssssssssss!!!!

💬 1 ↺ 📁 1 ✉️ ⌵
- 

Nancy Lyons @Nylons · Aug 23
No, YOU'RE singing an Andy Gibb/Olivia Newton John song a little too loudly in YOUR backyard in the almost-middle-of-the-night.

💬 1 ↺ 📁 14 ✉️ ⌵

Who to follow · Refresh · View all

- 

Richard Lui MSNBC @...
Follow
- 

Matt Inawat @CPMatthew
Follow
- 

Keith Lyle @funnykeithlyle
Follow

Find people you know

Trends for you · Change

#WildNOut
72.7K Tweets



The Niche Movement @nichemovement · Nov 14

.@Nylons We love Mondays too! We'd love to interview you and @clockwork for our upcoming book #Loveyourjob

FAVORITE

1

Don't
Sit
Home

10:20 AM - 14 Nov 2014 · Details





The Niche Movement @nichemovement · Nov 14

.@Nylons We love Mondays too! We'd love to interview you and @clockwork for our upcoming book #Loveyourjob

FAVORITE
1



10:20 AM - 14 Nov 2014 · Details



Reply to @Nylons @clockwork



Nancy Lyons @Nylons · Nov 14

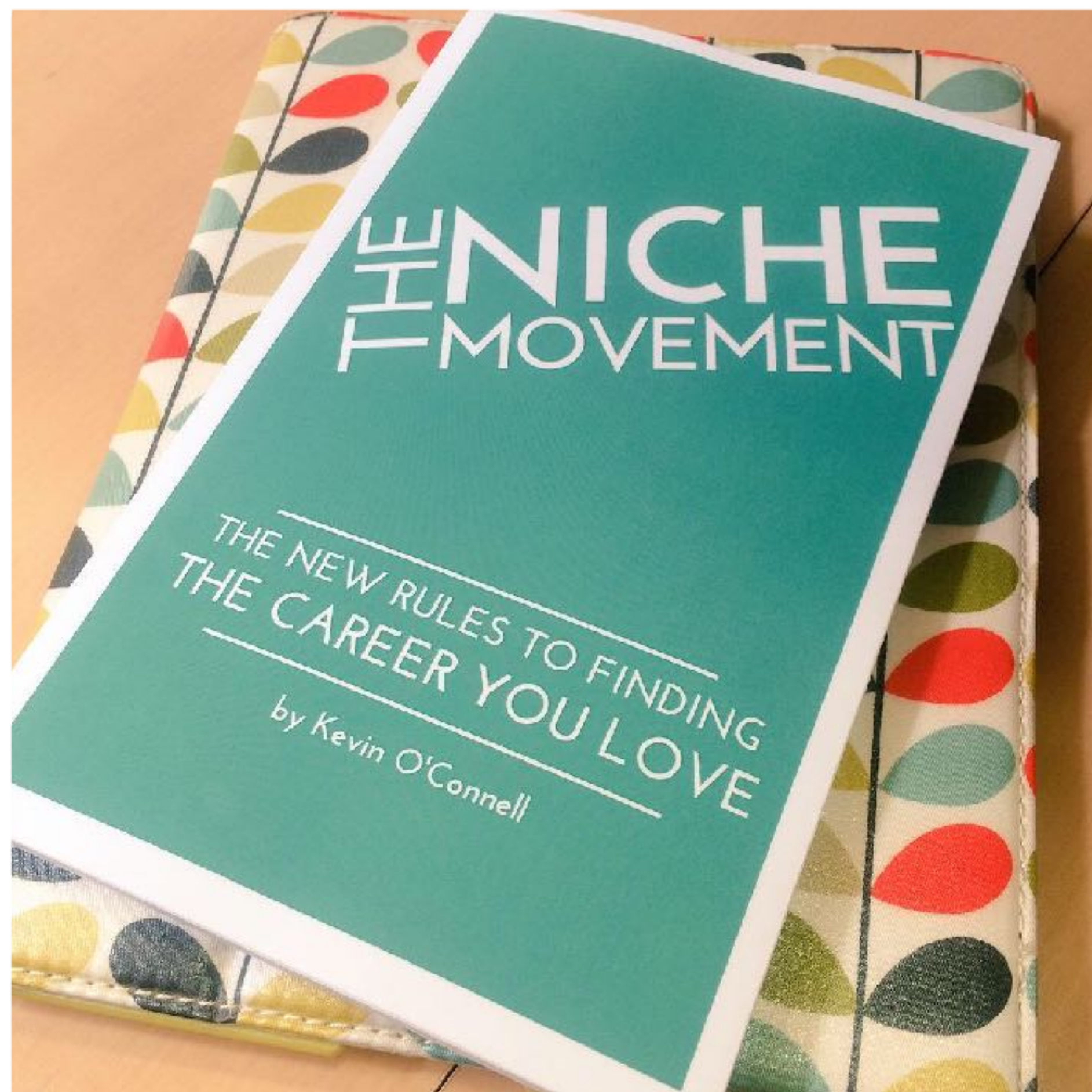
@nichemovement Ok! Please do reach out. Perhaps via email?



The Niche Movement @nichemovement · Nov 14

@Nylons that would be great! Want to DM us your email?





Foreword

by Nancy Lyons

Human Resources departments around the globe are scrambling to imbed what they see as a hip new benefit called “work-life balance” into their programs — giving their employees the opportunity to prioritize between their careers and ambitions and their leisure and pleasure. As for me, founder of Clockwork, a Minneapolis-based tech company specializing in user experience, content, design, engagement and more, I believe Human Resources departments have it all wrong. I reject the idea that it is a work-life balance and instead simply refer to it as “life balance” because the reason for living is to do great work and have great lives.

Realistically, we bring our work home and we bring our lives to work.

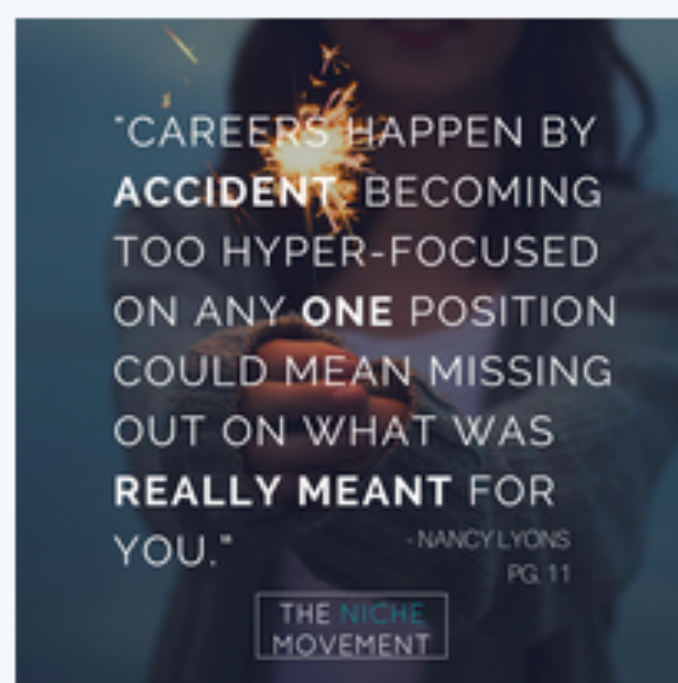
It is this forward-thinking mindset on work culture that has landed me and my company, Clockwork, more than 16 Best Workplace awards. Some including Best Women Owned Business and Psychologically Healthy Workplace awards. Our team of 75 shares all successes because we have all worked really hard to achieve our goals together.

My road to success could be considered a long and bumpy one, but it has been worth the ride. I pursued a traditional path to a career in media but found myself in a man’s world, making coffee runs for a boss whose dismissive, condescending actions served as catalysts for my future success as an entrepreneur. Despite his poor leadership style, my passion for technology never ceased — I could really see how technology has changed us and so my creative mind didn’t care about the poor work atmosphere. Instead of sulking, I channeled that inner anger and frustration in the right direction and later opened Clockwork in a giant yellow building where my former boss drove by every day.



Nancy Lyons @Nylons · Jul 27

I love this. And I loved being a part of this book. Check it all out -
[@nichemovement](#). Find your future!



The Niche Movement @nichemovement

Don't restrict yourself to a narrow path, allow for
#exploration so that you can #findyourniche @Nylons
#openminded







Nancy Lyons
@Nylons FOLLOWS YOU

CEO: [@Clockwork_Tweet](#).
[@family_equality](#) Board Vice-Chair/Activist. [@MPR](#) Board Trustee. Entrepreneur. Speaker. Author. Mom. Mover. Shaker. Geek. Rebel.

Minneapolis
[nancylyons.com](#)

TWEETS
22K

FOLLOWING
5,633

FOLLOWERS
20.4K

FAVORITES
1,772

LISTS
20

Following

TweetsTweets & repliesPhotos & videos



Nancy Lyons @Nylons · Sep 1
The world is full of heroes. And a handful of superheroes - Serena Williams | Unmatched [youtu.be/x6XWdi2mZoM](#)

4

View media

Nancy Lyons retweeted



eryn o. @eryno · Aug 29
Gluten-free Minnesota, I made you a present: A Google map of GF

We now live in a world
of the **limitless**
connection economy.



2nd story:

Discovery on social leads to global business opportunity

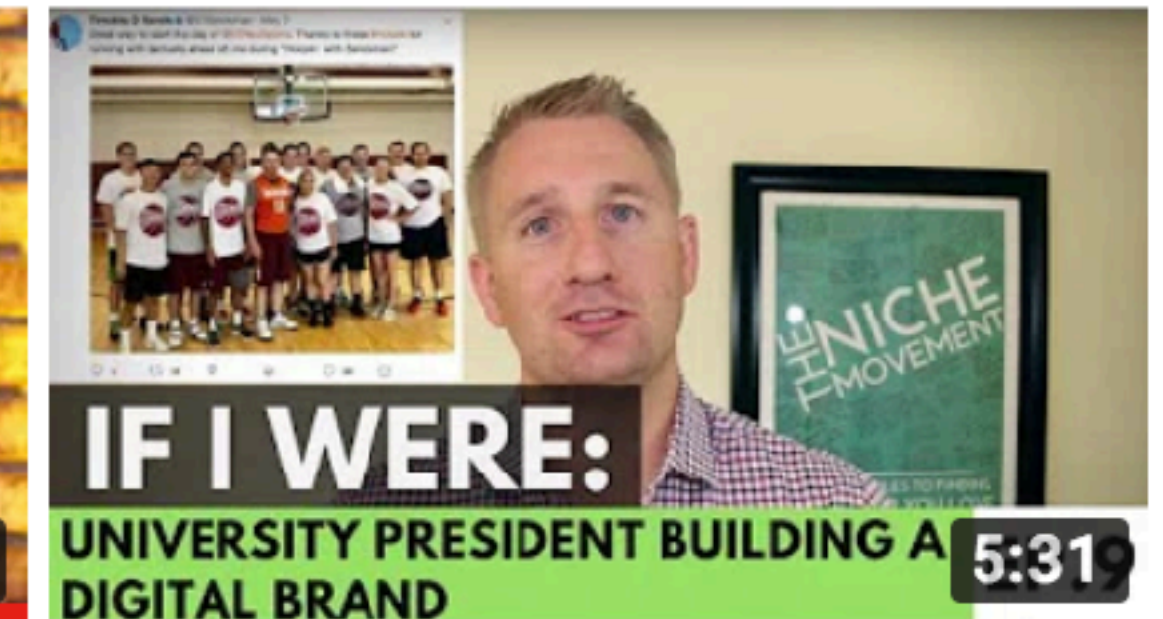
Video



Unacast | Prox Summit | Event Highlight by FYN...

38 views • 10 months ago

CC



If I Were: A University President Building Their...

30 views • 11 months ago

CC



Side Hustle as a Foodie Reviewer - If I Were Ep6 |...

20 views • 1 year ago

CC



Digital Storytelling: Keynote Speaker, Trainer, & Worksho...

114 views • 1 year ago

Video Discovery

Storytelling workshop in late October? > Inbox x



Boomerang this?

the day before ↕

Oct 24, 2018 6:45AM.

Confirm

Wainult Frida <Frida.Wainult@hoganäs.com>
to kevin@thenichemovement.com ▾

Mon, Oct 2, 2017, 6:16 AM



Hi Kevin,

I am leading a global communications team at Höganas, a Swedish company within the steel industry, on October 24-25. The location is Johnstown, PA, where we have an office and plant. We are now looking for a workshop leader/lecturer for one of the days, that we would like to spend on the subject of Storytelling. The team (6 people from various parts of the globe) that work full or part time with internal and external communication at our company will attend. Their jobs include among other things social media posting, news writing for external web, news writing for internal web (we have just started with video news stories as well) etcc and so they are “key storytellers” at the company. Our company has a clear strategy for the future where sustainability plays a big role, and we have a new management philosophy since a year back. We feel that we would really benefit from getting some new insights and inspiration when it comes to storytelling internally as well as externally in for example social media, as we move forward.

Is this something that you can help us with? I notice that you have a workshop on this theme on the 25th (too far to bring our team as they have already travelled quite far, unfortunately), so the 24th would be the date in question.

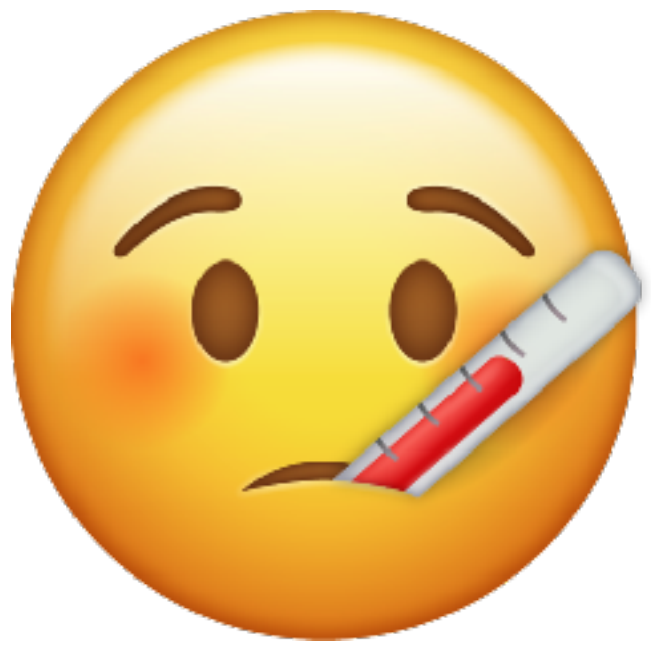
Best regards, Frida

Video Discovery Opportunity



Social media is not private and that's ok.

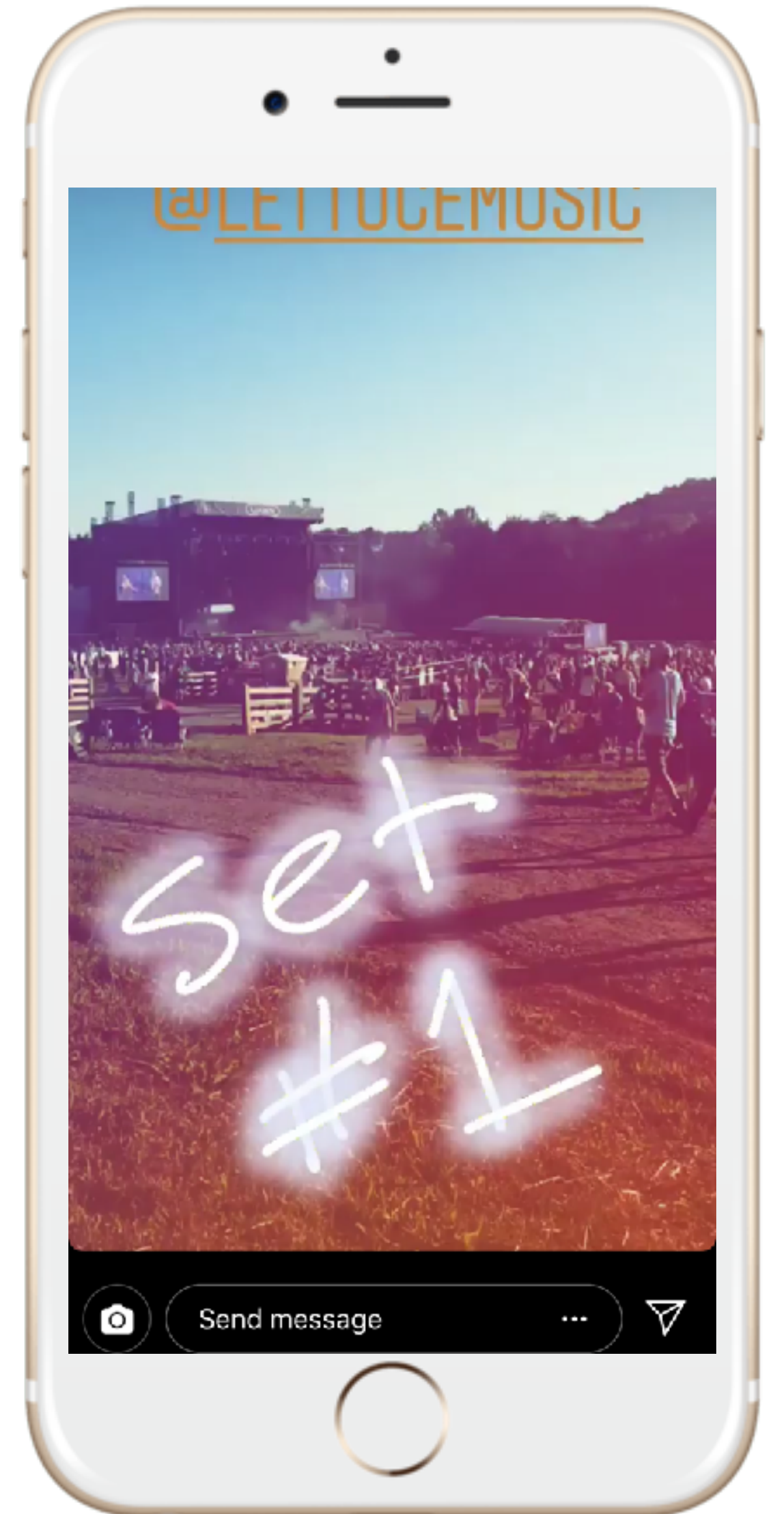
But we must use common sense and be smart.



Kayla



Amanda



**“Everyone you meet has an impression of you,
whether you are an MBA student, executive, or
self-employed professional.**

**It doesn't matter if you interacted with them on
LinkedIn, over email, in-person, or a
combination.**

**They have a specific impression of who you
are.”**

*-Strategic personal branding & how it pays off,
Indiana University*

WHY DO WE SHARE OUR DIGITAL IDENTITY?

1. **Altruists** - share content to be helpful. (Facebook, Email)
2. **Careerists** - share to build a professional reputation. (LinkedIn, Email)
3. **Hipsters** - share cutting edge & creative content that builds their identity.
(Facebook, Twitter, Instagram)
4. **Boomerangs** - share content to get reaction from audience, seeks validation.
(All platforms)
5. **Connectors** - share content to stay connected with others & make plans. (All platforms)
6. **Selectives** - put more thought into what they share & with whom they share it. (Email)



Megan Gebhart





29 cities - 7 countries - 52 new connections



Tweets
6,878

Following
472

Followers
2,284

Following

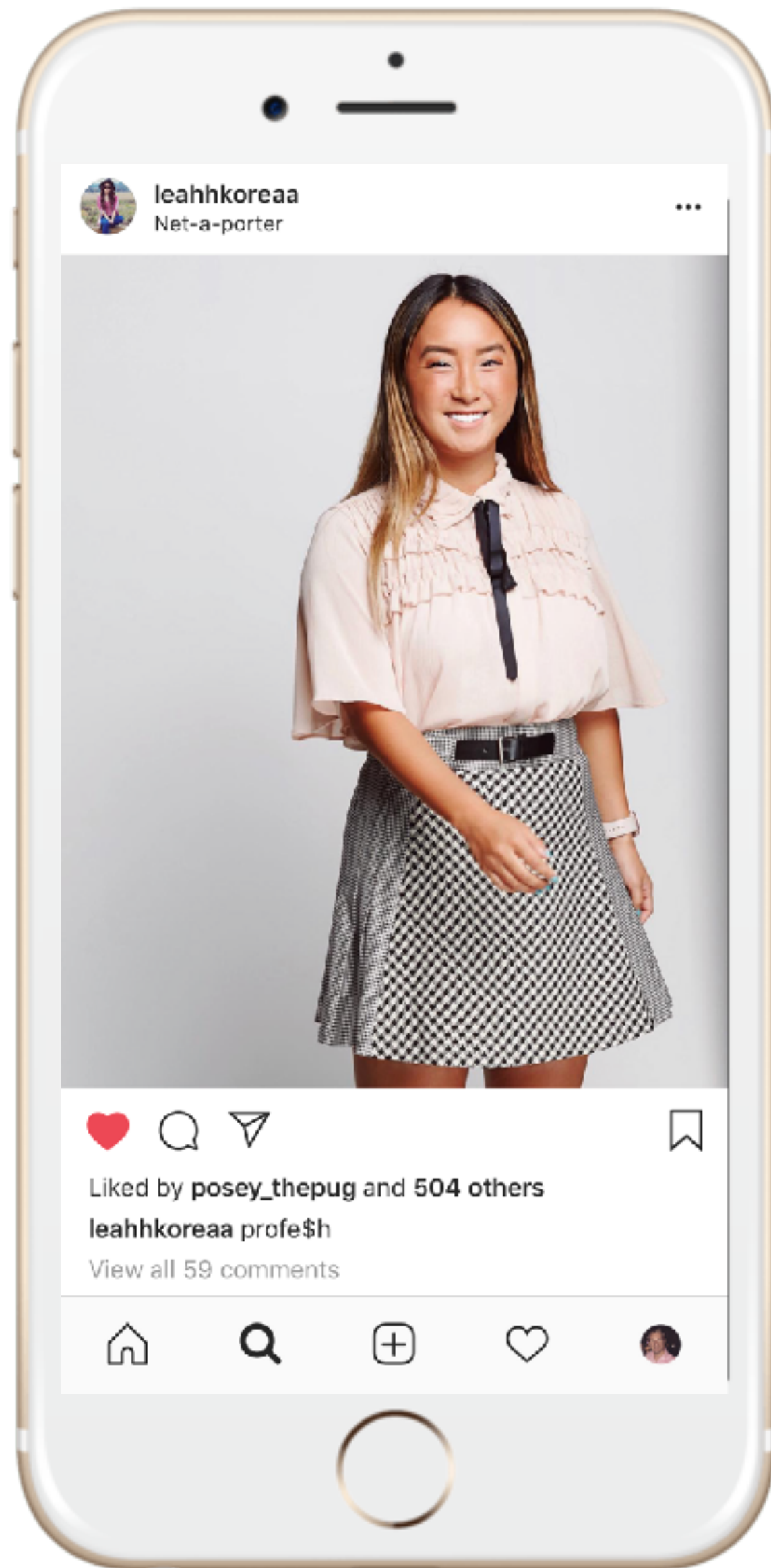


megan gebhart

@megangebhart

Technical recruiting at [@Airbnb](#) by day. Author, speaker, and coffee drinker by night. First book now on Amazon amzn.to/1pVsXtD.

San Francisco • 52cups.com

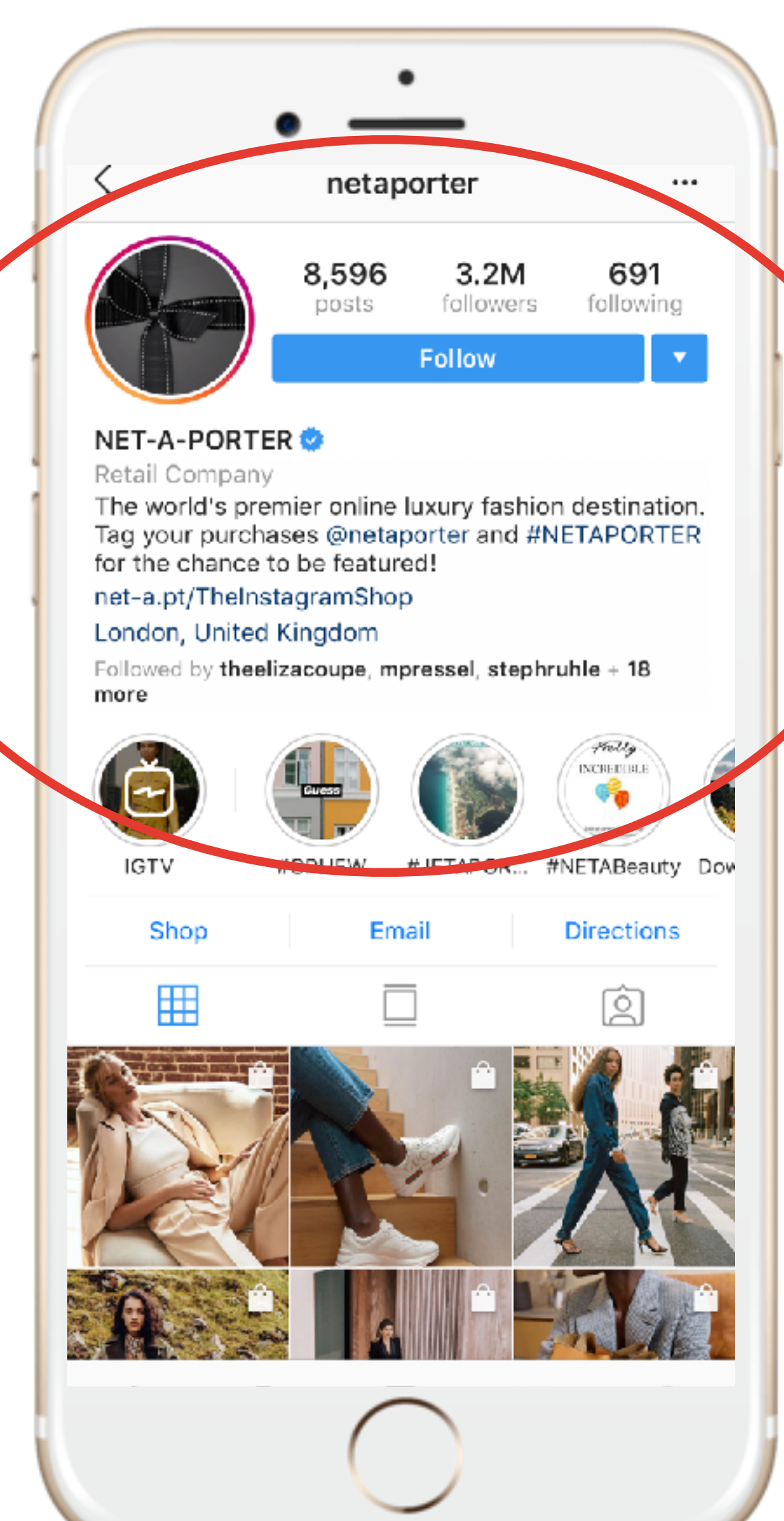
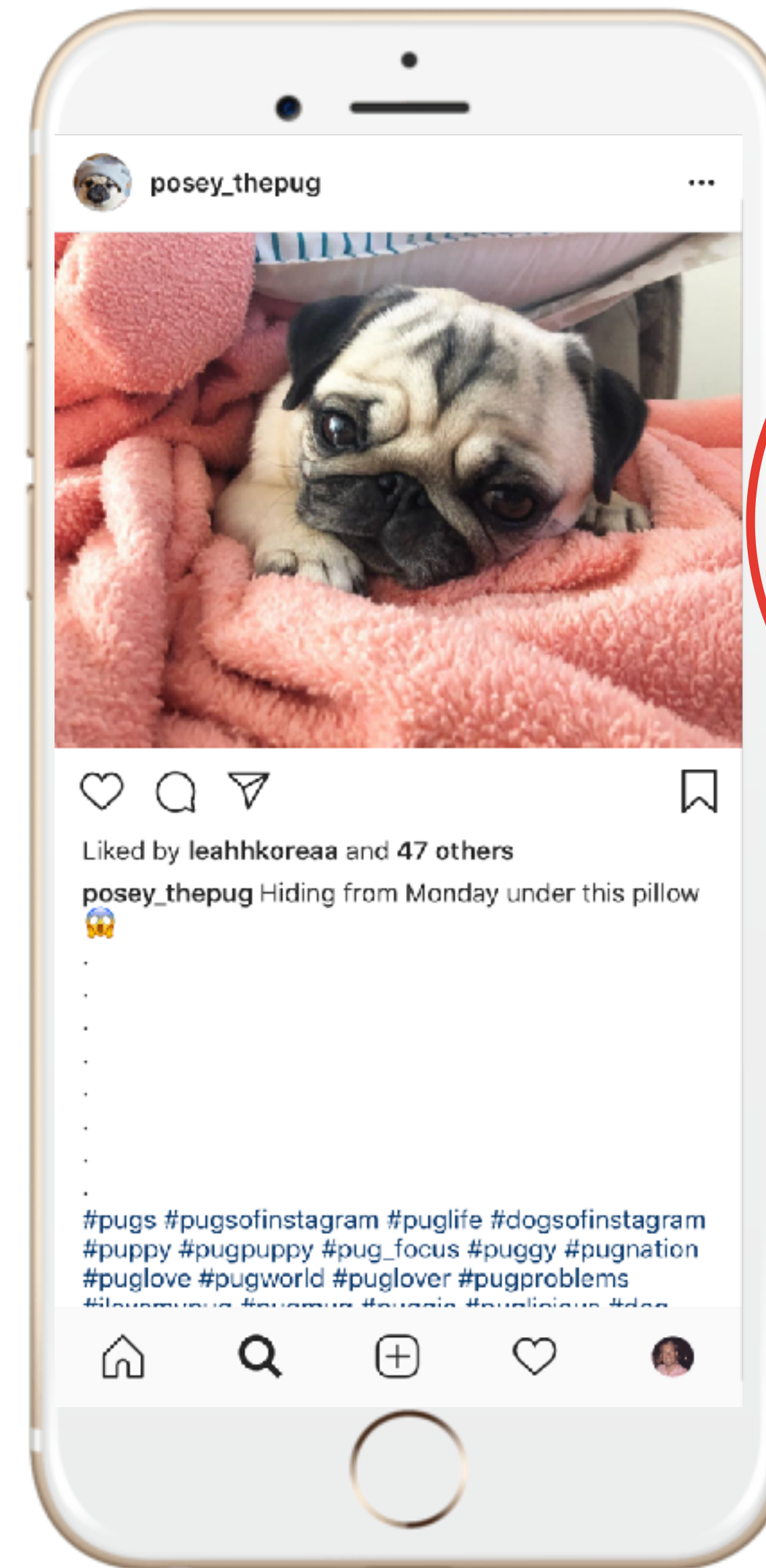
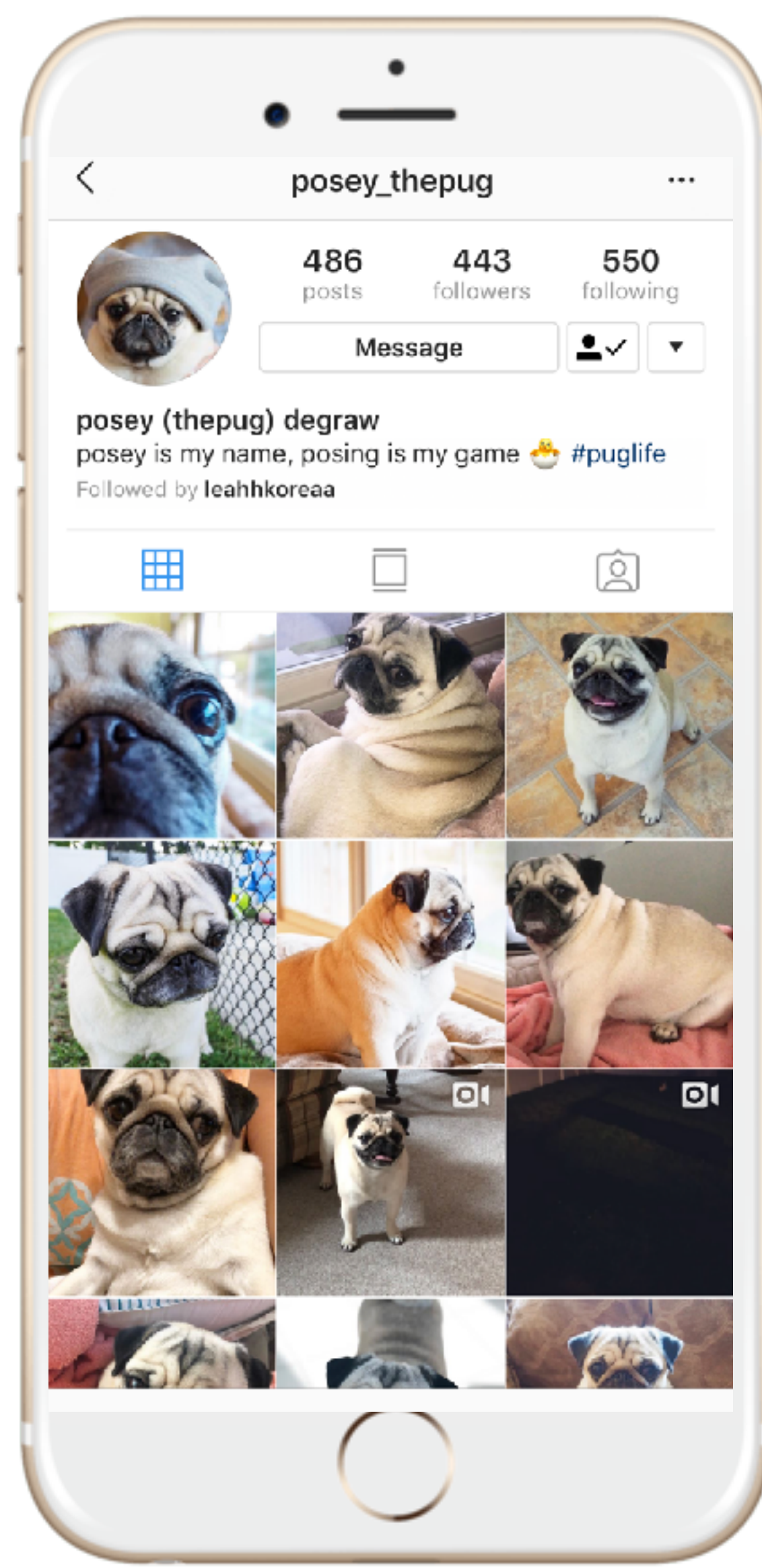
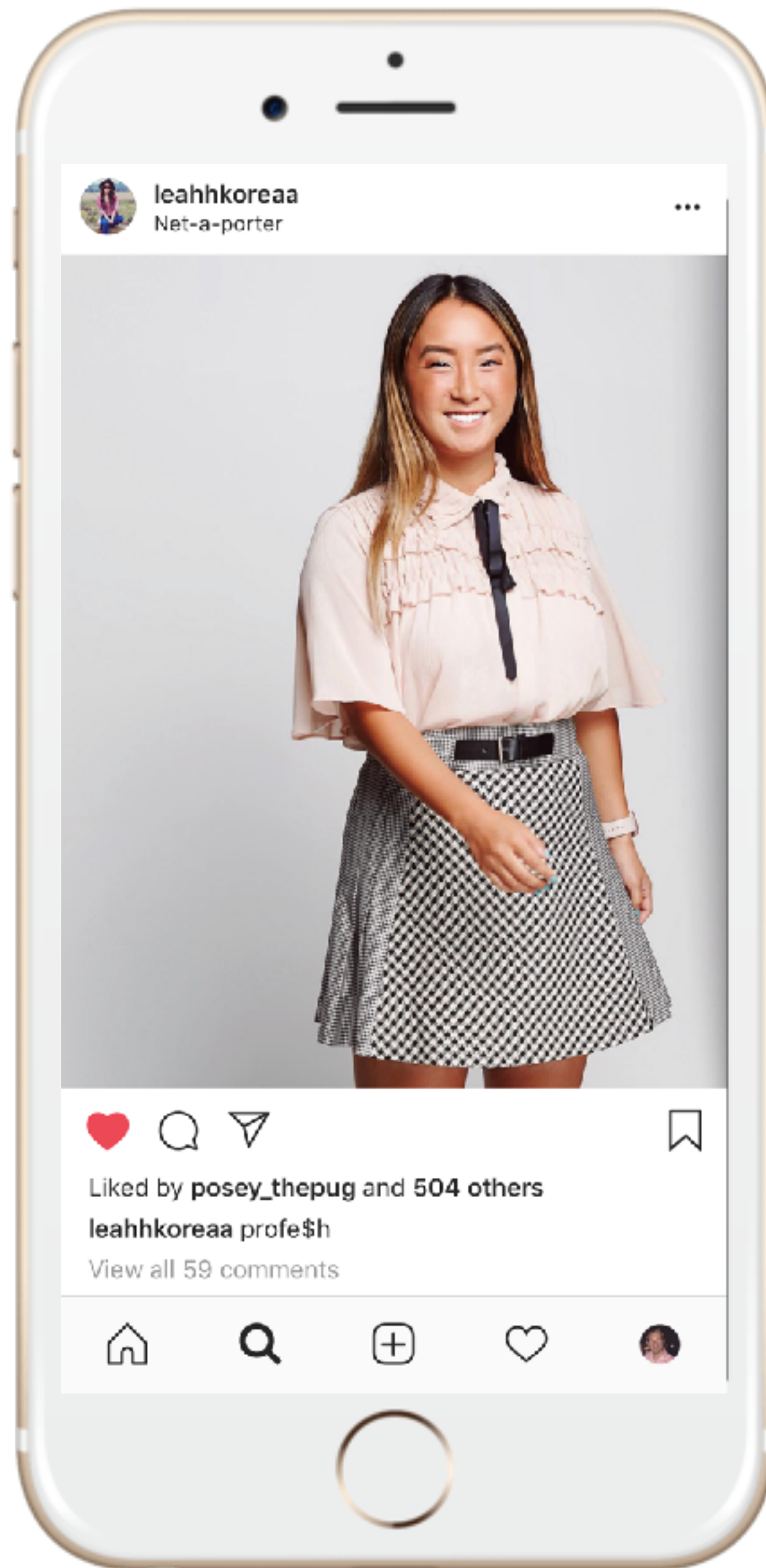


MEET MY COUSIN LEAH.

TCNJ CLASS OF 2017 - JOURNALISM

**SYRACUSE SCHOOL OF COMMUNICATION
MASTERS - MAY 2018**

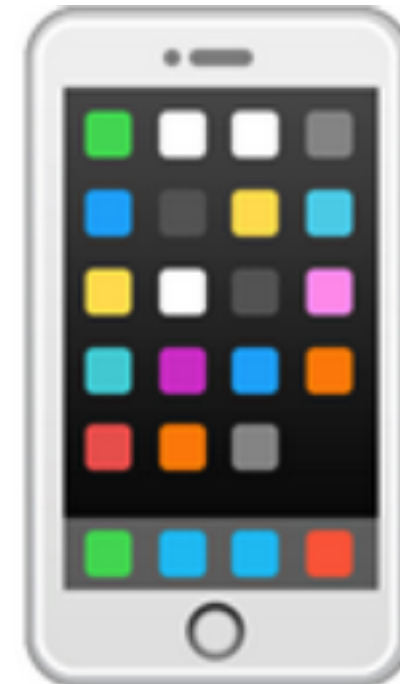
INTERNSHIPS, RA, ON-CAMPUS MEDIA JOB



**DOCUMENT YOUR WORK
&
CAPTURE YOUR EXPERIENCE**



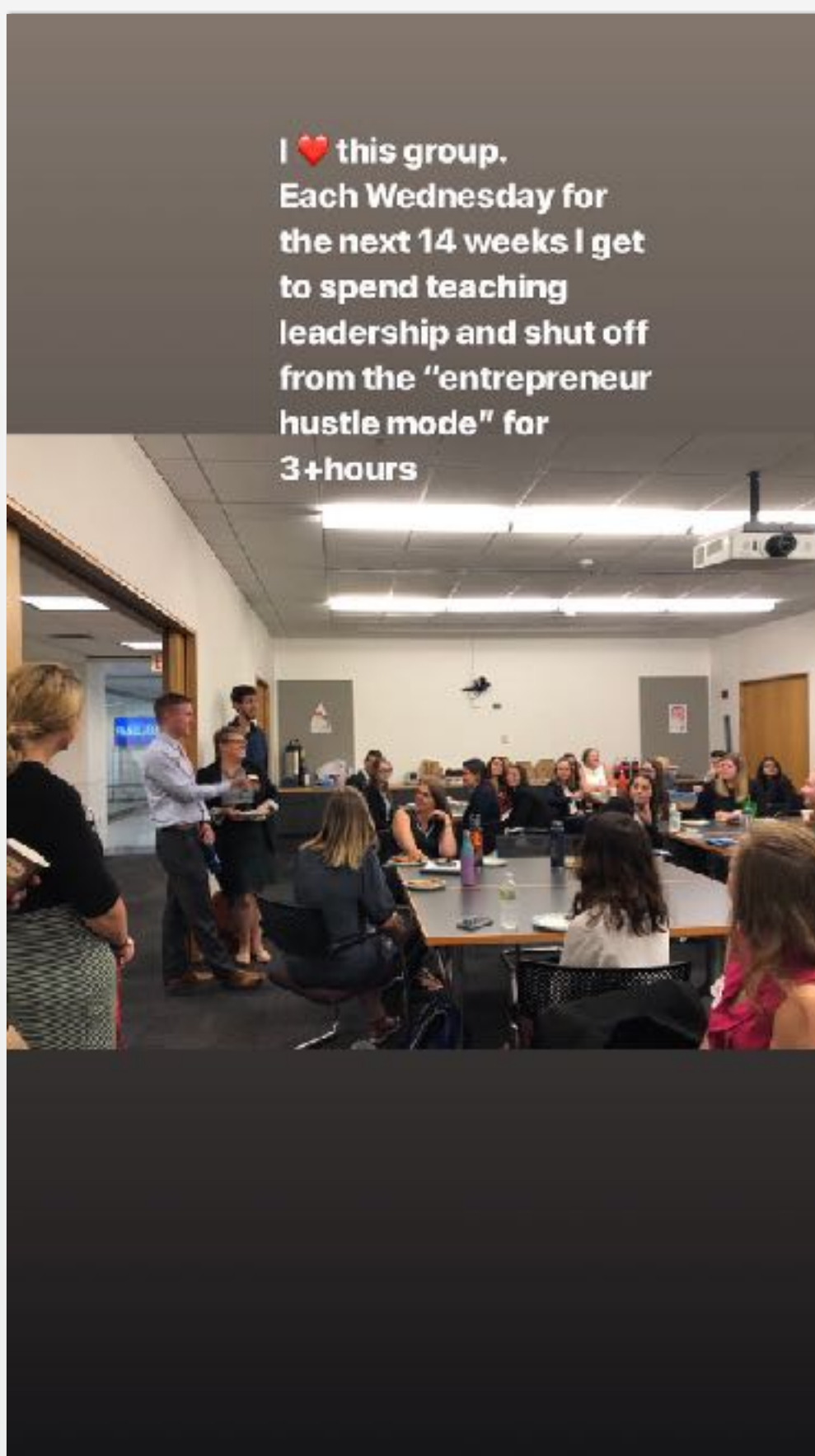
**30 seconds of work
can have direct impact on your
career**





Back at G dubs can't wait to meet my FYDP mentors for this semester 😊

3:52 PM



I ❤️ this group. Each Wednesday for the next 14 weeks I get to spend teaching leadership and shut off from the "entrepreneur hustle mode" for 3+ hours



Meet my FYDP mentors for the next 14 weeks:

Aaron, born in Beijing but from West Windsor NJ. Sophomore. #CAVSfan but jumping on #lalakersnation 🏀

Emma - from Indiana, vp for Gw RHA, sophomore, aspiring project manager #futureladyboss



LinkedIn Portfolio Items, Posts, Comments

- 250 Word Recap of Blackburn Lecture
- Project/Case Study Summary
- Progress, success, win within student org.
- “Professional selfie” from networking event



Stories, Posts, Hashtags, DM

- Leadership Quote of the Day/Week/#MondayMotivation
- BTS of your class
- Highlight leaders to follow on Instagram
- “Professional selfie” from networking event



Tweets, Moments, Trends

- Leadership Article or Story of the Day/Week/#MondayMotivation
- Create FYDP hashtag for class to follow (i.e. #FYDP22)
- Create Twitter Lists of leaders to follow
- Use Moments to recap an event on GW or DC area

Pick your platform.

Grandma friendly.

Employer friendly.

FYDP (Dania) friendly.

**WHAT STORY DO YOU WANT TO
SHARE
AND MAKES YOU DIFFERENT?**

**WHAT ARE THE 3 TRAITS
THAT WILL DEFINE YOUR
OFFLINE AND ONLINE BRAND?**

WHAT'S THE FUTURE OF YOU?

MAKE YOUR DIGITAL BRAND WORK FOR YOU

A woman with dark hair in a ponytail, wearing a white long-sleeved shirt, is seen from the back, looking out a train window. The background is a blurred city street scene with other people and buildings, suggesting motion.

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