13 Ways To Up Your Game As A Thought Leader
Which social media platforms are you active on?
- Facebook
- Twitter
- LinkedIn
- Instagram
- Other
- None

Have you ever been published or given a public talk?
- Yes
- No
INSIDER TIPS:

- Harness the power of public narrative using Marshall Ganz’s Story of Self, Us and Now.
- Find the thread that connects who you are to what you do: What is the legacy of your ancestors? Who has most influenced you (as a child, as an adult)? What are the milestone moments in your life?
- Root your “why” in an incontrovertible and universal truth. Do not be afraid to speak to the head AND the heart.
- Be willing to be vulnerable and to use that vulnerability to build a relational bridge that gives you a chance to be heard.

Eunice Lin Nichols
VP, Innovation
Encore.org
#2: Lend Your Story

**INSIDER TIPS:**

- Say yes!
- Share your story to uplift orgs doing good things – become the example
- Look for blogs seeking storytellers
- Speak at local events or gatherings where people may value your story
- Stay open to where it leads you!

*How this woman became ‘MaMa’ to ex-gang members*

Conny Caruso  
Volunteer, Homeboy Industries
#3: Become Active/Savvy on Social

**INSIDER TIPS:**

- Find a mentor
- Update your profile page
- Join conversations by using hashtags
- Tag VIPs when you share
- Get visual to tell your story
- Use Facebook and Instagram stories

Aanchal Dhar  
Communications Strategist, Programs  
Encore.org
#4: Speak Up at Community Meetings

**INSIDER TIPS:**

- Speak about what you know & value
- Clarify importance to community
- Be open -- learn everything you can
- Focus on solutions
- Be generous – offer to help others
- Don’t be afraid to show your passion

*Brenda Atchison*  
*Artist, Encore Boston Network board member & Nesterly host*  
*2018-19 Encore Public Voices Fellow*
#5: Start a Newsletter

INSIDER TIPS:

- Identify the right software for your needs
  - Substack to build an audience, integrated blog & newsletter publishing
  - Mailchimp for drip campaigns
- Welcome with warmth & get to know audience
- Establish a consistent voice and tone
- Highlight stories from the community
- Encourage reader responses
- Learn from data

Anita Hossain  
Co-founder, The Grand
#6: Pitch

**INSIDER TIPS:**

- Find writers & editors that cover your topic
- Make sure there’s a clear news hook
- Compliment & keep it brief
- Get feedback prior to sending
- Send to one editor at a time
- Be patient
- Follow up before moving on
- Stay open to feedback and revisions

Sarah McKinney Gibson
Storytelling & Media Specialist
Encore.org
#7: Write an OpEd

INSIDER TIPS:

- Answer these questions:
  - Why this? Why now? Why me?
- Follow the format:
  - Lead with the news
  - Make an argument (w/points)
  - Address detractors
  - Propose a solution
INSIDER TIPS:

- Ideal for time sensitive OR tough-to-place pieces
- Make sure to proof read & get a 2nd set of eyes
- Choose a great photo (take one, or use a free site)
- Once you publish, share & promote
  - Share via email, social, add to your e-sig
  - Tag and ask people to share
  - Use hashtags

Marci Alboher
Author and VP, Narrative Change
Encore.org
#9: Write a Letter to the Editor

**INSIDER TIPS:**

- Be a closer reader of that section
- Find publication’s guidelines
- Reference piece you’re responding to
- Crisp lead-in and close
- Be clear and specific
- When in doubt, go short
- Have a distinct point of view
- Don’t be frustrated

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Paul Irving

Chairman, Milken Institute Center for the Future of Aging
Board Chair, Encore.org
#10: Be a Resource for the Media

INSIDER TIPS:

- Establish a presence/your authority
- Leverage your network
- Identify targets & engage with consistency
- Know your narrative & tell it again & again
- Be a source/connect others to sources
- Cultivate relationships IRL
- Deliver and over deliver

Isabel Gonzalez
Former Deputy Editor, Billboard; Former Features Editor, InStyle
Founder, Sara J González Memorial Park

Journalist Honors Her Late Mother’s Legacy with Groundbreaking Hispanic Park Named After Her, November, 2018, People en Español
#11: Speak at a (Virtual) Event

**INSIDER TIPS:**

- Swim in the “Blue Ocean”
- Promptly respond to “call for speakers”
- Share your innovative event ideas with organizers & offer to help secure speakers
- Invest in high-quality equipment
- Be extraordinary by overpreparing and creatively incorporating engagement tools
- Spotlight your speaking engagements on social media (Twitter, LinkedIn, etc.)

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Colby Takeda  
Senior Manager - Strategic Partnerships & Initiatives  
Blue Zones Project®
#12: Self-Publish

**INSIDER TIPS:**

- Identify your target audience
- Notify them when it’s finished
- Budget for a visual designer
- Invest in new relationships that come from identifying people with a common interest
- Be ready for speaking requests and opportunities to advise or consult

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David Hsu  
Omidyar Network  
Encore.org board member
#13: Interview Others

INSIDER TIPS:

- JUST START!
- Develop a unique & well-defined focus
- Research platform you want to use (e.g. Facebook Live, Instagram Live, podcast, etc.)
- See it as an opportunity to learn & inspire

- Buy the right equipment, if needed
- Do your homework on guests!
- Find partners to help you promote
- Write thank-you notes
- Hone your expertise
Questions?
After this webinar, do you feel more equipped to use your voice (i.e. through social media, a public forum, writing an oped, etc.) to advance the ideas you're working on?

- Yes
- No