



THE ROLE OF SOCIAL MEDIA FOR ENTREPRENEURS

Presenter: Max J. Rudolph, FSA CFA CERA
October 15, 2012 10-11:15 am
Session 17PD

SOCIAL MEDIA

What do I use?

- LinkedIn
- Twitter
- Facebook (not so much)
- Website

SOCIAL MEDIA STATS

LinkedIn

- 600 connections
- 21 groups
- Reading List – 33 books

Twitter

- 220 followers
- 100 following
- 370 tweets

Facebook

- A lesson learned
- Separate business from pleasure

LINKEDIN

Rolodex

Updates

Reaching Out

PET PEEVES

Generic invites from people I don't know

Recruiters

Recommended news

THINGS I LIKE ABOUT LINKEDIN

Job Updates

Potential Clients

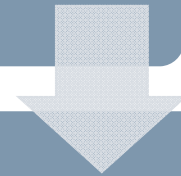
Add-Ons

ADD-ONS

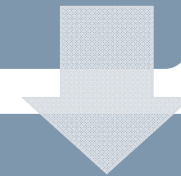
- Books
- Groups/Organizations
- People you may know

WEBSITE EXPERIENCE

Host provider stopped responding



No email
No website



Backup everything

THANK YOU!

MAX J. RUDOLPH FSA, CFA, CERA, MAAA

- Rudolph Financial Consulting, LLC
 - Design/peer review ERM and ALM strategies
 - Leverage ORSA and Risk Focused Exams
 - Continuing education and research: modules, seminars, newsletter, predictions
 - Facilitate board level ERM sessions
- Professionalism
 - SOA Board of Governors
 - Investment Section Chair
 - Actuarial Standards Board, ERM Task Force
 - SOA President's Award



www.rudolph-financial.com

Twitter maxrudolph

Omaha, Nebraska, USA

(402) 895-0829

max.rudolph@rudolph-financial.com