Social Media For Sailors
Creating Digital Wind
RYAN FOLAND

- SPEAKER
- AUTHOR
- GINGER
CLAPTIVITIES
GOLF CLAP
THUNDERCLAP
SAIL CLAP
RAP CLAP?
IF THERE'S NO WIND
MAKE YOUR OWN.
LIKE
DITCH THE ACT
AND BE YOURSELF.
OWN YOUR WHOLE STORY.
BE HUMAN.
Social media is a tool, not a solution.

@Nikki Sunstrum
Do you have a personal brand?
EVERYONE HAS A PERSONAL BRAND.
YOU

(YOUR BRAND)
YOUR BRAND PREcedes YOU.
THAT'S IT?

JOB TITLE
WHY, WE HAVE A BRAND!
DISCOVER

YOUR BRAND

TREND
MARKET
DREAMS
FEARS
SERVICE
FEELINGS
STORY
TALENT
PASSION
FOCUS
EXPECT
HISTORY
BALANCE
PROBLEM
EXPERIENCE
VALUES
BELIEFS
SKILLS
STRENGTHS
TIMING
GOALS
WHAT OTHERS THINK

YOUR BRAND

WHAT YOU THINK
DOCUMENT YOUR STORY.
Appearances are (almost) everything.
LIKE YOU
Know you... Like you... Trust you
You can't download trust.
... (YOUR REALITY) ...
YOUR BRAND
YOUR BRAND IS WHO YOU ARE.
PUT YOURSELF
OUT THERE.
HASHTAGS
HASHTAG
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#sailingleadership

284 Tweets

101 Participants
Tweet activity

Your Tweets earned **841.8K impressions** over this **4 day** period
Liked by treez_sails and others
ocracoke17 Having fun
#sailingleadership
Joanne O’Dea
Race Committee Chair, San Diego Yacht Club

#ryanforkeynote2022!
OVERCOME FEAR

... AND SHARE.
- Thought
- Lesson
- Cool
- Nature
- Inspiring
- Funny
- Selfie
- Photo
- Mistake
- Failure
- Feeling
- Eating
VIDEOS

Ryan Foland - 🏆 - #SailingLeadership @ryanfoland - Feb 6
Here’s a fun conversation about how sailing is more than racing.
Check out openskiff.org and see a new modern boat that makes sailing more fun.
#SailingLeadership
#openminded
#sailingiscanceled
@ussailing

Ryan Foland - 🏆 - #SailingLeadership @ryanfoland - Feb 6
Meet John, founder of @SummerSailstice, a rad idea to get people to sail on the summer solstice each year to celebrate sailing!
I'm sold.
Join me and others on June 20th, 2020.
P.S. It’s the 20th year anniversary of the SummerSailstice

Ryan Foland - 🏆 - #SailingLeadership @ryanfoland - 6h
Just met these two sailing directors at the #sailingleadership forum and filmed their top takeaways from day one!
1. You don’t appreciate the rules till they are gone
2. Resources don’t win races, people win races
Share you top takeaways and tag me and @ussailing
LIVESTREAM

Ryan Foland - 🏴 - #SailingLeadership 🌐 @ryanfoland - Feb 6
As the sun sets... My reflections on day one of the @ussailing Leadership Forum.
#SailingLeadership
Take 2 🎥

Ryan Foland - 🏴 - #SailingLeadership 🌐 @ryanfoland - 21h
Informal tour of the USS Midway.
#SailingLeadership

Ryan Foland - 🏴 - #SailingLeadership 🌐 @ryanfoland - 6h
Here at the #SailingLeadership Forum, I'm talking with @ellewritesgood and we are talking about the state of sailing.

Ryan Foland - 🏴 - #SailingLeadership 🌐 @ryanfoland
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OVERCOME FEAR

... AND SHARE.
OMGosh 😳

So I get to my room, after the opening party, & I'm hungry.

I'm thinking, "I need food & a beer."

Then I see chips, salsa, guac and 2 @corona's (on ice) in my room!

I've spoken at a lot of conferences.

But have never had a welcome like this.

#SailingLeadership
Ryan Foland - 🛥️ - #SailingLeadership @ryanfoland · 10h
I was tweeting while walking and just walked through a huge puddle. Now my shoes are all wet thru to my socks 🙄
WORST POST

Ryan Foland - 🛪️ - #SailingLeadership
@ryanfoland

Don't miss my talk at the #SailingLeadership Forum!

It's Saturday at 10:30am in the Marseilles! Portofino room!

Learn how to create your own #DigitalWind at events and sailing races.
IT IS TIME FOR THE

SOCIAL MEDIA MINUTE

Please take 60-seconds and post one takeaway, picture or thought from this session on a social media platform of your choice and tag

@USSailing  @ryanfoland  #SailingLeadership
YOU DON'T HAVE TO BE
ANYONE BUT YOURSELF.
YOUR SUCCESS IS
HALF THE STORY.
IT'S OKAY TO BE HUMAN.
RAP CLAP
HERE IS THE DEAL
A PERFECT BRAND

IS NOT PERFECT.
EMBRACE THE GOOD AND BAD.
BE HUMAN.
ry anthony online/sail

- webinar
- 3 books (drawn randomly)
- dta worksheets (bio, storytelling, sharing)
OVERCOME FEAR

...AND SHARE.
Your Opinion Matters

Please open the Sailing Leadership Forum app and complete the session survey found in the menu bar.

Thank you for attending this session
THANK YOU