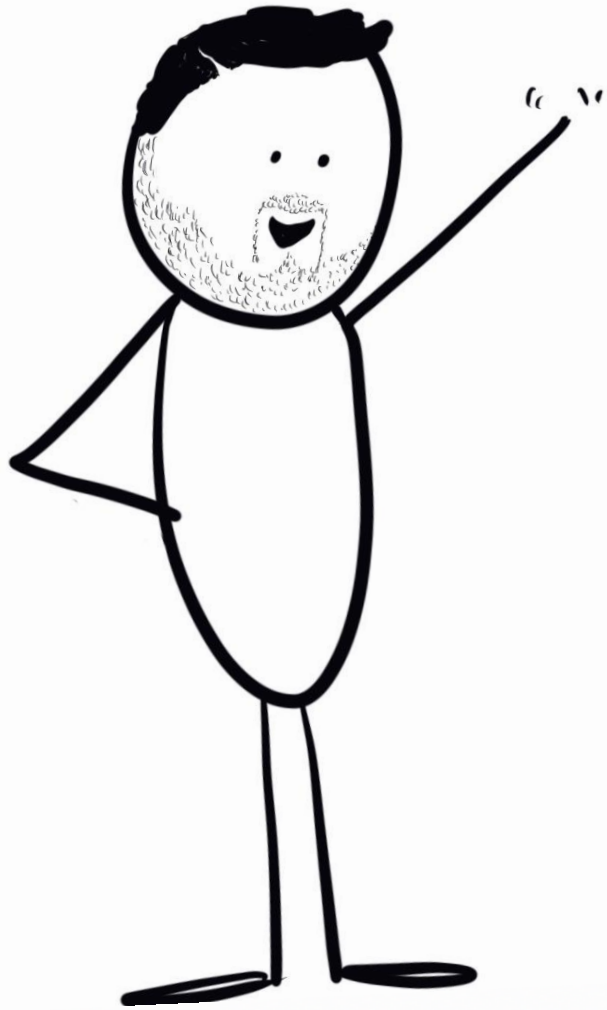


# **Social Media For Sailors**

## **Creating Digital Wind**





RYAN FOLAND

- SPEAKER

- AUTHOR

- GINGER

CLAPTIVITIES

GOLF CLAP



THUNDERCLAP

SAIL CLAP

RAP CLAP?


IF THERE'S NO WIND



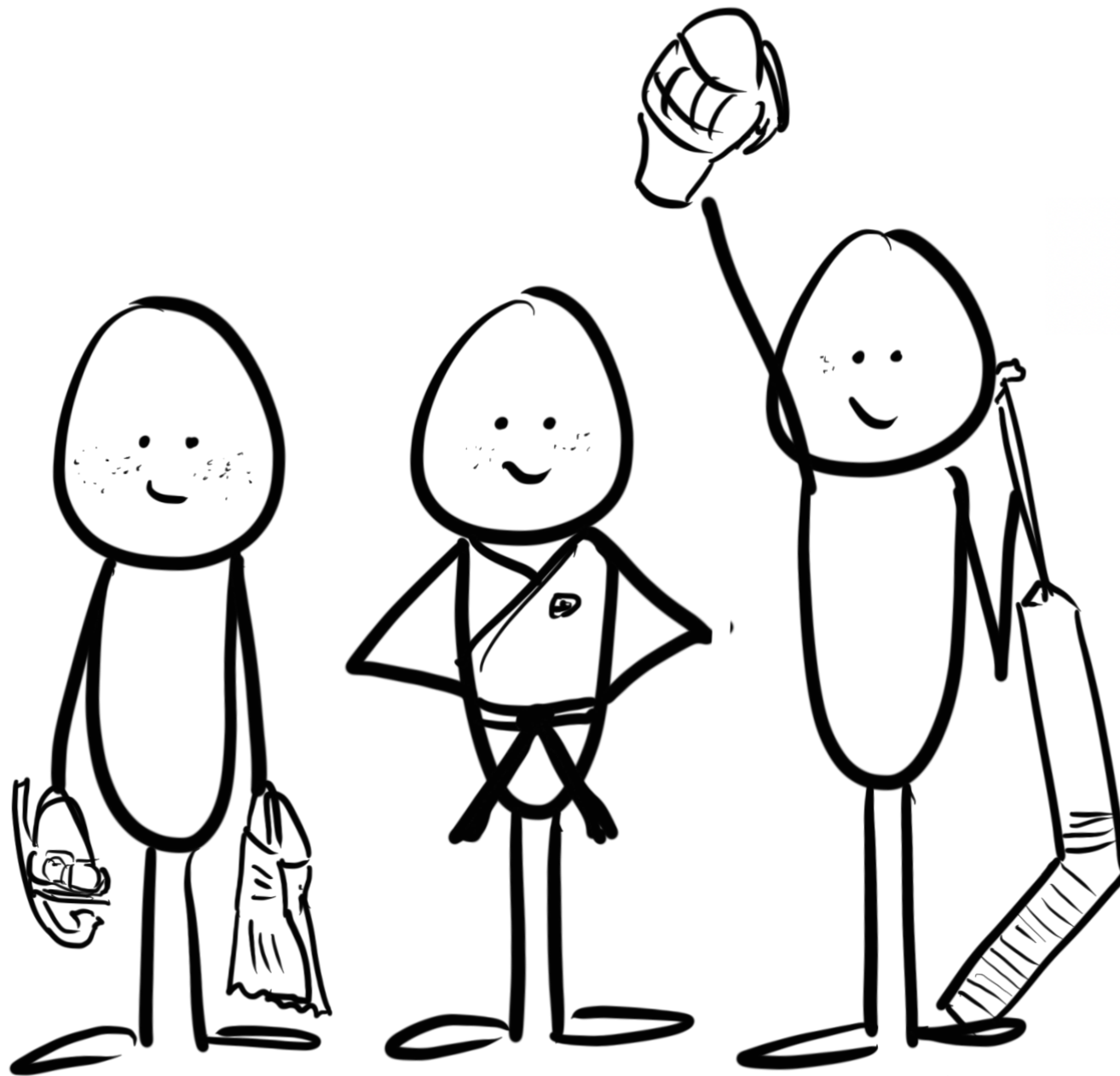
MAKE YOUR OWN.

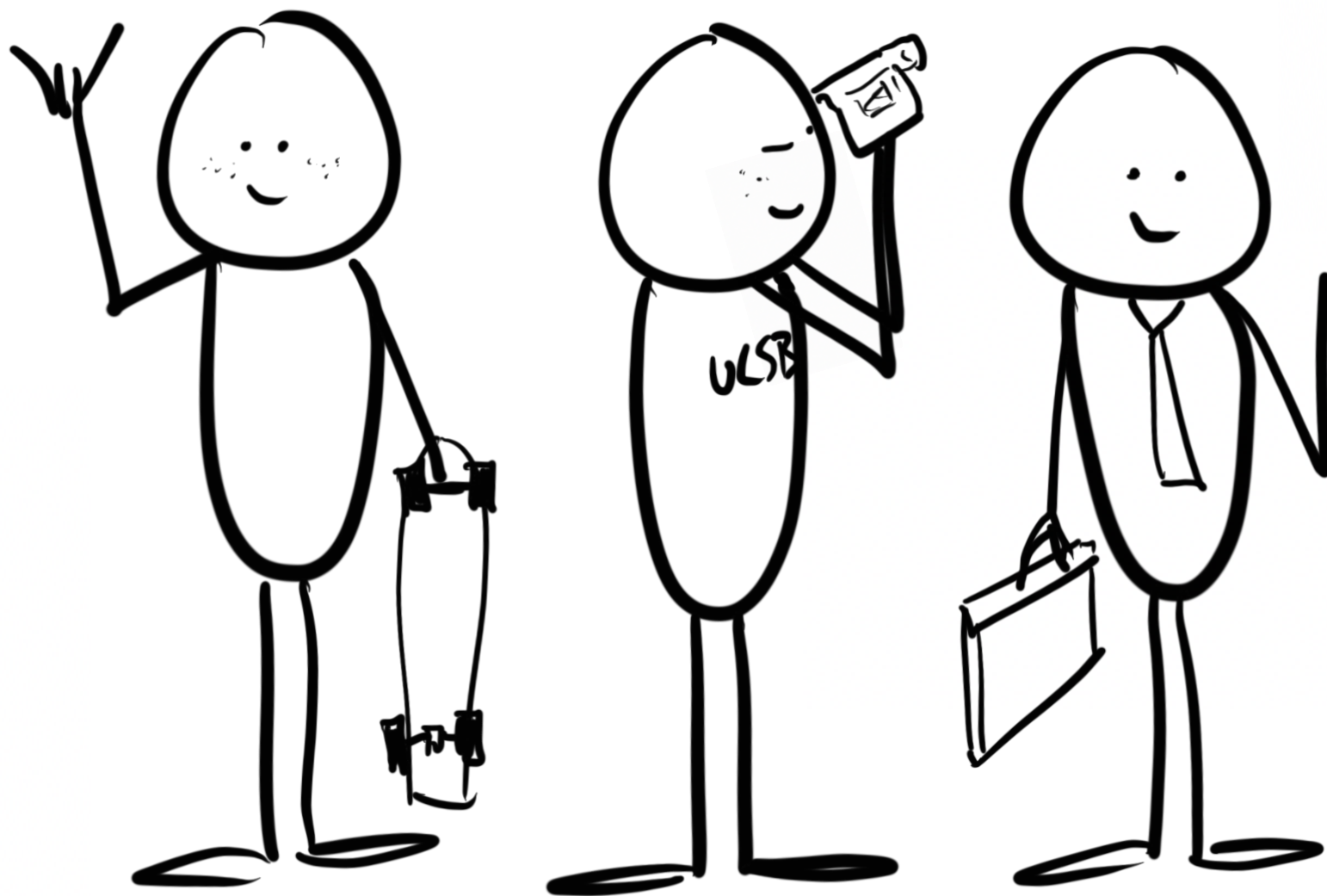




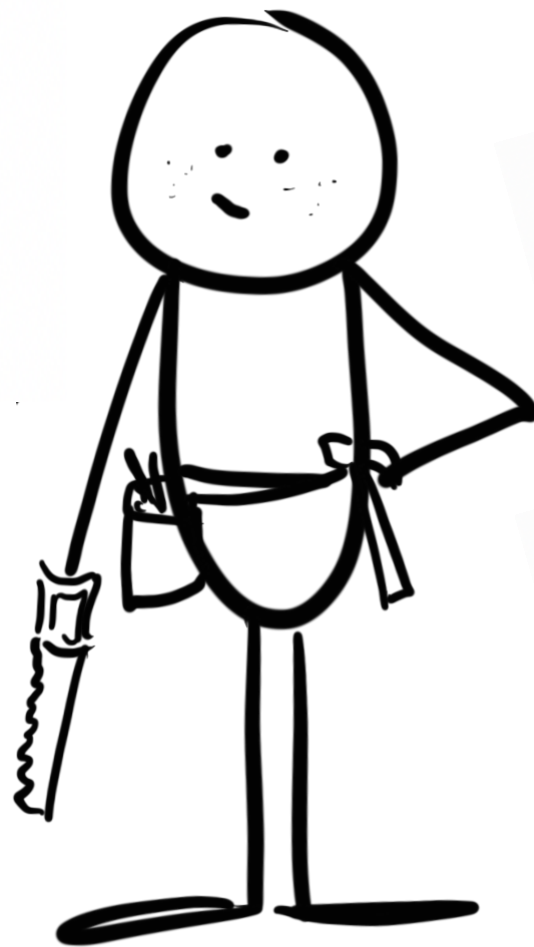


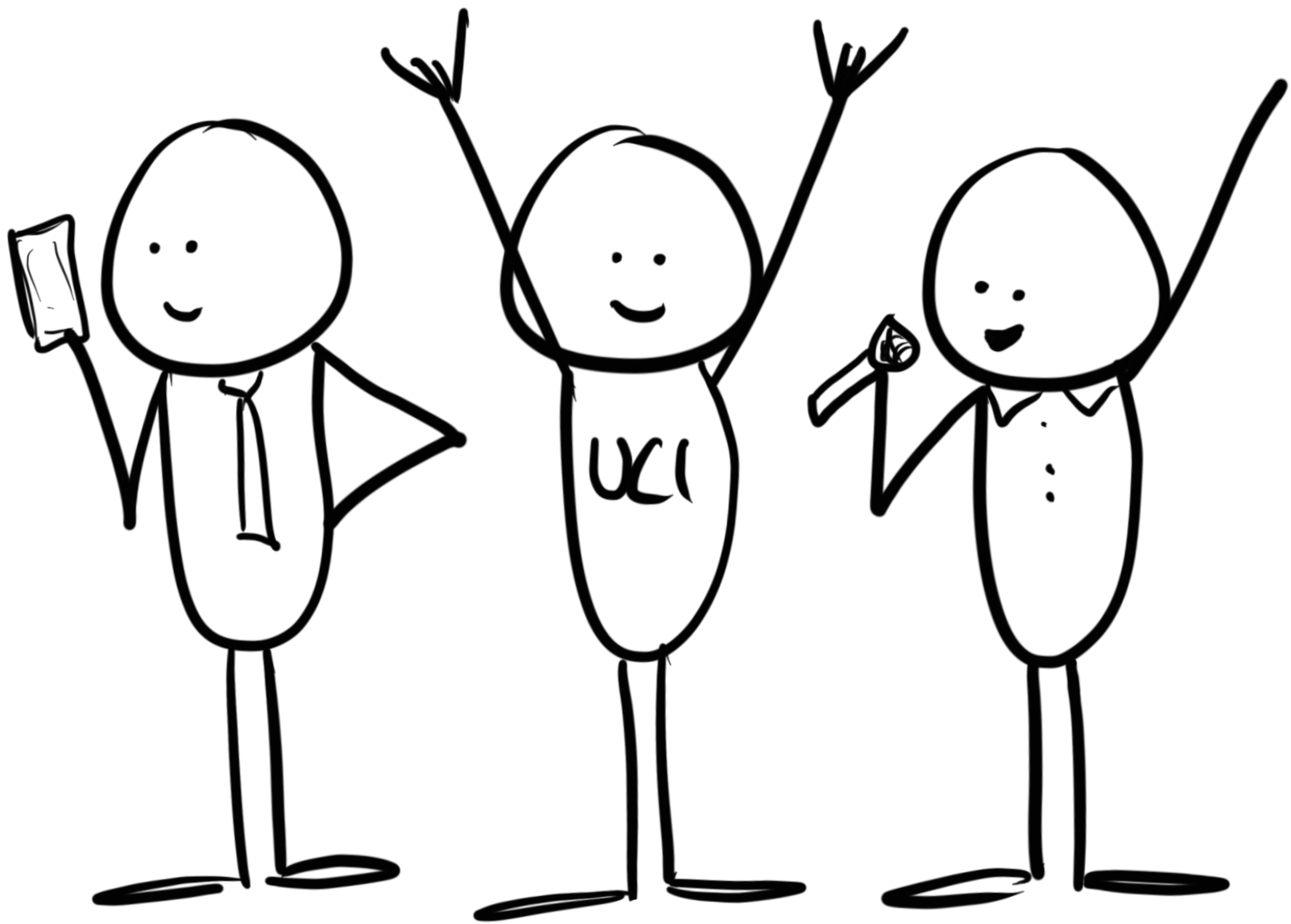
[BlueWaterCruisingClub.org](http://BlueWaterCruisingClub.org)



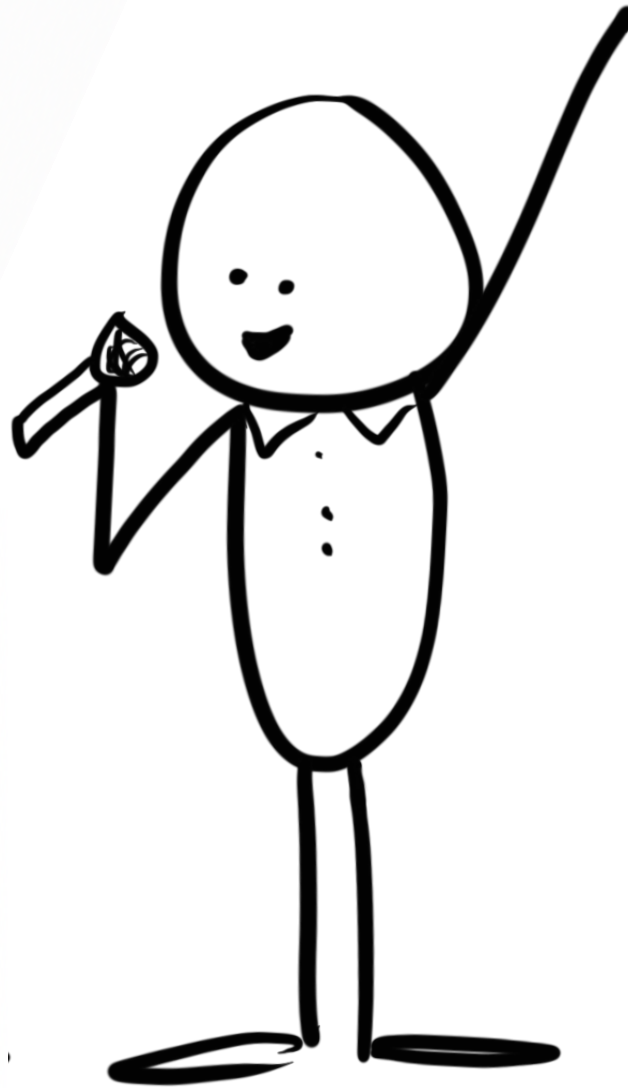






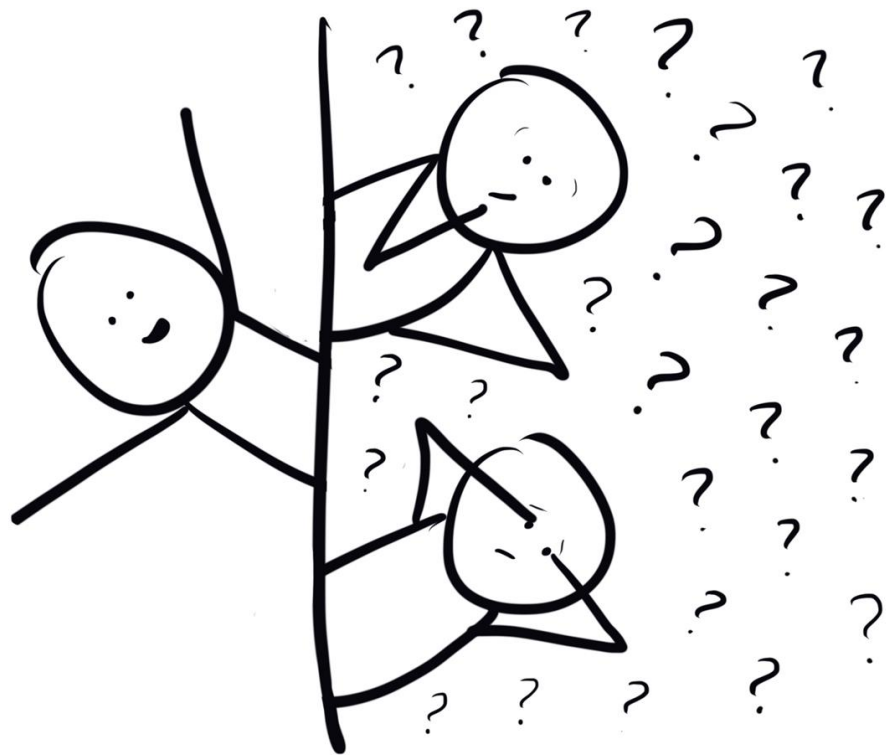




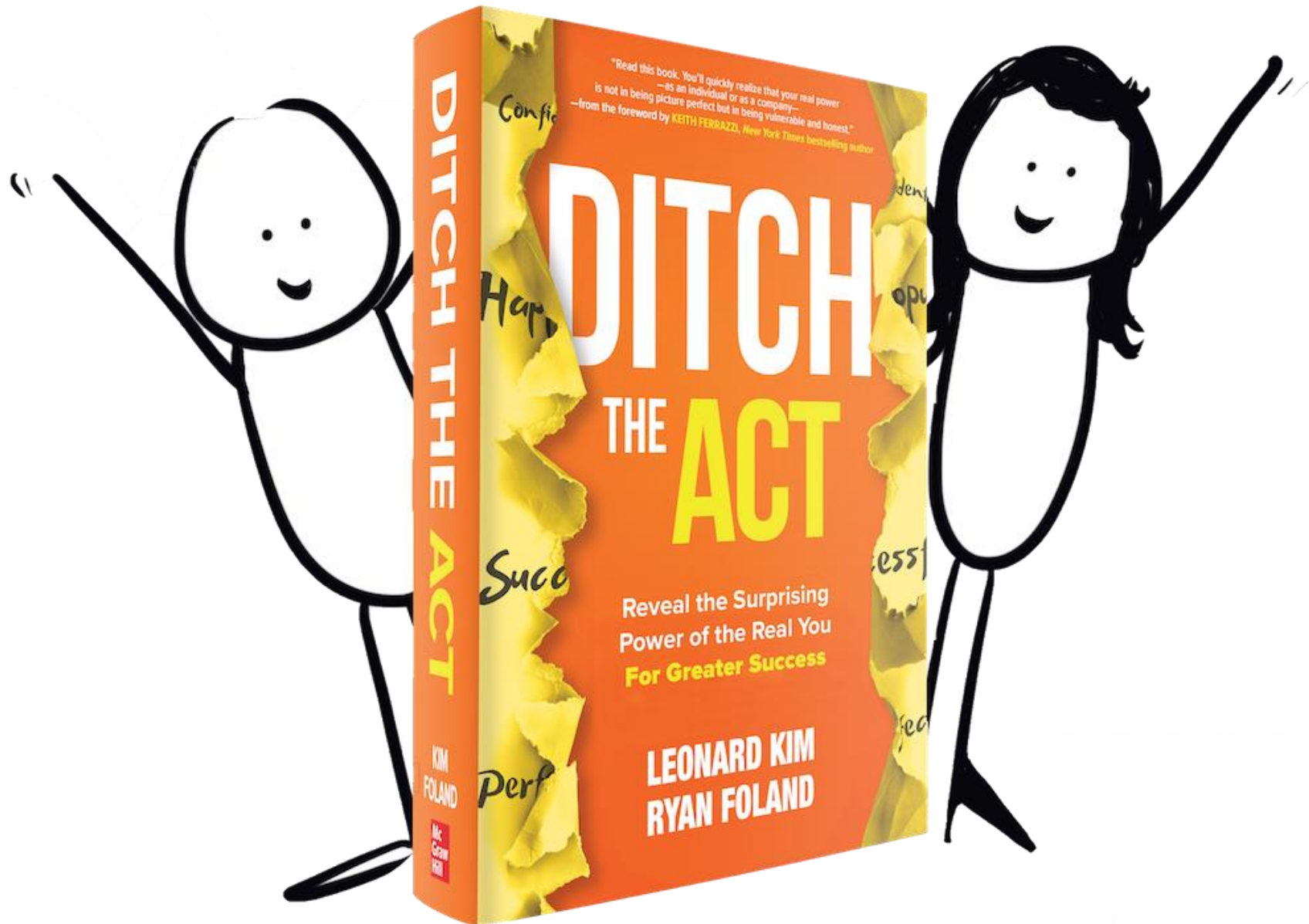


LIKE

# DITCH THE ACT



# AND BE YOURSELF.



"Read this book. You'll quickly realize that your real power  
—as an individual or as a company—  
is not in being picture perfect but in being vulnerable and honest."  
—from the foreword by KEITH FERRAZZI, New York Times bestselling author

Confid

Happ

Succo

Perf

dent

opu

ess

lea

DITCH THE ACT

KIM  
FOLAND

Mc  
Graw  
Hill

# DITCH THE ACT

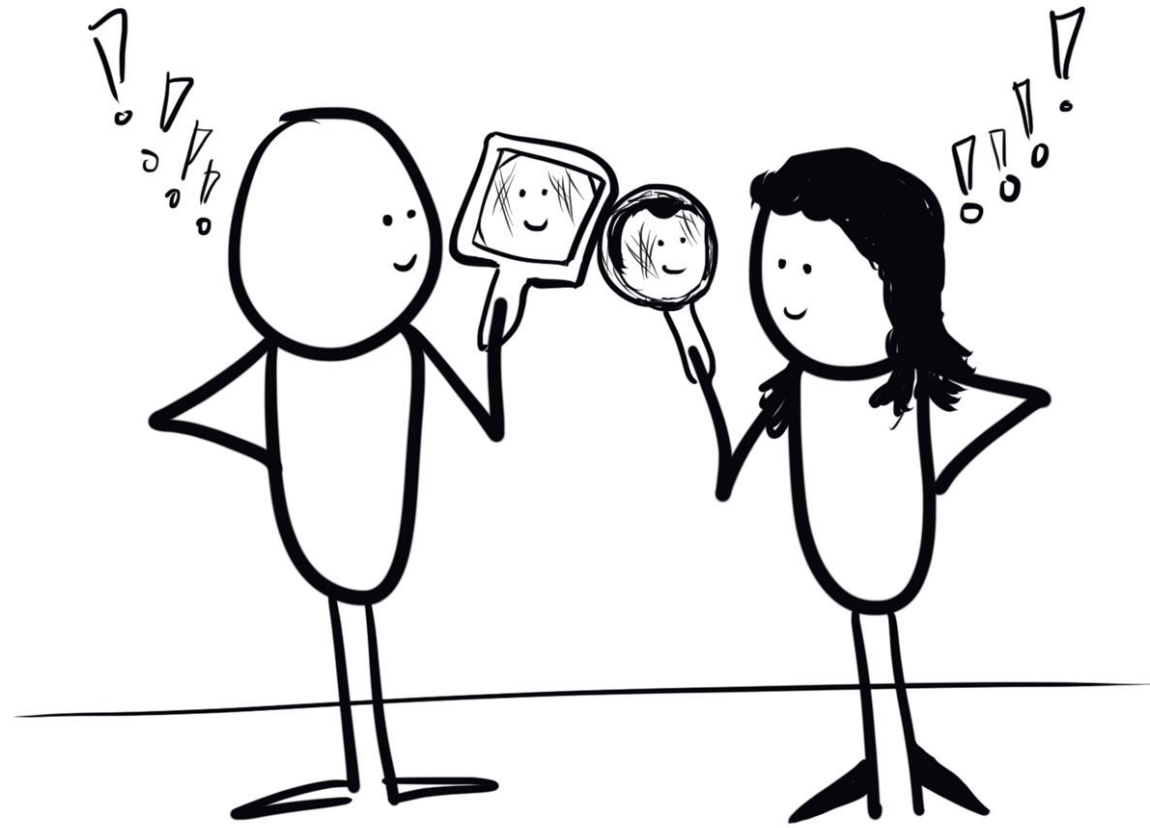
Reveal the Surprising  
Power of the Real You  
For Greater Success

LEONARD KIM  
RYAN FOLAND





# OWN YOUR



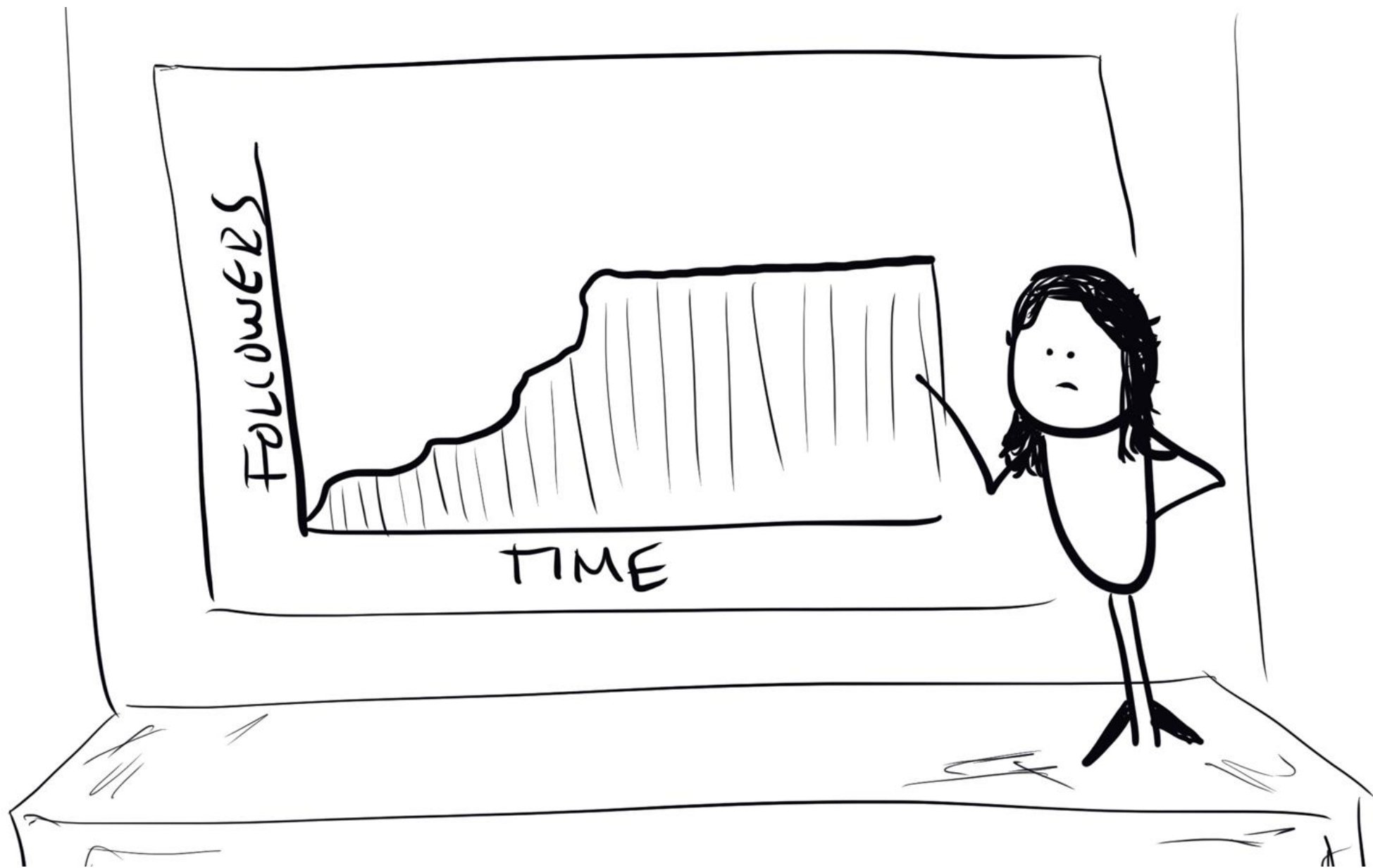
# WHOLE STORY.

BE HUMAN.

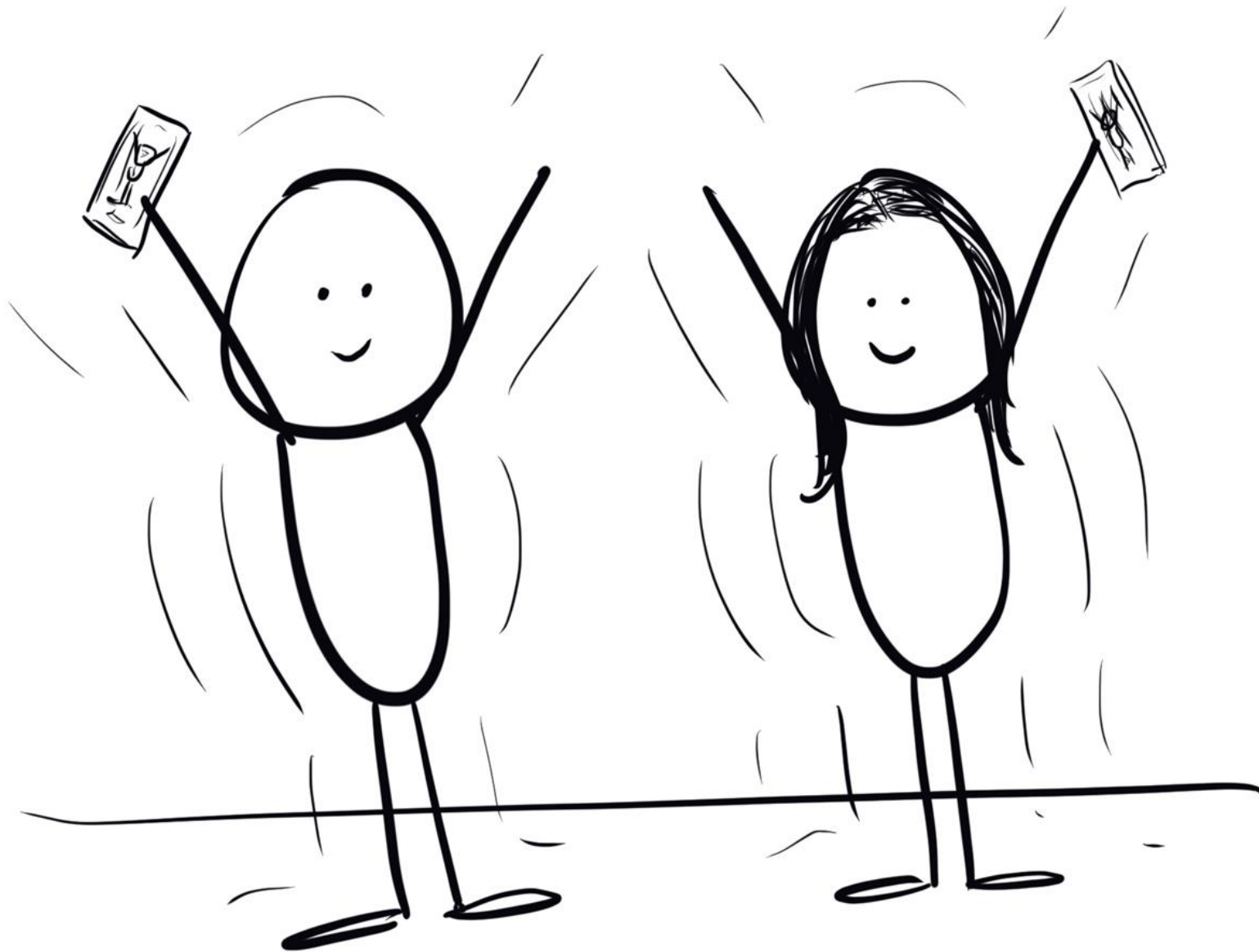


# SOCIAL MEDIA IS



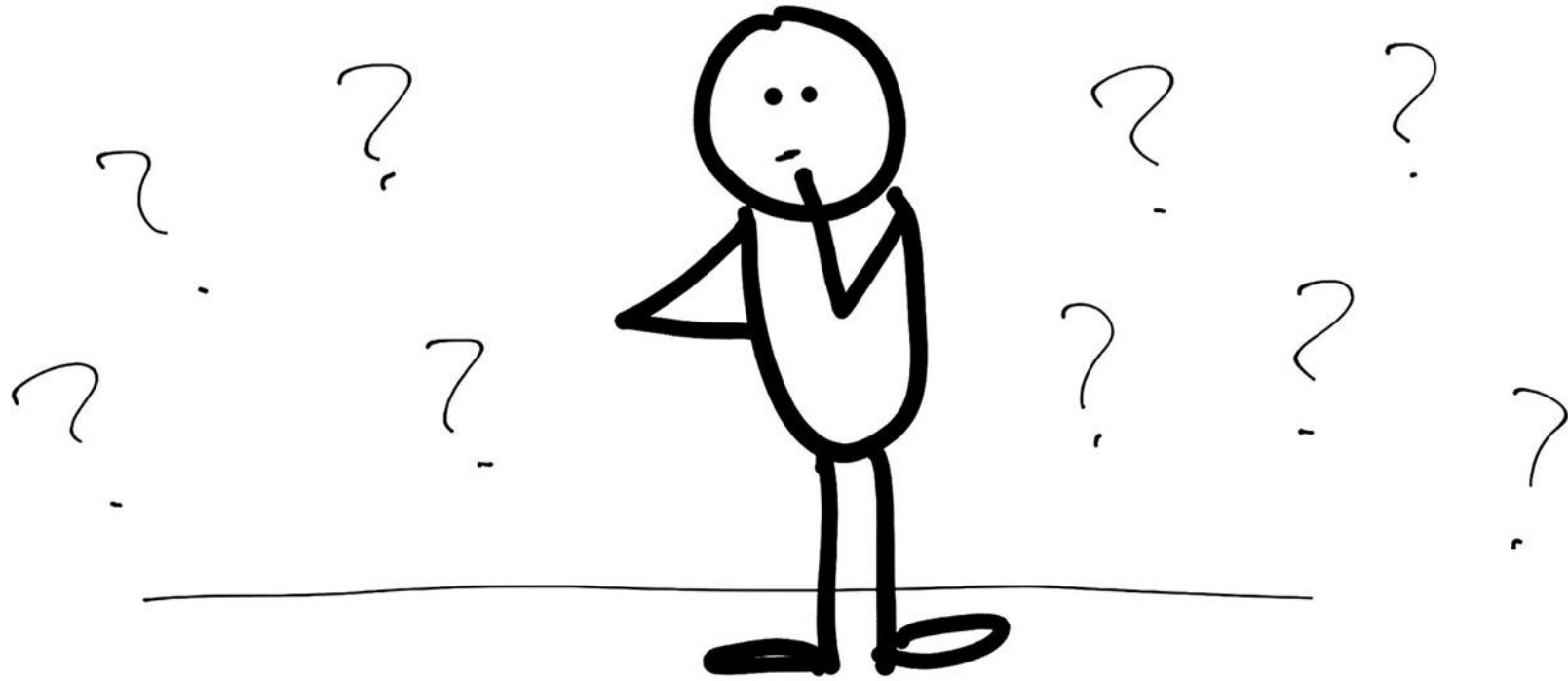






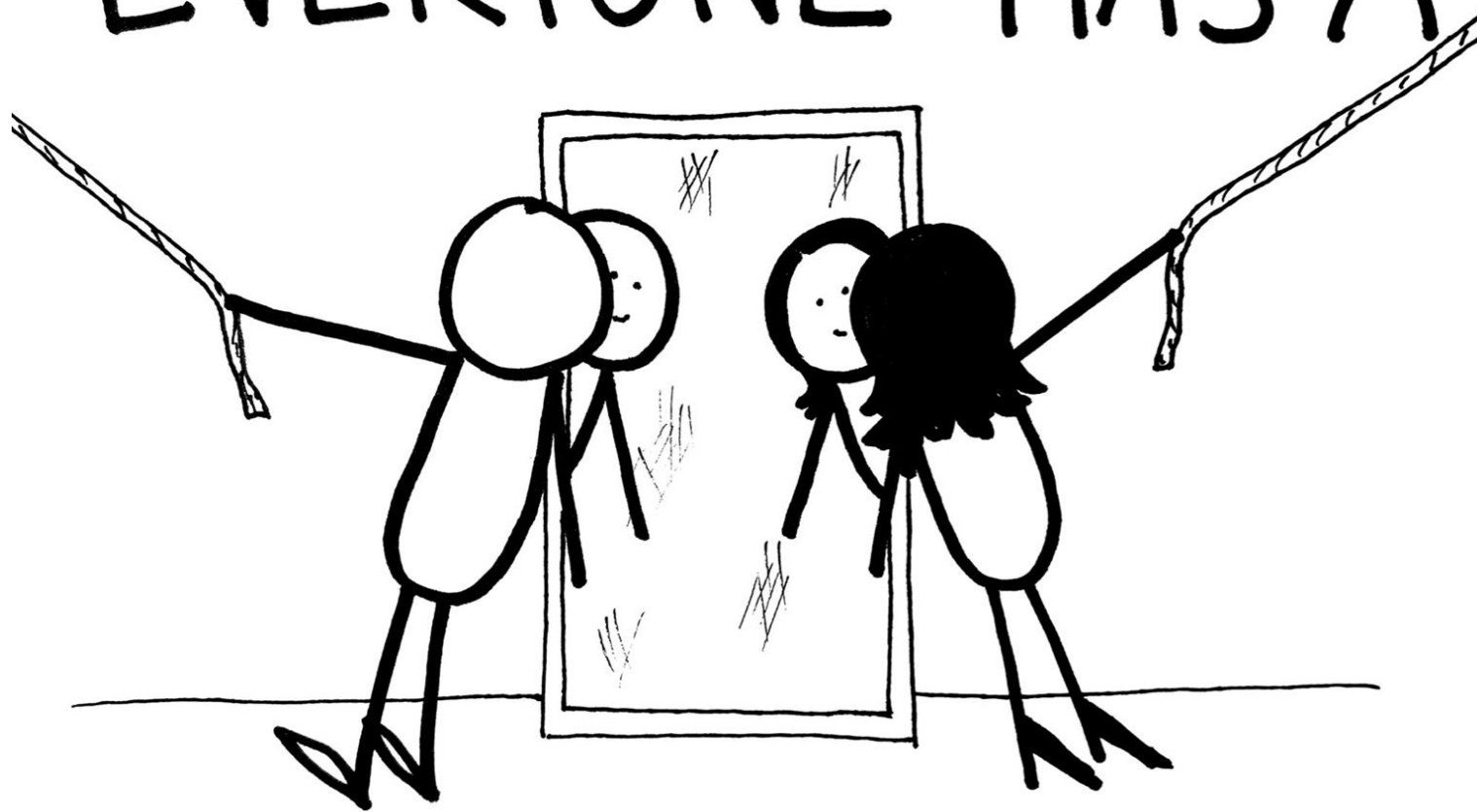


DO YOU HAVE



A PERSONAL BRAND?

EVERYONE HAS A



PERSONAL BRAND.



YOU



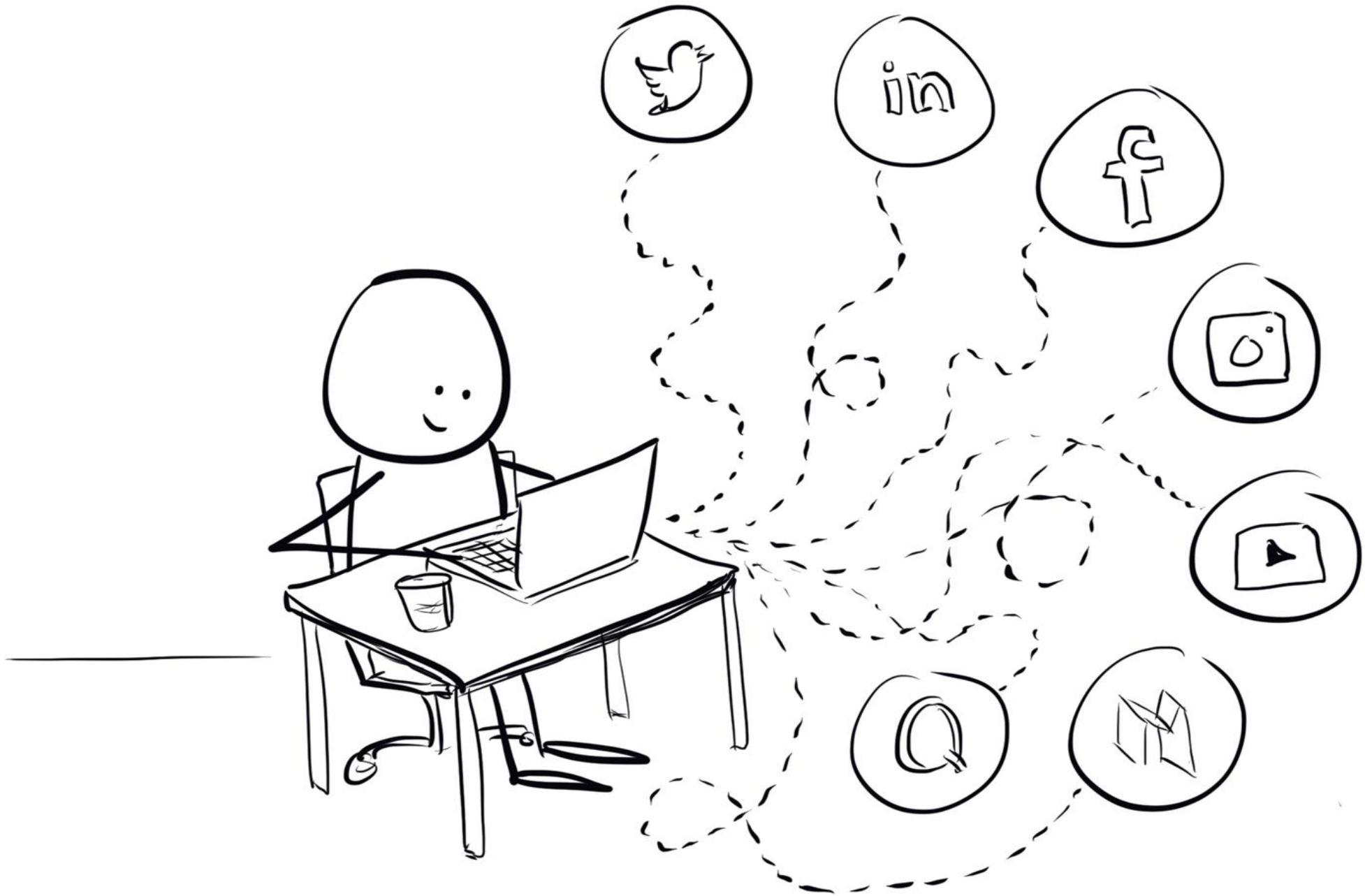
(YOUR BRAND)

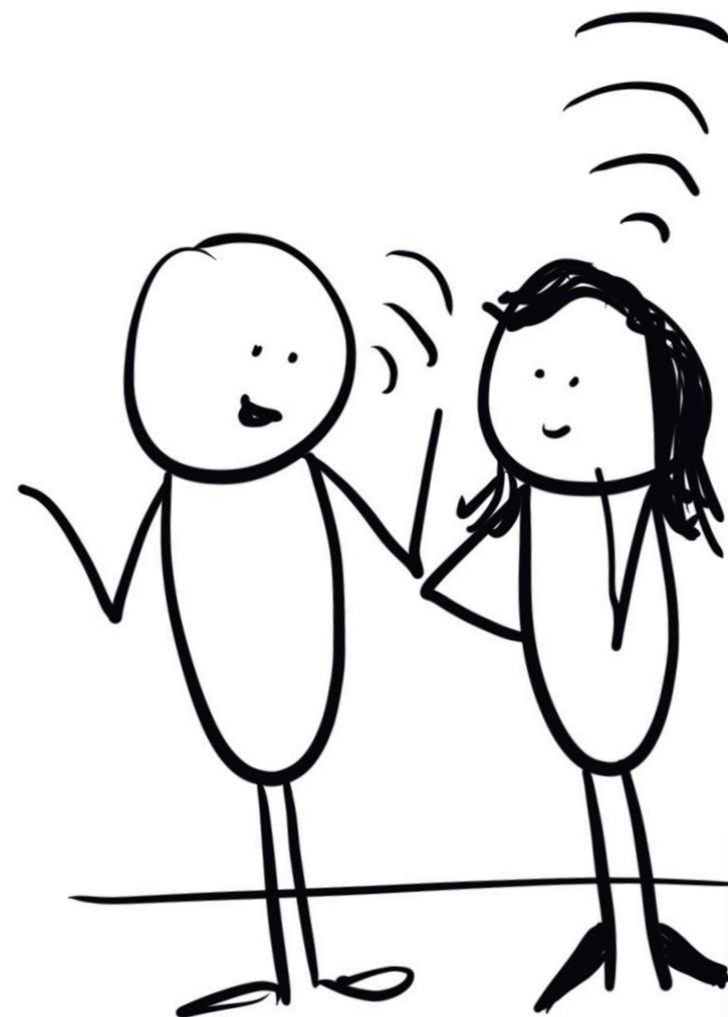


# YOUR BRAND



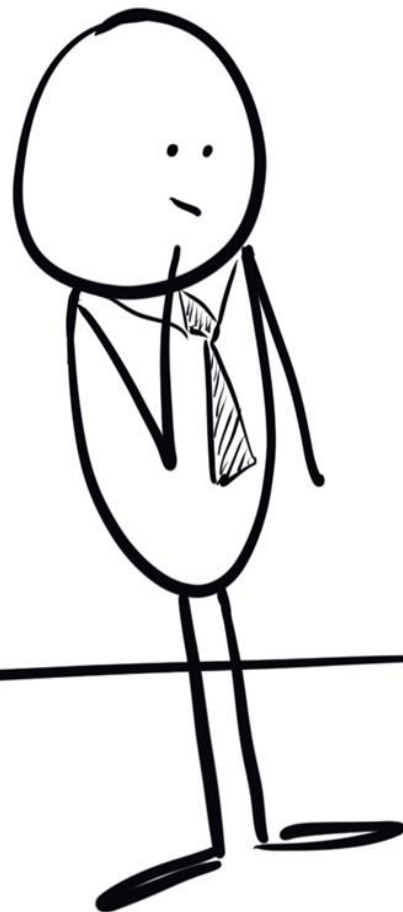
# PRECEDES YOU.





THATS IT?

O O O

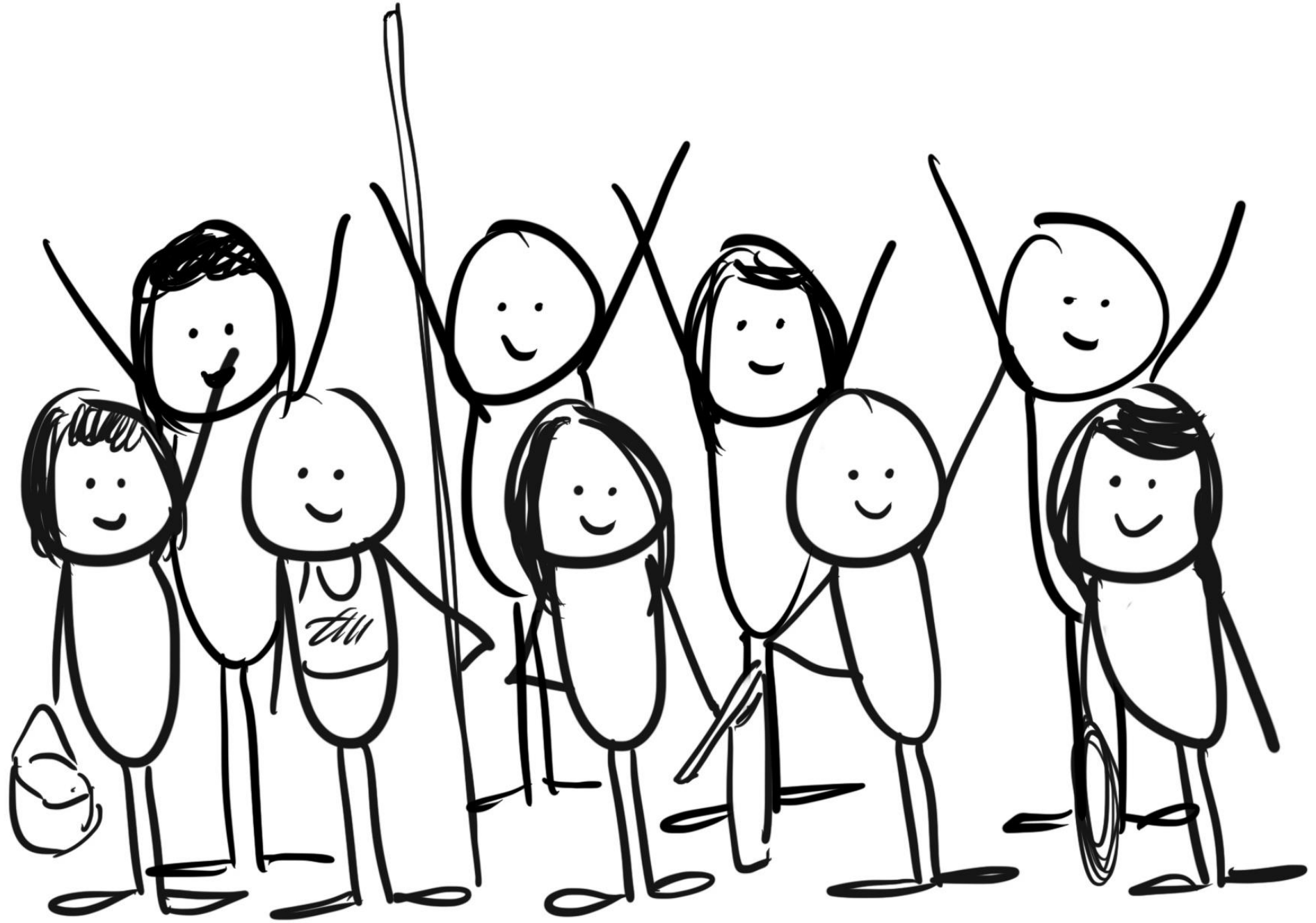






WHY WE HAVE A BRAND!



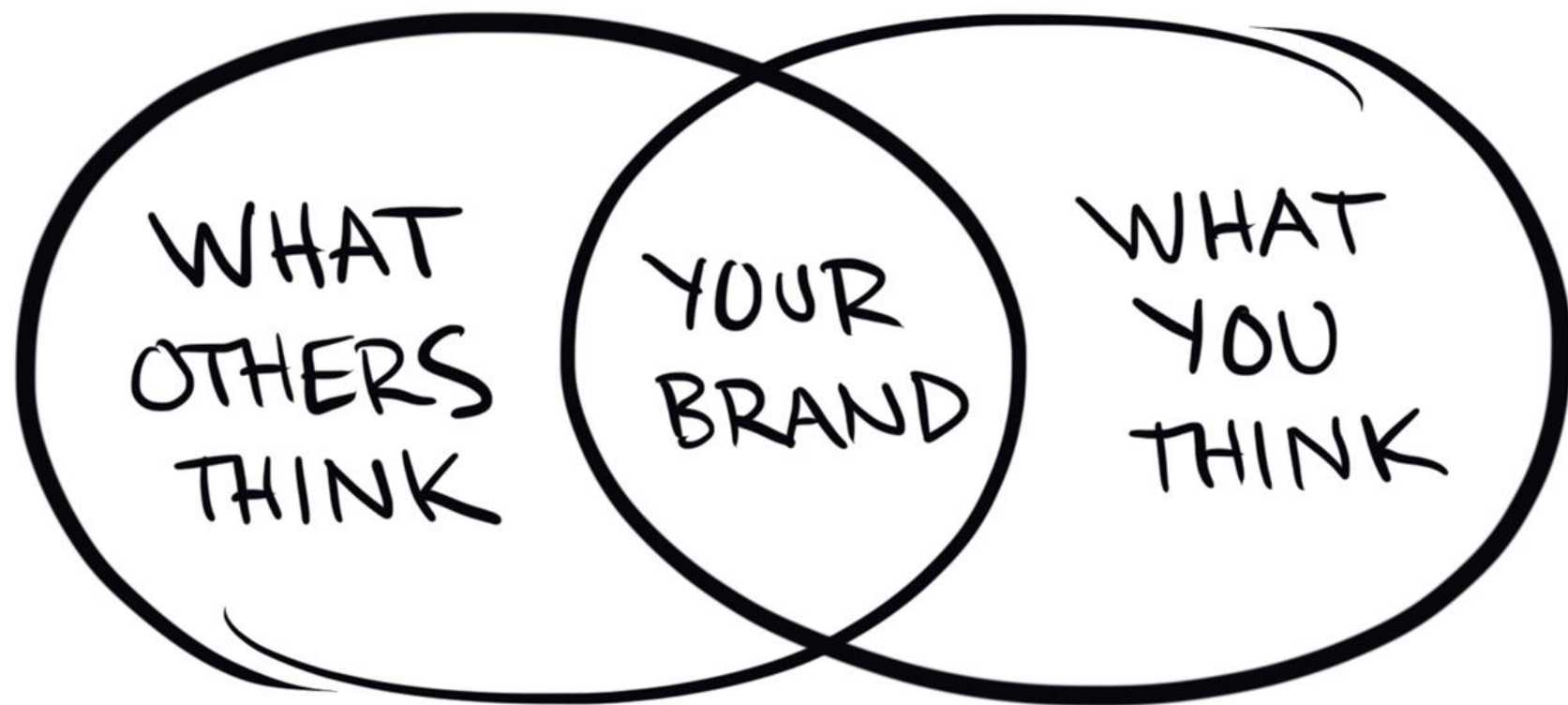




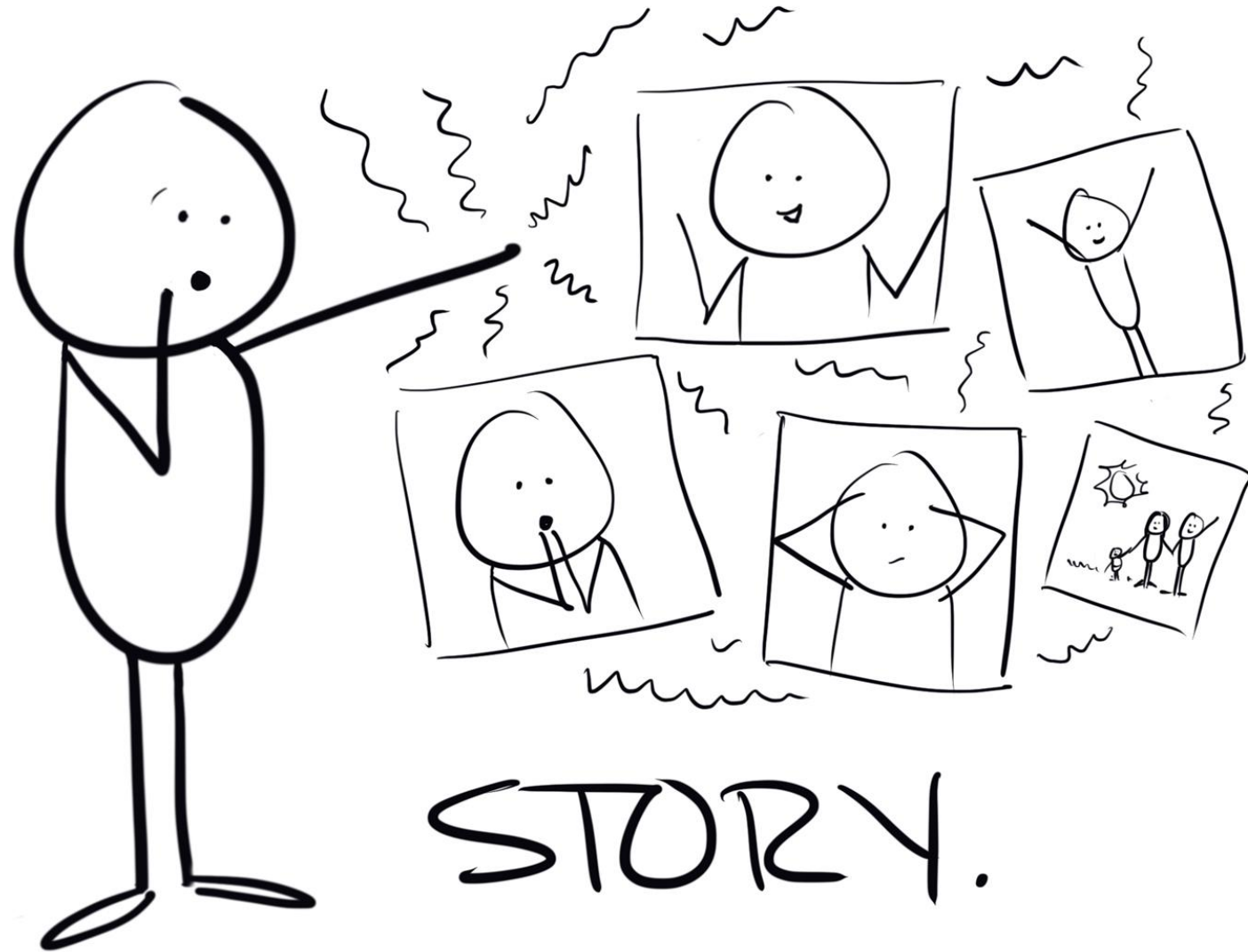
# DISCOVER



# YOUR BRAND

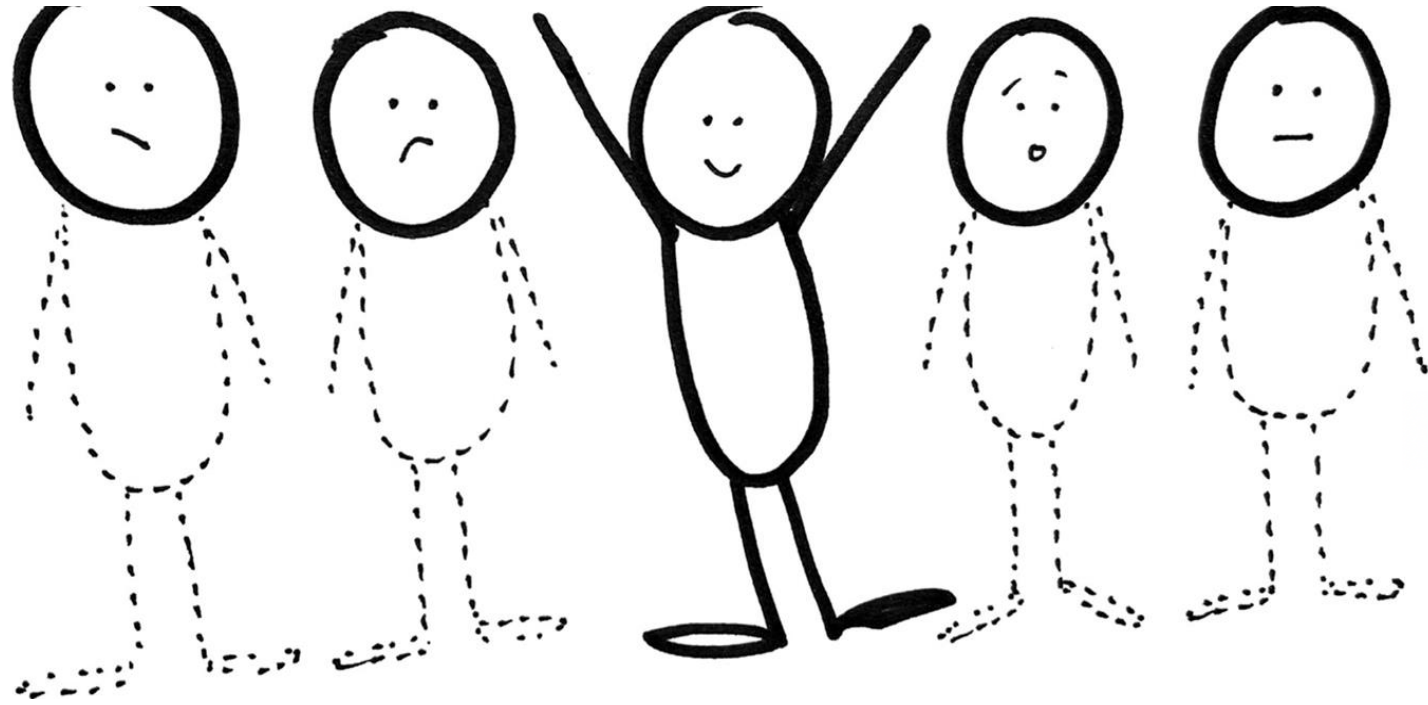


# DOCUMENT YOUR



# STORY.

APPEARANCES ARE



(ALMOST) EVERYTHING.

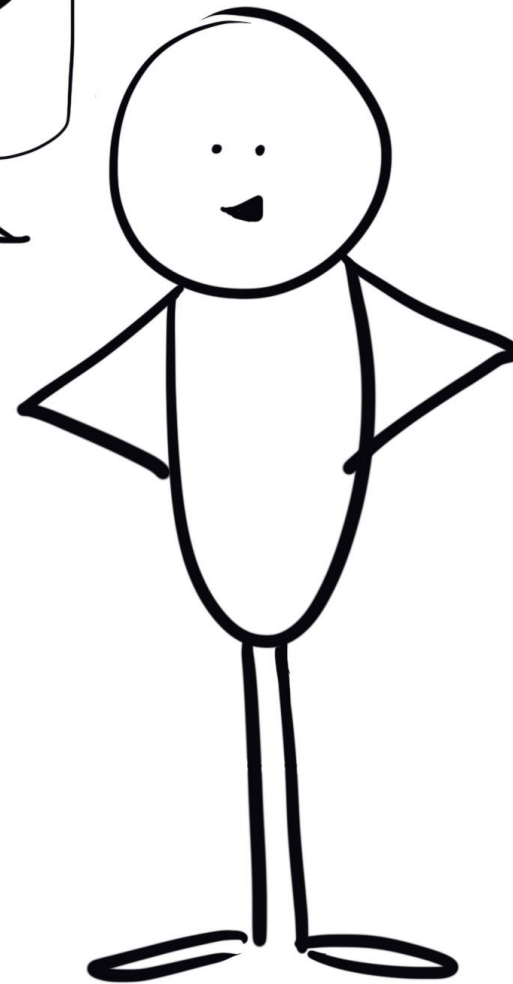
LIKE  
YOU

KNOW  
YOU

LIKE  
YOU

TRUST  
YOU

YOU CAN'T  
DOWNLOAD  
TRUST.



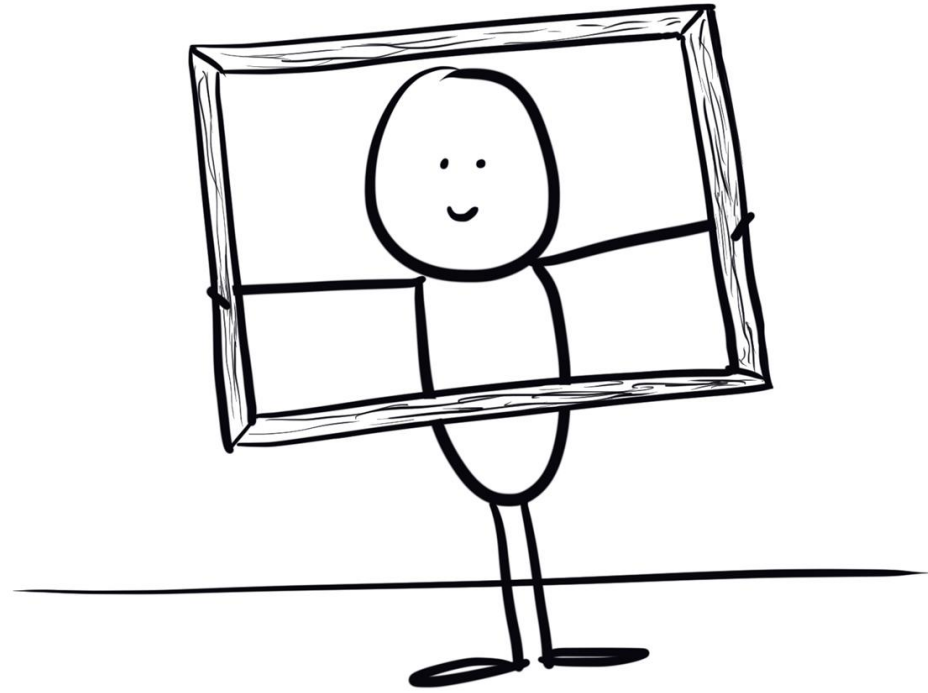
☹... ( REALITY ) ... ☺



☹... ( YOUR REALITY ) ...☺

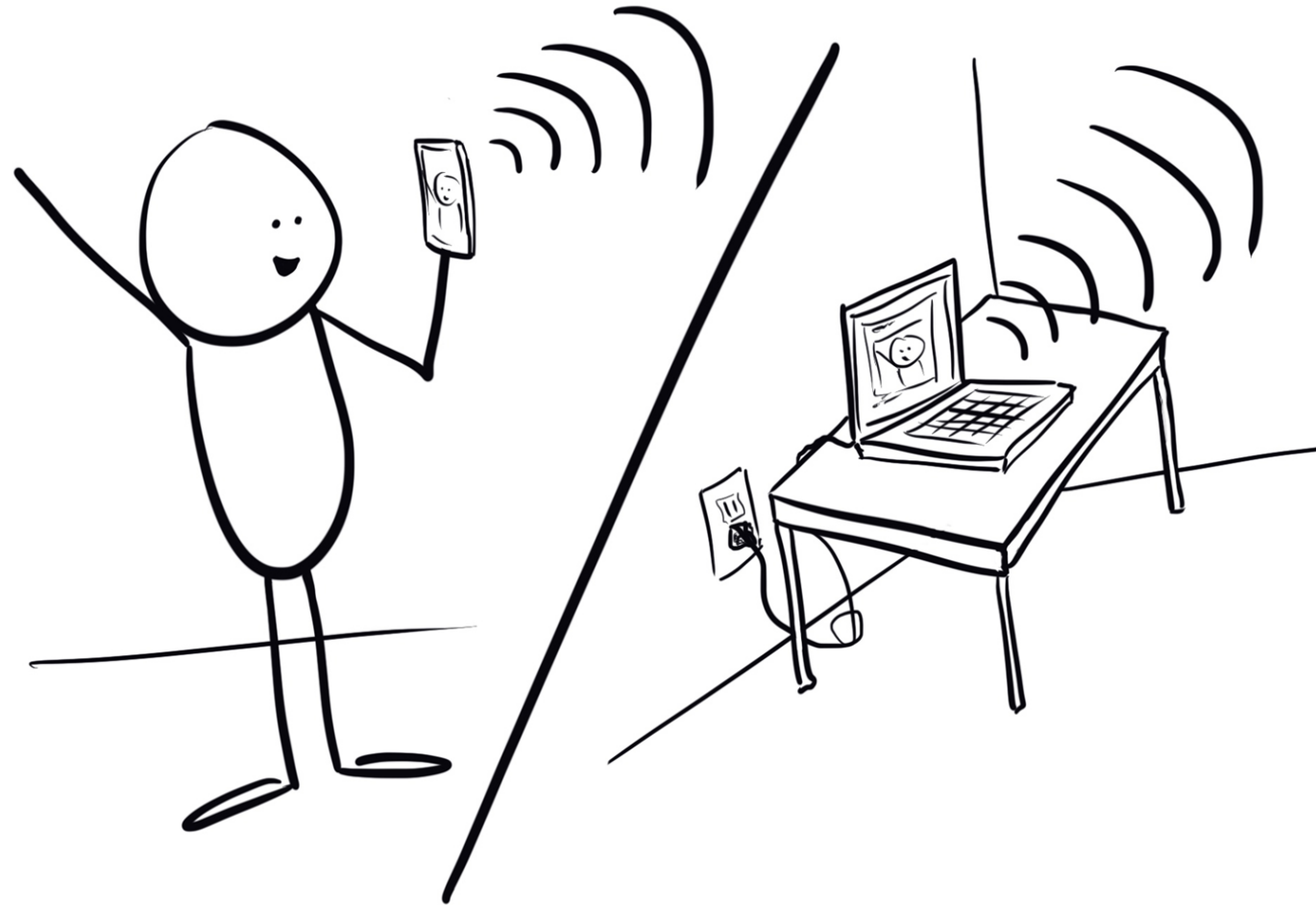
☹... ( YOUR BRAND ) ... ☺

YOUR BRAND IS



WHO YOU ARE.

# PUT YOURSELF



# OUT THERE.



HASHTAGS



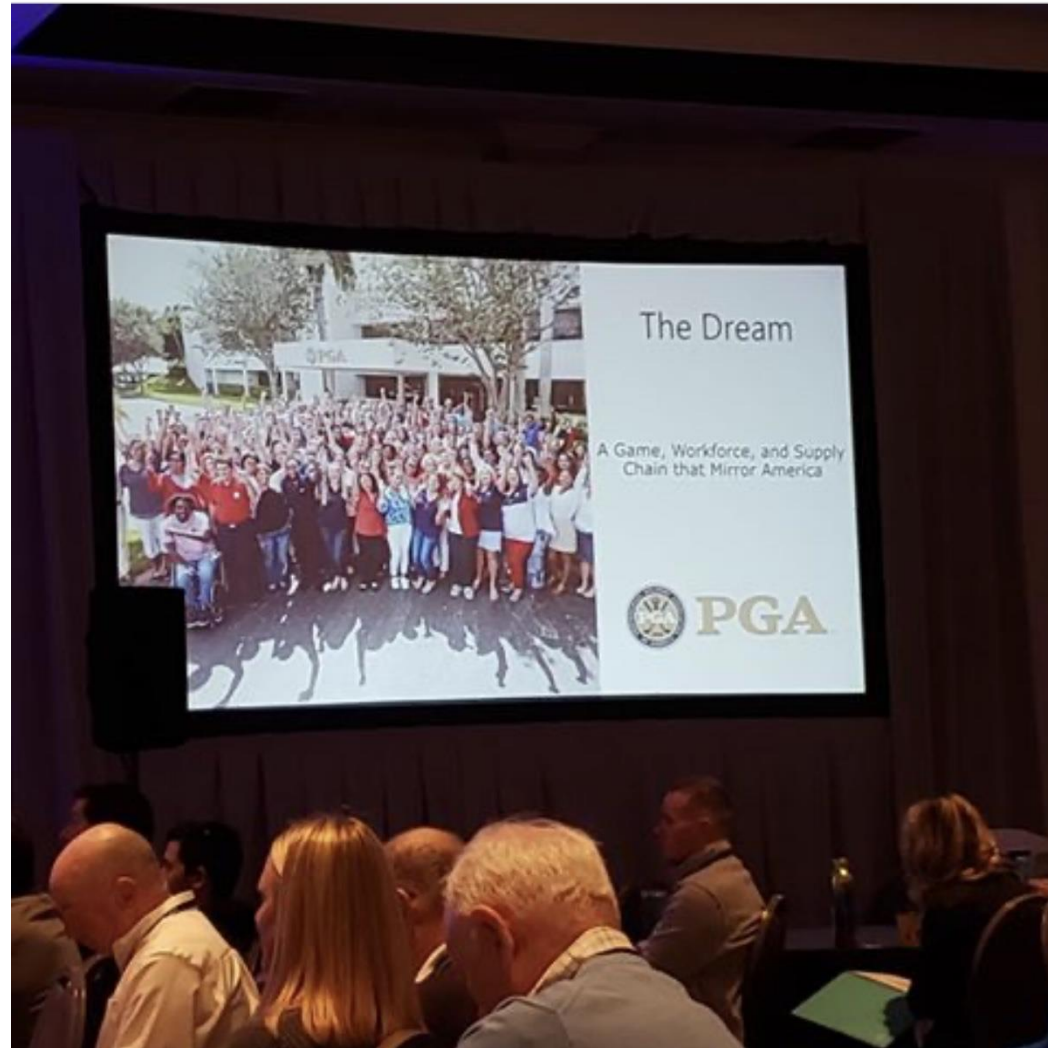


ocracoke17






ocracoke17




HASHTAG


# #sailingleadership


1  **Ryan Foland -...**  
@ryanfoland 116  
Tweets

2  **US Sailing** 🇺🇸 🚢  
@ussailing 14  
Tweets


3  **William McCa...**  
@McCarrenBill 12  
Tweets


4  **MarineVerse**  
@MarineVerseVR 11  
Tweets

5  **Greg Dziemid...**  
@dziemid 8  
Tweets

6  **chucks edwin**  
@chucksedwin1 8  
Tweets

7  **beauty in im...**  
@iammilacat 5  
Tweets

8  **John Pearce**  
@Jg\_pearce 4  
Tweets

9  **Jack Gierhart**  
@jackgierhart 3  
Tweets

10  **Samantha Kelly**  
@Tweetinggoddess 3  
Tweets

11  **Patrick Finn timer**  
@pfinnick 3  
Tweets

12  **John Arndt**  
@SummerSailstice 3  
Tweets













## TRENDING # TOPICS

in 1 city

- Long Beach (United States)



# #sailingleadership

1		<b>Ryan Foland -...</b> @ryanfoland	<b>976</b> Interactions	7		<b>beauty in im...</b> @iammilacat	<b>20</b> Interactions
2		<b>US Sailing</b> 🇺🇸 🚢 @ussailing	<b>150</b> Interactions	8		<b>Doug DeVos</b> @Doug_DeVos	<b>16</b> Interactions
3		<b>MarineVerse</b> @MarineVerseVR	<b>39</b> Interactions	9		<b>Community B...</b> @SailCBI	<b>15</b> Interactions
4		<b>Paul Cayard</b> @CayardSailing	<b>29</b> Interactions	10		<b>Coach Reed ...</b> @Coach_Reed	<b>13</b> Interactions
5		<b>dr. jason rich...</b> @RealDrJRich	<b>23</b> Interactions	11		<b>Jamie Jones</b> @DUSTCoach	<b>11</b> Interactions
6		<b>Patrick Finnicks</b> @pfinnick	<b>21</b> Interactions	12		<b>Jack Gierhart</b> @jackgierhart	<b>9</b> Interactions

# #sailingleadership







# #sailingleadership

**284**

Tweets

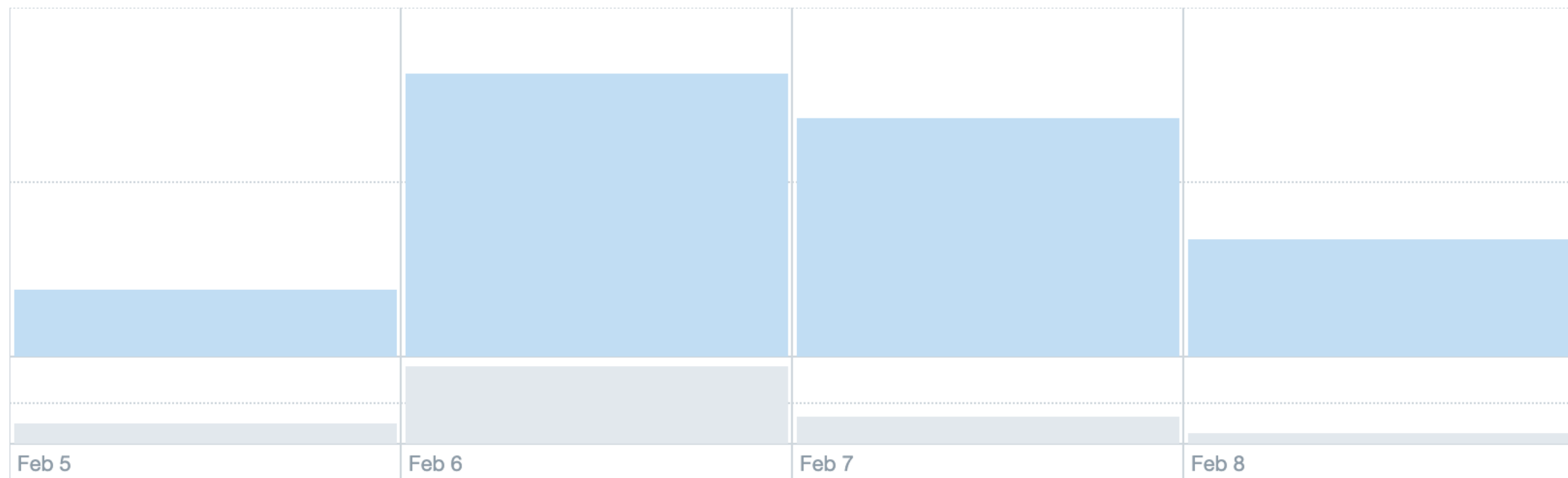
**101**

Participants

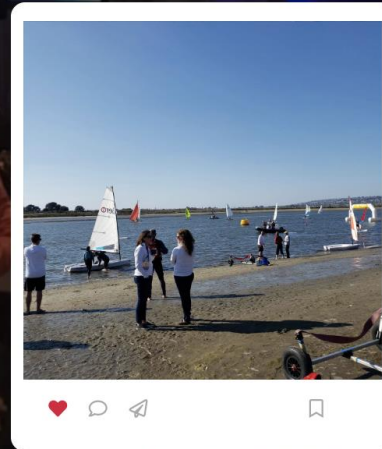
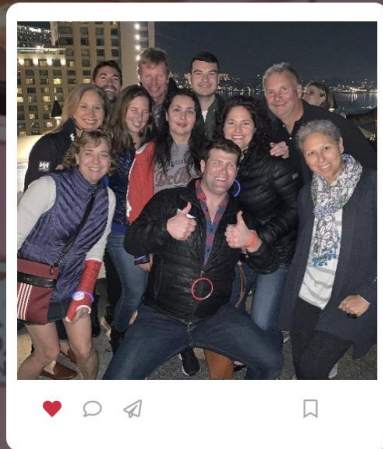


## Tweet activity

Your Tweets earned **841.8K impressions** over this **4 day** period



# #sailingleadership









Liked by **treez\_sails** and others

**ocracoke17** Having fun

[#sailingleadship](#)





**Joanne O'Dea**

2d

Race Committee Chair, San Diego Yacht Club

#ryanforkeynote2022!



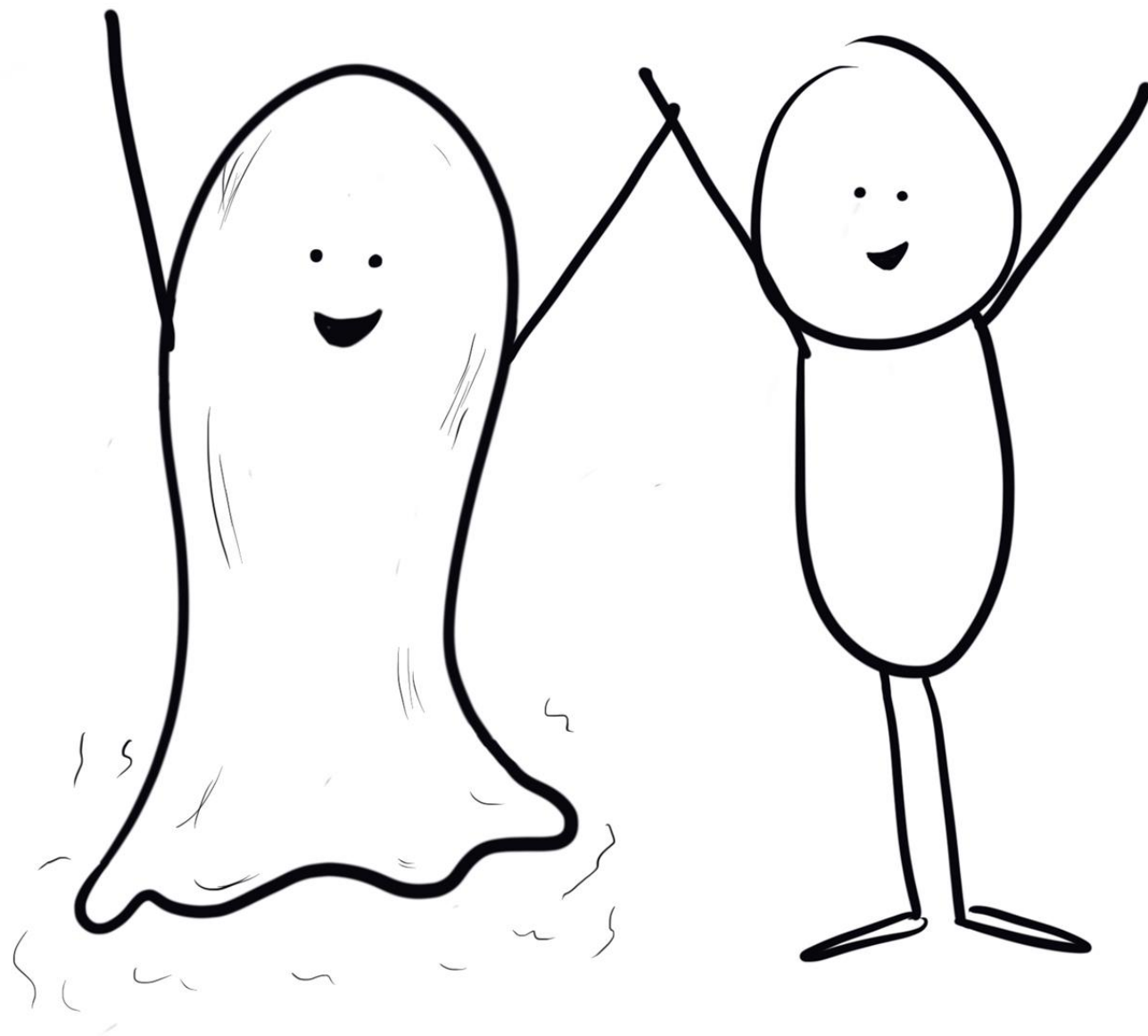




# OVERCOME FEAR



# ... AND SHARE.



- THOUGHT
- LESSON
- COOL
- NATURE
- INSPIRING
- FUNNY

- SELFIE
- PHOTO
- MISTAKE
- FAILURE
- FEELING
- EATING

# VIDEOS

**Ryan Foland** - 🚢 - #SailingLeadership @ryanfoland · Feb 6

When you bond with another sailor over sailing Lasers 🏆 ⚓ 🏆

Here is a fun conversation about how sailing is more than racing.

Check out [openskiff.org](https://openskiff.org) and see a new modern boat that makes sailing more fun.

#SailingLeadership  
#openminded  
#bailingiscanceled  
@ussailing



2:07 649 views

🗨️ ↺️ ❤️ 3 📤 🎵

**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 🍷

🚢

#sailingleadership  
@ussailing



2:15 600 views

**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



DANIEL POSTELL  
SAILING DIRECTOR, LLSC

ZIM  
NORTH AMERICAN  
AND MEDITERRANEAN  
29er




# LIVESTREAM

**Ryan Foland** - 🚢 - #SailingLeadership @ryanfoland · Feb 6  
As the sun sets... My reflections on day one of the @ussailing Leadership Forum.

#SailingLeadership

Take 2 🤔

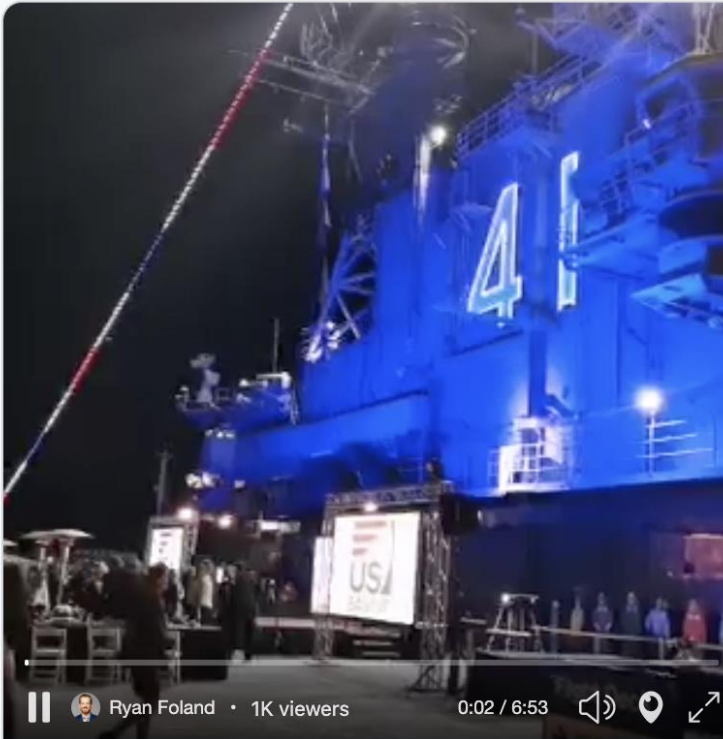


8:44 576 viewers

**Ryan Foland** - 🚢 - #SailingLeadership @ryanfoland  
As the sun sets... My reflections on day one of the @ussailing Leadership Forum.#SailingLeadership Take 2 🤔  
pscp.tv

**Ryan Foland** - 🚢 - #SailingLeadership @ryanfoland · 21h  
Informal tour of the USS Midway.

#SailingLeadership



0:02 / 6:53 1K viewers

**Ryan Foland** - 🚢 - #SailingLeadership @ryanfoland  
Informal tour of the USS Midway.#SailingLeadership  
pscp.tv

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

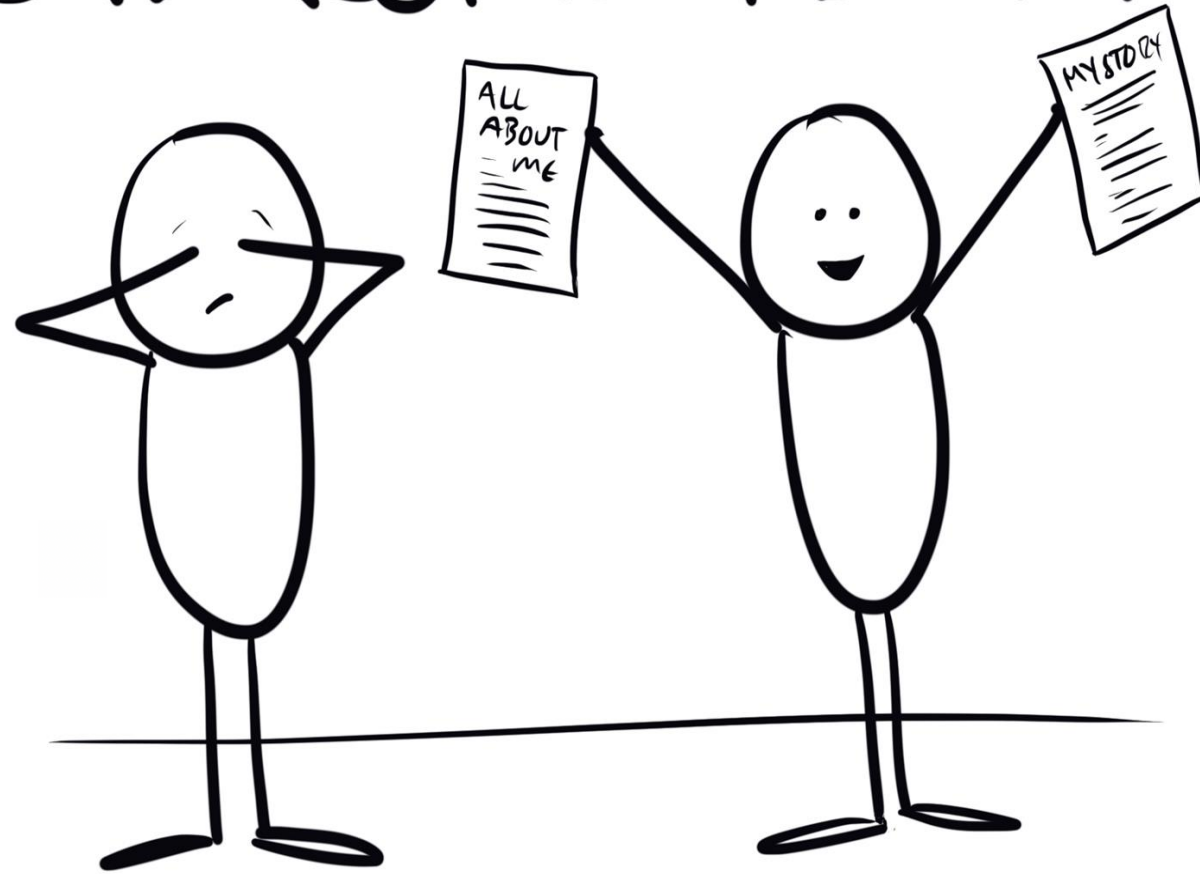


9:51 839 viewers

**Ryan Foland** - 🚢 - #SailingLeadership @ryanfoland  
Here at the #SailingLeadership Forum. I'm talking with @ellewritesgood and we are talking about the state of sailing.  
pscp.tv



# OVERCOME FEAR



# ... AND SHARE.



Ryan Foland - 🚤 - #SailingLeadership  
@ryanfoland

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

# BEST POST



# 2<sup>nd</sup> BEST POST



**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 you 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



- THOUGHT
- LESSON
- COOL
- NATURE
- INSPIRING
- FUNNY

- SELFIE
- PHOTO
- MISTAKE
- FAILURE
- FEELING
- EATING

@USSailing

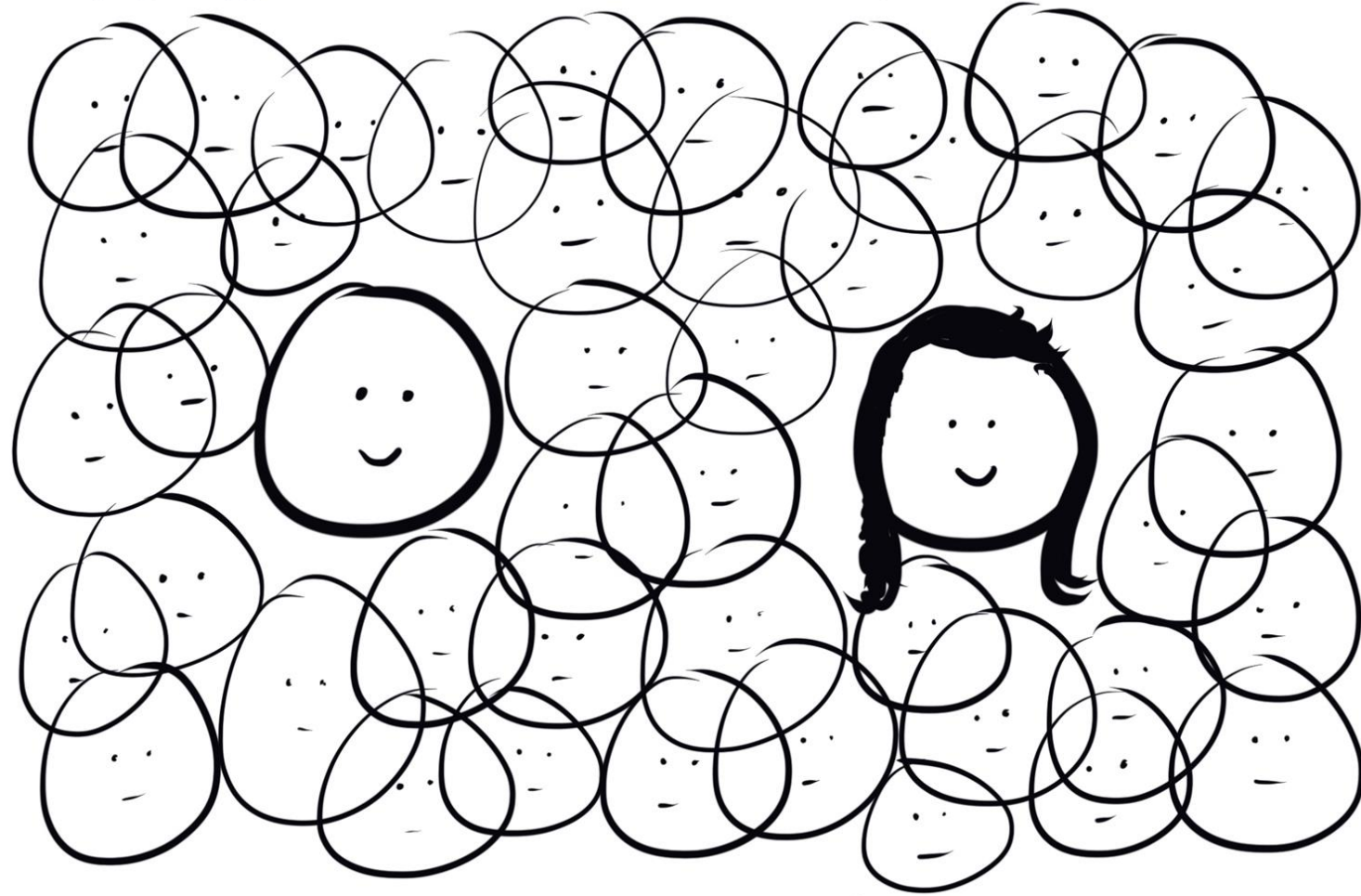
@ryanfoland

#SailingLeadership





YOU DON'T HAVE TO BE

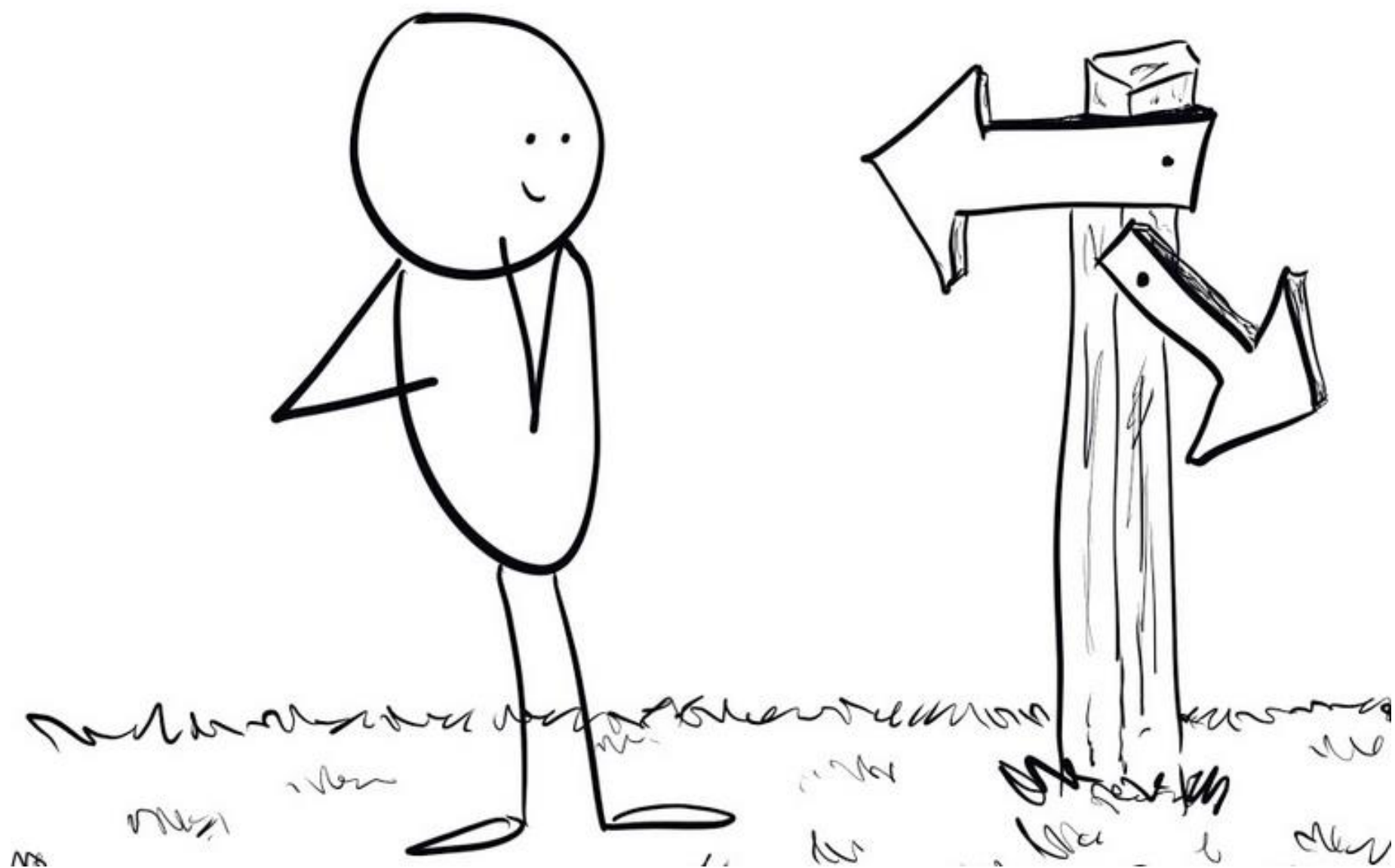


ANYONE BUT YOURSELF.

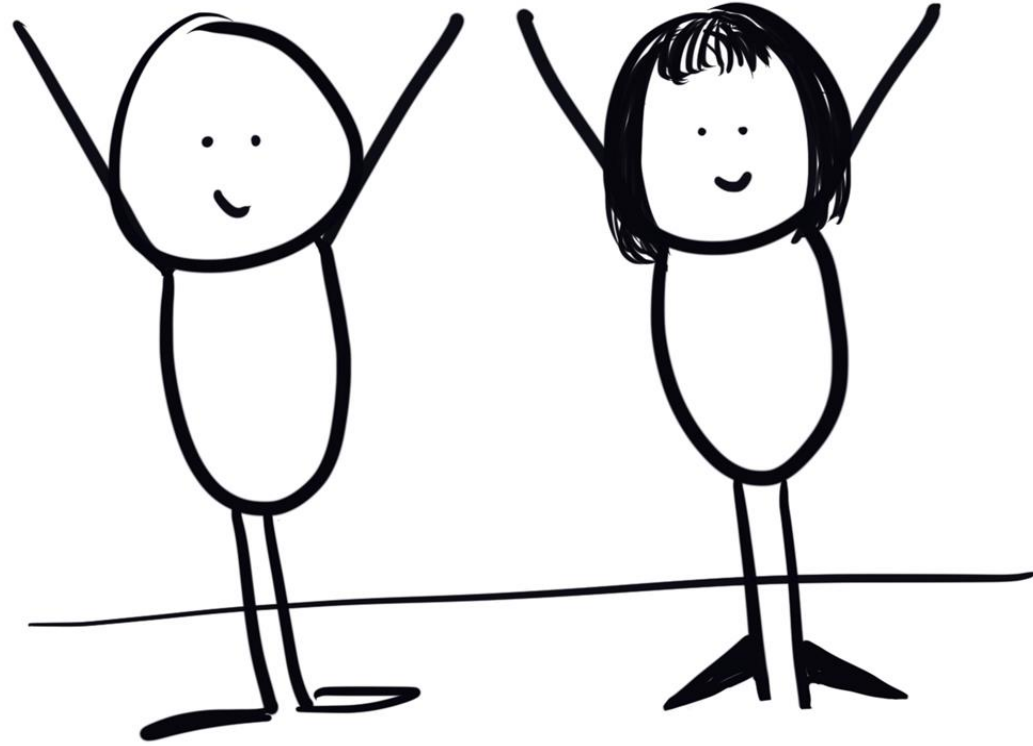


YOUR SUCCESS IS





IT'S OKAY TO



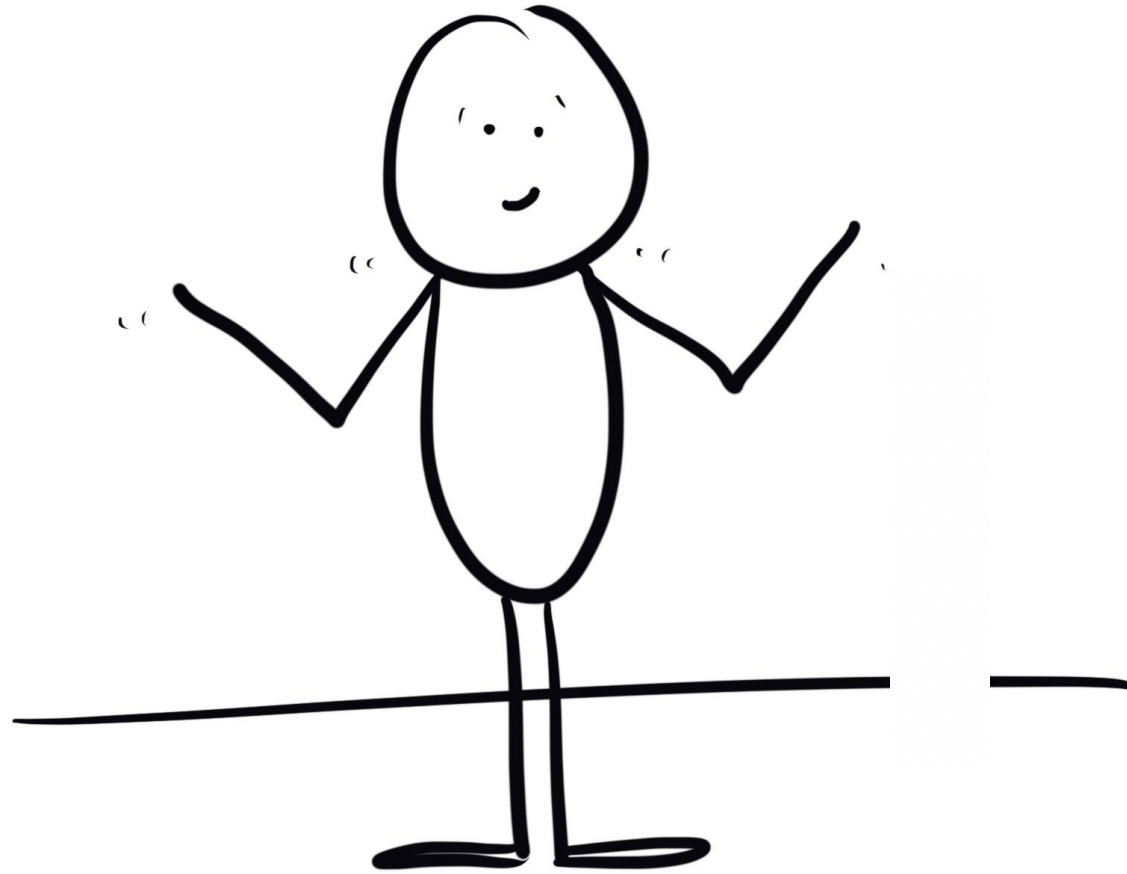
BE HUMAN.

RAP CLAP

HERE IS THE DEAL

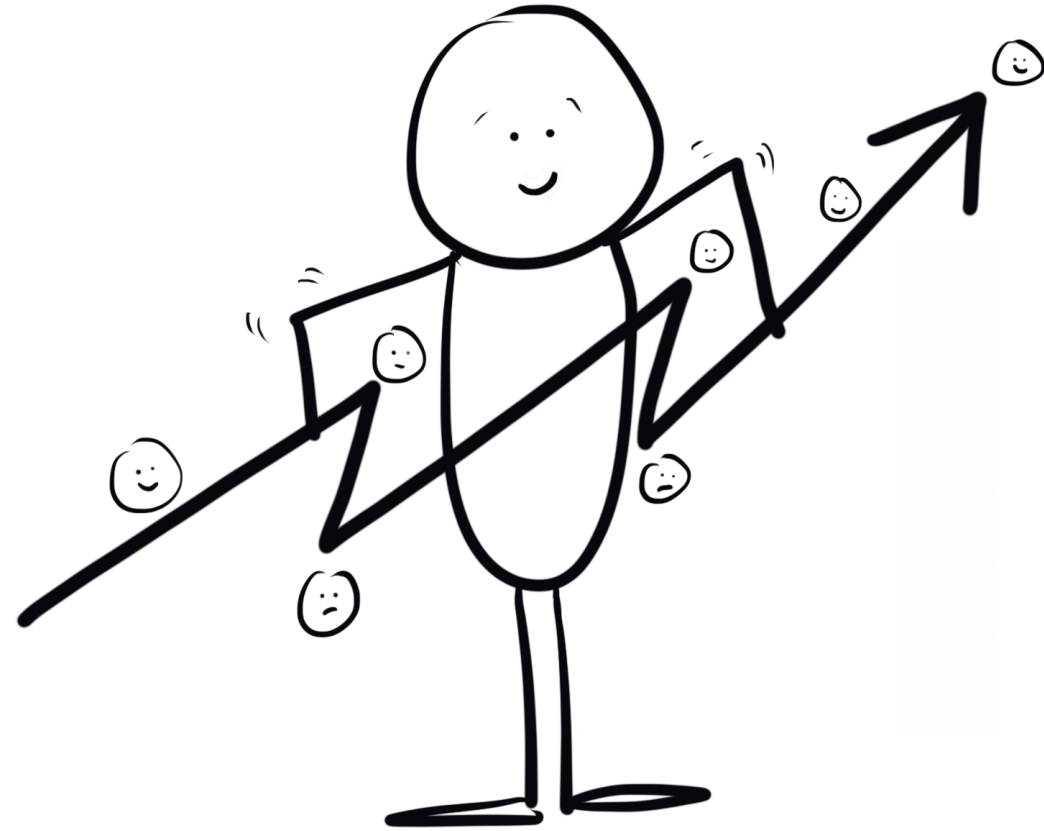


# A PERFECT BRAND



# IS NOT PERFECT.

EMBRACE THE



GOOD AND BAD.

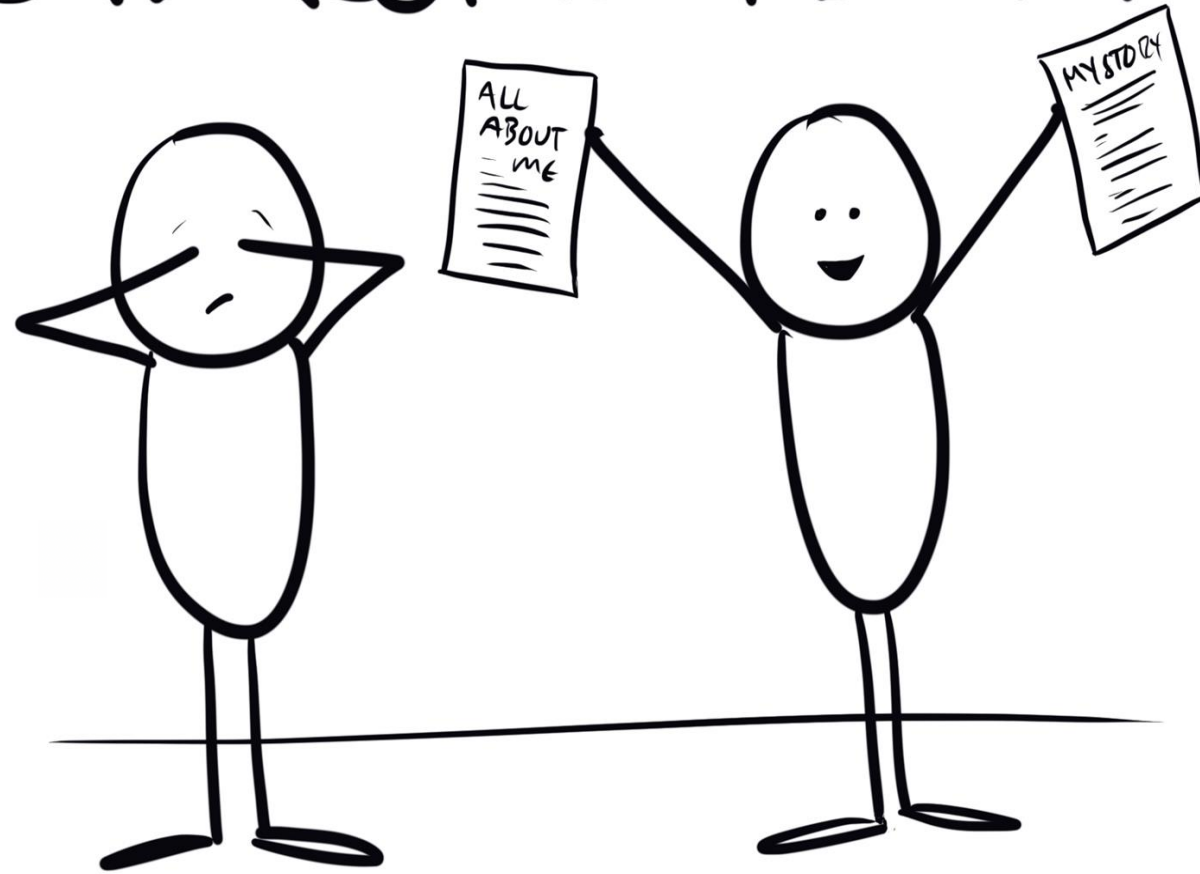
BE HUMAN.



ryan.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

