

# **Don Power**

**Speaker, Author, Social Media Consultant & Editor of Sprout Insights at Sprout Social, Inc. & Don Power.COM**

British Columbia, Canada, BC, CA

Social Media Is the Best Opportunity Engine the World Has Ever Known! Are You Using It to Its Full Potential? I Show You How!

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## **Biography**

Do you know the secret to business success on Social Media? If you don't know the secret, you've been missing out. I work with businesses to help them uncover and implement the "Secret to Social Media Success!" As a professional social media speaker, consultant, author, and editor of a major industry blog, I've heard every objection in the book about why organizations are still skeptical about social media. In fact, I WROTE the book on it - "Twitter for Skeptics"! Gladly, I've also had the opportunity to interview and discover how some of the biggest brands in the world, (like NASA, Ford, and Raytheon Systems, to name a few!) have overcome their objections to social media and embraced it as an opportunity engine that generates business results for their organizations. I bring this knowledge and expertise to my presentations - while customizing the content to make it relevant to the audience for which I'm speaking. Contact me through the most effective communication tool since the invention of the telephone (\*Hint: @donpower) and I'll let you in on the secret - or check out my new book - Twitter for Skeptics at <http://TwitterForSkeptics.com> Cheers! - Don aka @donpower

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Writing and Editing, Market Research, Advertising/Marketing, Hotels and Resorts, Social Media, Employment Services, Professional Training and Coaching, Recruiting, Corporate Training, Media - Online

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## **Areas of Expertise**

Social Media, Twitter, Social Media Marketing, The Secret to Social Media Success, How to Use Social Media for Business, How to Use Social Media to Recruit Employees, Social Media Strategies and Tactics for Realtors, Advanced Social Media Strategies and Tactics, How to Use Social Media to Find A Job or Change Careers, Social Media Strategies and Tactics for the Tourism Industry

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## **Affiliations**

HR.COM, Job Options BC

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## **Sample Talks**

### **The Secret to Social Media Success**

There really is a secret to Social Media Success. Do you know what it is? In this one hour talk I uncover the little known secret to Social Media Success that can be applied across ALL platforms.

### **Emerging Social Media Trends for Realtors**

In this one hour talk, I highlight some of the most important Social Media platforms for realtors, including YouTube, Pinterest, and Twitter.

### **How to Use Social Media to Recruit Employees, Find a Job, or Change Careers**

In this one hour talk I show you or your organization how to use Social Media like a precision recruiting tool to find employees, find a job, or change careers.

### **Not for Newbies: 6 Advanced Social Media Tips & Tricks to Add to your Social Media Toolbelt**

This talk is customized to the audience. I find little known, but effective social media tips & tricks and apply them to the audience I'm speaking to. Guaranteed to generate oohs, aahs, and "why didn't I know about this before" from the audience!

### **How to Use Social Media as a Powerful Business Intelligence Tool**

It's not spying if it's public. I show you how to use a set of advanced tactics and techniques to find out what your competition is doing, who they're talking to and how to capitalize on that. You can also use the same tactics to find out who's talking about you, discover leads, create opportunities and close sales.

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## **Event Appearances**

### **Not for Newbies: 6 Advanced Social Media Tips & Tricks to Add to Your Social Media Toolbelt**

Social Media Camp - Pro Sessions

### **How to Use Social Media to Recruit Employees, Find a Job, or Change Careers**

Job Options Program - Central Vancouver Island Multicultural Society

### **How Realtors Can Use Social Media to Build Community**

Coast Realty Group Spring Fling

### **How to Use Social Media in the Tourism Industry**

Private Speaking Contract

### **Emerging Social Media Trends for Realtors**

Okanagan Mainline Real Estate Board - AGM

### **Introduction to Twitter**

Oceanside Volunteer Association

**How to Leverage Twitter for Business**  
Social Media Camp Workshop

**Maximizing Twitter**  
Social Media Camp 2011

**How to Use Twitter as a Referral Engine**  
Social Media Camp 2010

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## **Education**

**Beaconsfield High School**  
Grade 12 Honors

**Memorial University of Newfoundland**  
Bachelor of Arts Philosophy and Business Administration

**Le College Militaire Royal de St. Jean**  
Officer Cadet

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## **Accomplishments**

### **Increased Traffic to Blog by over 1000%**

Since starting with Sprout Social as Managing Editor in October 2010, me and my blogging team have increased blog traffic and unique visitors by over 1000% I know social media - how to research it, write about it, and speak about it!

### **Frequent Guest/Social Matter Expert on Various Media Outlets**

Frequent Guest/Social Matter Expert on Various Media Outlets, including TV appearances, newspaper interviews, radio guest, podcasts.

### **Skydiving**

Successfully jumped out of a perfectly functioning airplane - several times! One of the best experiences of my life (see "Having Kids")

### **Having Kids**

THE best experience of my life! I love being a dad. Every now and then, my youngest son goes into his closet and puts on his tiny white collared dress shirt. He calls it his "social media shirt - just like Daddy's" Yup.

### **Author - Twitter for Skeptics**

I published my book - Twitter for Skeptics - in April 2013 - to tell the world about Twitter and what a powerful Opportunity Engine it is. Learn more at <http://TwitterForSkeptics.com>

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## **Testimonials**

### **Christine Andrews**

Don performed an excellent presentation to our Members at our AGM. Not only was he able to tailor his presentation to our theme "Social Media and Tools for REALTORS®", but also present relevant information and social media tools that our Members were able to use to do their business better. I highly recommend Don for all your social media needs and we would not hesitate to hire him again.

### **Lesley White**

Don has presented for a number of our Job Options groups and he never fails to amaze me as to the new information he brings with him. Don's expert knowledge and genuine desire to change the way people use social media has been transformative for me personally and professionally. He is passionate about his subject and that comes through in his presentations. He not only aims to educate but to get people truly excited about using social media, in particular Twitter, to access opportunities that before were unthinkable. Don is a dynamic presenter who is aware of his audience and can switch things on the fly. He encourages questions and loves interacting with our groups; and they come away from his presentations totally excited and lookin

### **Diane Castle**

"Don is a kind, trustworthy and passionate speaker and family man. We had the distinct privilege of working with Don at the Okanogan Mainline Real Estate Board AGM. The agents were so pleased with Don's knowledge, expertise and delivery of all the information he provided. We received nothing but rave reviews and compliments. With Don's professionalism and personal touch we will do business with him again without question. We want to thank Don again for being part of our team that day"

### **Matt Scheibel**

If you're looking to become your market's expert via social media give Don a tweet as he's always ready to help complete strangers! -Matt Scheibel? November 8, 2011

### **Nanette Leather**

"My first introduction to Don Power was at a Social Media Workshop in Nanaimo in 2011. His Twitter presentation was a great introduction to this social media tool and it inspired me to finally take the plunge. I approached Don to ask if he would consider giving a presentation on Twitter for Work Search to participants in the Job Options BC program. We were absolutely delighted with the results! Don's enthusiasm and expertise together produces a very engaging and dynamic presentation. But equally important, Don brings with him a well-established network and encourages all participants to connect with him on Twitter.

### **Dave Reynolds**

Don's most awesome mentorship in the art of Social Media has literally changed my life. Don't believe me? Please ask me about it! Thank You Don Power.?

**Suki Davis**

Great presentation at CVIMS today. You opened a new world for me. thank you. now I really know tweets aren't just for the birds!

**June Conway**

Superb presentation by Jedi SM Master @donpower & @brentmatsalla on emerging trends to successfully incorporate by thinking outside the box!

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