

## Defining Your Personal Brand Through Social Media

### Goals

- Articulate Your Brand
- Build Your Network
- Position Yourself as an Expert / Be a Resource
- Stay Informed
- Make it Easy

### LinkedIn

#### 1. Brand your profile

- Header – sharp, descriptive, use tagline
- Summary – targeted, not just a job description
- Tag with Keywords – interests and expertise
- Update every few weeks – contacts will see notifications
- Personalized url

#### 2. Build your network

- 200-300 + quality contacts
- Personally acknowledge new contacts and noteworthy updates
- Add LinkedIn link to email signature
- Join and post to Groups
- Start with alumni groups and WGR!

#### 3. Become an Expert

- 5 + quality referrals
  - Write to get
- Answer questions
  - The best answers win “expert” status
- Start and join discussions
- Post work via Slideshare App

#### 4. Make it Easy

- Apps to share contact information
- Tools to monitor network
- Resume Builder App
- Cross posting with Facebook and Twitter (IF those accounts are professional and similarly branded)
- You can export your linkedin contacts list

## **Twitter**

- Often your fastest source for breaking news
- Great for crowdsourcing
  - Ex: asking your followers for ideas re personal brand
- Search hashtags (ex. #Arudia, #Coaching, #Branding, #WGRConference) to see trends
- Use your tagline/mission statement
- Follow Individuals and Institutions
- Follow/Create Lists (ex. By industry, for CEOs)

### **Tools:**

To post photos and video: TwitPic, Twiddeo, TweetTube, Yfrog

To manage accounts: TweetDeck, Seismic, Twhirl, Ping, HootSuite, SocialOomph and many more

## **Blog to Build Your Brand**

- Focus and Consistency
  - Know and convey your brand
  - Know your audience
  - Decide how often to post and do it
- Be informative or have a fresh opinion
  - At least 2 x / week: share anything interesting or useful
  - At least 1 x / week or every other: create original thought/opinion
- Connect – post links from other blogs. They will check out your blog
- Invite guest bloggers
- Cross post blog posts to LinkedIn, Facebook and Twitter (if all professional)
- “Share” buttons on your page

## **Facebook**

- Share more elements of your personality
- Conversational – share steps along the journey
- Very visual – post photos that convey your brand
- Balance between your own work and updates and sharing any useful article, video etc. that also expresses your brand.
- Between twice per day and several times per week

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