



PERSONAL BRANDING

—WITH SOCIAL MEDIA—

WHY IT MATTERS...

Social Media tools have the tremendous power to put you in contact with thousands of people. In order to build your online brand you need to know all of the possibilities, as well as how all of your activities are working together. It is important to be consistent so that each part of your social media network is contributing positively to the brand you are trying to build.



FACEBOOK (timeline)

Users: 845 Million+

Use your cover photo to show off your personality.

Keep your work and education history up to date and relevant.

Add milestones and experiences that further enhance your image.

Customize your privacy settings and hide past content that is unfavorable.

LINKEDIN

Users: 150 Million+

LinkedIn is a business-oriented social networking site.

Users can join and follow groups and companies.

A user's profile allows them to connect with people in their network, and helps build their professional brand, so make sure it is current.





TWITTER

Users: 140 Million+

Twitter is a micro-blogging platform, allowing you to share updates with your followers in 140 characters or less.

It is a great way to share content about your interests and industry.

You can search just about anything you are interested in and join conversations in real time, find the latest news, and connect to users with similar interests.

GOOGLE+

Users: 100 Million+

Google+ allows users to group their contacts into circles. This allows users to regulate who sees what information.

Be mindful of what content you make public.

Content shared on Google+ shows up in Google search results, so make sure it is positive.

Each user has a profile that displays information about themselves.



ABOUT.ME

Users: 1 Million+

Allows you to create a personal landing page.

Can add widgets to all of your social media outlets and web presences.

Easy to format - no coding needed.

Simply drop in a background, pick a color scheme, and write your small blurb.

The perfect "home base" to put on your business cards.



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