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Building Your Personal Brand on Social Media

Sharing online allows you to craft an online persona that reflects your personal values and professional skills. Even if you only use social media occasionally, the content you create, share or react to feeds into this public narrative. How you conduct yourself online is now just as important as your behavior offline. Building your personal brand on social media takes some work, but it could land you your next job opportunity or help you to foster valuable connections. Follow the ten steps below to ensure your online branding is working for you.

Social Media Groups Can Help You:

- Challenge and motivate yourself
- Push you to achieve your goals
- Keep you accountable
- Get ideas
- Receive feedback
- Gain confidence
- Expand your skills
- Test your knowledge
- Develop leadership skills
- Help others
- Make friends
- Discover new opportunities

Fully Update Your Social Media Accounts

Decide which social media account(s) you are going to focus on and delete any old accounts that you are no longer using. For the networks you will be using, make sure all information is complete and accurate. This will help you to build traffic to the networks you want to showcase your work. It can also remove any potential “questionable” content from years past that doesn’t have a positive effect on your professional image.

Identify Your Area of Expertise

Everyone’s an expert at something - The more unique and engaging content you create on your chosen topic of expertise, the more your followers will start to think of you as a leader in your chosen field.

Make Posting Easy with Apps

Maintaining an online presence can be time-consuming; but there are many social media apps at hand to make life easier. An app like Hootsuite connects to your social media networks and allow you to cross-post across different social networks and schedule posts; removing the need to login to multiple websites. Most major social media networks are compatible with these applications.

Share Content on a Regular Basis

Over-posting leads to fatigue and annoyance, therefore, you want to keep the lines of communication open with your audience, but you also don’t want to overshare so much that you look desperate. The sweet spot is posting around 3-4 times per week.

Create & Curate Engaging Content

Reposting (or curating) others’ content is always a smart thing to do, but it’s not all you should be doing to build your personal brand. You also need to share content that you’ve written yourself, to demonstrate your expertise within your industry. This type of content shows you have knowledge of the latest trends in that industry and how it is evolving.

Keep it Positive

Think of your social media interactions and content creation as part of a resume of your work and a reflection of your professional attitude and overall personality. Avoid inflammatory religious or racial comments and be careful when making political commentary that others may consider offensive. If you have concerns about not being able to voice your opinions to the extent you wish, consider creating two sets of social media accounts: one for private use (say whatever you want), and one for personal use (in which your responses and shares



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are heavily calculated). Keep your personal pages private to just close friends and family and use your professional accounts to build new connections and career opportunities.

Find & Join Groups

Social media platforms offer thousands of opportunities to join groups focused on specific industries or topics linked to your specific area of expertise. You will be able to share your insights and build authority around your personal brand. Once you're a member of your preferred social media groups, don't be afraid to jump into discussions and add your unique insights. If you simply join a group and don't participate, you won't gain any of the benefits listed above.

Keep Your Brand Voice, Image & Tone Consistent

You must also remain consistent with your ideas and the ways you present them so that you're memorable and trustworthy. You can damage an otherwise flawless reputation if one of your profiles shows up with content or images that don't match up with your brand's voice.

Creating a personal brand on social media isn't easy. It requires a lot of thought and research to do successfully. It is not about what you look like or where you live, it's about what you stand for and what people should expect when they see you've posted a new piece of content. Think long-term and remember to take note of what's working and not working and adjust as necessary.