

Activities and Resources

Chapter 1

2. How social media can help a personal brand

Answer the following questions to determine how a personal brand on social media can help you.

- Increase recognition for your brand?
- Help position you as a thought leader?
- Increase trust in your brand?
- Improve your leveraged credibility?
- Create greater competitive advantage for your brand?

Chapter 2

2. A well-branded social media profile

To craft your branded online bio, consider the following and make a list for yourself.

- Speeches you have given and for what organizations
- Books or articles you have written
- Radio, TV, or print media interviews you have given
- Relevant degrees, awards, or honors you possess
- Relevant projects you have been involved with
- Length of time you have been in business or doing your work
- Name recognition clients you can mention
- National or international credentials or experience or positions you have held
- Boards you have been a member of
- Special relevant skills, talents, or abilities you possess

3. A customized social media background

Using the following checklist, consider these elements and plan an ideal customized background for your social media profiles.

- Your name
- Your website address
- A headshot (different than your profile pic)
- Images of any books you have written
- A favorite quote (by you or someone else)
- Your position or title
- Your company logo
- Colors consistent with your logo or website
- Model or diagram you regularly use in your work

Chapter 3

2. LinkedIn for personal branding

List the names of at least four people you want to request a recommendation from on LinkedIn, and include the position and recommendation details.

1. Name:

Position:

Recommend me for:

2. Name:

Position:

Recommend me for:

3. Name:

Position:

Recommend me for:

4. Name:

Position:

Recommend me for:

4. Expand your Twitter reach

Write one tweet for each of the following options, which you could then use for your Twitter stream.

- Tip:
- Question:
- Opinion:
- Link to other website:
- Link to blog:
- Link to article:
- Link to audio:
- Link to video:

7. Personal branding on Pinterest

Using the following categories, brainstorm some Pinterest boards that would work for your brand.

- How-to or educational
- Discussion group
- FAQs
- Makeover or before and after
- Holiday
- Expertise
- Personal passions

Conclusion

1. Social media for thought leadership

If becoming a thought leader is indeed one of your goals, answer the following questions about how you might begin to position yourself.

- How can I advance my field?
- What can I do to speak for my industry?
- What content can I create that would position me for thought leadership?