



Social Media To Boost Your Personal Brand Online

7 keys to using social media to increase your visibility and reputation to support your job search and long term career development

Create Your Online Networking Plan

Step 1 – Establish your goals for using social media to network online: what will success look like? Who do you want to connect with?

For example the specific target audience of prospects, colleagues, past employers and in specific geographies

Step 2 – Listen to the conversation online: Google.com/Alerts, SocialMention.com, Addictomatic.com, Search.Twitter.com, Twilert.com, SocialMention.com, Topsy.com, Search on Facebook.com/YouTube.com/Flickr.com

Step 3 – Decide where you will network: Facebook.com, Ecademy.com, Twitter.com, LinkedIn.com, Naymz.com, Worky.com, SkillsPages.com, Xing.com, BranchOut Application on Facebook.com (LinkedIn support for graduates - <http://bgn.bz/ligrads>).

Remember to review your privacy settings. Ensure that you research and understand the key words relevant to your sector and specialism that people will search for in when looking for someone with your skills and experience

Step 4 – Own your place in Cyberspace: Blogger.com, Wordpress.com, Posterous.com, Typepad.com, Wordpress.org, About.me, Hubze.com, VisualCV.com – consider purchasing your own domain name.

Explore how you can encourage people you meet offline at conferences and events to connect to you online particularly through LinkedIn

Step 5 – Repurpose your content into multimedia formats: Slideshare.net, Audioboo.com, YouTube.com, Prezi.com to share your knowledge and expertise



Step 6 – Integrate your communications online and offline:- visit BizGrowthResources.com for additional resources, <http://bgn.bz/bizcards>, <http://bgn.bz/resume>

Step 7 – Track and measure your results: continue to monitor and manage your reputation online

Additional Resources

<i>Digital marketing resources</i>	www.BizGrowthResources.com
<i>Facebook marketing tips</i>	www.Facebook.com/BizGrowthMedia
<i>Digital marketing tips</i>	www.Facebook.com/MarketingMentor
<i>Social media marketing blog</i>	www.BizGrowthNews.com
<i>Social media video tutorials</i>	www.YouTube.com/BizGrowthTV
<i>Events, Research And Webinars</i>	www.Krishna.me