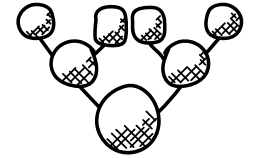
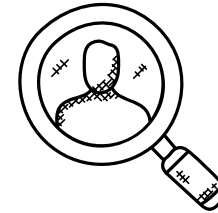
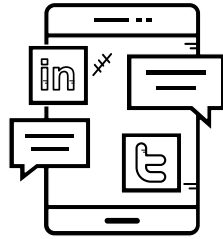


Social Media



Basics

Social platforms are a way to effectively build your online community by engaging with others and communicating-sharing content and information.

Platforms

LinkedIn: professional network, online resume (digital e-portfolio or website), global database - 722+ million members

Twitter: global information (micro blog)

Instagram: visual medium (wall of photos)

YouTube: channel to publish video content

Facebook: social website

Your Digital Footprint

Conduct a vanity search - type your name in Google to see what results emerge

(Fyi...LinkedIn profiles are usually the top search engine results)

Tips

Know yourself, your brand-who you are, what do you want to be known for (be congruent online and offline)

Know who you want in your community

Know the purpose of the platform

Know the platforms your industry utilizes

Start with one platform and master it

Why?

Build a local, national, and international community

Stay current in your industry

Learn about career opportunities

