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DEVELOP YOUR BRAND ON SOCIAL MEDIA



Personal branding involves establishing and promoting your unique identity by highlighting your experiences, skills, and values that set you apart from others.

What is a Personal Brand?

Creating a strong personal brand is essential for individuals such as social media influencers, freelancers, and public speakers as it helps them to attract clients. Even if these aren't your fields, having a personal brand can enhance self-confidence, create new opportunities, and provide a deeper understanding of oneself.



Who needs a personal brand?

Everyone!

- If you are operating a small business this is an opportunity to expand your customer base as you gently promote your brand.
- If you are an individual this is your opportunity to sell yourself, set yourself apart as an expert in your field, and establish your qualifications as a future employee.
- Even if you are using social media for fun today, your account will last a lifetime (and beyond). Keep that in mind.

What are the benefits?

Why should you build a personal brand?

- Builds credibility
- Connects you with your customers, recruiters, employers
- Make new connections
- Learn from experts and establish your own expertise
- Expand your customer base
- Serves as a personal portfolio



Where do you start?

Do you need to be on every social platform?

- Determine your audience and purpose to find your platform.
 - What is your ultimate goal?
 - Job Seeker? Facebook - LinkedIn
 - Business Promotion? Facebook - LinkedIn - Twitter - Instagram - Tik Tok
 - Expertise? Facebook - LinkedIn - Twitter - Instagram - Tik Tok
 - Fun?

Do you need separate accounts for yourself and your personal brand?





1

Determine Your Audience

What do they like?
What do they dislike?
What are their Struggles?
why are they on social media and what are they looking for?

What Will You Offer Them

Are you a resource?
Are you a product?
Are you offering skills?
What do they need that you provide?

2

Edit Your Profile

Once you have determined who your audience is and what you are offering them, it is time to build your profile to meet their needs while being true to who you are and your personality.

- Address their concerns
- Offer solutions
- Use an appropriate profile image that can be recognized across platforms.

3

Create and Post Content

Simply start posting. It's easy!

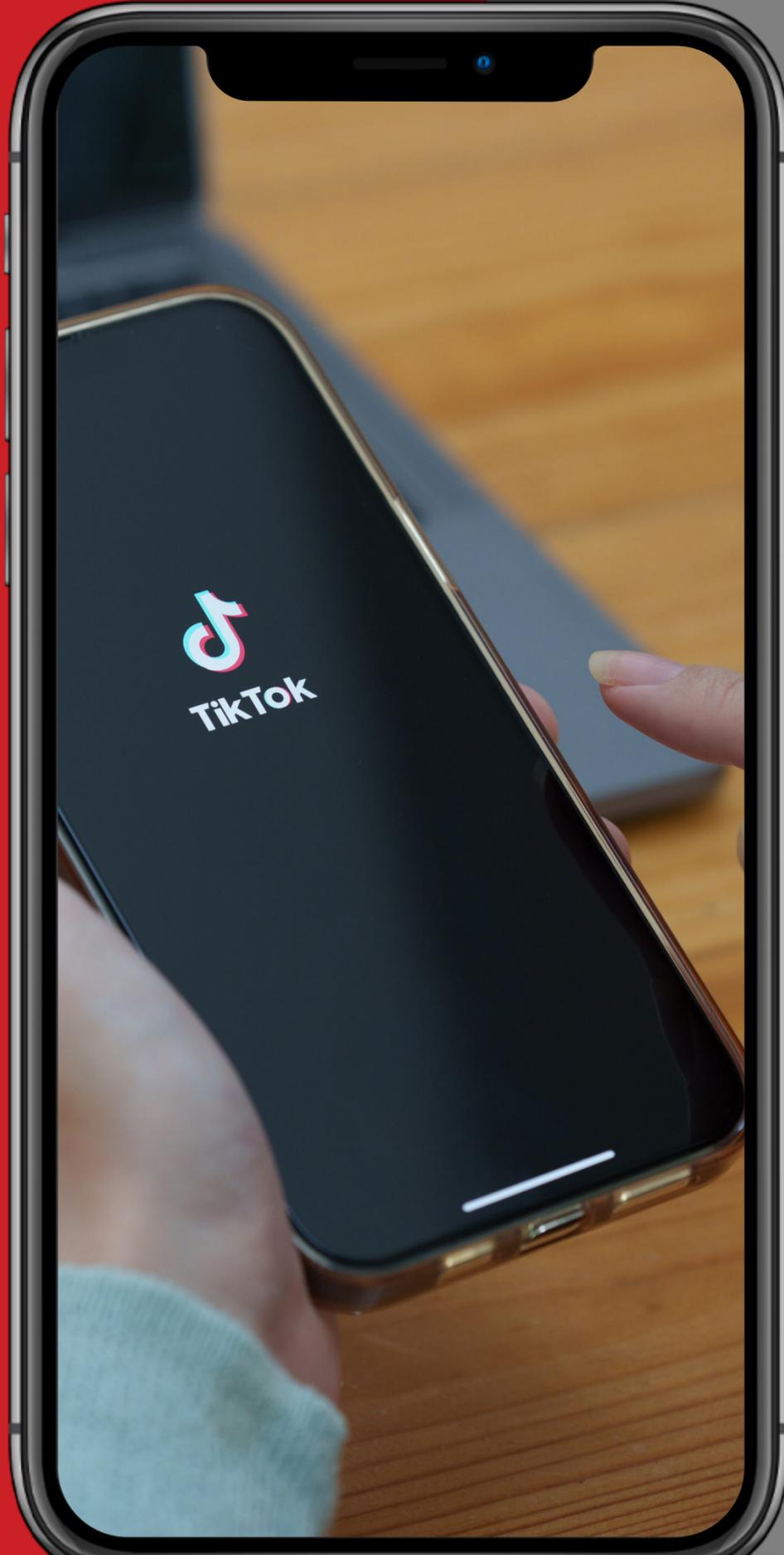


What/When should you post?

Your purpose determines your posts, but keep the following in mind.

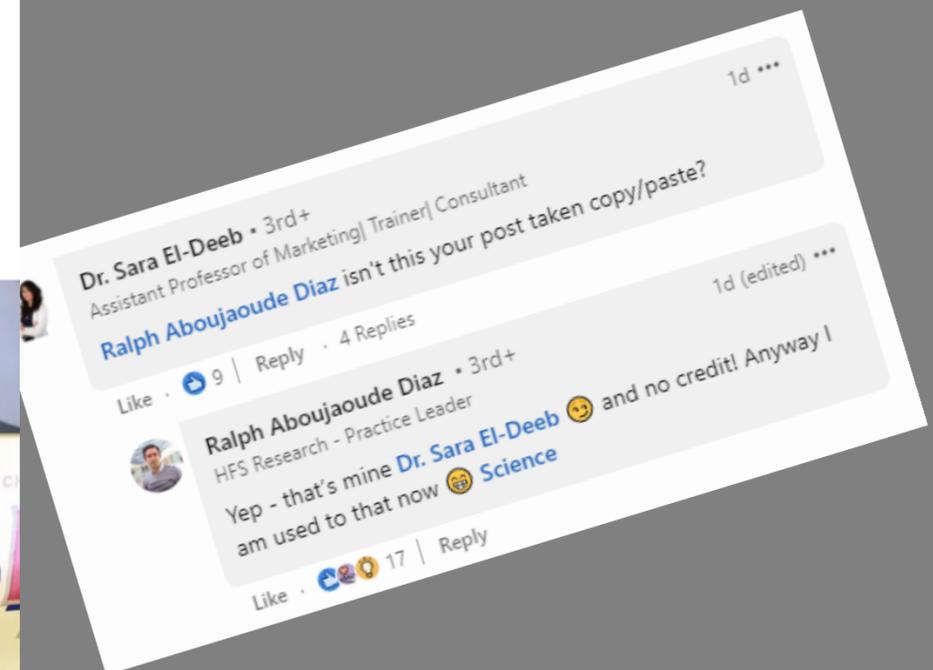
- You want to be the expert in your field.
 - Follow blogs and people in your field.
 - Make noise more than you amplify the noise of others.
- Don't over-post. Quality is more important than quantity.
 - 1-3 times a week is fine for a business only account.
 - 1-3 business posts a week on a dual purpose account.
- For maximum impact post during peak hours.
- When you make-up hashtags, it is for your purposes - rely on relevant and popular hashtags if you want to benefit from their reach.
- Let your personality shine through. It doesn't have to be all business. It shouldn't be.
- sell sparingly





What not to post:

- This is going to vary by account, but..
 - Stay away from politics
 - Controversial topics or events
 - Other people's content without attribution.



Tools to Build Your Brand

- [Canva](#) - A graphic design tool that allows you to create visually appealing posts, infographics, and social media graphics.
- [Adobe Spark](#) - A suite of design tools that can help you create graphics, videos, and web pages.
- [Hootsuite Insights](#) - A social media listening and analytics tool that can help you understand your audience and create content that resonates with them.
- [Loomly](#) - A social media management tool that allows you to schedule, publish, and analyze your social media posts across multiple platforms.
- [Unfold](#) - An app to create and edit stories for Instagram and other social media platforms.
- [InVideo](#) - An online video editing tool that allows you to create engaging videos with templates, effects, and text overlays.
- [VSCO](#) - A photo editing app that offers a wide range of filters, editing tools, and a built-in camera.
- [CapCut](#) - An app that allows users to create short videos by cutting, trimming, and splicing together video clips and adding music, text, and other effects.
- [ChatGPT](#) - AI text generation based on your prompts.
- [Rytr](#) - AI writing assistant.
- [ReelTrends](#) - An app that you can use to discover, analyze, and predict trends and sounds to use in your social media posts.
- Stock Photos -
 - [Pexels](#), [Unsplash](#), [Pixabay](#) - These are all free!

A photograph showing two individuals from the chest down. The person on the left is wearing a dark grey zip-up jacket and is holding a red smartphone with both hands. The person on the right is wearing a white button-down shirt and a tan scarf, also holding a black smartphone with both hands. The background is slightly blurred, suggesting an indoor setting with a window.

**“The best marketing
doesn't feel like marketing.”**

- Tom Fishburne