

INTRODUCTION. Social media is more than blogging, Facebook, LinkedIn and Twitter! In this worksheet, you should first inventory available social networks to see if a) they can help you in your personal brand image and/or b) your target decision-makers are on them. Then you should set them up, conceptualize a posting strategy (your own content as well as the content of others), and then promote them. Let's get started!

RESEARCH AND INVENTORY. Research the other social media networks, to answer the following questions.

Instagram

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

YouTube

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

Pinterest

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

Amazon (book publishing via Kindle / CreateSpace)

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

Google+

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

Snapchat

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

Tumblr

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

Other: _____

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

Other: _____

- Yes, it makes sense for my personal brand image as
 - a TRUST INDICATOR and/or a way to PROMOTE myself
- Yes, I see my target audience on this network. No, I do not.
- It is very relevant relevant not relevant

OTHER NETWORK PLAN.

SOCIAL MEDIA NETWORK NAME: _____

(Duplicate and fill in for ALL your target networks)

Having researched and inventoried available social networks above, identify a relevant network. Then fill out this plan to outline how you will use this network (e.g., Instagram) for your online personal brand image.

ACCOUNT SETUP. If you do not have an account, set one up. If you do have an account, optimize it to be in harmony with your personal brand image.

Next, set up your own account:

Account name / @handle will be: _____

URL on will be:: _____

Concept for "profile picture" will be: _____

Concept for "cover photo" will be: _____

"Account" summary information will say: _____

Other set up issues: _____

TARGET AUDIENCE(S). What types of people will be on the network that are relevant to your job search or career-building goals? -

Type 1: _____

Type 2: _____

Type 3: _____

- Yes, this network makes sense for my online personal brand. No, it does not.
 Kinda sorta (e.g., ONLY during a major tradeshow, ONLY as a trust indicator, etc.)

Explain:

MARKETING VALUE. Summarize the marketing value, if any, you see in this network for your personal brand image:

I see marketing value in this network: a lot some neutral not much

The primary value(s) from this network to your personal brand image is:

- Being discovered Staying in contact with friends, employers, coworkers, etc. Social sharing; getting decision-makers to “share” your content
 Trust indicators: need to be on this network to look substantial
 Using this network to reach out to influencers (e.g., journalists, bloggers, hiring managers, recruiters, influencers) Using #hashtags on this network (if available) to comment on, and catch the wave of timely topics Other:

NETWORK INTERACTIVITY / CONTENT STRATEGY. Why will potential targets “follow” you on this network? What will they “get” out of it? And for individual posts / videos / items, why will they favorite, interact with, and even reshare them?

People will follow me on because: _____

People will read / favorite my posts because _____

Post Concept #1 _____

They will like this type of post, because: _____

Post Concept #2 _____

They will like this type of post, because: _____

Post Concept #3 _____

They will like this type of post, because: _____

List and describe other types of content you can post to this network (e.g., photos, videos, comments, etc.) as well as trade shows, industry trends to follow:

Photo concepts:

Video concepts:

Text / other concepts:

Hashtags to follow (if applicable):

(Don't forget industry tradeshow #hashtags like #CES!)

_____ # _____

_____ # _____

_____ # _____

_____ # _____

_____ # _____

Other people's content: list other accounts to follow on the network OR sources of other people's content such as industry blogs, magazines, YouTube accounts, etc., that you can use to find content to "share" or "comment on" on this network:

Other people's content: _____

NETWORK PROMOTION STRATEGY. How will you promote yourself on this network?

- Real world to social
- Cross promotion (between this network and other networks / your blog, etc.)
- Email
- Internal to this network

@someonefamous. Who? Why?

#hashtags Which ones? What will you post on them? Why will folks care?

- Network plugins
- Getting shares by: _____

- Advertising your account, if available

Comments: _____

OTHER THOUGHTS AND IDEAS ABOUT THIS NETWORK. Having researched a) whether your potential targets are on this network, and b) what persons similar to you are doing on this network (and/ or high profile personal brands to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, “big picture” ideas do you have about this network?

I see **potential** in this network for my personal brand strategy because:

After I've set up my account, I believe I can do the following **types of posts** and they will help me grow my followers because:

I will **measure job search / career-building success** on this network by the following metrics:

Other thoughts about how you can use this social media network for your job search and career-building strategy? How will it help your online personal brand image?