

Boost Your Personal Brand on Social



Optimize Your Profiles for Search

LinkedIn is just as much a search engine as it is a social platform, so the words you choose for your profile matter.

What keywords do you associate with you as a professional that people might search for? Put them in your headline, job title, summary, and job descriptions.

Update Your Profiles Often

Treat your LinkedIn profile like a living resume. Update your profile whenever you make a career move, speak at a conference, publish a new article, take a new course, etc.

Use a Professional Profile Photo

Your profile photo is a first impression for many. Here are some tips to creating a great social profile photo without a professional photographer:

- Don't use any extreme close-ups or full-body shots; your photo should include your neck and shoulders.
- Aim for high-res, clear, and unpixelated photos.
- Smile!
- Make sure it doesn't look like a selfie.
- Use indirect, natural lighting.
- It should just be you in the photo.

Have a Focus

Decide what your key message is, and stick to it. The best personal brands are very specific.

Keeping your message focused for your target demographic will make it that much easier to both create content around your personal brand and allow others to easily identify you.

Position Yourself as an Industry Authority

Write blogs and articles on LinkedIn. When you publish on the platform, your community is notified and it will show up in their feed.

3 ways you can publish on LinkedIn: Write and publish directly through LinkedIn Publishing, publish an excerpt and link to a blog on your website, or syndicate one of your existing blog posts to take advantage of LinkedIn's publishing tools.

Create graphics and videos that serve as resources for your community that others can share and repost (sending traffic back to your page).

Engage Meaningfully

Social media isn't just a place to post your own content. Set aside time to go through your feeds and find opportunities to share, like, comment, and start discussions.

The key is to build relationships over time through social connection.

