

# 11 TIPS TO BUILDING YOUR PERSONAL BRAND USING SOCIAL MEDIA

Whether or not you consider yourself a social butterfly in the digital world, the truth is, social media – as well as your online reputation – are absolutely integral in building your personal brand. Tools like LinkedIn and Google+ have become synonymous with job searching, hiring, and overall networking. So, unless you plan on living under a rock for your entire professional life, we suggest you soak in the 11 tips below for building your brand using social media and get started asap!

**Tip #1: Content is still KING!**



Your personal brand and online success will be supported by regular, relevant and quality content! Keep this in mind as you develop your personal brand on LinkedIn and Google+!

**Top tips for LinkedIn**



**Tip #2: Build your own personal profile!**

And if you own a business, don't forget to build your company profile too!

**Tip #3: Increase your personal brand's value** by building your endorsements and recommendations.

**Tip #4: Demonstrate your expertise** with client testimonials and by sharing free advice and ideas.

**Tip #5: Proactively connect with customers and prospects** as regularly as possible.

**Tip #6: Leverage premium memberships and analytics** to measure your personal brand's growth!



**Top tips for Google+**



**Tip #7: Build your own personal profile as well as a company profile!**

If you already have these set up, don't forget to reconfigure as necessary.

**Tip #8: Expand your "circles"** to connect with people, events and communities.

**Tip #9: Boost your personal brand's value:** don't forget – you *must* leverage the AUTHOR TAG!

**Tip #10: Regularly provide valuable updates, including blogs,** thereby enhancing your credibility.

**Tip #11: Use other Google App Tools too!** After all, Google+ is quickly becoming the 'hub' for SMBs.



**DROP US A LINE, we'd love to help.**

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