

# Finding Your Voice on Social Media

## WORKSHEET

"Your online actions are a reflection of the image you project to the world."

Author  
unknown

### Personal Brand in Four Steps

Source: Ian Altman, Forbes (2016)

1 Discover	2 Integrate	3 Create	4 Engage
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### Step 1: Discover

Where is your brand today? What are your strengths? How do you want to position yourself?

What is your brand statement? What do you want to be known for?	This is a personal mission statement in the present tense that is clear and aspirational. General template is "I want to be known for being _____ so that I can deliver _____ to _____."	
What is your brand personality?	What characteristics, traits, and core competencies do you want to showcase? Are you professional, quirky, witty, adventurous?	
What are your key strengths? (e.g. soft skills such as leadership, commitment, loyalty) Note 3	1) 2) 3)	
What are your passions and interests?	Passions and interests include topics, industries, movements or causes you care about.	
What are your key messages?	These are messages that define who you are, how you will talk about yourself, and how you want others to describe you.	
Who do you most want to connect with?	Identify individuals who are already considered leaders in your field(s) of interest. They are active, engaged, creating content, and getting positive response.	

## Step 2: Integrate

Be consistent in what you do and say both online and offline. Take stock of your digital footprint and finding opportunities to create alignment.

### Personal Brand Mini Audit

#### Part 1: Google your name

In addition to checking your first and last name, be sure to check a 5-10 pages of search results for each question below. Also check any images or videos that show up in the results. Record what you find.

Task	What did you find?
Search your first and last name	
Search your name + town/city	
Search your current and past email addresses	
Search your current and past usernames	
Find anything else worthy of note?	

#### Part 2: Audit your social media activity

“Choose the account you are most active in (Instagram, etc.), and complete the worksheet to identify the information that is OK (✓) or where changes are needed. It’s a good idea to do this with all of the social media networks you have used in your lifetime.

*To get started, select one social channel to evaluate. Repeat with other channels as needed.*

[Your account]	✓	Write any changes you want to make below:
Pictures		
Privacy settings		
Comments		
Posts by me		
Posts by others		
Videos		
Applications		
Groups you follow		
Pages		
Contacts/friends		
Additional notes		

### Step 3: Create

Create and curate content that furthers your position as an expert. Stay within the three reasons people use social media: to be informed, entertained, or connected.

What social channels do you most enjoy engaging in and creating content for? Identify 2 max to get started.	1) 2)
What type of posts do you most enjoy creating? (e.g. infographics, photo collages, videos, polls, straight text)	1) 2) 3)
What type of content do you read or engage with the most from other authors? How can you leverage that content through your engagement? (e.g. sharing articles, re-tweeting threads, commenting, adding additional content)	1) 2) 3)
What are some key words and phrases related to your area(s) of expertise that you could use to find influencers and incorporate into your posts?	1) 2) 3)
What are some hashtags that you follow – or want to follow that are related to your area(s) of expertise? These would be regularly incorporated into your posts.	1) 2) 3)

### Step 4: Engage

Use the power of social media to amplify your reputation.

The general rule is that you should have 80% original posts and 20% curated content. Curated content means sharing content created by others and @tagging them. Content should be value-add and in line with your personal brand goals and vision.

Starting out – how often do you want to post original content?	
Starting out – how often do you want to curate the content of others who are already posting about your area(s) of expertise?	
Starting how – how often do you want to commit to engaging via likes, shares, comments to add value to the conversation of the community you wish to belong and build reputation?	

#### Closing thought...

“Whether you’re looking to build your personal brand to drive success in sales or your career, it’s important to remember you must be true to your brand and not the brand that you *think* other people want you to have. Be you; be authentic to yourself, and not something that you are not. Authenticity comes with sacrifice. An authentic personal brand will attract those who share your views, and will repel those who are not a good fit.” *Ian Altman, contributor at Forbes*

# [APPENDIX]

## Topics that get engagement

Sources: [CoSchedule](#), [QuickSprout](#), [optinmonster](#), and [HubSpot](#)

- FAQ list
- Take an unrelated topic and tie it to a topic or area of interest
- Profile of work from your team or collaborators
- Profile influencers in your area of expertise
- Create an “ultimate guide to...”
- Write about the best part of what you do
- Do a Q&A interview with someone related to your area of expertise
- Post a slideshow
- Create a list of “hacks”
- Share a personal experience related to your area of expertise
- Create a how-to guide or tutorial
- Create a recipe post
- Write a beginner’s guide
- Adopt a charity and feature them
- Do a product review
- Create a “breaking news” post
- Bust a myth
- Create a troubleshooting guide
- Do a DIY or advice post
- Do a gif or meme post
- Create an infographic post
- Create a resource post
- Create a checklist
- Share resources, books, list of influencers
- Create a post featuring something of historic relevance
- Create a “best of” post
- Create a poll, survey or quiz
- Feature relevant upcoming events
- What’s in your bag/backpack?
- Showcase happy students, co-workers, clients

## Creative resources (free, web-based)

- [Canva](#)
- [Adobe Creative Cloud Express](#)

## Literature references:

[Four Steps That Drive Success with Personal Branding](#) by Ian Altman, Forbes (Oct 2016)

[How to Build Personal Brand](#) (Complete Guide) by Tyler Basu, Thinkific (Sep 2021)

[How to Build Your Personal Brand in 10 Steps](#) by Peter Sterlacci, Undercover Recruiter (n.d.)

[Personal Branding Secrets: 7 Steps to Building an Outstanding Personal Brand](#) by Anna Lundberg, 99designs (2020)

[Seven Steps to Create a Powerful Personal Brand](#) by Caroline Castrillon, Forbes (June 2020)