A STEP-BY-STEP GUIDE TO

GROWING YOUR PERSONAL BRAND ON SOCIAL MEDIA

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MARKETING CONSULTING

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Chapter 1

Workbook Overview

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LEARN HOW TO GROW YOUR PERSONAL BRAND ONLINE

Many professionals strive to become go-to experts in their industry. They write about topics impacting their work, attend and speak at industry events, and network with their peers through a variety of social media sites.

These activities, in a nutshell, aim to build your thought leadership platform and help you become a recognized leader in your space. But this isn't easy work, especially combined with all your other work and life priorities.

To achieve this ambitious—yet entirely attainable—goal, you must first define your personal brand and then use this brand to cultivate, nurture, and grow relationships in your industry.

This workbook serves as a step-by-step guide to defining your personal brand and applying it to your social media channels.

All it takes is a plan and 15 minutes a day. So, let's get started!

By completing this workbook, you will:

- Define your own unique personal brand
- Identify the right social media channels to build your brand
- Set your social media accounts up for success
- Create a realistic social media plan that fits your busy schedule

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Chapter 2

Define Your Personal Brand

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WHAT IS A PERSONAL BRAND?

A personal brand is much like the brand identity of a company, just for an individual.

A personal brand is a reputation that you build based on:

- The type of work you do
- The topics you are vocal about
- The communities you are an active part of
- How you live by your personal values

Your brand grows through your personal and professional relationships, social media activities, the content you create, and the public ways that you engage with people involved or interested in your personal branding topics.

The benefits of personal branding include:

- Greater employability
- Company visibility
- Becoming known as a thought leader

PERSONAL BRANDING TIP

A strong personal brand requires you to have a unique perspective that you share, instead of adding to the sea of noise from your industry colleagues.

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PERSONAL BRANDS IN ACTION: SIMON SINEK

Who in your space has built a strong personal brand? Do you admire any notable industry experts or thought leaders for their work?

It is often easiest to understand the potential value of a personal brand by recognizing individuals that have built success by staying focused on their branding.

Take Simon Sinek, for example. He has built an incredible personal brand around how to become a better leader. His mission is simple, with a flexible platform to build from:

Our WHY:

To inspire people to do the things that inspire them so that, together, each of us can change our world for the better.

ABOVE "OUR WHY" IMAGE SOURCED FROM SIMON SINEK'S WEBSITE.

Simon Sinek's Personal Brand Resources

To see Simon's personal brand in action, check out these channels and resources:

@SimonSinek

@SimonSinek

@SimonSinek

Personal Branding Interview: Simon Sinek (Personal Branding Blog)

Start With Why: Answering The Question "What Do You Do" (Simon's YouTube)

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PERSONAL BRANDS IN ACTION: MARTHA STEWART

Martha Stewart started a catering company in 1976, which served as the launching pad for her flourishing career and beloved personal brand as we know it today.

Her mission is simple: to teach and inspire you to design the life you want.

Millions of people around the world rely on Martha for delicious recipes, stylish home decor tips, and fun DIY crafts. She has used practically every channel possible to widen her reach—television, books, social media, e-commerce, live events, and many others.

What's remarkable about Martha is how she has stayed relevant for 50+ years and continues to reinvent how she engages with her community (like starting a podcast in her 80s!).

Martha Stewart's Personal Brand Resources

To see Martha's personal brand in action, check out these channels and resources:

@MarthaStewart

@MarthaStewart48

@Martha Stewart

@MarthaStewart

@MarthaKStewart

@MarthaStewart

The Martha Blog

The Martha Stewart Podcast

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DEFINE YOUR PERSONAL BRAND

Let's define your personal brand using a series of short activities.
Please print this worksheet out, or use a separate sheet of paper to track your responses.

To start, write up to 5 adjectives that people would use to describe you today:

1. _____

2. _____

3. _____

4. _____

5. _____

Now, write up to 5 adjectives that you would <u>like</u> people to use to describe you:

1. _____

2. _____

3. _____

4. _____

5. _____

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PERSONAL BRAND ADJECTIVES

Not sure what adjectives to list on the previous page? Check out these examples for inspiration.

Adventurous
Authoritative
Bold
Calm
Caring
Competent
Conscientious
Conservative
Cooperative
Courageous
Dependable
Disruptive
Edgy
Elegant
Energetic
Friendly
Gentle
Glamorous
Helpful
Humble
Humorous
Imaginative
Innovative
Intelligent
Liberal
Light-hearted
Lively
Mature
Memorable
Mysterious
Neat
Outgoing
Patient
Playful
Provocative
Quick
Quirky
Rational
Rebellious
Relaxed
Secure
Serious
Stoic
Strategic
Strong
Thoughtful
Warm
Whimsical

How Do You Want People To Describe You?

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FEELING LUCKY?

Remove all the hard work from defining your brand by seeing what you unearth in this word search!***

K	C	A	L	M	I	S	N	E	S	N	O	N	O	S
P	B	I	S	L	U	F	P	L	E	H	L	T	X	Z
Y	S	R	T	R	A	N	S	P	A	R	E	N	T	D
V	L	D	Q	A	D	A	P	T	A	B	L	E	C	B
S	I	L	L	Y	M	C	I	T	S	A	C	R	A	S
G	U	M	O	L	S	S	E	C	R	E	T	I	V	E
N	S	O	L	J	U	U	I	Y	H	C	U	O	R	G
I	I	S	V	A	N	F	O	R	G	E	T	F	U	L
R	T	U	L	E	C	V	T	L	A	V	A	V	N	V
E	G	O	I	A	I	Q	Y	H	A	H	H	P	R	T
D	N	I	V	R	T	H	U	S	G	E	C	J	X	D
N	I	R	E	T	O	I	C	I	S	U	Z	T	L	O
I	R	E	D	H	A	M	X	S	R	O	O	O	D	D
H	A	S	U	Y	H	Z	M	X	I	K	B	H	Z	M
A	D	I	R	E	C	T	E	X	N	M	Y	J	T	O

***While we recommend actively defining your brand voice instead of relying on a word search, this can help you get unstuck!

WHAT IS YOUR NEWLY DEFINED BRAND?

LET US KNOW BY TAGGING @ERIKAHEALD

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DEFINE YOUR PERSONAL BRAND

List your unique strengths related to your ideal line of work. What makes you stand out from the competition?

1. _____

2. _____

3. _____

4. _____

5. _____

List the topics and causes you are passionate about. This should ideally include your main area of professional focus, and related topics that are part of this ecosystem:

1. _____

2. _____

3. _____

4. _____

5. _____

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DEFINE YOUR PERSONAL BRAND

Answer the following questions:

1. What challenges do I hope to help others overcome through my work?

2. Who is the ideal person that I can help through my strengths?

3. What goal(s) do I hope to achieve with my work?

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DEFINE YOUR PERSONAL BRAND

Use your answers from the previous questions to define your brand.
This can be a simple sentence that guides your day-to-day activities.

I provide _____

[insert your area of expertise]

to help _____

[insert your ideal employers or clients]

overcome _____

[insert the challenges that the above people face]

I am unique from others in my space because

_____

[describe your unique value proposition]

My goal is to

_____

[discuss your goal for your business or career]

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Chapter 3

Social Media Goals & Objectives

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SET GOALS FOR SOCIAL MEDIA

With your personal brand now defined, you can start to reinforce that brand through your day-to-day activities. If you're looking to build a community around your brand, it is often easiest to start with social media channels.

If you're trying to support your personal brand on social media without having defined goals and objectives, though, there's absolutely no way that you can know if you are successful. This means that you end up wasting a lot of time and money, while not actually furthering your business goals.

Whether you have existing channels in place or are starting from scratch, let's explore how to create a solid social media strategy to build from—starting with your goals and objectives.

Social Media Marketers' Top Goals

According to the Sprout Social Index, the top goals for marketers on social media are:

- Increase brand awareness
- Sales/lead generation
- Increase community engagement
- Grow my brand's audience
- Increase web traffic

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SOCIAL MEDIA OBJECTIVES & GOALS

An objective is a broad, high-level statement of what you hope to accomplish.

Your objectives outline the vision that informs your social media plan. In the context of your social media activities, an appropriate objective could be:

- “To become an industry thought leader on <my subject area>”.
- “To become more knowledgeable about <my subject area>”.
- “To build a community around <my business>”.

A goal is a measurable, specific step that you can take to achieve an objective.

SMART goals to support those objectives could include:

- Connect with 12 new industry influencers by the end of Q1
- Identify and become active in 2-3 online groups/communities related to my services by the end of the month
- Drive 20% of all new business inquiries from social media channels by the end of the year

Use SMART Goal Criteria

In setting goals for social media, ensure they follow the SMART Criteria:

Specific: Be focused and narrow.
Measurable: How will you know if you met your goal?
Attainable: Is this possible?
Relevant: Does this support your personal brand?
Time-bound: When do you need to accomplish this by?

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DEFINE YOUR SOCIAL MEDIA OBJECTIVES & GOALS

Write 3 objectives for your social media activities.

1. _____

2. _____

3. _____

Write 3 goals that will help you reach your objectives.

1. _____

2. _____

3. _____

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SOCIAL MEDIA STRATEGIES

Strategies are the actions you'll take to achieve your goals.
We share some examples on the next page.

Write 3 strategies for each of your identified goals.

Goal 1:

1.

2.

3.

Goal 2:

1.

2.

3.

Goal 3:

1.

2.

3.

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COMMON SOCIAL MEDIA STRATEGIES

Are you having a hard time thinking of social media strategies? Consider some of the examples below. Remember that it's important to experiment with new ideas and adjust your strategies based on how your following evolves.

Pose questions to my social media communities asking what type of content they want to see

Assess the strategy of industry peers to see how I can tweak my own approach

Share exclusive content and opportunities with my social media communities

Post three times a week on each social media channel

Participate in at least one LinkedIn Live or FB Live conversation a week

Include dynamic photos and visuals with my content

Share relevant industry news articles twice a week

Use a social media scheduling tool like Hootsuite or Sprout Social

Personally message one follower a week to get to know them

Cross-promote my social media channels to build awareness

Share educational content geared toward my audience needs

Create a list of priority hashtags to track and monitor

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Chapter 4

Find The Right Social Media Channels

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HOW TO STAY FOCUSED ON SOCIAL MEDIA

It's better to drive results in a few places than to be everywhere with no results to show.

Your brand will not build itself simply by you blasting messages to your followers. You need to focus on engagement. This requires you to react to other users' content, ask questions, and build relationships through conversation. This takes time, and you need to reach the right people.

Determine which social media channels will give you access to the communities that will help you to accomplish your goals. These are the ideal people that find value in your strengths and services (which you defined earlier).

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FIND THE RIGHT SOCIAL MEDIA CHANNELS FOR YOUR GOALS

Think about the audience with whom you are looking to interact. Are there any community-specific forums or websites where they frequently congregate?

To draft your list of key places, think about where you usually go for all of your news in your topic area. Expand from there by seeing what your fellow enthusiasts are sharing, the other sites they link to in their profiles, etc.

If you're stuck for ideas, go to Google and type these in to see what pops up:

- <topic name> <social media channel name>
- <topic name> forum

There are some essential social media channels where you'll likely want to start: Linkedin, Facebook, and/or Instagram.

You can't be on every social media channel effectively.

You don't want to—and realistically can't be—active everywhere, especially at first. Pick just one or two channels to begin.

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LINKEDIN FOR PERSONAL BRANDING

Known predominantly as a business social network, LinkedIn is a place for professionals to connect with past or current colleagues, as well as other professionals in your industry. This makes it a perfect channel to support your personal brand.

It is common to see users sharing company news, job listings, or workplace accomplishments, and users can also create long-form articles through LinkedIn's Publishing Platform to share their perspectives on various topics.

If writing or other content creation is a primary way you plan to build your personal authority, consider turning on the platform's Creator mode to make it easier to highlight those activities.

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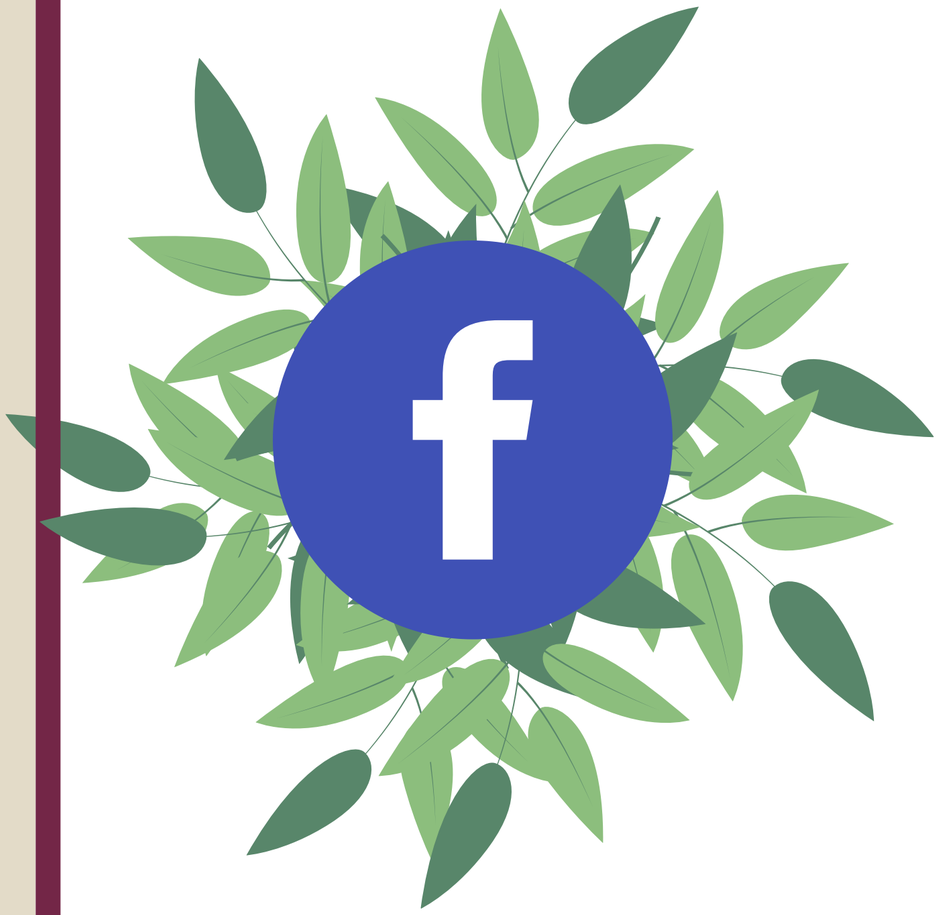
FACEBOOK FOR PERSONAL BRANDING



Facebook is mostly a channel to connect with friends and family. Your audience on Facebook will likely be people you have close ties to outside of work, and anything you post should have some personal element to it. Because of this, many people do not use this as a primary channel to grow their audience, but your Facebook content will still impact your personal brand.

There are two situations that could make Facebook relevant for you to prioritize as a channel for personal branding:

- If you have a significant amount of coworkers, employees, or industry professionals in your friends.
- Many groups are emerging on Facebook that are relevant to engage with like-minded business professionals. Note, however, but posts on your main Facebook page remain independent of any of your activities in those groups.

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INSTAGRAM FOR PERSONAL BRANDING

Instagram is a visual content social network, meaning you share photos and videos with captions (instead of text-only posts). Similar to Facebook, your Instagram network likely includes people you have close ties to outside of work.

Instagram can be incredibly effective for personal branding because it is seen as a "personal" channel, and the visual focus makes it easy for your community to see and hear from you frequently.

Hashtags are effective for helping people find your content on Instagram and serve as an easy way for you to search content and connect with users interested in similar spaces as you.

Threads is an offshoot of Instagram (we'll explain Threads next!). If the channel gains traction, then it and Instagram can become even more valuable for personal branding.

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ADDITIONAL SOCIAL MEDIA CHANNELS TO CONSIDER

LinkedIn, Facebook, and Instagram are likely your best options to start building your personal brand. However, there are a few other platforms that could be more effective depending on the audience you are looking to reach:

X/Twitter: Although Twitter was a leading social network for many years, new ownership and changes have made the site's future for personal branding unclear. If you already prioritize the site, continue to post there, but encourage people to follow your other channels.

Threads: Threads is a direct competitor to Twitter/X. At the time of writing this workbook, the channel is still gaining traction—but it looks promising! Grab your handle on the site if you haven't already, and monitor to see if it's a strategic channel to meet your goals.

Pinterest: Pinterest describes itself as a visual discovery engine for finding ideas like recipes, home and style inspiration, and more. This is a site that is likely to be best for B2C marketers.

Reddit: Reddit is a network of communities based on people's interests, also known as subreddits. The Reddit community is known for being direct, and they are quick to call out any messages that they deem as too promotional or marketing-like. If you plan to invest in Reddit, spend a few weeks on the site simply observing before attempting to post.

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Chapter 5

Put Your Brand Into Action In Your Social Profiles

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SET YOUR SOCIAL MEDIA PROFILES UP FOR SUCCESS

Regardless of which social media channel(s) you choose to invest in, there are some core branding elements that you should be aware of across channels.

Profile photo
This acts as an identifier that carries with you across your activities on a site. Usually, your profile photo is viewable regardless of if another user is "connected" with you on that site.

To make sure that this image is the best professional representation of you, we recommend that you:

- Use a photo that was taken within the last three years
- Ask yourself: "Would someone who has never met me be able to recognize me from this photo?"
- Post a photo of only yourself, not a group of people, your child, a random cute animal, a celebrity, or an image of just scenery. If you need to crop people out, ensure there are not miscellaneous appendages in the photo
- Avoid inappropriate backgrounds, such as a bed, bathroom, or scantily clad people, unless that is somehow relevant for your brand
- When in doubt, ask a friend to snap a quick photo of you against a brick wall or by your company logo. Whatever image you end up with, we recommend using it across all your channels to maintain consistency (and make things easier on you).

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SET YOUR SOCIAL MEDIA PROFILES UP FOR SUCCESS

Header/Banner Image
In addition to your main profile image, there is likely a spot to put a header image. These can be custom-made to spotlight your business, or you can simply choose to showcase a cityscape, nature, or some other neutral image. Ensure you have the right to use any images you choose. Do this by either taking the photo yourself, purchasing the rights/getting permission from its original creator, or grabbing royalty-free images over at Unsplash.

Your Bio, Summary, or "About" Section
Most channels have a place (or multiple) to describe who you are and/or what you do. Your character count may be limited in some areas, so use a bio section to at least give a quick, one-sentence pitch about what you do so that users can best decide if they want to engage with you. These are especially important to update whenever you switch roles or employers, so it is a good habit to review your profiles when your position changes.

Link(s) to Your Website(s)
Most social media channels have at least one area to hyperlink to an external site. Use this space to link to your personal website, blog, or other places where people can learn more about you.

Handle/Username
Try to keep this uniform across all channels to ensure consistent branding.

Contact Information
While every channel has its own messaging system, your connections may want to reach out via email or other channels. When possible, provide a private way for folks to reach you, like a contact form on your personal website, email, or private messaging on other channels that you prefer to communicate on (i.e. "DMs open on Instagram @Username").

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Chapter 6

Develop & Execute Your Social Media Plan

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DRAFT YOUR SOCIAL MEDIA PLAN

Now that you've decided on a small number of social media channels that you plan to interact with, you need to set yourself a budget of time, such as 30 minutes per day, and document a plan for how to most effectively use that plan.

You need to identify:

Primary keywords that reflect the way you defined your personal brand. Pick at least 3 and no more than 5 to focus on.

Key thought leaders and content sources for your keywords starting with what you've already been reading/sharing via social. Aim for 10-20 total

Your weekly goal for posting content. Take a look at the channels you intend to activate, and estimate how long it takes you to create a piece of content for them. In 15 minutes per day, what can you create?

Your weekly goal for 1:1 interactions. Who can you interact with after you've posted your daily content?

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DRAFT YOUR SOCIAL MEDIA PLAN

Keywords

Thought Leaders & Content Sources

1.	6.	11.	16.
2.	7.	12.	17.
3.	8.	13.	18.
4.	9	14.	19.
5.	10.	15.	20.

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PUT YOUR PLAN INTO PRACTICE

You should aim for 1 Facebook post and 1 Threads post per day, with a couple of LinkedIn and Instagram posts per week (or the equivalent for your chosen social media channels). This should also allow for 2 Facebook interactions and 2-3 Threads interactions with influencers each week, and commenting on a couple of LinkedIn status updates and Instagram posts.

Ideally, your social media week would look like...

Monday: Share a Threads post from someone you follow and include some comment (address why it is valuable, expand on the idea, etc.). Share a piece of your or your company's content on Facebook.

Tuesday: Share an industry news article to your channels, changing the copy for each social network.

Wednesday: Share a piece of your or your company's content on LinkedIn. Interact with at least two community members on Instagram (comment on a post).

Thursday: Monitor hashtags to find new people to follow on your channels.

Friday: Schedule the following week's content (if using a tool like Hootsuite, Buffer, Sprout Social, Meet Edgar, etc. to do so).

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MEASURE YOUR SOCIAL MEDIA SUCCESS

Growing an active social media community takes time, and you may feel like you are making minimal traction at first. However, it is incredibly important to build a relevant community of other people in your space, instead of gaining followers with no intention of actually engaging with your content.

To assess how successful your social media efforts are, consider monitoring these key performance indicators (KPIs):

- Engagement rate
- Community growth rate
- Reshares of and comments on your content

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NURTURE A FLOURISHING PERSONAL BRAND ON SOCIAL MEDIA

Congratulations! You've built the foundation of your personal brand, and you're ready to reap the benefits of a well-planned social media presence. Remember: all it takes is 15 minutes a day to effectively nurture your relationships and watch new connections grow. A few key reminders:

- Consistency is crucial from here. Block time off on your calendar each day to actively engage on social media. It's well worth the investment.
- Once or twice a year, take a few hours to review how much your community has grown and assess whether your profiles are actively building your personal brand.
- Stay determined, and cherish each new connection you build. Get to know your followers as individuals, and treat them as such.

With a loyal base behind you, there's no stopping your potential success.

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GET OUT THERE AND GROW YOUR BRAND!

Thank you for completing our workbook! If you'd like more personal branding and marketing lessons, how-to guides, tips, and/or templates, connect with us on social media. We'd love to connect with you and help your community grow!

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@SFerika

/erikaheald
/company/erikaheald-com

@MissErikaSF

@MissErikaSF

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