

Step 1: Define Your Brand

You can't build or manage a brand if you don't know what it's about.

- 1) What are your values?
- 2) What are your strengths?
- 3) In an ideal world, how would you want someone to describe you?
- 4) How do you want to be perceived by others?
- 5) What aspects of your personal life are you comfortable sharing?



Step 2: Build Your Brand

Use a variety of tools online to build a brand for yourself.

Tips

- **Be transparent** – People can find the truth online.
- **Be consistent** – Don't try to build a brand position for yourself that doesn't fit with who you really are.
- **You are not always in control** – Other people contribute to, and control your brand too.
- **Assume everything is public** – Even on sites with privacy settings, assume everything you post is public.
- **Reserve your name** – Everywhere! Include in your profile whether or not you are active.

Tools

- **LinkedIn** – Dedicate 15 minutes, 3 times a week to participate actively and build your network.
- **Blogs** – Create a blog to position yourself as a thought leader and to control your presence online.
- **Google Profiles** – Set up a Google Profile to claim your identity and optimize for search
- **Facebook** – Only post and allow things that you are comfortable with being public.
- **Twitter** – Ranks highly in search engines – be careful what you tweet but don't be afraid to be personal.

Step 3: Monitor Your Brand

- **Google alerts** – Set up alerts with your name and twitter name.
- **Search** – Periodically search your name.
- **Facebook** – Monitor your privacy settings and what others are writing on your wall.