

# SOCIAL MEDIA: YOUR ONLINE SPINNING PLATE

## Personal Branding Worksheet

- Who is my target audience
- How will I reach them?
- Which of the most popular social networking sites are they on or likely to join?
- How does your target market communicate on social networking sites; what do they communicate about and how often?
- How do you want your target audience to perceive you?
- What are your values and passions?
- What are your top three brand attributes?
- What type of behavior will illustrate those attributes?

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- What type of posts and messages will communicate those attributes?
- What types of resources are available to provide content for you in those areas?
- What are the key messages and points of differentiation that you want to communicate to your target audience through your posts?
- What type of credentials/testimonials can help communicate your key message?
- How much time are you able to dedicate to social media posting?
- What do you want your style of dress & pictures to convey about you as a professional?

### ***Remember the 3 Cs of personal branding:***

- Clarity – be clear about who you are and who you are not.
- Consistency – steadfastly express your brand across all communications vehicles.
- Constancy – strong brands are always visible to their target audience.

**[Click here to review The 7 Deadly Sins of Personal Branding](#)**