



## - Increasing Your Visibility Through Social Media and Personal Branding - Courtney Kelly, MBA, PE

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Social media can be a powerful tool for showcasing your skills, talents, and abilities to the world. Here are some things to consider as you balance increasing your visibility and promoting your personal brand while also creating a win-win situation for your employer.

#### Questions to ask:

- What is your personal brand?
- What is the brand of the companies or organizations you affiliate with?
- Where is there overlap between these brands?
- How can you maximize your reaching by connecting related themes?

#### Tips and Suggestions:

1. Maintain an updated profile on all platforms
2. Ensure that any posts don't violate company policies
3. Use meaningful hashtags
4. Be intentional about posting and make each post meaningful
5. Don't be discouraged by limited reactions - building a brand takes time

#### Let's Stay Connected:

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