

Social Networking & Personal Branding Tips

from Denise Felder, DeniseMpls@gmail.com

Social Networking Starting Points

1. Have a purpose for using each social networking platform. Know your audience and your message.
2. Assume that everything you post online is public. Search engines can access all messages and profiles.
3. Do not request followers, friends or connections until your profile is complete.
4. Don't just promote yourself, promote other people's stuff, and share information.
5. Google yourself. Set up Google Alerts for your name, nicknames, and company name.



Introverts Guide to Networking (On & Offline)

1. Use online networking to introduce yourself to new contacts.
2. Be an information broker. Share news articles and blogs with contacts.
3. Be a matchmaker. Introduce your contacts to others they should know.
4. Ask good questions. You have the strength of being a good listener.
5. Find your networking style. Communicate and connect in a way that works for you.

Build Your Brand Through Online Activities

Know Yourself ~

Who are you and what do you offer? How does social networking help your goals?

Be Yourself ~

Be a thought leader. Talk about, write, tweet, and repost information on a specific topic.

Express Yourself ~

All your profiles should have consistent messages, appearance, and names/labels.

Panel Moderator Bio



Denise Felder (DeniseMpls) mixes her background in the media with her passion for career development to encourage everyday people to make informed decisions that impact their lives and society.

As a writer and career advisor, Denise uses social media to help people clarify their talents, mission, and personal brand. Denise has used Twitter (@DeniseMpls), LinkedIn (www.linkedin.com/in/denisefelder), and her blog (<http://denisefelder.com>) to connect with people since early 2009.

Denise is a member of the National Career Development Association, and a board member of the Minnesota Career Development Association. In 2010, Denise was honored with the Marty Dockman Award of Merit from her MCDA peers. She was also voted "Best Counseling or Personal Development Coach" by Black Twin Cities magazine.

Contact DeniseMpls

- **Blog:** <http://denisefelder.com>
- **E-Mail:** DeniseMpls@gmail.com
- **Twitter:** @DeniseMpls
- **LinkedIn:** www.linkedin.com/in/denisefelder
- **Brazen Careerist:** <http://bcweb1.brazencareerist.com/profile/denise-felder>
- **Plaxo:** www.plaxo.com/directory/profile/244813851082/98fcabaa/Denise/Felder

