

PRACTICAL INFO UNIT 3: PERSONAL BRANDING

SOME EXAMPLES ABOUT THE USE OF SOCIAL NETWORKS FOR PERSONAL BRANDING ACCORDING TO THEIR PROFESSION

→ EXAMPLE 1.

In the case of an accountant it might be a good idea to create a blog that talks about the latest developments in accounting and financial matters and have an active presence in Google+ and LinkedIn (the most important social network for professionals, and we'll talk exhaustively during the course), following related groups and contacting field experts. Maybe I could even upload to Youtube tutorials teaching how they perform some an specific task related to their job.

→ EXAMPLE 2.

A cook: If it seems a good idea to have a blog to show their creations and videos on Youtube (remember that Youtube is after Google the second largest search engine), explaining how to perform their succulent dishes. In addition, you should have profiles on Funcook or Todochef, which are social networks for sharing recipies, or Foursquare, which is another very popular network where people share opinions about entertainment venues and restaurants. This network is very useful for small restaurants, since it allows special offers via GPS, besides serving as speaker for word of mouth across the internet. It could also be useful to have an Instagram account to share pictures of their dishes or even a blog based on photography, such as Flickr or Tumbler.

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→ EXAMPLE 3.

A model: it is most likely that our model needs to focus its strategy on addressing her fans and being known in the scene. Therefore, you must have a presence on Twitter following bloggers and fashion magazines and writing about her social life, in addition to a web page that facilitates her recruitment, or specialized on pictures like Tumblr. or the ancient Fotolog. Active presence on Facebook is required, but providing a fan page rather than a standard account. You should also display photos on Instagram and subscribe to the social network for model management.

→ CONCLUSION.

The main thing is to know that we must have a plan of action to achieve objectives and that those objectives have to adapt to the resources available to us. If we do not have hundreds of thousands of euros, for example, we cannot pretend to be known around Europe us through advertisements on TV. What we have to do in that case is to target accurately our audience and try to contact him with the least possible expenditure.

→ EXERCISE:

- 1. Think about yourself: what resources would you use?**
- 2. Which ones would you discard?**
- 3. Explain your answers.**

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