

Planning

Outcome – Where do you want to be in five years? What kind of opportunities do you need in order to get there?

Who do you need to get connected with in order to secure those opportunities?

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What skills and stories will resonate with those people?

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How can you use your website and social media to communicate your story?

Where do you need to go in order to find your target audience?

Pre-flight Checklist

When you set up your social media accounts, you will need the following common information. It's best to be consistent across platforms for branding and search engine optimization.

Avatar

A somewhat professional headshot with a square aspect ratio (i.e. not landscape or portrait)

Headline: your professional mantra in 120 characters or less

Description – your professional value proposition (up to 2,000 characters)

Biography – personal information, work history, etc...

Account Signups

	Avatar	Headline	Description	Biography	Notes and Tips
Non-negotiable Networks					
LinkedIn	Yes	Yes	Yes	Yes	Customize your profile URL to include your name. Set your location for local search. <u>Always</u> upload a profile picture. Add a link to your personal website.
Highly Recommended Networks					
Twitter	Yes	Yes			Try to stick as close to possible to your real name when creating a handle. Set your location for local search. Add a link to your personal website.
Facebook	Yes		Yes	Yes	Set your user name as close as possible to your real name. Enable public search for your profile.
Google+	Yes	Yes	Yes	Yes	Set your user name as close as possible to your real name.
Meetup	Yes	Yes			
Quora	Yes	Yes	Yes		Set your user name as close as possible to your real name. Set your location for local search.
Tumblr	Yes	Yes	Yes		Set your user name as close as possible to your real name or (preferably) create a subdomain.
YouTube	Yes		Yes		Set your channel name as close as possible to your real name.
Flickr	Yes			Yes	Set your user name as close as possible to your real name. Set your location for local search.