

# Branding your online self

## Afeka e102010 entrepreneurs week

### **Guiding main points:**

#### **1. Defining social presence :**

Before we'll start talking about branding online we have to define social presence. when i talk about "social presence" i talk about your "Being" on the internet. I am referring to the very basic core of the word "presence". I talk simply about "being". This could be your name coming up on Google search or someone else mentioning you on their blog post, you're un-branded Facebook profile or even a written article about you uploaded by a magazine. Your online presence is Everything that you do, say, relate or mentioned on the Internet. All of this components are summing up to " social presence". As long as your name is up on-line. You Will have an online presence.

#### **2. From presence to branding**

first step of branding (in general) is deciding who you are, how you want to portray yourself and what is your goal. Those are the guiding lines for defining your voice online. the answers to this questions will determine - WHAT are you going to talk about, WHERE are you going to talk about it and WHO do you want to listen to you.

If you don't know the answers to those question you won't be able to base you brand characteristics and therefore won't be able to create a meaningful brand.

You'll need to have a strong, self-assured message - so you won't get side-tracked by other people reactions or ideas.

### **3. Who do you want to engage:**

This is a very important matter. You're about to start creating content that its purpose is to be meaningful to others. decide who do you want to take interest in what you have to say. You can't catch them all, so be aware of who you want to interest and why. Then study about what interest them and start producing you meaningful content for them.

### **4. First Step**

After deciding on the basics and time to create an Online - Home base. important first steps:

- Get you own domain where you'll host you site.
- Choose a good looking avatar picture - to use on your "about", in your social media profiles (twitter, facebook , etc').
- Write your "About" in two formats - long one (about 3 - 4 paragraphs) and a short one ( Up to 160 characters). the long one is for your website and the short one is for your different social media platforms.
- Have a personal logo
- Have a strong 10 - 15 words sentence describing what you do in an appealing way.

The smartest thing to do is to make all of the tough decisions only once! (one avatar for all, one "about" for all, one set of "links" for all and so one.) it is very important to be consistent with your messages in order to create a strong branding.

### **5. 5 ways to brand yourself online on 5 different platforms.**

Now that you have home-base and a strong message it's time to start sending out your message and building your brand.

You will build your brand through the information and the dialogues you'll have online. The most important rule that applies to all platform - create meaningful content to others, not just yourself.

Nobody cares about your brand if they don't have any personal gain to it. Your content should be their interest.

This are 5 tips to start branding yourself online:

**Articles** - if you want to portray yourself as an expert on a certain subject then set up a blog, or get in touch with a local newspaper or website dedicated to your field and start writing articles about it. If you're a marine biologist you can start reviewing shows about the aquatic world on National geographic or summaries new and interesting researches in that field. Let the people who read this articles learn from you and get the sense that you are an authority on that matter.

**Facebook** - Facebook is by the most popular social network there is at the moment and you will have to be there as your personal or under your company brand-name.

Facebook is all about engaging your fans in an interesting matter. You brand yourself through statuses you write, links you share, article and fan pages you "like". You have to find your audience and engage with them. Give them interesting links to read, action calling statuses and build a community around you. Don't talk about yourself - talk and share your interests.

Example: If you like american folk music - don't repeat saying "i love folk music", upload some Neil Young tracks or some Bob Dylan songs. Let people "experience" you.

**Linkedin** - linkedin is especially great for business purpose and most people and interactions on the site are based on a more official and professional level. This is a great place for showing your resume an expertise. Three ways to do it here:

- set up your profile page. Fill in all details possible, write about what you did, what you do. This is an online resume. Make it impressive. Double check for typos make sure your editing it in an appealing way. Give special attention to the "summary section". It's the first Section people see when entering your profile.

- Q&A- linkedin has a Q&A section where people upload their questions, or seeking for advices. Take an hour a week and start answering some questions! Choose the topic you want to brand yourself in and start engaging. This stuff comes up on google, brands you as a reliable resource and expands your networking. Which is always important.

- Groups - There are groups based on different topics. Choose yours and get in the group. Introduce yourself , help people, comment on popular threads - make an appearance. Don't forget to Include your social media and contact information on your post digital signature.

**YouTube** - I think this is the hardest platform for real impact and success, but also the most rewarding. Youtube is the most viral platform and you can get thousands of views with relatively low budgets. Not to mention tv shows that relate to YouTube, video responses and etc'. It is the hardest content to produce. Not technically, which is actually the easy part (the more raw it looks the more viral potential it has). It's hard to produce content that is informative, branding focused and still funny or amusing enough to make thousands of people to share. I would suggest producing "How to" videos about your field of expertise, upload a "day in the office experience" (this should be funny or informing in some way) or maybe lectures you've given in your field of expertise.

**twitter** - for me it's the most enjoyable media. It's time consuming but with some work can really expand your audience and followers. It's also a great way to see what your potential clients are up to and when. Your twitter profile can be used to talk and share links on the subject you want to brand yourself in. Content is everything and it's all about personality, engage your followers, and be resourceful. Find what you do best that helps you to promote yourself. Are you funny, are you interesting? Maybe you have a large cool links database. Use it!

Twitter is a micro-blogging service and is great for starting up a dialogue about your brand, or brand related topics.

## 6. How to promote your online presence:

3 tips to promote your online presence :

1. Put all your social media links on your E-mail signature.
2. Put all your main social media links on your business card (Facebook, linkedin, twitter at the minimum).
3. mention all social media platform you take part in through your website (link it all to one another).

## 7. Content

Content is king. Even if you have the prettiest site, or you the cheapest priced product (but with great quality) and even if you're brilliant in what you do - it's the content you produce to others that will build you a successful online brand. It's all about relationship and providing interesting and engaging content based on your interests. Think about the first questions we talked

about at the beginning - who do you want to be and what is your goal. The answer to those two questions will be your guiding lines for the content you'll produce.

**8. Branding online in 5 simple steps:**

1. Choose what your message should be.
2. Who do you want to engage
3. Create a home base with info about you.
4. create distribution channels for your content (facebook, youtube, twitter etc')
5. Be meaningful to others!

**9. Thank you very much!**