

## Branding Yourself How To Use Social Media Invent Or Reinvent Erik Deckers

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With the increase in the use of social media, it is imperative for everyone to improve personal branding. Through personal branding, you can create connections with people from different industries.

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Develop your personal brand: Aim to share your personal brand through social media, networking, outreach, and speaking opportunities. Consider blogging, vBlogging, Podcasts and other ways that you could promote your personal brand in a way that your audience will consume the content quickly.

10 Personal Branding Tips and Examples That Will Work in 2020  
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How To Start Branding Yourself Online | BrandYourself  
Also, social media is a platform for engagement. So, you cannot promote your business all the time. To combat this when branding yourself on social media, you need to build a reputation. Your personal brand should offer you more as an individual counting on your experiences, knowledge, and skills. Ensure Consistency in Your Brand Voice, Image, and Tone

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The branding iron should burn through the first two layers and only graze the third layer [source: Parman]. The entire design is seldom applied in one strike. Instead, the metal is pressed to the skin in small sections, usually with some space in between each component because scar tissue will spread to fill in the gaps [source: Parman ].

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The process includes defining your brand and brand attributes, positioning your brand in a different way than your competitors and then managing all aspects of your personal brand.

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After purchasing your domain name, add your picture, a bio, your email address, and links to the rest of your presence (Facebook, LinkedIn, Twitter). This way, people can get in touch with you in their medium of choice. Claim your name before someone else does.

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Use the same color scheme, logo placement, look and feel throughout. You don't need to be fancy, just consistent. Be true to your brand.

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If you ' re a personal brand, it ' s a good idea to use your real name. Otherwise, she recommends using the name of your business. When it comes to choosing a username, Darma suggests choosing a username that ' s as close to your name or online brand name as possible. You want your username to be simple and memorable.

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