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# Developing Your Brand

## SOCIAL MEDIA WORKSHOP INSTRUCTIONS

### Social Media Workshop Pre-work

This week we will develop our personal brand and enhance our networking capabilities by building our digital presence. We will focus on using Twitter and LinkedIn effectively for professional purposes. Please review the following information prior to coming to class this week.

#### If you do not have a Twitter account:

1. Go to <http://twitter.com> and find the sign up box, or go directly to <https://twitter.com/signup>.
2. Enter your **full name**, **phone number**, and a **password**.
3. Click **Sign up for Twitter**.
4. In order to verify your phone number, Twitter will send you an SMS text message with a code. Enter the verification code in the box provided. Learn more about having a phone number associated with your account [here](#).
5. Once you've clicked **Sign up for Twitter**, you can select a **username** (usernames are unique identifiers on Twitter) — type your own or choose a suggested name. Twitter will tell you if the username you want is available.
6. **Double-check** your name, phone number, password, and username.
7. Click **Create my account**. You may be asked to complete a Captcha to show that you're human.

#### For a basic orientation to Twitter:

1. Visit the following link: <https://support.twitter.com/articles/215585>
2. Video on how to use some different Twitter features: [Twitter Essentials Training](#) (you will have to login using your Conestoga credentials to view the whole course, or go through the LRC website and click the Lynda button on the main LRC page).

#### If you do not have a LinkedIn account:

1. Go to the [LinkedIn sign up page](#).
2. Click the prompt which you're most interested in.
3. Type your first and last name, email address, and a password you'll use.
4. *Note:* You must [use your true name](#) when creating a profile. Company names and pseudonyms (fake names) are not allowed.
5. Click "Join now."
6. Complete any additional steps as prompted.

#### For a basic orientation to LinkedIn

1. Review the sample student profile for examples of what to include: <https://www.linkedin.com/in/studentsample/>
2. Watch the video on how to use some different Twitter features: [Learning LinkedIn](#) (you will have to login using your Conestoga credentials to view the whole course, or go through the LRC website and click the Lynda button on the main LRC page).