



## 01 **MANAGE YOUR SOCIAL NETWORKS**

Your first step is to make sure that you're not trying to mix your **personal life with your professional one**. You should

always be **mindful of what you say and do on the internet**, but that doesn't mean you can't have your privacy. Make your personal social media accounts private and **create a separate professional profile for each site you want to be active on**. Although you can be active anywhere you want, some industries only use certain social media sites. If you're in the construction industry, you likely won't find much value in having a Tumblr account. On the other hand, LinkedIn or Facebook or Instagram might be perfect for you.

## 02 **START A BLOG SPECIFIC TO YOUR LINE OF WORK**

Everyone has an opinion about their industry and are excited to share it with the world. A blog is a good place to start. Yes, there are plenty of articles online already, but there are even more people who don't have a blog or share their professional opinions. Give advice and welcome reader contributions. By having one, you're **differentiating yourself and showing colleagues and potential employers that you're dedicated to what you do**. Don't feel like you have to limit yourself either. Incorporating vlog posts and offering exclusive content on a social media network can keep your market interested. **Use the tools you have available to be the most engaging.**

