

A social media strategy for your personal brand

Discover

Did you find one of the following associating your name (personal brand)?
 Tweet – Blog post – Facebook Comment – Brazen Careerist Post – LinkedIn Comment
 Other Social Network

No

Is this the right flowchart?

Yes

Evaluate

At first glance, in your opinion, was the comment positive or negative?

Positive – Is it a positive/balanced representation of your brand?

Negative – Is it a negative representation of your brand?

Concurrent
 Was this a posting that happens frequently by the same source, like a connection, friend, blogger or Twitterer?

Yes

No

Factual/Acknowledging
 Was this a first time post that was factual and true? Did it acknowledge something you did or have done, truthfully?

Yes

No

Humorous
 Was the post written to tell a joke or be satirical? If you think it's positive, answer yes. If no, move to the negative column.

Yes

No

Question
 Did someone propose a question to you that is either personal or in your expertise?

Yes

No

Where does your negative comment fit?

Rager
 Was this post part of a forum meant to bash or degrade others?

Misguided
 Did the post include wrong or misguided information? Was the information passed off as factual, but is false?

Opinion/Satire
 Was the post the author's opinion or a joke? Check if it's part of a forum or is it simply a negative opinion from someone?

OR

Respond

Thank/Answer
 Respond to their inquiry and thank them for including you. If you can, try to get others involved, if you feel you can't answer a question fully.

Share
 Leverage your current networks and share the posting immediately.

Record
 Keep track of these postings, especially the important ones, either on your blog or a spreadsheet or favorite the tweet.

Monitor
 Keep an eye on the post and monitor any activity from it.

Fix It
 Contact the publisher and provide accurate info as well as a contact. Be polite and tell them what wasn't factual.

Rebuttal
 Offer a rebuttal to the argument, however this doesn't mean insult the other person. Tell your story!

Let stand
 Leave the posting as is and *move on* to your next project.

OR

Not sure? Use your network and ask or go with your gut feeling. Remember social media is about learning and engaging! Mistakes are ok.

Remember This...

Not everyone in Social Media is going to like you.

Be honest.

Always monitor your personal brand!

Having a temper will only worsen the situation.

Be open to others opinions and views.