



Resources - Build Your Brand: Personal branding and social networking for healthcare professionals

Overview

1. A values-based approach: There are many coaches you can work with or tools you can download or books you can read. This is just one example:
https://www.mindtools.com/pages/article/newTED_85.htm
2. Build trust: internal and external <http://www.speedoftrust.com/>
3. Taking thoughtful action: https://twitter.com/Cmdr_Hadfield and <https://www.ted.com>

Books

Creativity Inc. <http://www.amy-wallace.com/creativity-inc/>

The Speed of Trust <http://www.speedoftrust.com/>

Online

There are millions of resources online. Here are just a few that cover trends in brand, social media, healthcare social media, and management.

www.inc.com

<http://mashable.com/category/social-media/>

<https://marketingthink.com/how-to-write-the-perfect-tweet/>

<https://hootsuite.com/resources/toolkit/social-media-toolkit-health-care>

<http://brand.hopkinsmedicine.org/gui/content.asp?w=pages&r=153&pid=16>

<http://www.socialmediatoday.com/content/big-brand-theory-how-johns-hopkins-hospital-became-approachable-social-media>

<http://www.socialmediatoday.com/>

<https://www.wdgpublichealth.ca/sites/default/files/wdgphfiles/Social-toolkit-public-health-web-final.pdf>

<https://hbr.org/2010/11/managing-yourself-whats-your-personal-social-media-strategy>

<http://nursingworld.org/How-to-Build-Your-Personal-Brand>



Personal branding checklist

- Decide which platforms are best for you and take the time to optimize your presence there
- Professional photo
- Bio: Create your personal tagline
- Tell a story – *your* story
- Ask for recommendations within your network
- Showcase your work
- Optimize for profile – use the proper “tags”
- Link within your social media (Hootsuite or another tool like it)
- Follow mentors, influencers and companies you admire
- Join groups – Meetups, online groups (LinkedIn)
- Connect with alum
- Share updates: craft posts with content relevant to your target audiences
- Like and comment on others’
- Integrate your brand into your posts and updates
- Attend conferences and workshops
- Apply to speak at conferences and workshops

Platforms

LinkedIn	Facebook	Twitter
About.me	YouTube	Vimeo
SlideShare	Tumblr	Instagram
Snapchat	Others...	