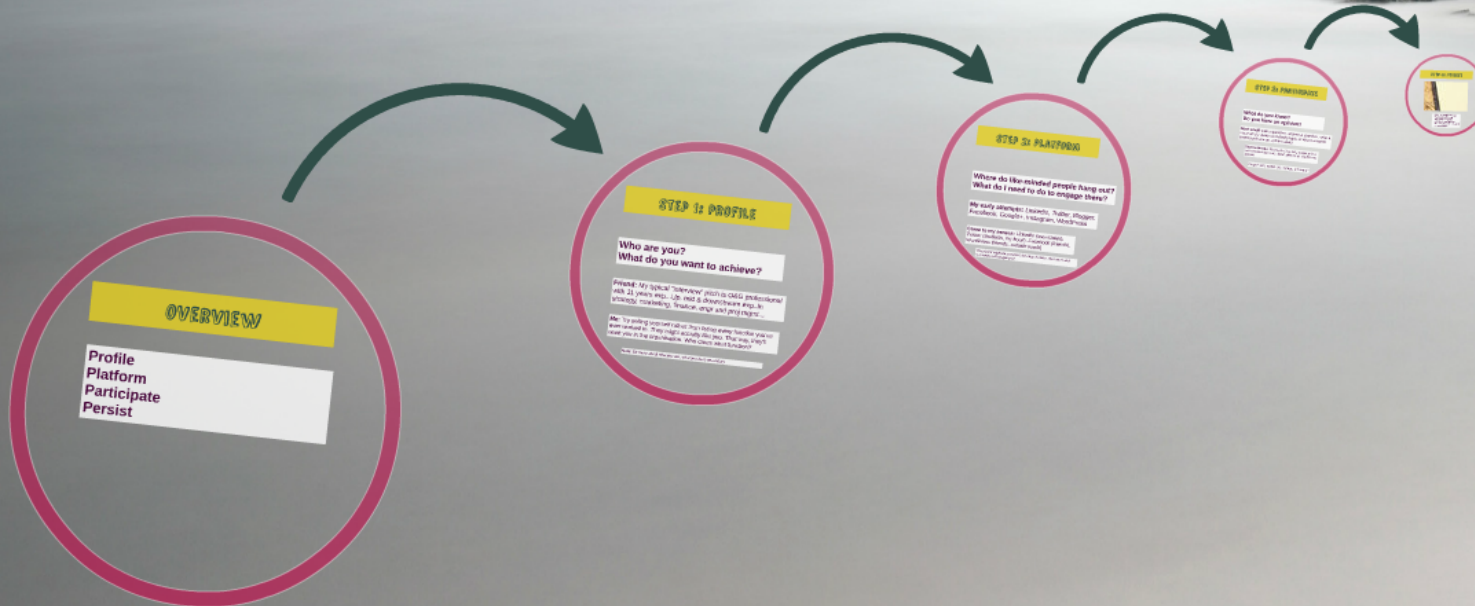
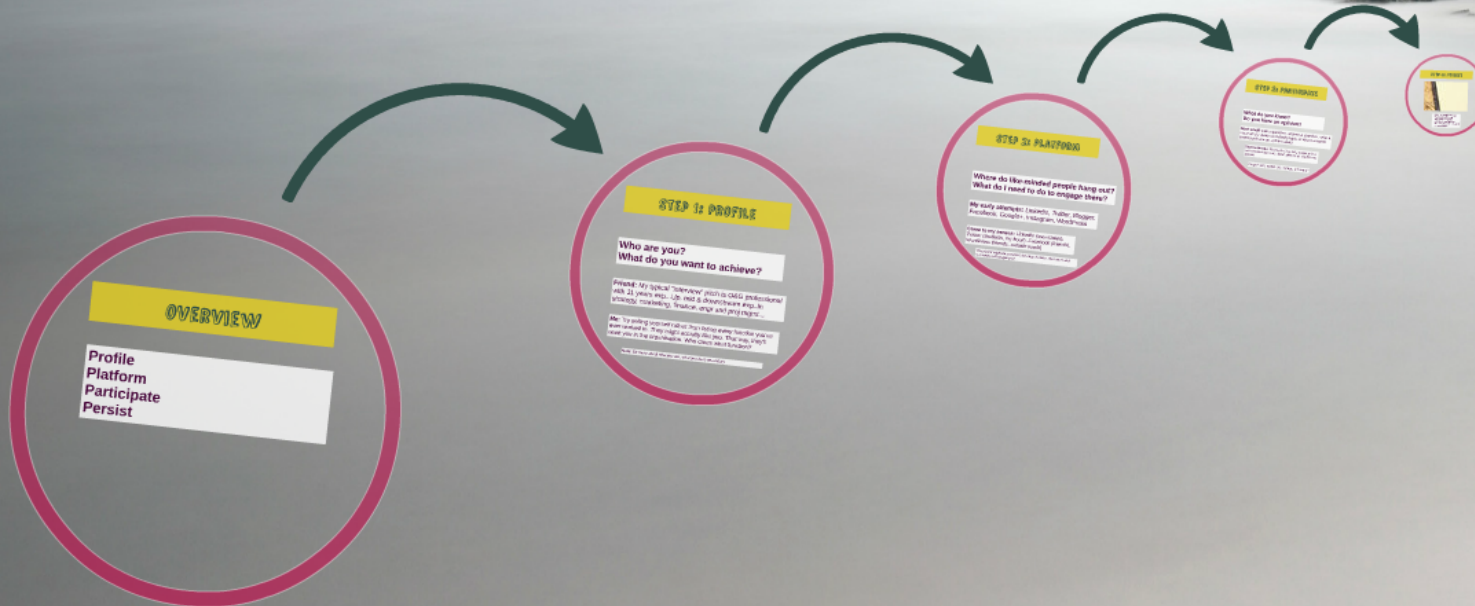


Brand Yourself: How To Successfully Build An Online Presence



My profile: <https://uk.linkedin.com/in/yekemi>
My articles: <https://www.linkedin.com/today/author/yekemi>

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OVERVIEW

Profile
Platform
Participate
Persist



STEP 1: PROFILE

Who are you?
What do you want to achieve?

Friend: My typical "interview" pitch is O&G professional with 11 years exp...Up, mid & downstream exp..In strategy, marketing, finance, engr and proj mgmt...

Me: Try selling yourself rather than listing every function you've ever worked in. They might actually like you. That way, they'll want you in the organisation. Who cares what function?

Note: Be more about who you are, what you do is secondary

STEP 2: PLATFORM

**Where do like-minded people hang out?
What do I need to do to engage there?**

My early attempts: LinkedIn, Twitter, Blogger, Facebook, Google+, Instagram, WordPress

Came to my senses: LinkedIn (associates), Twitter (students, my book), Facebook (friends), WordPress (friends, outside reach)

**Facebook might be personal, but keep it clean. Recruiters and customers will google you!*

STEP 3: PARTICIPATE

What do you know?
Do you have an opinion?

Start small: Ask a question, answer a question, write a short article about an industry topic or about a recent event you have an opinion about

Start authentic: Be yourself, be responsive, join a conversation you care about, offer help, don't hang around

Insight: 90% watch, 9% engage, 1% create

STEP 4: PERSIST



- **Have an online strategy**
- **Be first to offer help**
- **Say what you know**
- **Always be professional**
- **Be authentic and consistent**
- **Be passionate**