They're Good Blogs Brent

Or

(Mostly) Painless Branding for New Professionals
ME

WHERE I WORK

Cornell Cooperative Extension
Rensselaer County

WHAT I DO

HARVEST CONNECTION
Farm fresh from the Capital Region
Social media is supposed to be fun.
1. Find something you will mostly enjoy doing.
2. Do it everyday (M-F).
3. Learn something new.
4. Add a second platform.
5. Protect yourself and your stuff. And others.
Step 0. Have a landing page. With your basic info. Plus, links to any other platforms or projects.

http://www.kaijubattle.net/
● about.me
● LinkedIn
● Facebook
WEAPON OF CHOICE
one that supports what you do ✓

one you want to learn ✓

one that you can tolerate ✓
Blog + Twitter
Facebook + Blog
YouTube + anything
Instagram + blog
Tumblr + Goodreads
Pinterest + YouTube
YouTube + Instagram
IT'S A PORTFOLIO.
Learn THE THINGS

Codecademy
Canva
YouTube
WordPress
Buffer

Code
Design
Video
Blogging
Advanced social media
BUILD YOUR BRAND IN 9 MINUTES A DAY.
1. POST
2. REPOST AND SHARE
3. LIKE
4. RESPOND
5. READ YOUR FEED***
DOS
STRONG PASS WORDS
== long
== unique
== not taped to your device
Keep separate accounts.
Beware the trolls.

This one's probably fine, TBH
Don’t post what you should pitch, don’t pick fights you don’t want to finish, follow people who are interesting to you and who help you think about the world or some part of it, share your work and anything related to it that interests you, and I think you’ll be ok if you stay within those boundaries.

-- Alexander Chee
Let the 80/20 rule be your guide.
The 80/20 Rule

Selling (20%)

Being Interested (80%)
IF YOU WANT TO BE INTERESTING,
YOU HAVE TO BE INTERESTED.
CHECK YOUR FACTS.
POST EVERY DAY, BUT DON’T SPAM.
Don’t spread yourself too thin.
DON'T DISAPPEAR BECAUSE YOU CAN'T LOG IN.
DON’T SHAME THE PATRONS.
#hashtags
#tbt
#ff
#caturday
#bookface
#shelfie
Sarah McFadden
sem285@cornell.edu
sarahmcfadden.net