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Social Media Brand-Building Tips

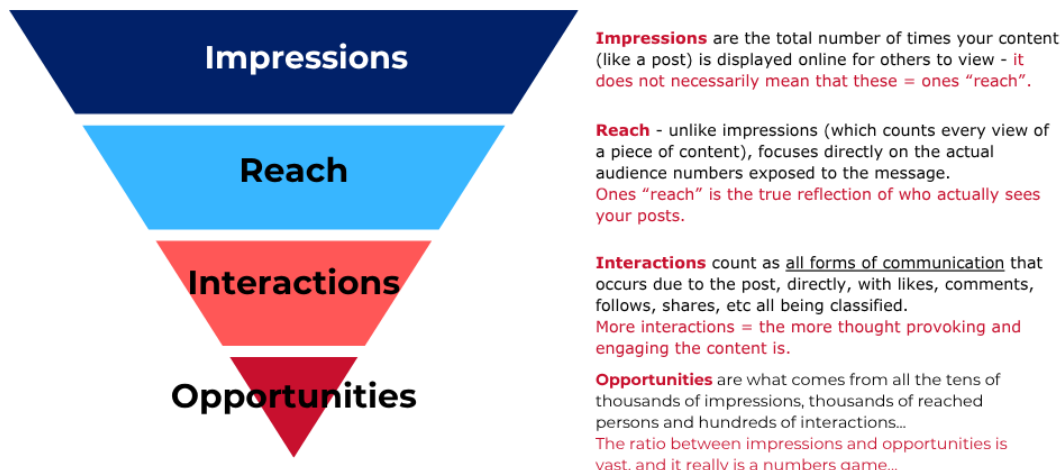### How to post content, engage with people and build "online" brand...

No matter how good you are at something, "word of mouth" can only travel so far in this digital world, and only then if your friends, colleagues, peers and network, etc participates in the advertising of your skill and growing reputation...
... in reality, very few are willing to help others to achieve success, unless of course there is something in it for them.
As sad as that above statement is, its true, very much based in facts and of the harsh cold reality of the modern workplace we find ourselves in.

So, you have to make the most of the internet to advertise and promote your own brand, instead and using every other resource at your disposal including **Social Media**.
This can be accomplished by online content, posts and engagement with others, which is broken down into 4 sections, as demonstrated by this (included) inverted pyramid chart...

Impressions

Reach

Interactions

Opportunities

Impressions are the total number of times your content (like a post) is displayed online for others to view - it does not necessarily mean that these = ones "reach".

Reach - unlike impressions (which counts every view of a piece of content), focuses directly on the actual audience numbers exposed to the message.
Ones "reach" is the true reflection of who actually sees your posts.

Interactions count as all forms of communication that occurs due to the post, directly, with likes, comments, follows, shares, etc all being classified.
More interactions = the more thought provoking and engaging the content is.

Opportunities are what comes from all the tens of thousands of impressions, thousands of reached persons and hundreds of interactions...
The ratio between impressions and opportunities is vast, and it really is a numbers game...

A pure numbers game...
Its not always easy to build your own individual brand, with it really depending on how your content, posts, opinions, etc is recieved by others, what kind of industry you are working in, and who your content is aimed at.

Some industries are more "relaxed" than others, some more professional/straight-laced, some more serious, some not so much, etc.
And the people within said industries, groups, online workspaces and so on you engage with can also be unpredictable, based on their attitudes on the subject, personal experiences, the kind of day their having, stress levels, shoe size and everything in-between with even something as trivial as how much they like your profile photo... yup... people are fussy beings, lol.

Our advice?
Be yourself, be real and authentic (there's too many fake people out there).
Post engaging and thought provoking content (or at least try to), with some kind of prior knowledge, or experience on the subjects you post being recommended. Its a long hard slog to build a brand of yourself for increased work opportunities, but it can be done with a bit of luck, time and effort.

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