

FORGING YOUR DIGITAL IDENTITY

Tips to get going

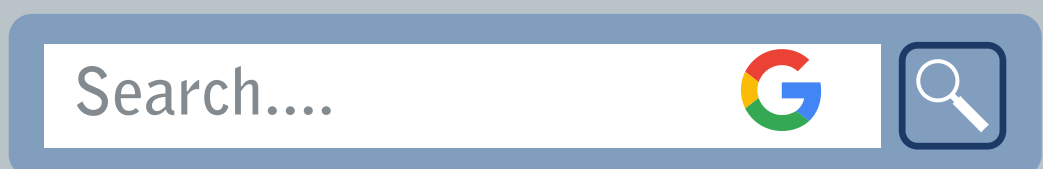
FIND YOUR FOCUS

Examine who your best audience is and how you can best provide value to them.



GOOGLE YOURSELF

Go ahead, search for yourself on Google to see how others see you.



THINK, THEN SPEAK

Figure out your voice and tone, and keep it consistent when you post.



OFFER CONTACT INFO

Provide clear contact information, including offline options.



EXPLORE THE OPTIONS

Get creative, and explore all the communication options you have available!

