

INTRODUCTION. With your **Personal Branding Statement (PBS)**, now in hand, it's time to think about **Content Marketing**. Imagine yourself as a hiring manager considering you for a job or a promotion. What type of "content" would "substantiate" you as a good choice? In addition, imagine you were a coworker or key employee at a company, what type of "content" would spur them to recommend you as a job candidate or a candidate for a promotion? If, for example, you are looking for a job as a technical writer in the software industry, a strong blog that discusses the in's and out's of Java vs. C++ would help substantiate you as an expert. Or, if you're looking for a job at an environmental non-profit, a strong Instagram account with photos of your trip to Costa Rica working to catalog rainforest birds, would be a plus. Or, if you want a job at a Washington, D.C., political action committee, a strong Twitter account with frequent commentary on current events might land you the job or promotion.

TYPES OF CONTENT. What types of content would be useful to supporting your personal brand image online? Circle the appropriate score:

Blog / written content:

<- not very relevant | not relevant | neutral | relevant | very relevant >

Image / photographic content:

<- not very relevant | not relevant | neutral | relevant | very relevant >

Video content:

<- not very relevant | not relevant | neutral | relevant | very relevant >

Long-form written content like white papers or research:

<- not very relevant | not relevant | neutral | relevant | very relevant >

Commentary on current industry trends or events:

<- not very relevant | not relevant | neutral | relevant | very relevant >

Other content: _____

<- not very relevant | not relevant | neutral | relevant | very relevant >

Other content: _____

<- not very relevant | not relevant | neutral | relevant | very relevant >

TYPES OF CONTENT. You can produce *your own content* (e.g., your own blog post, or your own video), and/or you can *share the content of others* (with commentary, as for example, sharing a blog post on Twitter with a brief “commentary” in your Tweet). List types of content of others that you could systematically begin to monitor and share on social media sites like Twitter:

Content Type _____

Content Type _____

Content Type _____

Content Type _____

Content Type _____

RELEVANT SOCIAL MEDIA. Given what you know so far, and imagining that you are an employer or hiring manager, what social networks would be strongest in supporting your Personal Brand image? For example, a technical writer should have a strong blog, whereas a corporate photographer should have a strong Instagram account. Circle below:

Facebook: <- not very relevant | not relevant | neutral | relevant | very relevant >

LinkedIn: <- not very relevant | not relevant | neutral | relevant | very relevant >

Twitter: <- not very relevant | not relevant | neutral | relevant | very relevant >

Instagram: <- not very relevant | not relevant | neutral | relevant | very relevant >

Pinterest: <- not very relevant | not relevant | neutral | relevant | very relevant >

Google+: <- not very relevant | not relevant | neutral | relevant | very relevant >

YouTube: <- not very relevant | not relevant | neutral | relevant | very relevant >

Tumblr: <- not very relevant | not relevant | neutral | relevant | very relevant >

Snapchat: <- not very relevant | not relevant | neutral | relevant | very relevant >

SlideShare: <- not very relevant | not relevant | neutral | relevant | very relevant >

Others (Indicate by name):

_____ <- not very relevant | not relevant | neutral | relevant | very relevant >

_____ <- not very relevant | not relevant | neutral | relevant | very relevant >

_____ <- not very relevant | not relevant | neutral | relevant | very relevant >