

# BUSINESS DEVELOPMENT BEYOND YOUR BRAND: IN THE ERA OF INFLUENCERS

TIPS & TRICKS FOR OPTIMIZING YOUR SOCIAL MEDIA STRATEGY

## Your Checklist:

- Customize your email signature block in Outlook and on your phone
- Customize your title/position and background photo on LinkedIn
- Make sure your jobs and non-profit activities have icons next to them on LinkedIn
- Get your LinkedIn connections to 500+
- Add LinkedIn app to your phone; make it a habit to check the activity regularly
- Like and Comment on your key contacts' posts
- Join your firm's Facebook and/or LinkedIn alumni groups, if applicable
- Scrub your Facebook profile
- Identify the person(s) in your organization responsible for online marketing and website bio updates
- Join or form an engagement pod