# PERSONAL BRANDING USING SOCIAL MEDIA

### ACTION STEPS

1. Choose a social network and follow the steps above. Devote one hour each day for two weeks to building your profile and engagement. You won’t always need to spend this long, but it will help you develop a habit of checking in and being engaged.
2. After two weeks, evaluate your progress. Are you ready to step it up? Then add a network, start participating in more groups, or work on building out your portfolio.