

Effective Social Media Use for Your Career

1. Choose your Primary Target Audience

My Potential Audiences Are:

(Examples: group based on location; peer group; customer/client group; other professional group; group based on shared event)

My Current Primary Target Audience Is:

2. Identify Relevant Content

Public Sources	Professional Sources	Personal Sources
Examples		
Published sources, public news and events , product reviews	Conferences, New Knowledge, Product Innovation, Research Findings	Community or Volunteer Activities

3. Decide Which Types of Content you Want to Share

Definitely Will Share	May Share	Definitely Will Not Share