

# SOCIAL MEDIA

*Your guide to using social media to benefit you professionally*



## WHY?

*It is great to network in person, but another great way to network professionally is through social media. This is where people and companies can find great talent without meeting you in person.*

## YOUR BRAND

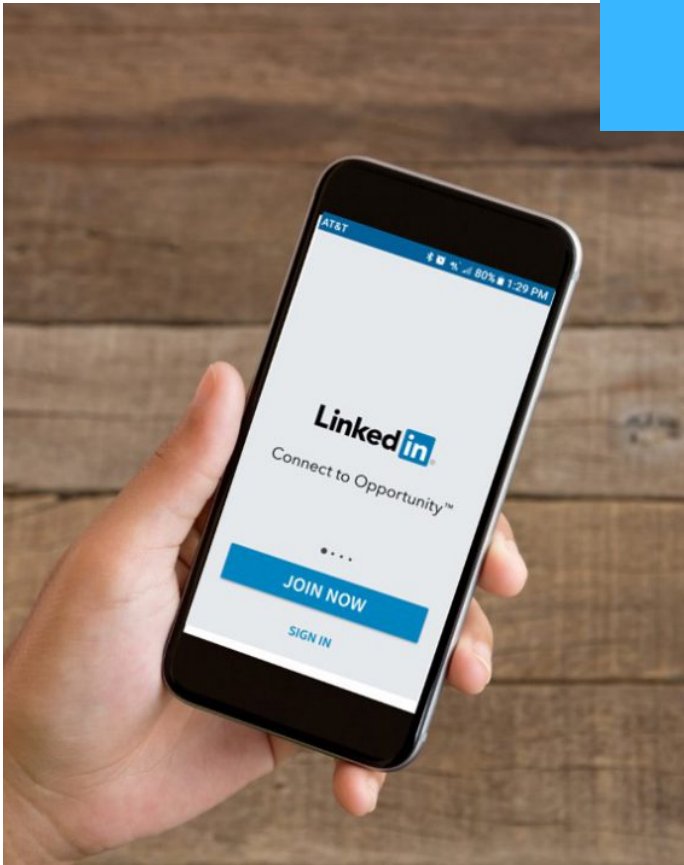
*You first have to define "Your Brand". This is how you communicate your value, and what you can promise to your audience.*



## PLATFORM

*It is best to focus on one platform, then build from there. The platform you choose to focus on is where people are most likely to find you, if they do not know you already.*

# LINKED IN



*LinkedIn is a great way to advertise projects that you are currently working on along with professional events that you attend. Many of us don't always remember to update our resumes until we are looking for a job. By posting more frequently on the successes of your project or involvement in organizations, you can draw attention to promote your current employer or your future employer.*

# INSTAGRAM

*Instagram is more casual than LinkedIn, but it is still a powerful tool. More companies and public agencies have been creating accounts to advertise what is going on in their organizations. This is where you can be one of the first to know what is going on in live time (via IG stories or IG live). Instagram is also a great way to make friends with people who have similar interests and may also be in our industry.*



# WHAT TO POST



*It takes some time to get into the habit of posting.*

*So how do you start? I recommend thinking about what you have been working on this past year, what you have planned for the next few months, and ideas that you have relating to what is going on in your life now.*

## ADDITIONAL TIPS

- *Use hashtags:*
  - *Use relevant, but not oversaturated hashtags to get people to find you*
  - *Example: #civilengineer, #asce #ascemademe*
- *Edit your photos:*
  - *Use your built-in photo editor from your phone or use different apps to make your photos brighter or pop more*
  - *Example: VSCO, Afterlight, Instasize, etc*
- *Be consistent in your posts!*



*For questions, feel free to contact Vanessa at [Vanessa.Eslava@tylin.com](mailto:Vanessa.Eslava@tylin.com)*