

* Wit & Delight

#WERK.

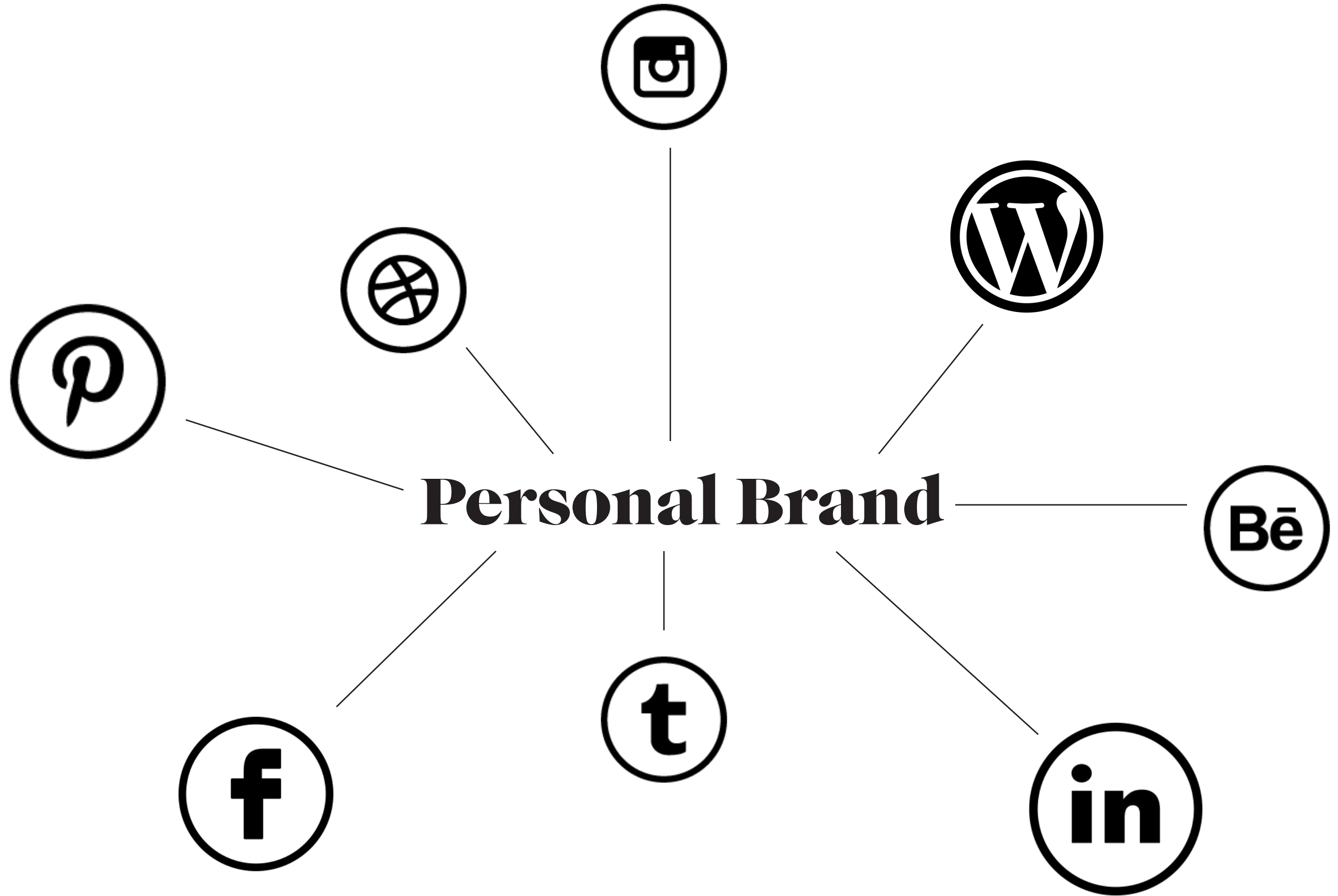
**DEFINING AND EXECUTING YOUR
PERSONAL SOCIAL MEDIA PRESENCE TO GROW
A PROFESSIONAL NETWORK.**

What you do (Purpose)

Who you are (Character)

+ How you do it (Content)

Personal Brand



Worksheet #1: Purpose

1. LIST 3-5 OF YOUR PAST SUCCESSES:

2. LIST 3-5 OF YOUR MOST FULFILLING CONTRIBUTIONS:

3. LIST 1-2 GOALS FOR 1, 5, AND 10 YEARS FROM NOW:

PURPOSE STATEMENT:

Worksheet #2: Character

CIRCLE 8-10, THEN ORDER 1-10 IN ORDER OF IMPORTANCE.

Adventure

Diversity

Flexibility

Loyalty

Relationships

Autonomy

Environment

Freedom

Meaningful Work

Religion

Challenges

Education

Friendship

Money

Safety

Change

Ethics

Happiness

Order

Security

Community

Excellence

Health

Philanthropy

Spirituality

Competence

Excitement

Helping Others

Play

Stability

Competition

Fairness

Honesty

Pleasure

Status

Cooperation

Faith

Independent

Power

Wealth

Creativity

Fame

Integrity

Privacy

Work

Decisiveness

Family

Leadership

Recognition

Worksheet #3: Content Strategy

CHANNEL:

ROLE:

CONTENT TYPE:

POSTING CADENCE:

COMMUNITY ATTRIBUTES:
