

## Ping. Promote. Proffer. For more details, see pages 89-95 in the book.

Building your personal brand on social media can be fun and easy by understanding and implementing one simple concept.



### PING

To **PING** is to participate in social's most basic way. How? Like, Comment or Subscribe to the most valuable concepts and people you discover online. That's it. It takes seconds, but instantly refreshes your presence in your followers social media feeds.

*Suggested Channel:*

Twitter(retweets, status updates, no original content)

*Time/Effort Required:*

Minimal.

### PROMOTE

**PROMOTE** requires a little bit more effort, but it's cooresponding perceived value makes it worth it. Find something one of your clients, colleagues, or favorite social media mavens is doing online and promote it to your followers.

Doing so demonstrates what you value, how you think, and why others should look to you for your expert opinion. It really makes the PROMOTE recipients feel good too, while introducing you to their follower network.

*Suggested Channels:*

Twitter (hot takes), Instagram (casual photos), Facebook post, LinkedIn group participation.

*Time/Effort Required:*

Some, but nothing too time-consuming.

### PROFFER

**PROFFER** is for those wanting to really build their reputation as an expert, thought leader, tastemaker, and social media leader. This 'heavy lift' content could be an extensive blog post, a podcast, YouTube video or web-based article. It's more involved, but worth a lot more in terms of reputation- and brand-building.

Ever wonder how those A-List social media influencers became exactly that? By **PROFFERING** high quality, original content that demonstrated their skill, taste, and talent.

*Suggested Channels:*

Blog post, YouTube video, downloadable white paper.

*Time/Effort Required:*

As much as you can muster on a regular basis.

Create a balance posting week with  
**PING. PROMOTE. PROFFER.**

**MONDAY** / ☐ PING ☐ PROMOTE ☐ PROFFER

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**TUESDAY** / ☐ PING ☐ PROMOTE ☐ PROFFER

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**WEDNESDAY** / ☐ PING ☐ PROMOTE ☐ PROFFER

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**THURSDAY** / ☐ PING ☐ PROMOTE ☐ PROFFER

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**FRIDAY** / ☐ PING ☐ PROMOTE ☐ PROFFER

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### Engage with the Authors



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