

Building your Personal Brand

On Social Media



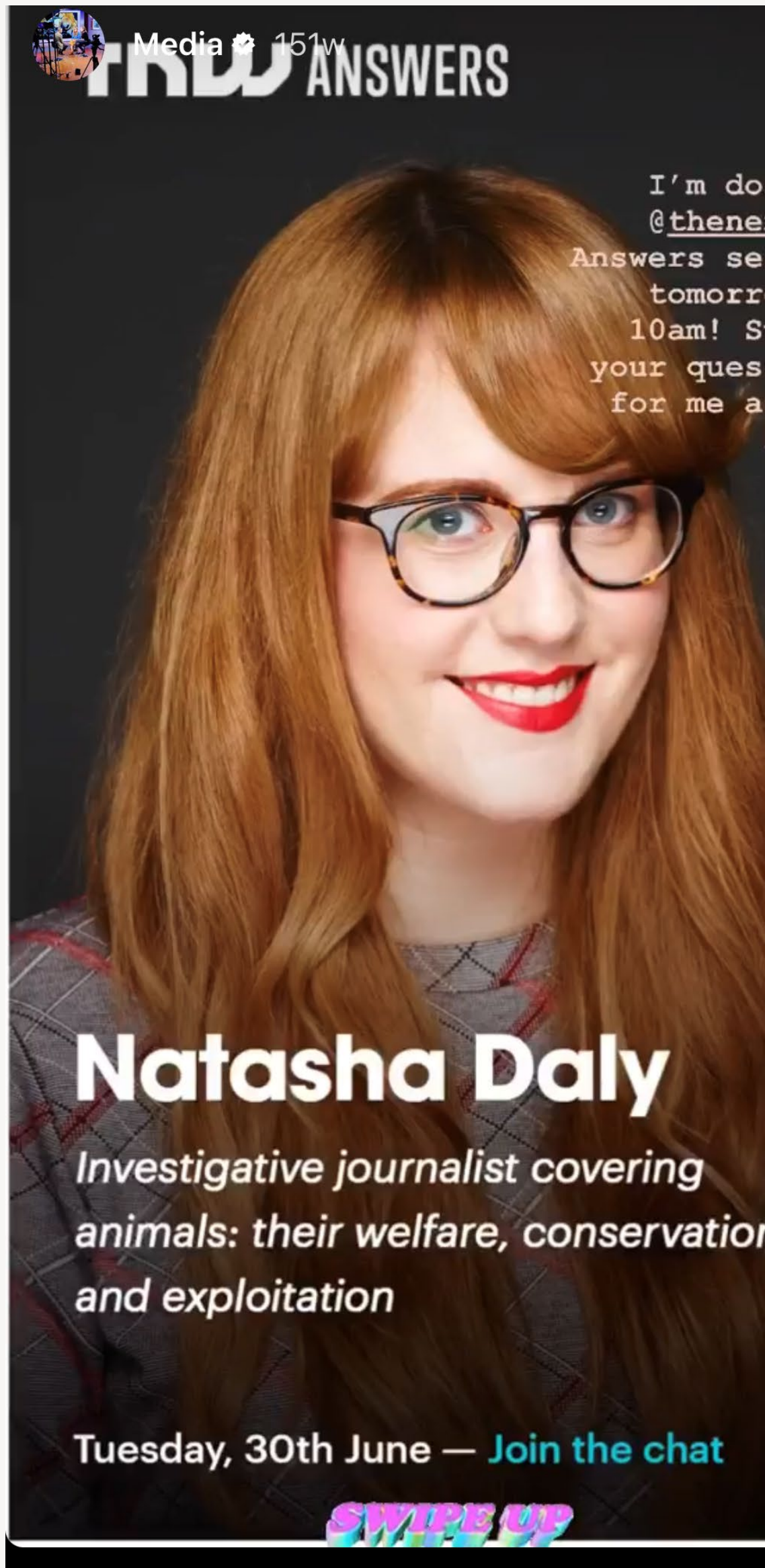
Natasha Daly, *National Geographic*



Media 151w

ANSWERS

I'm doing
@thenee
Answers see
tomorrow
10am! See
your ques
for me a



Natasha Daly
Investigative journalist covering
animals: their welfare, conservation
and exploitation

Tuesday, 30th June — [Join the chat](#)

SWIPE UP

Media 144w

npr WAMU 88.5 DONATE


SUBSCRIBE TO SHORT WAVE I WAS ON @NPR TODAY TO TALK ABOUT THIS STORY

SHORT WAVE

1st U.S. Dog With COVID-19 Has Died, And There's A Lot We Still Don't Know

August 12, 2020 · 4:00 AM ET

13-Minute Listen




^^ **SWIPE UP TO LISTEN**

Media 91w

I was on @cbsnews yesterday talking about drought and wild horses. Swipe up for clip!

☰ CBS NEWS 🔍 Login



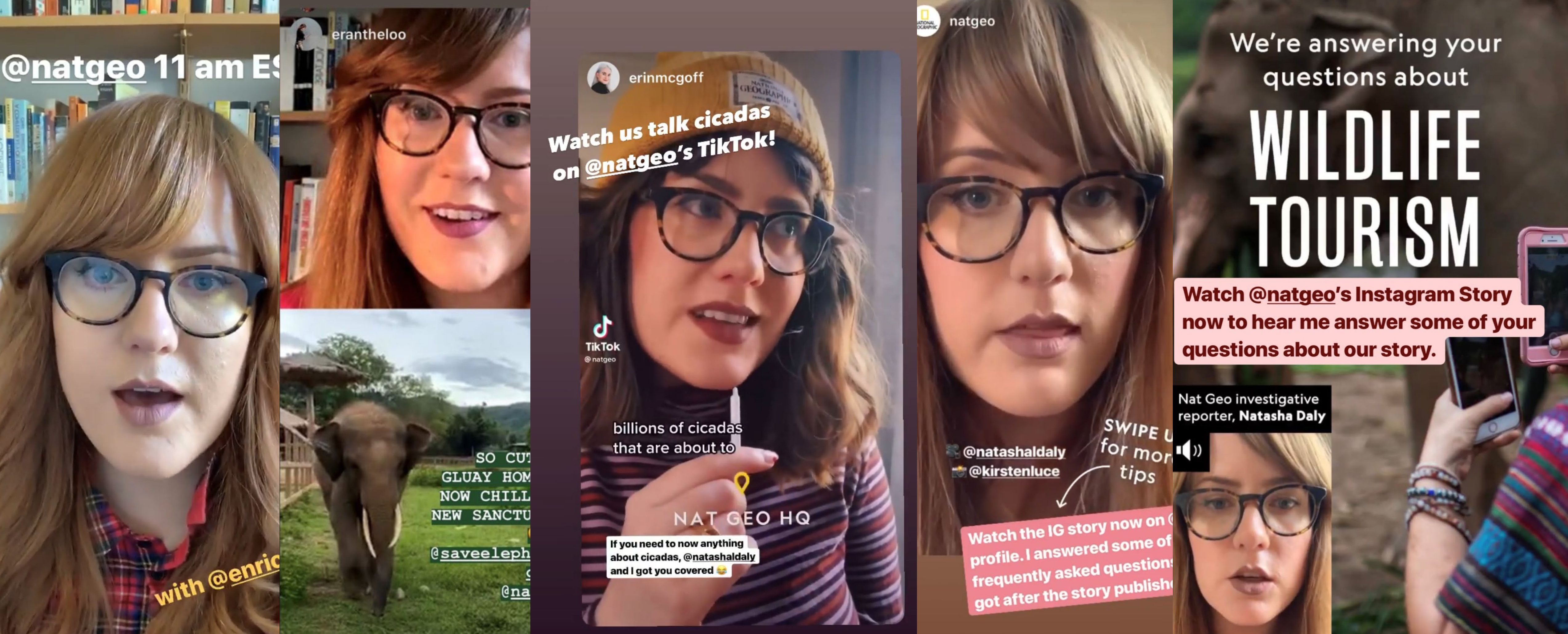
WILD HORSE ROUNDUPS IN DROUGHT-STRICKEN WEST
ANIMAL RIGHTS ADVOCATES CONDEMN U.S. GOVERNMENT-PLANNED CAPTURES, CALL FOR FERTILITY CONTROL

And here's my story ➔

1. CONSIDER YOUR OBJECTIVES.

Who do you want to connect with?
The public?
Potential clients?
Colleagues or other thought leaders?
Prospective employers?

What's your goal in putting yourself out there?



2. FIND YOUR NICHE.

What is unique about what you do? Or about who you are? Lean into that!



3. CHOOSE YOUR PLATFORMS.

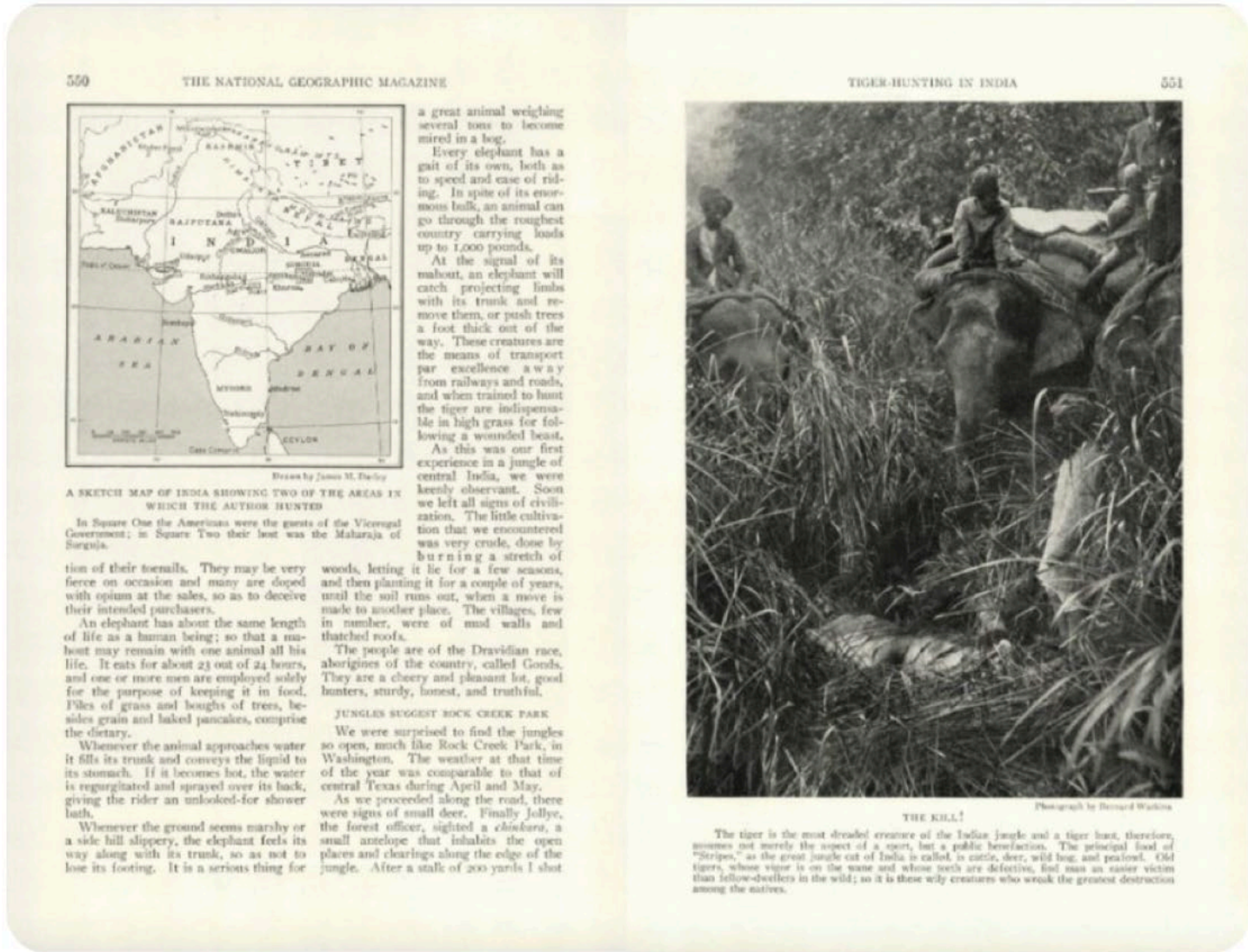
Be strategic about which platforms makes the most sense for you. You don't have to be everywhere!



Natasha Daly
@natashaldaly

New story: One of the first features [@natgeo](#) ever published on tigers was in 1924: when the magazine sent a writer to India to KILL A TIGER and write about it.

Left: dead tiger on the ground, after being killed by Nat Geo writer and father of the U.S. Air Force William Mitchell.

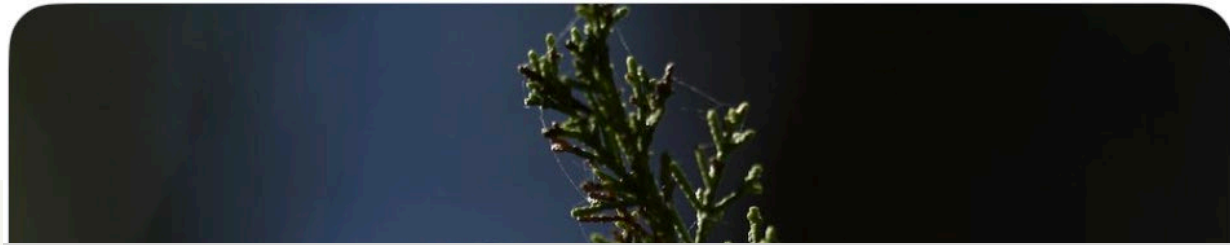


An
the
sal
an
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sanctuary in Romania:



Natasha Daly @natashaldaly · 7/21/22
The beloved migratory monarch butterfly is officially an endangered species, the IUCN announced today. My [@natgeo](#) story:



Natasha Daly

@natashaldaly

Edit profile

[@NatGeo](#) staff writer/editor, covering wildlife and wild places. natasha.daly@natgeo.com.

 Journalist ⓘ  Washington, D.C.  natashaldaly.com

 Joined March 2012

1,671 Following 16.1K Followers

Tweets

Replies

Media

Likes

National Geographic  @NatGeo · 1/11/22

It's easy to villainize poachers. But many poachers are neither the ruthless kingpins nor henchmen of the public imagination. What we found instead were desperate young men doing work that they didn't particularly want to do, but felt like they had no other options.



Natasha Daly @natashaldaly · 12/6/22
BREAKING: Soon, there will be NO more cub petting in the U.S.

Tonight, the Senate Safety Act. The bill i for signature. This la b petting in the U. eding & selling.

287 4,357



Natasha Daly @natashaldaly · 12/3/20
...Banning cub petting means cutting off th roadside zoo industry's biggest moneyma Cub petting relies on a constant supply of cubs. At 12 weeks-ish, they age out—Too unsafe to handle. To offer cub petting, a business always needs new babies. This means speed-breeding.

1 21 234

Natasha Daly @natashaldaly · 12/3/20
What happens to the babies once they hit weeks is unclear. Some go on exhibit. Oth become breeders themselves. There's evidence some are killed. Read this [@natg](#) deep dive into the tiger industry for more:



nationalgeographic.com
Captive tigers in the U.S. outnumber tho in the wild. It's a problem.

1 45 225

12 186 468

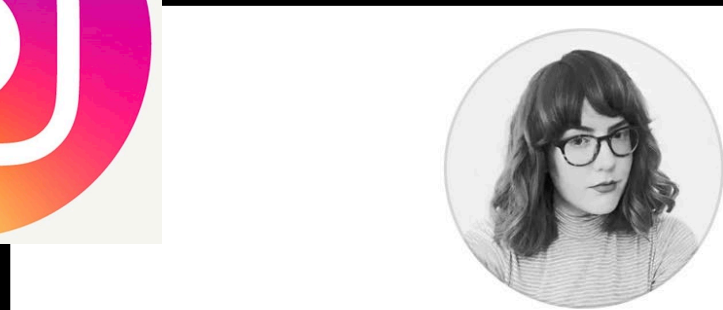
nationalgeographic.com
On the trail of Colombia's sloth cartel



2. The 97 orcas and belugas that have been trapped in sea pens for almost a year are heading for release.

Russian authorities loaded the orcas and belugas onto trucks. They'll travel 1,110 miles to be released where they were caught.

Story 📖



@natashaldaly

162 Following | 877 Followers | 5197 Likes

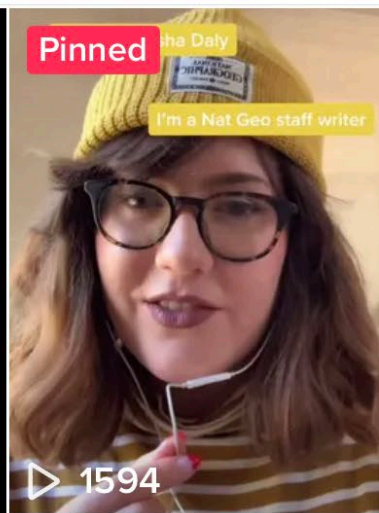
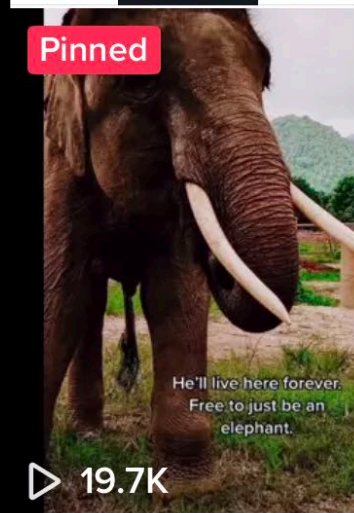
Edit profile

Add friends 1



Nat Geo staff writer
Follow for animal stories 🐾 & journo tips 📝
also at @natgeo

Q&A



BREAKING NEWS

ANIMALS | CORONAVIRUS COVERAGE

Tiger tests positive for coronavirus

NEW STORY:



PHOTOGRAPH BY CLAUS MEYER, MINDEN PICTURES/NAT GEO IMAGE COLLECTION

READ CAPTION

ANIMALS

What the Amazon fires mean for wild animals

In the Amazon, nothing is adapted to the heat. 10 percent of Earth's animal life lives there.

QUOTE READ



NATASHA DALY

GRAPHIC

CORONAVIRUS COVERAGE |

baboons, baboons, baboons are getting COVID vaccines at zoos across the U.S.

swipe up to read
I'VE BEEN ASKED ABOUT SHARING MY STORIES BUT HERE'S MY LATEST, FROM TODAY!

natashaldaly



421 Posts | 11.8K Followers | 2,573 Following

Natasha Daly

Journalist

Staff writer/editor at @natgeo.

I cover how animals and culture intersect around the world 🐾🦋🐦

Washington, DC

www.nationalgeographic.com/animals/art...

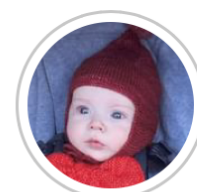
Professional dashboard

2K accounts reached in the last 30 days.

Edit profile

Share profile

Email



Harry



Cabin tour



Sri Lanka

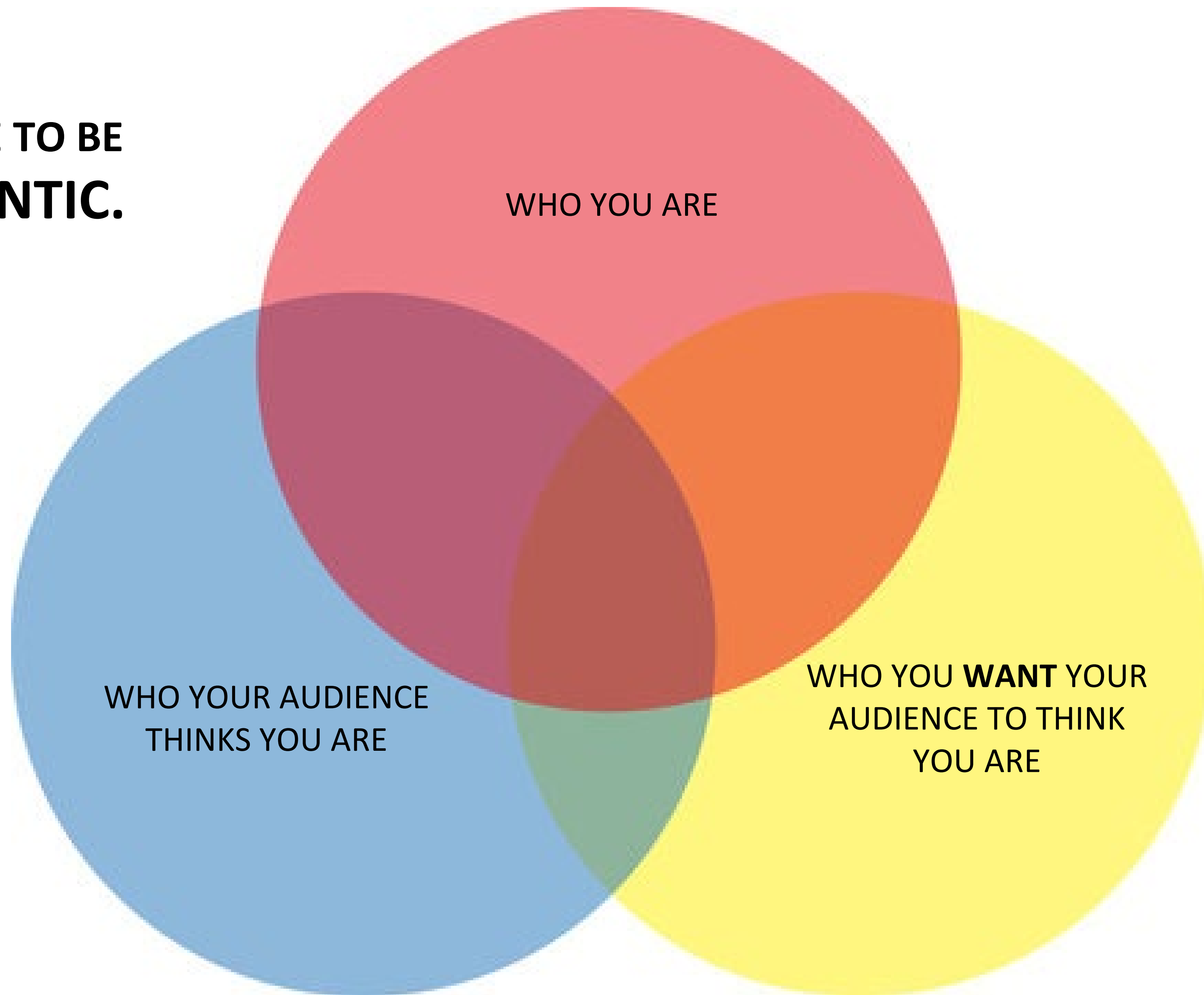


Maldives



My Story

4. STRIVE TO BE AUTHENTIC.



THREE ADDITIONAL TAKEAWAYS:

1. Consider **following someone else's established approach** as you work to find your own.
2. A bigger audience **isn't always better.**
3. **Try to be consistent**—building your brand takes work!

Building your professional presence on social media — and connecting with people who share your values and passions — **can feel incredibly rewarding.**



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Natasha Daly, *National Geographic*

