Building your Personal Brand
On Social Media

Natasha Daly, National Geographic
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 make the most sense for you. You don’t have to be everywhere!
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 kill by Nat Geo writer and father of the U.S. Air Force William Mitchell.
2. The 97 orcas and belugas that have been trapped in sea pens for almost a year are heading for release.

Authorities today loaded eight belugas and orcas onto trucks to be released where they were caught.

Russian authorities loaded the whales onto trucks. They'll travel 1,110 km to be released where they were caught.
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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