

Admin Pro Forum 2017

Skills-Building Conference for Administrative Professionals



Checklist: Are You Taking Advantage of Social Media to Grow Your Company and Personal Brand?

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- You have a social media marketing plan with goals down on paper that you're following.

- You're posting content, like questions, discussion starters and valuable information, that's engaging to your audience—not just blatant marketing messages.

- You're posting a variety of engaging content, including images and videos.

- You're regularly posting new content on your social media accounts.

- You're thinking of social media as building a **community** around your organization's brand.

- You're taking advantage of social media as a professional networking and career-building tool.

- You're using social media to connect with fellow administrative professionals in your industry.

- You're using LinkedIn to showcase your résumé, skills and other professional information.

- You're reading up on important trends and new features in social media to keep your skills up to date.

- You're proofreading your social media content before you post it for the whole world to see.