

# Connecting the Social Media Dots



- Social media has the power to put you in contact with thousands of people. If you want to build your online brand you have to know how all your activities work together. You need consistency and congruency.
- Each part of the social media puzzle builds into a picture people have of you, how they imagine you to be relates to how you really are to the degree you present your information right!
- The best way to approach social media is to choose your venues and connect them in some way to your blog. Keep your blog as the main representation of “you” online.
- With a good core blog, you can further reinforce this positive brand. Have conversations on Twitter, share your pictures, guest post and comment. Participate in forums that relate to what you do and your audience. Above all where you want connections to be made, use a consistent avatar (symbol), nickname and style. Connect all the profiles back to your blog, and where appropriate link out to the social media sites.