

What's My Trademark?

Top Ten Tips

Listed below are some handy tips to help you showcase your talents through the use of social networking sites.

01. Think about what you want to achieve and who you want to network with.
02. Before you start, define your priorities: think about your life goals and your career goals and list what is important to you.
03. Get interested in other people: identify people you admire (role models) who are achieving success in a career you are interested in.
04. Think about the skills, personal qualities and knowledge that you have and what you can bring to the table. By doing this, you will understand why people are going to listen to you.
05. Always be open and positive – don't be critical of other people or companies.
06. Learn and share your knowledge with others.
07. Use social networks to your advantage: they are the best way to develop a brand/reputation.
08. Get involved in conversations with others and contribute to the community.
09. Dare to be different and learn from your mistakes: Fail, Reflect, Learn and Repeat.
10. If you are interested in a particular industry, for example fashion design, let your social networking pages reflect that and showcase your interests.

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