



# **How to Leverage Social Media for Career Development!**



## Make authentic connections

Begin by approaching people with whom you have common interests or acquaintances and initiate a productive conversation with them. Avoid spamming someone with messages if you hardly know them.

OW  
NOW



## Create Quality Content

Create or share content about your life outside of work to tell a human story and to add value to your social media audience.



## Build a community

Encourage your audience to respond to what you post to take engagement to the next level. This could be accomplished, for example, through a poll.

