5 TOP TIPS FOR MODERN COMMUNICATORS

INVEST IN RELATIONSHIPS

Be selective about who enters your "circle of trust" as you carve out friendships online and in-person. Managing and scaling your meaningful relationships is an investment, and investments take time.

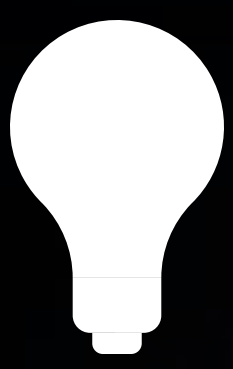
BE AUTHENTIC ON AND OFFLINE

Whoever you are online is who you are offline; it's the real you. Social media helps you “show up” and participate in conversations. However, you always have to bring your human side with you, whether meeting virtually or in real life.

KNOW YOUR DIGITAL FOOTPRINT

Expanding your social media presence means you're increasing your digital footprint; everything you share is a breadcrumb. These cumulative pieces of information represent your brand’s big picture. Do they show your passion, interests, value, and all of your hard work, or do they paint another picture about your brand?

THINK PROACTIVELY



You have to think proactively and clearly about what you say and do, and how you align your brand with others. Your friends, partners, clients, organizations, professional affiliations, etc., are a reflection of your brand, whether you like it or not. The modern communicator must keep good company.

BE OPEN TO FEEDBACK

As you expand your digital footprint online and through social media, you're opening up the social media floods gates. Modern communicators need a tough skin and a sympathetic ear. Be ready to accept the gift of feedback.

For more information on Answers for Modern Communicators visit: https://bit.ly/2kqzbFX