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Course

Date

Using Social Media to Build Careers

Social media is an important tool in building brands. Companies normally use social media for marketing and targeting customers. Individuals can also engage different social media platforms in building their brand image and careers (McCabe). Moreover, what people post on social media illustrates what they want to achieve (McCabe). Some of us use these platforms for entertainment purposes, some do it to build brands and businesses, while others just follow emerging trends in the industry. Social media can be used to build careers by having the right profile information, targeting a particular group, and using the correct display features.

The information displayed on an individual's profile is important when using social media to build a career. In this case, one's social media account is supposed to portray the desired brand image. Some of the areas to focus on include the profile picture, bio data, and background information. All of them should depict the image that the individual wants to portray. This fact means that if one is using social media for career purposes, it is important to include information that can attract employers or clients, depending on whether they are looking for a job or customers. In addition, a professional social media account should be different from the one used for entertainment purposes, unless those seeking entertainment is the audience that

the individual wants to target. Therefore, the data available on one's profile is important when using social media to build a career.

The target audience is also important when tailoring one's social media account to build careers. For instance, the people and pages that one follows determine the type of content that they want to engage in. An individual's followers on various social media platforms also determine the kind of audience that they attract. This means that in order to build the desired networks using social media, one should be cautious about choosing the people, pages, and groups that they follow, those who follow them, and the kind of content that they engage in. When using social media, what one contributes is what they receive. Moreover, the image that one portrays on social media is what the target audience will follow. Therefore, it is important to target the right people and groups when using social media to build careers.

The display features used by an individual are also important when using social media to get a job. Display features, in this case, include themes, colors, and the choice of images and other visual aspects. Furthermore, the display features are what attract people most to different profiles. For instance, a profile picture says a lot about an individual, which means that the image should be selected based on how one wants to be perceived by their target audience. Therefore, in order to effectively use social media to build careers, one should use display features appropriately, depending on what they are targeting.

Social media can be used to build careers by combining the right profile information, targeting a particular group, and using the correct display features such as themes, images, and colors. Moreover, people normally portray the image of how they want their target audience to perceive them on the platform. This fact means that social media can be used to successfully

build one's career when the user is aiming to create and develop an image that colleagues and employers will like.

Work Cited

McCabe, Mary Beth. *Social Media Marketing Strategies for Career Advancement: An Analysis of LinkedIn*. Journal of Business and Behavioral Sciences, 2017.