

## **Development of Personal Social Media Plan**

1. Describe 3 professional objectives/goals for your use of social media to promote yourself, your business or your employer as a dietitian.
2. Describe how you want to be “viewed” online by other dietetics professionals, potential employers, clients, etc.
3. What is your primary reason for using social media? (i.e. for business, branding yourself or other)
4. What are 3 guidelines for content and interactions in regards to your personal Social Media Policy? (i.e. Maintaining ethical practice, professional image, etc).
5. What area(s) of expertise, passions, or skill sets do you strive to represent or share via social media?
6. Identify which social media platforms you have chosen to utilize and why?