

A blue-tinted background image showing the back of a person standing at a podium, facing an audience. The person is wearing a dark jacket. The podium has a microphone and some papers on it. The overall tone is professional and focused.

DIGITAL BRANDING CHECKLIST FOR PUBLIC SPEAKERS



DIGITAL
BRANDING
INSTITUTE™

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Identity

Establish a clear and consistent visual identity.

Create a Logo

- ☐ Make sure you have a professional logo with fonts, text, and imagery that accurately reflect your brand.
- ☐ Use this logo across digital touchpoints and in your promotional materials.

Take a Headshot

- ☐ Look the part by taking a professional, high-quality photo without a busy background.
- ☐ Use this headshot on your website and on your social media profiles.

Establish Social Media Profiles

- ☐ Public Speakers can benefit from having accounts on the major platforms including Facebook, Twitter, Instagram, LinkedIn, Pinterest, Periscope and more.
- ☐ Don't forget to craft a compelling bio or about for each account that communicates what you do and arouses interest.
- ☐ Be sure to establish a Facebook page separate from your personal account to promote your brand and speaking engagements.

Create a Website/ Blog

- ☐ Create a modern, responsive website with an easy-to-remember domain name to serve as your digital home for information about your brand and resources for your audience.

Visibility

Promote your brand and reach your audience

Send out Newsletters

- ☐ Keep your audience up to date and stay front of mind with regular email updates.
 - ☐ Make sure your website visitors have the option to subscribe to your list from any page on your site.
 - ☐ Establish a frequency for emails and stick to it.
- Remember to keep an unsubscribe link for anyone who wants to opt-out.

SEO

- ☐ Optimize your website and content to rank well in search engine rankings.
- ☐ Have a keyword strategy and make use of tags for blog posts.
- ☐ Add the Yoast SEO WordPress plugin to improve your content for SEO ranking.

Stay Active on Social Media

- ☐ Post regular updates on social media to keep your audience engaged.
- ☐ Upload a picture or video to promote a new workshop or talk.
- ☐ Share a photo of a happy client (with permission).
- ☐ Promote an upcoming event with a tweet.
- ☐ Host a contest or giveaway.
- ☐ Use hashtags where appropriate for greater reach.
- ☐ Take selfies on stage with your audience in the background to share with followers and fans.

Advertise

- ☐ Advertise your events and appearances on applicable industry sites.
- ☐ Create photo or video ads on Facebook and Instagram. Sponsor a tweet.

Host Virtual Events

- ☐ Live-stream a Q&A session or talk.

Credibility

Establish your reputation as credible, professional, and knowledgeable.

Monitor Your Reputation

- ☐ Setup Google alerts for your brand.
- ☐ Monitor social media for mentions of your brand.
- ☐ Check review sites and respond where appropriate.

Ask for Reviews and Share them

- ☐ When viewers or attendees express satisfaction, ask them to share a testimonial.
- ☐ Add testimonials to your website.
- ☐ Retweet or share any posts with positive mentions of your brand.

Create Valuable Content

- ☐ Offer how-tos and guides for download.
- ☐ Host a webinar or Twitter chat.
- ☐ Create Pinterest boards that appeal to your audience in your area of expertise.
- ☐ Share a behind the scenes look on Snapchat
- ☐ Publish an article or SlideShare to LinkedIn.
- ☐ Create your Speaker's Kit.
- ☐ Answer questions via video-sharing platforms.