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**Q & A with Wendy Soucie***Wendy Soucie**March 25, 2010* | COMMENTS **Question: What do you do to create authentic visibility for yourself online?**

Answer: Being authentic means your online profile reflects who you are. We want to trust that the profiles that people in huge numbers are creating in the myriad of social spaces, are a true reflection of who they are, what they like, what they do, how they feel. If not, then social media won't work for research, marketing, recruiting, new product development, customer service or support. Adrienne Corn posted a [recent research report](#) that verified that the trend is towards authenticity of social media profiles which is a key starting component.

**Online Reputation Management (ORM)**

Online reputation management (ORM) is series business these days. Not just for business but who you are socially and personally. People should be able to understand several aspects of your personality from reviewing your public profile on any social site.

According to Andrew Kaplan on his Social Media Mensch blog, "the more you are true to your authentic self (not your job description, parenting role, etc) but to those things you are most passionate about, the more that social media will help you attract the people who ultimately will be the network to help you find a job in an area you are most passionate about."

**Multiply the Ways People Hear about You**

In social media, just like all marketing principles state, you need to multiply the ways people hear about you both through professional, social, civic, and hobby circles. Repetition, consistent messaging, visuals, and multiple media sources will all contribute to strengthening your visibility in an authentic way.

**Ten Things You Can Do**

Here are 10 things you can do to bring authenticity and visibility to your online reputation management.

1. Write book reviews offering your opinions on various business books in your field of interest or where you would like to be a thought leader—post them in newsletters, websites, blogs, magazines, and trade publications. Create pdfs and post on LinkedIn and Slideshare.
2. Write about your hobbies and post in your local or national online local news publication. Show your human side.
3. Volunteer for committees in your township and get your name posted to public space. People can see your engagement in your community.

4. Volunteer for community functions and share your card and invite people to your FaceBook and/or LinkedIn pages.
5. Join Toastmasters and become a speaker for the local or national speaker's bureau for your metro area.
6. Join Rotary or other civic and service clubs. Participate in events throughout the area and mention them in your updates. It promotes the organization and your involvement.
7. Participate in athletic events such as runs and biking events and try to write a summary for the local print publication or online blog. Your name and time are often posted on a website and can be found when searched. Use your complete name as you would on your social media profiles.
8. Always offer comments and opinions on other people's blogs in your thought leader areas.
9. Send e-mails to the local TV anchor on ideas for stories and people to interview with contact info. They appreciate the legwork and when they need someone in your area of expertise, they often call you in as a subject area expert resource.
10. Become an active board member or on an advisory panel for a non-profit that has national exposure.

Don't do all these things just to get publicity or to get more widely known. Do them because you enjoy them, they interest you, and you have passion for them.

The growth of your online reputation, growth of your network, and contribution of value to the social ecosystem will be immense because the authentic "you" is showing through. This is the best model for any social engagement online or in person!

*Wendy Soucie is a social media/marketing strategist based in Madison, WI. Soucie and Doug Tangwall of [End Result Marketing](#) provide marketing and social media services to business clients.*

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