

Building Your Personal Brand

As a Travel Writer

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Second Life

- Blog/website: allows you to publish all your articles—ones you’ve sold and ones you haven’t.
- Blogs provide excellent SEO—which leads people right to your website!
- Drive further traffic to your blog with social media
- Who are you promoting? You or the magazine?

Build Expert Status

- Your blog and social media can help you build “expert status” as a travel writer:
 - People will find and follow you, and see your postings (blog, FB, Twitter)
 - People will find you by doing online searches, and then follow you
 - You can answer questions online

Connect

- Use Facebook, but especially Twitter, to connect with people that can help you in the cities to which you are going.
- Source ideas/experts/people to interview/ tourist bureaus/restaurants, etc
- People will likely be willing to help you when they see you are a travel writer

Source Ideas for Stories

- Use hashtags
- Ask questions
- Connect with people (take it off line if you need to)
- Research
- People may also reach out to you



Blogs

- I like WordPress
- Go self-hosted if possible
- Add pages (work with me & contact) to make it easy for people to find you and connect
- Post all your published pieces to your blog
- Write extras as well, if you like—you can monetize down the road
- Subscribe to and read other’s blogs--comment

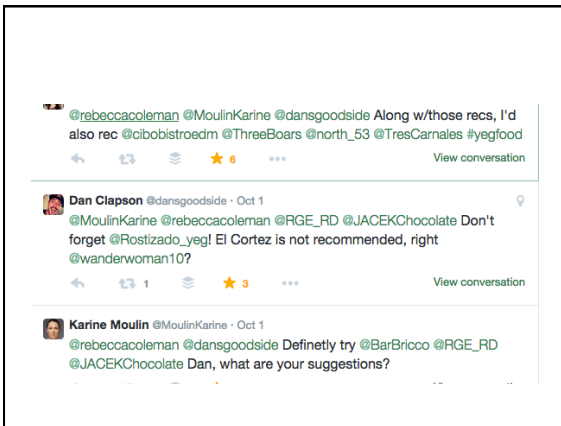
Facebook

- Either personal page (add subscriptions) or a business page
- Post all your blog posts here, any stories you write that are published online (not on your blog)
- Ask questions
- Post other articles as well—about the industry, or your fave destinations
- Try to post daily—add value



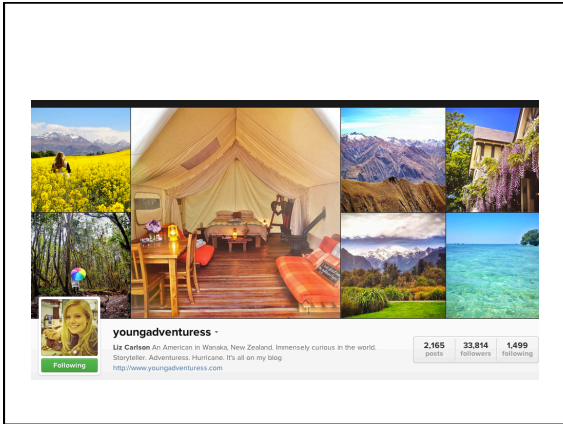
Twitter

- Post daily—minimum 1-3x
- Tweet blog posts a minimum of 3x, but don't just tweet your own stuff. Tweet other articles to do with travel & the industry
- Try to engage & have conversations
- Love your hashtags
- Add value
- Use Hootsuite to "listen"



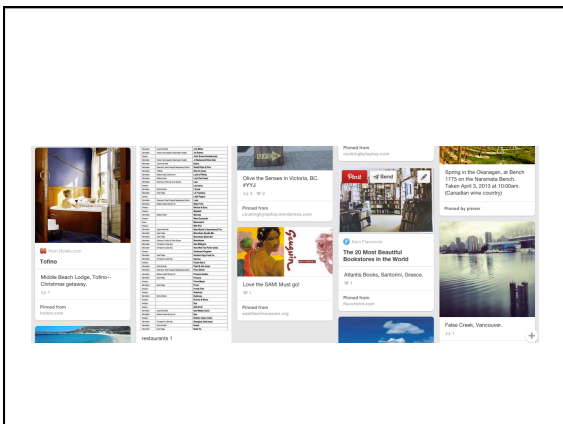
Instagram

- Images only
- Gives a "slice of life" experience
- Follow other travel writers/photographers
- Can push to FB & Twitter if you like
- Hashtags rule



Pinterest

- Get your own account and create boards of places you've been
- You can also pin all your articles
- Create "future" boards when planning new trips
- Great source of inspiration for your Twitter & FB



Video

- Vine, Instagram, YouTube
- People love video!
- Can be technically challenging
- You can upload videos to YT and then embed them on your blog



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