

My Digital Personal Brand						Compliments of <a href="#">Zelladu</a>
Digital Channel	Linked In	Twitter	Instagram	YouTube by Google	Facebook	Personal Website
<b>Image</b>	Professional Profile Photo	A Real Photo of You, Just You	110 x 110 pixels -- a perfect circle in a square.	circular image best at 800 x 800 pixels	170x170 pixels, circular	This is where you have the most freedom, use photos that tie into what you are achieving. If needed, do a photoshoot and grab the photos specifically. A good headshot will go a long way as well.
<b>Supporting Image</b>	1584 px x 396 px	1500px x500px Header Photo	N/A	recommended 2560 x 1440 pixels. Minimum 2048 x 1152 pixels.	820 x 312 pixels	
<b>Handle/Username</b>	Use Your Real Name	Use Your Real Name	Recognizable & Searchable @Username	N/A	Use Your Real Name	N/A
<b>Name</b>	Use Your Real Name	Use Your Real Name	Use Your Real Name	100 Characters. Create a name that is relevant to your business, persona or content you are posting	Username character limit: 50 characters	You will want your real name, or DBA (Doing Business As) listed prominently, keep it clean and easy to understand
<b>Tagline/Headline</b>	220 character limit	N/A	150 characters	N/A	N/A	A great way to clearly state what you are solving
<b>Bio/Summary</b>	2,000 character limit	160 Character Power Bio	N/A	1000 Character count in about >> description	101 Characters >> Short like a tagline	How did you get to where you are? What are you providing. Keep it clean and concise.
<b>Preferred Activities</b>	Linkedin works well when you are human but stay professional. Commentry on current events & trends in business, posting your accomplishments and articles, venting...it all works.	Publish articles or research, powerful Images, make commentary on current events, take a stand, drink in information from channels you follow	Instagram is where a picture is worth a thousand words. Post from your heart and share your passions with a fabulous a photo as you can. For those looking to influence, it is the place to be for product placement and brand ads (Youtube growing in popularity too).	For posting or consuming a variety of content, Educational, entertaining, the sky is the limit.	Facebook has an advantage as it has history. Connect with friends, work colleagues or people in general, online. Share pictures, music, videos, and articles, as well thoughts and opinions	This is your personal promo so the sky is the limit. Depending on what you are trying to do you can add in email marketing tools, marketplace elements (allows purchase) etc. The more you add, the more it costs so be sure to have your plan in place before you pay out the cost. You can always upgrade when you are ready.
<b>How often do you want to participate?</b>	Once a month minimum, keep yourself active and relevant, learn something, share something	This is for you to know but good to define and remind	Consistently, comment and like others photos, doesn't have to be daily but you should be a regular visitor	As often as you like but if you don't promote it, it will be hard to have an audience.	As much as you like. You can create pages to own for businesses as well	You want to check in often and make updates and announcements. Make sure to check your associated email as well.
<b>Posts</b>	good deeds do well. LinkedIn also appreciates humor, so get witty if it suits you // <b>700 characters</b>	Announce Research, Accomplishments or Tools // <b>280 characters</b>	Images are everything, but you also have <b>2,200 characters</b> to accompany your image. Take your time to take photos of those beautiful, unexpected and magical moments you experience, if you have none planned, make some :)	The maximum file size that you can upload is 128 GB or 12 hours, whichever is less. Limits have changed, so you may see older videos that are longer than 12 hours.	<b>63,206 Characters</b>	Blog posts are the way to go. Use them to promote your page and drive traffic to areas where more tools, products and services exist. Depending on your service or product you can also use your website to list a schedule of events (where you will be, what you will be doing, what you did), testimonials from clients, and appointment opportunities.
<b>Popular With (User Type)</b>	Corporate executive, authors, government, most people in business, definitely a place you want to have presence	Academics, Politicians, Students, Policymakers	Everyone. Parents, children, teenagers, celebrities, influencers, brands...	Millenials and younger	Parents, Gen Y, Gen X, Community Groups, School Networks	Performers, Artists, Consultants, Independent Contractors, Service Providers, Sports Coaches, Tutors
<b>Other Tips/Power Plays</b>	Get and give recommendations from Customers, Peers & Colleagues	Share lots of visual content	Public (Not Private) Profile	Prepare strong Video Thumbnails, 1280 x 720 pixels, up to 2MB.	Use the Event feature to find out what is going on in your area or throw your own event	Use Images to help the audience understand what they get
<b>Other Tips/Power Plays</b>	Involvement in Select Groups	Include Your Website	Trackable Link in Your Bio (That You Change Regularly)	If Popular, seek out sponsorship	Link your Instagram to your Facebook for more efficient posting	For product related items, link to etsy, amazon or any third party platform that helps you sell
<b>Other Tips/Power Plays</b>	List volunteer experience	Follow Experts in Your Field	Enabled Notifications	Customize Your Channel	Share albums with friends to add photos to a shared location	Don't let your account expire or time out due to lack of payment
<b>Other Tips/Power Plays</b>	List that website		Use Reels for greater reach	Link to what you discuss	Create albums to promote your achievements	Tie your website into your social handles
<b>Other Tips/Power Plays</b>				Add timestamps		Ensure the links work before you publish
<b>Hashtag Limits</b>	There are no limits to the number of hashtags you can use in a post on LinkedIn. That	None within 280 characters	30 hashtags	3 is ideal. If you use more than 15, YouTube will ignore all of them	None	No limit
<b>Direct Message Limit</b>	200 characters	10,000 Characters	Instagram direct message (DM) character limit is 1,000 characters with space	N/A	<b>20,000 characters</b>	Direct Message through Email
<b>Video Description Limit</b>	Link to YouTube or Vimeo	Link to YouTube or Vimeo	Link to YouTube or Vimeo	5000 Characters	Link to YouTube or Vimeo	Link to YouTube or Vimeo