

Using social media to build personal brands

Local author and HR expert, Penny de Villiers, has written a book, *How to market the real you using social media*, that teaches people how to use social media to build a great career and an effective personal brand.



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The book, which will be launched this month, shows how easy it is to be effective on Facebook, Twitter, LinkedIn, Google+ etc by making social media easy and less intimidating. It is written for those who do not know how to use it and is reportedly helpful for those entering the job market.

De Villiers is the owner of IntroducingU and specialises in personal branding and social media consultation. She has a strong marketing and public relations background and a passion for people that drives her to help them define their dreams and design their future.

Alan Stevens - the media coach and past president, Global Speakers Federation and Dave Duarte of the Ogilvy Digital Marketing Academy South Africa endorse the book.

For more, go to www.introducingu.com.

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