MARKETING & NETWORKING
USING SOCIAL MEDIA & BLOGS TO FURTHER YOUR CAREER
WHY BLOG?

- Personal records
- Professional opportunities
- Community education
- Self-promotion; networking
- Product review/sponsorships
- Writing experience, Work
- Advertisement
GET STARTED!

1. Choose a host site:
   - Wordpress.com/.org | Blogger

2. Decide on your goal(s)
   - Topics
   - Target Audience

3. Personalize your site
   - Themes, fonts, pictures

4. Post regularly!
WHO’S WHO?

danielle domar
MS, RD
eat smart. live confidently.

BEAN A FOODIE
Maria Tadić R.D.

fannetastic
food

Swanky
dietitian

THE candid RD
Simple Nutrition. From My Plate to Yours.

nutrition ella

Healthfully
EVER After
ASPECTS OF A BLOG

- Title / Header
- Bio
- Social media plugs
- Ambassador Badges
- Nutrition Blog Network
- Resource pages / Tabs / Navigation
WORKING + BLOGGING

Resume building...

- Fuel your passions
- Manage time
- Find your community
- Develop writing skills
- Learn from peers
- NETWORK!
HOW WE DID IT

Heather

- Year one: HLS Summit, IronGirl, Chobani, LGF, Sony, Foodbuzz
- Now: Fitfluential, LGF, Silk, Washington Post, lululemon, etc.

Melissa

- Year one: FHBC, Anytime Fitness, Natures Path, FoodBuzz
- Now: Fitfluential, Zooma Race Series, BRockFit, GlamMedia
EXPANDING SOCIAL NETWORKS

Melissa @ Eat on the Run

Heather Calcote, RD
Corporate Wellness Dietitian | Health & Fitness Writer, Blogger
Washington, District Of Columbia | Health, Wellness and Fitness
Current | Wellness Corporate Solutions, Dietitian on the Run
Previous | lululemon athletica, Small Planet Foods, Sticky Fingers Cooking, LLC
Education | Penn State University

Melissa G, RD @eatontherrun
RD | Runner | Yogi | Health Coach | peanut butter addict | Coach @corpwellness | #FluentAmbassador | Fueling up for a healthy life!
eatontherrun.net

heatherdcrd - Heather Calcote, RD @heatherdcrd
runner & city-dweller: http://dietitianontherun.com
“FROM HERE TO THERE”

Heather  
WIC → WCS

Melissa  
PhD → WCS

EAT on the RUN | fueling up for a healthy life
AND THE FUN STUFF

Partnerships / freebies

- **Heather**: LGF, Mizuno, Runners World weekend, Health Advisor, Washington Post, Fitness magazine

- **Melissa**: Mizuno, Designer Whey, Active.com, CorePower, Cytomax, Stone Soup, Yurbuds, Zooma Race Series
Setting Goals

“our 2014 goals are”

- Create more video content
- Write for more outlets
WHAT YOU’LL FIND

- Friends
- Online Chats
- Writing opportunities
- Career exposure
- PR / Marketing
QUESTIONS

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