# 5 Tips for Personal Brands on X

Building a personal brand on X requires the correct strategy and approach to marketing on the platform. We curated this list of tips to help you get more out of your branding efforts.

## #1 Take Time Choosing Your Handle

Selecting your handle is the most important part of the signup process. It's even more critical than your profile. Your top choice is your full first name and surname – it's an immediate identifier.

For some people with common names, ala "John Smith," you'll have to come up with a creative and recognizable handle. The handle should relate to what you do and represent. For instance, if you have a painting business, you won't use "@gr8painter." Something like "@JohnThePainter" would be a better choice because it's memorable and straightforward.

If you have a blog you're trying to promote, use the blog's name as the handle and type your name in the username line. While you always have the option of changing your handle, it's best not to flip-flop with it too often, or people will lose track.

## #2 Talk, Tag, Share

If you share an article on X, tag the writer in the post. Ask your followers for your opinion and generate engagement with your audience. Don't be afraid to mention someone if you add value to the conversation. Ask and engage; that's what X is all about.

## #3 Engage with Mentions, Comments, & Shares

Moving on to expanding the engagement argument, likes, comments, and shares generate momentum for your account and posts on X. The more engagement you generate, the faster your personal brand grows.

Take the time to respond to every piece of engagement you receive from your target audience. Make your engagement duties a part of your daily routine, and you'll eventually start seeing traction from your efforts.

## #4 Join Conversations

Listen to what's happening around you and research industry developments to stay ahead of market developments. Being informed allows you to join conversations and contribute valuable content to the audience to inspire more interactions.

## #5 Treat Your X Handle as Your Business Card

With social media becoming more important for personal brands every year, it's important to take your digital identity seriously.

Your online brand persona is closely associated with your social media handles, and ensuring you have the right handle is essential to maximize networking opportunities. Treat your X handle as your digital business card on the platform and hand it out wherever it can benefit you.