

The HR Leader's Personal Brand Blueprint: External Audiences

(When trying to identify your lane in a crowded landscape, ask yourself:

- Who do you want to reach? Other HR leaders? C-suite decision-makers? Next-gen HR leaders? Millennial managers? Gen Z employees at large? All of the above?
- What are your core values?
- What are the HR or HR-adjacent topics you are passionate about?
- How has your personal journey shaped you as a professional? What can others learn from your story?

(You've identified your lane – now how do you reach your audience?

- Start small. Identify the settings and external platforms you are most comfortable in.
- Let passion (and some comfort!) guide your first steps.

(Are you already a member of professional organizations and associations like SHRM or ATD?

- Consider a leadership position within the organization.
- Review upcoming events and propose yourself as a panelist or speaker.
- If they have a blog, suggest a contributed blog post about a topic you are passionate about.
- If they have an associated magazine, consider whether you would be comfortable speaking to a journalist for a story or authoring a bylined article.

(Do you attend industry events?

- Submit a speaker proposal to participate in a panel.
- Consider hosting a small networking dinner or a coffee chat.
- Post a short LinkedIn recap highlighting a key takeaway and tag the panelists or attendees.
- Write a robust event recap article or blog post with key learnings and takeaways. Consider publishing in a third-party media outlet or self-publish on LinkedIn.

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(Are you already engaging on LinkedIn? Post more regularly.

- Find relevant groups, join conversations and contribute to Q&As.
- Follow industry influencers or leaders who use LinkedIn effectively. Share their posts with your own thoughts.
- Share thought-provoking articles with brief commentary.
- When character limits feel restrictive, consider publishing a full-length article with a compelling header image.
- Engage meaningfully by commenting on others' posts, acknowledge milestones, and foster dialogue.
- Use 3-5 relevant hashtags and tag individuals or organizations to broaden visibility.

(Love to write? Consider contributing to HR publications and blogs.

- People love to read about industry challenges and trends. Write an educational article for outlets like HR.com, TLNT.com, Reworked, HR Executive, HR Dive, etc.
- Sign up for Qwoted.com to be considered a media source. Complete your profile to get matched with stories where you could offer insight in written Q&A or interview formats.

(Not much of a writer, but you're comfortable in front of the mic?

- Explore guest appearances on podcasts like Workplace Innovator, TalentCulture, etc.
- Record short videos with a quick tip or mini rant based on a prompt you give yourself (e.g., employee engagement, merit raises, RTO policies). Publish on LinkedIn, YouTube, Instagram.

(Prefer to stay internal for now? Here are some adaptations.

- Don't want to share on social? Create a 1–2-minute video message to the organization (or a subset like managers), hitting on a hot topic.
- Not ready for a media interview? Facilitate a training for executive leaders or managers on a key topic and present your knowledge to a group.
- LinkedIn not your vibe? Take 10 minutes each week to send a short message to leaders, managers, or your team.
- Publishing an article feel like too much? Write a training article for leaders and your HR team. Write several!