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when you build a social network and choose the right platform you'll be able to easily manage your community regardless of its size there are many paths you can take to do this like growing your audience with subgroups dedicated to specific interests 1 do a social skills audit below is a list of social skills for adults read through it and ask yourself which skills you are already good at and which could use some work active listening making small talk building a social media presence increases awareness and helps define what makes your brand unique it's also where you can inject personality and humor through a carefully curated social media feed 1 identify your community if you don't want to shoot in a dark and have financial losses you need to identify your community the process of identification needs to be done in the brainstorming to build a social network online start by making profiles on a few popular social media platforms like facebook twitter and instagram you can also 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without feeling flawed or lacking accept and embrace your personality traits strengths and weaknesses if you are introverted or shy don't try to change yourself or pretend to be someone else 1 engage your audience social media is arguably the closest contact you have with consumers on a regular basis within a few hours after publishing you can gauge your audience's response and learn something new with every post take it one step further by creating opportunities for your followers to connect with your brand on a deeper level there are three reasons social capital is the most important resource your business has it establishes your organization as a thought leader it fosters reciprocity and it creates a solid emotional support providing warmth reassurance empathy and care appraisal support providing information to aid in self evaluation of strengths another way to build your social media site is with a simple tool minimal investment and by yourself we aim to show you how to create a no code community platform with bettermode and design every aspect of your social network with just a few clicks let's get started step 1 start with a free bettermode account engaging with people in your audience and network is crucial to building a stronger social media presence it builds rapport with your followers and creates lasting relationships that could article in just 280 characters a single image or a 15 second video clip you have the power to reach millions of people all over the world right on their phones for free once you click post or send your content is out there for the world to see hopefully gaining traction with shares likes and comments building your personal brand on social media takes some work but done right it can help advance your career make valuable connections become a thought leader demonstrate self expression and build a legacy in this blog we will explore 10 key steps to help you build a presence on social media start by attending small gatherings or 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