

How to be a

social media influencer

as a traveler

Fusion



WHAT IS A SOCIAL MEDIA INFLUENCER?

Becoming a social media influencer is one of the hottest jobs out there today. But influencers aren't new to our world. In fact, they've been around for generations...

The original influencers: *celebrities*.

Do you remember those ads with a famous football player co-branding a deodorant, or the actress raving about yogurt? Celebrities have always been involved in advertising and sponsorship as ways to boost a brand's image.

Today, celebrities have taken a backburner to the ever-popular peer recommendation. In fact, 70% of teens think that YouTubers are more reliable than celebrities.¹ Social media influencers are real people (your peers!) and are viewed to be more authentic and reachable than celebrity endorsements.

These days, we like to "keep it real" with our brands, and we're less receptive to traditional marketing techniques, so it's not a surprise we take social media influencing to heart.

But, what does all of this have to do with your career as a traveling medical professional?



¹ <https://nogre.com/evolution-of-influencers>



INFLUENCING PEOPLE THROUGH TRAVEL

We've established that a social media influencer is someone who has formed credibility online in a specific industry... *and you want to be one, right?!*

As a traveling medical professional, you've got some expertise in a few areas already, plus access to a large, diverse audience that will follow you.

Now, becoming a social media influencer is an uphill climb. It can seem easy to post some pics on social media and Tweet your favorite Italian restaurant on the West Coast, but... slow your roll, friend. You have some work to do before you'll be able to get millions of views on your skydiving video, or thousands of likes on your sunset pic in Santorini.

Ok, so it's not easy being an influencer, but it's not impossible.



You just need the right angle for your industry, and a thoughtful approach.





FIND YOUR TOPIC

When you're on your way to becoming a social media influencer, the first thing you need to do is find the topic you're covering across your social network. As a traveling medical professional, start with this broad idea, and narrow it down to something more niche. The more specific you are, the less competition and the better your chances are at rising to influencer fame.

How do you pick a topic?

Choose something you're interested in. Not every traveler is interested in hiking, base jumping or taste-testing every bowl of French onion soup they can. All travelers are diverse, and therefore have a diverse range of interests. Make a list of all the activities you like to do as a traveler. Make a list of your job expertise. Are you a nurse? A lab tech? List your fields of interest and start connecting the dots.

Choose something you're good at. Ok, so you like to surf, but you're not exactly 10/10 on riding the waves? Maybe take this topic off your list and focus on something you're really rockstar at.

Be passionate! Or, if you're not ready to give up that surf dream, turn it into a really good spin: *Traveling nurse tries to rule the rookie waves*. The point is, pick something you're good at, or that you're passionate about (or both!)

Broad topic ideas for traveling medical professionals:

Travel Experience

Food Blogging

Healthcare Expertise

Photography

Outdoor Adventure

Fitness Tips

Culture and Art

Volunteering





CREATE YOUR BRAND

Building a personal brand isn't just for soon-to-be social media influencers or companies looking to make a name. A personal brand is for everyone who wants to stand out and make an impact on a job, promotion, new entrepreneurship idea or side business. A personal brand for one person is just as important as the branding in a company. It's called a *persona*.

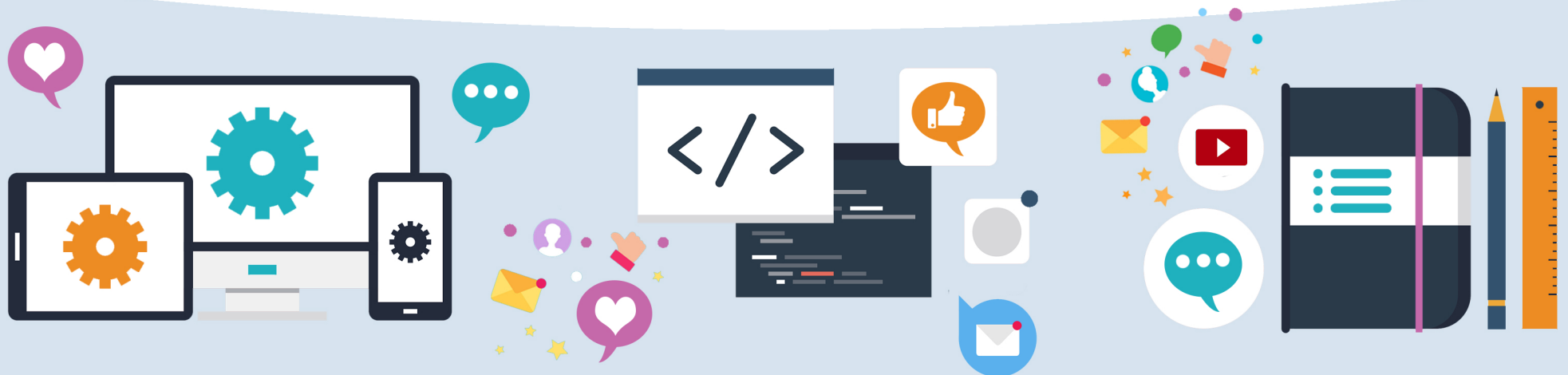
How do I build my brand?

Identify your unique qualities. What makes you, YOU. Write down a list of interesting things about yourself and try to incorporate them into your brand.

Identify your values. What do you want to stand for? What do you feel strongly about and how can you help others?

Be yourself. Nobody wants a fake. When you remain true to who you are, that's when the real go-getters and believers will follow your brand.

Stick to it. Building a persona means sticking with your brand plan. It takes a little time and dedication to get your brand rolling, so don't be discouraged!



COLLECT YOUR NETWORKS



Now that you have your brand plan, you need a place to showcase your content.

Consistency in content is key, so never take on more than you can handle. You need to find the networks that fit within your industry topic and your target audience. For example, if you're showcasing your travel photography, Instagram would be a good start, since it is very visual and image-based. Once you've mastered a few networks, take on a few more. (Remember! Stay consistent with your brand!)



Tip #1

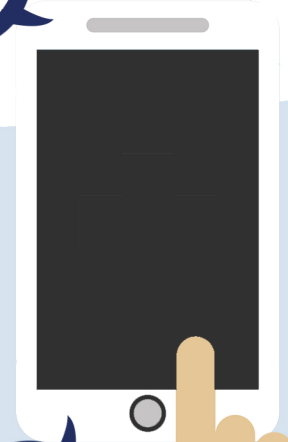
Create a website. It doesn't have to be too fancy or interactive, but it should be an organized catch-all for where all your content can live and be linked back to from various social platforms. Make sure it's mobile-friendly, too!

Tip #2

Create a universal handle. Make a consistent social media handle on ALL networks, but only develop content for a few of them. This way, you're building your brand at your own pace, while still securing your consistent social handles for future development.

Tip #3

Go for the business account. If your network asks if it's a personal or business account, always choose business. The metrics and tracking on your content can be much better with this type of account and can allow you to create paid promotions.



What are the main social media networks for influencers?

- Facebook
- Twitter
- Instagram
- Snapchat
- YouTube
- Pinterest



BUILD YOUR CONTENT



Nearly all of your social media influence will rely on your content. After all, that's what you're doing this for, right?

The content! The followers! The fame! The fortune!



Make it trending.

Research social media trends, as well as trends among your own topics. Hashtags allow you to further your reach and show up in unexpected places online, where you can gain more followers.



Make it credible.

Remember when we discussed finding a topic you're knowledgeable and passionate about? That's where this comes into play! Create content that lends an ear to why you can be trusted. Find a good balance between trending content and your own unique voice.



Make it pretty.

The aesthetics of your brand matter. It can define your brand as YOURS and can draw interest to your content. Because we're so visual-based, a good-looking array of content can make it more appealing to followers.



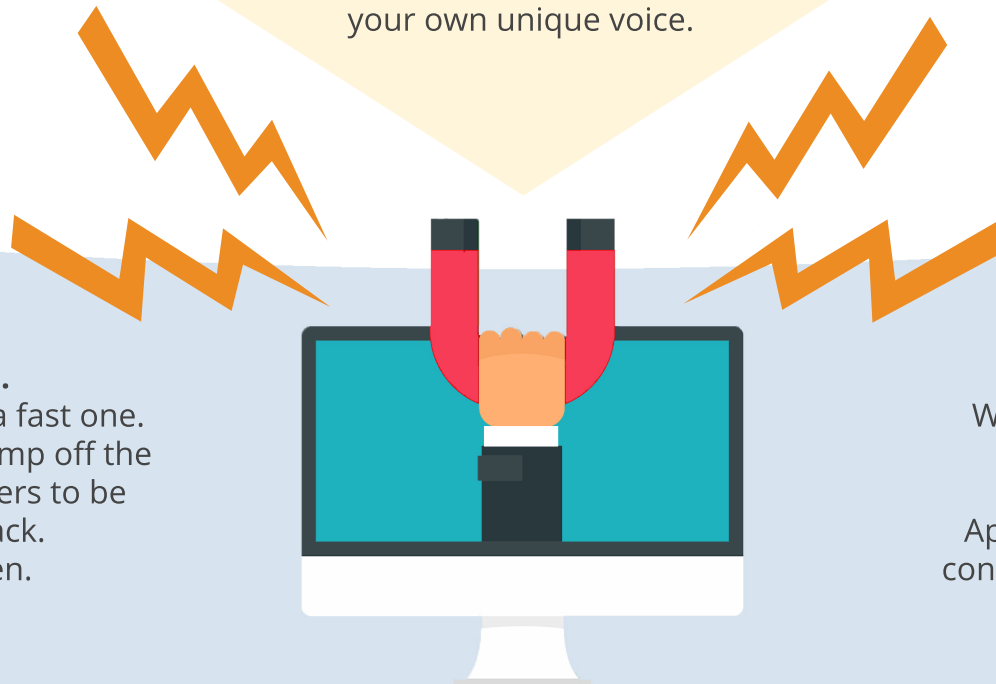
Make it consistent.

The game of social media is a fast one. In this world, you can't just jump off the grid and expect your followers to be there when you get back. Post steadily and often.



Make it contagious.

What makes people want to share your content with others?
Emotional stimuli.
Appeal to your followers' desires to connect with each other and with you.



ENGAGE YOUR COMMUNITY



The most important thing you can do to build your followers is to bring them into the conversation. Great ways to show them you are a human being and not a robot:

- Responding to commenters
- Inviting followers to comment
- Asking your followers for advice
- Using live video content
- Hosting a Q&A event



Do this instead...

Networking!

You can find like-minded experts in your industry, other social media influencers, fans and potential followers.

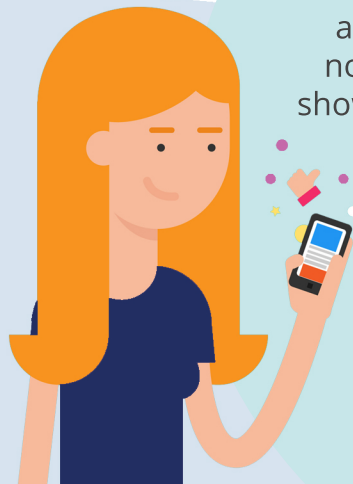
Don't buy your followers!

Growing a large following and becoming a leading social media influencer is a long, not-so-easy road, but buying your followers shows your tried-and-true followers that you're one thing:

fake.

Want your followers looking at you through fake-colored glasses?

Of course not.





KEEP MOVING UP

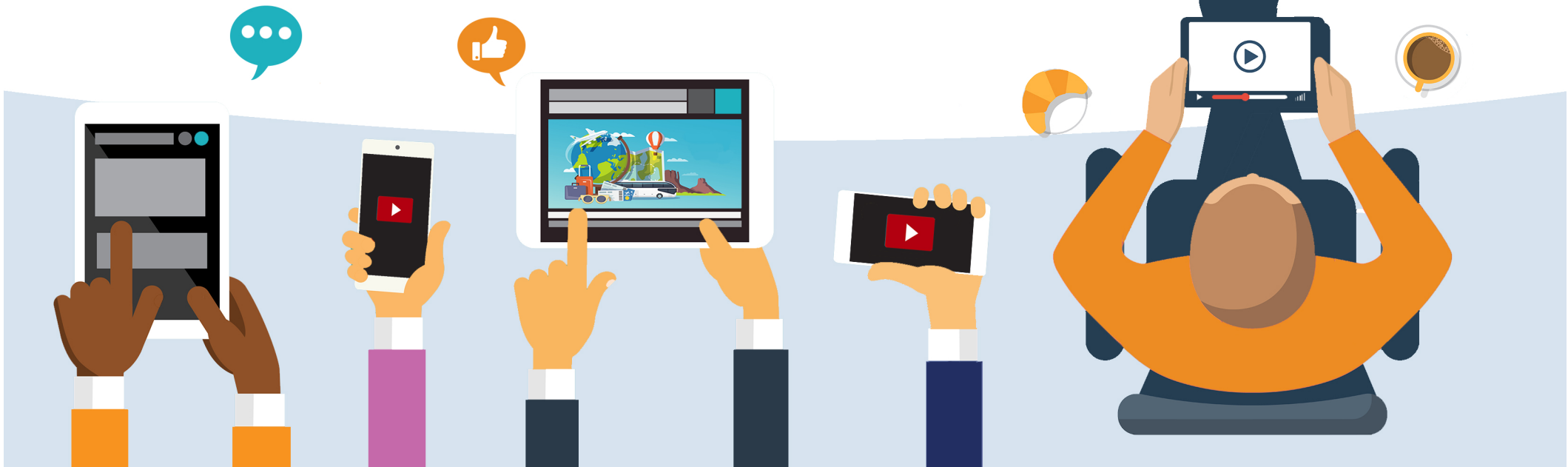
Once you reach influencer status, *don't stop there!*

It's your job to continue to cultivate a presence and bring new content to your followers. Don't be afraid to assess and evolve your strategy over time. A fresh take on your personal brand, your content, and the way you're presenting it can keep things interesting and exciting.

Most importantly, *have fun*. Growing your personal brand into a social media influence should be a challenging process, but also an exciting one.



Are you ready to influence your community?





DO YOU HAVE WHAT IT TAKES?

If you're interested in traveling,
or taking it to the next level as a social media influencer,
it's time to think about your next adventure with Fusion.
So, where to?

TALK TO A RECRUITER



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