

Develop Personal Brand Strategy:

Create a clear and compelling personal brand.

Manage Online Presence:

Regularly update and monitor social media profiles and websites.

Create Media Content:

Produce engaging content for blogs, social media, and other platforms.

Handle Media Relations:

Build relationships with media outlets and handle press inquiries.

Monitor Reputation:

Track mentions and manage online reviews.

Crisis Management:

Prepare and execute crisis communication plans.

Networking and Outreach:

Attend events and network with industry professionals.

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This checklist covers the essential tasks of a Personal PR Manager, ensuring all aspects of personal PR are effectively managed.

La<sup>^</sup>phills