

Creating a Professional Online Image



Building a professional image through electronic and online channels may seem overwhelming. Use these steps as a guide to make sure your online brand is professional to attract the most clients.

1. Avoid using slang, obscene or cute words/phrasing when developing your email address, such as:
 - *foodluva@hostname*
 - *dietriot@hostname*

2. Straightforward email addresses that use your name are a safe alternative, such as:
 - *Jane.Doe@hostname*
 - *J.Doe@hostname*

3. Do a Google search for your name. What comes up?
 - *Deactivate or hide social media accounts that you wouldn't want a client to find.*

4. Think about having two email addresses — one for work and one that is personal.

5. Make your photos work by having professional head shots taken for your online and social media accounts.

6. Many website providers include email functionality that allows you to use your domain name in the email, thus making your email branded and professional.
 - *Jane@yourdomain.com*
 - *questions@yourdomain.com*

7. Check out the Academy's Online Marketing Center, www.eatright.org/meinc. Find professionally designed and Academy-branded handouts, including business cards. Access to the Online Marketing Center is only available to Academy members.

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