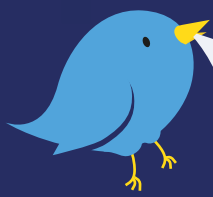


6 STRATEGIES TO BOOST YOUR PROFILE AS AN ENERGY SECTOR INFLUENCER

If you are thirsty for fame, either for yourself or for your boss, then now is a good time to look for the limelight. Never has the world been so connected, with thousands of media platforms at your disposal. But with so much choice, where do you start? Here are six sure-fire strategies to push up your profile.



1. Take to Twitter

Busy leaders might sensibly be wary of getting too involved in time-sapping social media activity. But for the aspiring influencer, [#energytwitter](#) is a great place to both initiate conversations and pick up on the most relevant energy issues of the day. And because it's niche, you're famous with just a few thousand followers.

2. Publish a blog

It sounds outdated – but most big thinkers publish regular musings even today. Blogs can give you material to share on social media and do not need to be restricted to your company website – you can also publish on platforms such as LinkedIn and Medium, or even become a contributor to a publication such as Forbes.



3. Host a homepage

As a corporate leader your first duty will always be towards your business. But if you are comfortable being controversial, you might want a personal website to separate your own views from company policy. This can serve as home for other personal profile-related content. See [gerardreid.com](#) or [tonyseba.com](#) for inspiration.

4. Become a keynote speaker

Have you ever sat through a dull conference presentation and thought about how much better you could do it? Chances are so has everyone else – so if you want to build your personal profile, stepping up to the lectern is a good place to start. Pro tip: to really stand out, hire a speechwriter and get some presentation coaching.

5. Embrace video

Nothing says 'fame' like the ability to handle yourself in front of a camera. And in the era of bedroom-based YouTube stars, you don't need a Hollywood budget for a decent video collection. Instead, make space on your personal website for video recordings of events, interviews, presentations and the like. Just keep it interesting.

6. Pick a podcast

Podcasting is the media success story of the 2020s, and this market is hungry for new voices. As a budding influencer, think of approaching podcast producers for potential slots, or set up a podcast of your own. If you're lucky, you might even become a regular on a major show—think Jigar Shah on *The Energy Gang*.