



TOPIC 4.3 Personal Branding



Useful for

- Job seekers
 - Unemployed people
 - Entrepreneurs
 - HRs
-
- Timing
 - 4 hours F2F
 - 4 hours Online

Why this topic is interesting

- it gives general information and guidance on how to develop personal skills and values into a brand;
- How to be in control of your brand;
- how important personal branding is in the SHE environment.

Content

- Personal branding – overview
- What do you need personal branding for?
- Building your personal brand – starting point and destination?
- What is social media?
- Classification of the social media sites
- Honeycomb Framework of Social Media Functionality
- Social media – what is in it for me (at personal level)
- Social media – what is in it for me (at labour level)
- Selecting & Managing Social Networks
- Online reputation management



Personal branding – overview

- **ACTIVITY 1 Group discussion**

“What do I think personal branding is?”

Time to reflect: 10 min

Personal branding – overview

- Personal branding is about
 - showing who you are as a person,
 - what guides you through life,
 - what you would like to achieve,
 - how you are going to do it and what you can offer to the world.

Think of it as a digitized representation of your
real-world identity

Personal branding - essential for working in SHE

- Relations are done online - trust the online identity of the other person
- The way SHE workers/sellers/clients present themselves is of crucial importance in SHE
- ***Unemployed*** - build positive reputation
- ***Entrepreneurs/ self-employed people*** - build positive reputation; what makes your company unique

Where to start from

- Your guiding principles – what carries you through life;
- Mission statement – not necessarily shown somewhere; clearly defined goal for your life;
- Review of current skill set – what you already have
- Improve, build up your skills – what you want to achieve; learn something new

SHE Platforms and your skills

- The more skills you acquire, the more attractive you become for employers on the SHE platforms
- SHE platforms are excellent opportunity to practice new skills and further develop them

What do you need personal branding for? (Theory)

ACTIVITY 2 Concept behind – group exercise

Video: Personal branding 101 <https://www.youtube.com/watch?v=JR3k7Ef9kJI>

- **what** does it include?
- **what** is it for?
- **who** is it for;
- **when** to start developing your personal brand;
- **how** to start developing your personal brand.

Building your personal brand – starting point and destination?

ACTIVITY 3: Identifying guiding principles – individual exercise

“When thinking about yourself and what you have to offer to the world which are the three words that come to your mind?”

Time to reflect: 20 min

What is social media – functionalities

- What is social media;
- How does it function;
- Which are the most wide-spread social media sites?
- What to use them for (in terms of personal branding)
- Video:

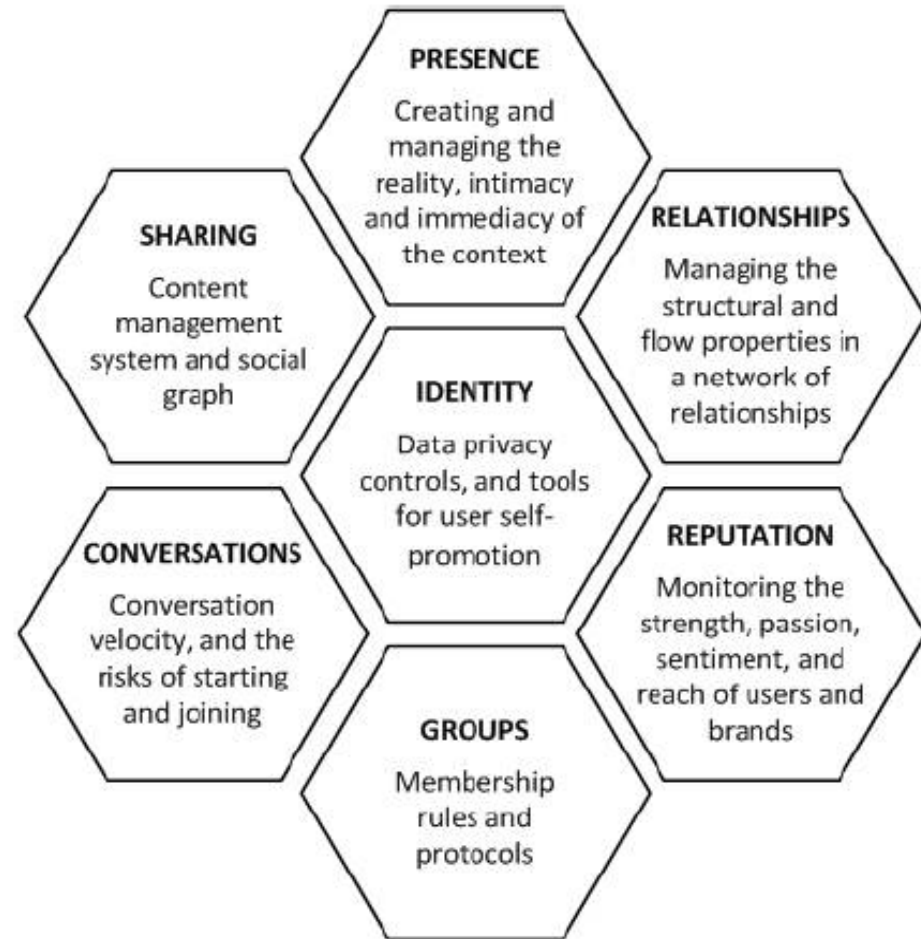
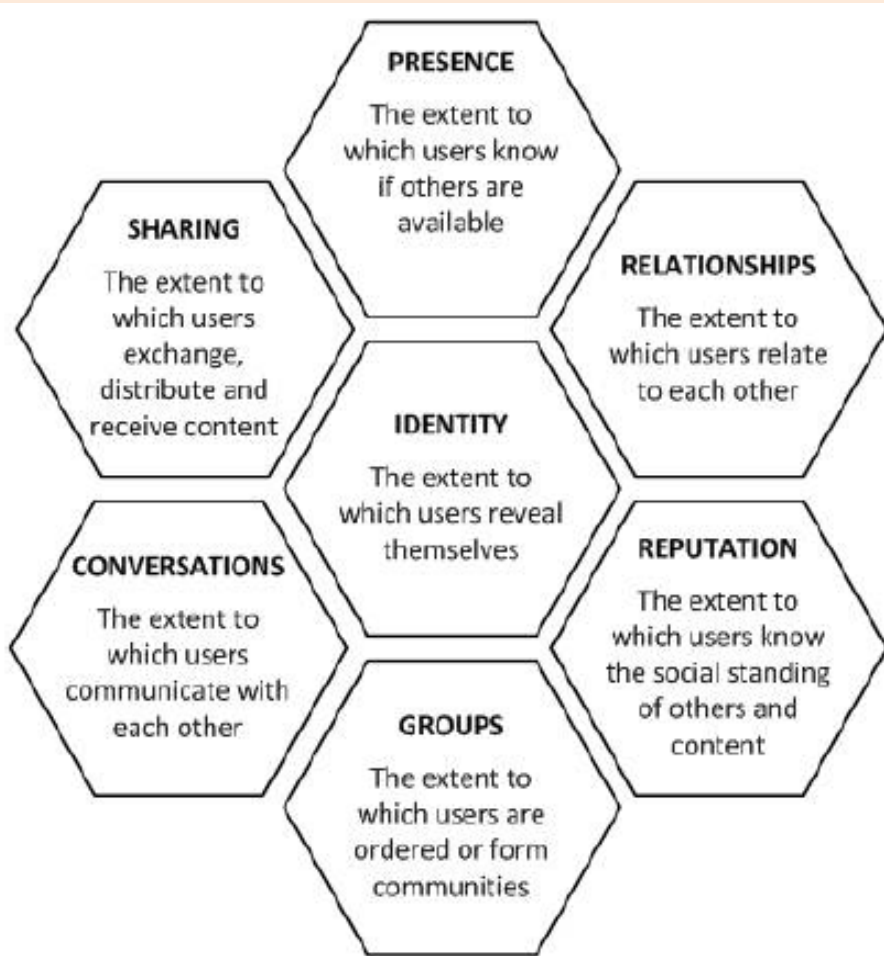
https://www.youtube.com/watch?v=BCjCbqYs_j0

What is social media

Social media networking sites -

getting and staying connected with
people (family, friends,
acquaintances) you already have in
life but do not interact with all the
time and at the same scale

How does it function – building blocks, functionalities and implications



Social media – functionalities

- Identity - reveal yourself
- Conversations – communicate with others
- Sharing – manage online content
- Presence – yours' and others' availability
- Relationships – relate to other users
- Reputation – how you stand online, what you publish
- Groups – participate in communities

Social media – which media for what

- Identity
- Conversations
- Sharing
- Presence
- Relationships
- Reputation
- Groups

LinkedIn

- Identity
- Reputation
- Relationships

YouTube

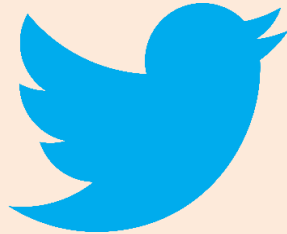
- Sharing
- Conversations
- Groups
- Reputation

Most wide-spread social media sites

Facebook, Twitter, LinkedIn and Instagram



- Brands are there
- Simple to update
- Paid ads



- Quick interaction
- People compliment your brand
- Personal interaction



- Professionals platform
- Business to client
- Employer – employee
- Job seeker must have



- Visual platform
- Influencers
- Insta stories
- Insta blog

How to choose the right social media for you

- Where are you customers (for businesses)/ employers (for job seekers)
- Where can you transfer you real-life contacts (to reflect and confirm your true identity)
- Does the product/ service you offer require presence on specific social media (EX: graphic design)
- Does your product/ service require being presented by specific media (videos – YouTube)

What's in it for me?

At personal level

- **Personal Use** – what is happening in the world around them – locally or globally
- **Get creative** - explore and expand their hobbies and interests
- **Social Interaction** - stay tuned with all the news, gossip and happenings around their contacts both locally and globally
- **Get Empowered** - opinion and feedback quickly disseminated

What's in it for me? *At labor/business level*

- **Online branding** – why a buyer should come to you; business identity; easy update of your brand
- **Marketing** - advertising, selling, public relations, publicity, direct marketing and sales promotion
- **Building Relationships** - direct communication and support to customers
- **Networking** – word of mouth; customers talk about your product/ service

Prelude – group discussion

“On which social media sites you are already present and how did you make your choice?”

Social media – what is in it for me

ACTIVITY 5 Discuss a video case of a graphic designer – group exercise

Video: <https://www.youtube.com/watch?v=geHtvuTcy70>

- Where did he find his first job;
- Where did he search for other opportunities (blog, social media profiles);
- Which social media has he used, etc?

Selecting & Managing Social Networks

Online reputation management

Social media behaviour and management – online reputation

- the process of ***controlling*** what shows up online when your brand/business is looked up in the search engines
- it takes much more efforts and time to get noticed online
- whatever we do online will stay there **forever**

Selecting & Managing Social Networks

Online reputation management

Social media behaviour and management – online reputation

Avoid posting negative and inappropriate comments, being tagged in inappropriate photos and especially be careful of what you post/comment and share about your current job, employer, field of activity



ONLINE SESSION 1

ACTIVITY 1 Developing a personal statement –

Based on the guiding principles (those 3 words) further develop those guiding principles into a mission statement.

The mission statement might appear on your professional website (self-employed) or in your profile in the platform where you registered.



ONLINE SESSION 2

ACTIVITY 2* Choose on which social media sites to be present on and open/register profile there



ONLINE SESSION 2

ACTIVITY 3 Make a strategy for update of your social media profile

Choose the infographic which is for your preferred social media and make a strategy according to the instructions given there.



ONLINE SESSION 1

COMPLIMENTARY READING Delve deeper in Personal branding

- e-book of Colin Wright “Personal branding” – available on the platform
- Reflect on: “Which are the areas I didn’t expect to be part of Personal branding”

