

TOPIC 4.3. Transversal Competences

Personal Branding



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Introduction

What is this Topic about?

This topic is about what personal branding is, who it is for, how to develop it according to different trainees' profiles and how social media presence enhances one's personal brand. Information on selection and managing social media profiles gives a more practically oriented approach for this topic. The material discusses also the basics of online reputation management.

Why is this Topic interesting?

The topic is interesting because on one hand it gives general information and guidance on how a person can analyze their identity in terms of personal skills and values and how to further develop those as a brand in order enhance one's professional self and be in control of it, while on the other hand the material makes referrals on how important the topic for personal branding is in the Sharing Economy environment.

What are you going to learn here?


Introduction to what personal branding is, who is it for and how to develop it according to your profile (job seeker/ entrepreneur/ self-employed). Several techniques for self-analysis are presented as well as social media presence – what, how, where is explained in a practical manner.

Added Value for

- **Unemployed persons**

This training material assists them in re-analyzing their professional profile and gives practical directions on how to enhance and further develop their professional personal brand

- **Entrepreneurs**



Practically oriented guidelines on how to incorporate their brand into their business and have benefits from that

- **Human Resources Staff**

This Topic is not specifically addressed to Human Resources Staff

What will you be able to do after work on this Topic?

Understand what personal branding is; know how to start building and developing it; understand what social media is; differentiate social media sites; choose the 3 most suitable for you according to your profile (job seeker/ entrepreneur/ self-employed); make a social media strategy incl. Social media update plan and online reputation management).

What are you going to find here?

- ❖ **Text Materials; PDF**
- ❖ **Presentation; ppt.**
- ❖ **Practical Activities**



Personal branding

In general, the term brand is defined as “everything associated with the product, including its symbolism and experiences”. It’s everything related with a product or service that comes up in the consumers mind - its look, feel and utility as well as the packaging, the advertising even the attitude of the salesmen and promoters representing it. This is the value which the brand carries to the consumers.


Self-branding or Personal branding is about how you take care of and manage your reputation, style, look, attitude and skills. It’s very similar to the way big companies run their brand management but personal branding is more about marketing yourself, your skills and your experience. It helps you stand out of the crowd regardless whether you are changing your job, starting your own business or expanding your contact networks. As defined by Colin Wright in his “Personal branding” e-book: “it’s making yourself known for what you want to be known for” (for complimentary reading).

What do you need personal brand for?

Personal branding is useful for your ***professional career***; it helps you build positive reputation (whatever your field of activity is), makes you more recognizable and easily join or be associated with movements/ communities/ people with your specific ideas, attitudes, skills. In fact, you have already started building your brand probably without realizing it – at the moment you started your career.

For ***entrepreneurs and self-employed people*** personal branding is essential in order to differentiate your business from your competitors, to tell exactly why your company matters, to whom and what makes you unique.

Personal branding is essential for a person working in Sharing Economy. Since most of the relations either between employer and worker, or between seller and his/her customers are done online, and often the two sides are dispersed worldwide, they need to rely on and make their choice trusting the online identity of the other person.



The way SHE workers/sellers/clients present themselves is of crucial importance for their further work and relations in Sharing Economy.


Where to start from?

Make sure that you are aware of the fact that personal branding is much more about who you truly are, what your values and beliefs are and how they have shaped you and are reflected in your professional behavior. Know that creating a false identity is not what personal branding is about. Personal branding is rather 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. So, it is learning how to present yourself, your true self. That is why we advise you to think about what your guiding principles are and what mission statement you can develop based on those guiding principles. This mission statement is not something that you need to show or announce officially anywhere, think of it more as a clearly defined goal for your life. On the other hand, a mission statement might appear very well on your professional website if you are planning to be self-employed person and/or you are starting your own blog for example. To sum it up, a mission statement is an ordered deliberate way to answer the questions who you are, what your values are and what you want to be doing with your life. More on how to do it is given in the practical exercises to this topic.

Next step is to make analysis of what your current skill set is and what other skills you would like to acquire. If we are planning a journey the destination is the most important, depending on where we want to arrive, we plan the trip. The same rule applies when developing your personal brand – what exactly do you want to achieve?

Setting a goal is related with the starting point – what you already have as skills set, what you already can do. And based on that what do you want to improve or what you would like to be able to do. This might be related to the skills you already possess or it might be related to skills in a totally new field for you.

Then the learning stage comes to which you need to commit yourself to start immediately, if you don't want to be washed away by your daily routines. It is very



common that people who set goals then to quickly abandon them when life requires their immediate attention.

Tips – tell everyone when you start learning something new - the more people know, the bigger your shame would be if you give up, people will hold you accountable for what you have achieved.

Use every opportunity to learn new facts, words, even so called lifehacks – look around yourself, listen to the people, pay attention to what is going on around you. What is essential is to constantly keep changing and evolve – these are the people who advance in the world.

If you are **unemployed** – improving your current skills and acquiring new ones will make you more flexible and adaptive to the many careers that constantly appear and replace the old ones. You might find other areas you are good at, you can change/ find a job, it will help you enter movements/ communities/ people with your specific ideas, attitudes, skills which will result into expanding your networks and be surrounded by the people who can influence on your career at a certain moment.

If you are an **entrepreneur/ self-employed** the learning stage will help you boost your business to other areas, it will help you diversify your portfolio and expand your range of services/ products, find new clients, offer integrated services/products, find other market niches, be associated other movements/ communities/ people with your specific ideas, attitudes, skills which will result into expanding your networks and again can lead to the abovementioned positive effects.

If you have decided to work on the SHE platforms, the more skills you acquire, the more diversified your profile would be and the more employers would connect to you. At the same time, SHE platforms can be an excellent place to practice those skills and gain professional experience in the fields you would like to further develop yourself. If you regard working in SHE as an intermediary stop in your professional journey, then you are given the opportunity to work out and master those skills while getting paid for that.



Bear in mind that personal branding is not something you can do for an hour or two; it takes a lot of time, efforts and tenacity and it needs to become a habit, part of your life.

More about different aspects of your personal branding and how important your clothes, friend circles, attitude, work-life balance, personal ethics are can be found in thee-book (mentioned above) given as complimentary reading for this Topic and as practical exercise.

Since social networking tools are widely used nowadays, they expose into the open your resume, work, reputation, ideas to much wider audience than ever before, that is why the following section is dedicated to social media and how to handle your presence thereso that it brings positives for you and/or your business.

The online groups you take part in and the way you behave online is as much important as the way you live in the real world, so you need make smart choices and carefully join a few social networks directly linked to your profession, some that are general, for wider audiences and some that will help meet your potential clients, potential employers or other people you want to notice you. Just like the way you work on diversifying your portfolio you are advised to be present on different social networks. Be careful about the way you present yourself online, think about it as your resume, choose carefully the profile information you fill in, the pictures you upload and the things you do online, because it stays there forever.



Selecting and managing Social Networks


What is social media?

Social media as a term needs no explanation or definition as nowadays everyone has heard of it and is using it. If it has to be given such anyway a possible explanation would be “this is a type of media that allow people to show and share diverse content online and relate with each other within a network of connections”. It’s primarily about 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.

All web-based applications that allow for creation and/ or exchange of user-generated content and enable interaction between the users are classified as social media networking sites offering “networking” features.

Social media networking on social media websites can be defined as a “group of new kinds of online media, which share most or all of the following characteristics:

- **Participation**; everyone who is interested can contribute or get feedback. The line between media and audience is blurred;
- **Openness**; most social media services are open to feedback and participation and encourage sharing, voting, commenting, etc;
- **Conversation**; conversation on social media websites is considered more as a two-way communication as content is produced by groups of people or individuals and distributed to other groups of people/ individuals. This is different from the one-way broadcasting content distributed by TV networks/corporations;
- **Community**; communities in the social media websites are considered groups of people who share a common interest, from sport to movies or a social cause for example. They communicate very quickly and effectively;
- **Connectedness**; most kinds of social media are interconnected, making use of links to other sites, resources and people.



The most used and well-known social media websites are Facebook, Twitter, Instagram and LinkedIn which allow you to share and spread information, pictures and videos and generally stay in touch with people you wouldn't normally get to interact with all the time.

Classification of the social media sites

According to the published research in Business Horizons (2010) of Kaplan and Haenlein¹ the various types or forms of social media can be grouped in 6 categories:


1. Collaborative projects (e.g. Wikipedia)
2. Blogs and Microblogs (e.g. Twitter)
3. Content Communities (e.g. Youtube)
4. Social Networking Sites (e.g. Facebook)
5. Virtual Game Worlds (e.g. World of Warcraft)
6. Virtual Social Worlds (e.g. Second Life)

Honeycomb Framework of Social Media Functionality

Since behavior of internet users has changed (according to Kietzmann et al. (2011) research) from expending content, reading it, watching it, buying and selling products or services to create, modify, share and discuss Internet content various platforms gained popularity and conquered the users' attention. These are platforms like content sharing sites, blogs, social networkingsites and wikis. Nowadays social media can affect the image of any person involved in the Labour Market, especially those in search of a new job and self-employees and more and more efforts and time are put to engage and learn with them.

The honeycomb framework of social media functional building blocks helps to understand and engage with social media better. The **building blocks that define social media** are **Identity, Conversations, Sharing, Presence, Relationships, Reputation, and Groups**.

¹Kaplan, A., Haenlein, M: "Users of the world, unite! The challenges and opportunities of Social Media", Business Horizons, Volume 53, Issue 1, January–February 2010, Pages 59-68



The idea is that different social media focus on different blocks and through studying their functionalities and implications one can **build a strategy** for monitoring, understanding, and responding to the different social media activities.

The figures above help understand and follow better on which of these blocks different social media focus. For example - **LinkedIn focuses primarily on Identity, reputation and relationships**, whereas Youtube focuses primarily on Sharing, Conversations, Groups and Reputation.

Social media – what is in it for me (at personal level)

People nowadays communicate with each other on a completely different way than it was in past decade. Due to the global nature of the Internet and web technologies individuals and businesses can benefit, from the use of the social media if used effectively

- i. **Personal Use**; to keep in touch and know **what is happening** in the world around them – locally or globally; keep in touch with their various hobbies, like music, movies, sports, gaming, etc., relate with people with similar interests and share and publish content online
- ii. **Get creative**; a person can further explore and expand their hobbies and interests, for example if they have writing skills – they can easily start writing their own blog, if they have photographic skills – they can **publish and share** photos online. This can be applied to any other field of interests. Moreover, through social media it is easy to reach a large audience and find an interested group to follow you.
- iii. **Social Interaction**; as we are human beings we love to socialize and this is the secret behind all these social networking sites. Individuals can stay tuned with all the news, gossip and happenings around their contacts both locally and globally. Through social media people not only stay in touch but also share and comment on latest products/ services used and feedback is found widely useful for the rest within the community - hence, the power to influence others in his/her network called “Social Influence”;

- iv. **Get Empowered**; social media is returning the power in the hands of the customers. Through their opinion and feedback quickly disseminated through their community a brand can rise or fall. “Tagging” and “sharing” of any content may cause it to become viral on the Internet and once it has started it’s impossible to be stopped. Thus, social media has empowered people to speak and be heard.

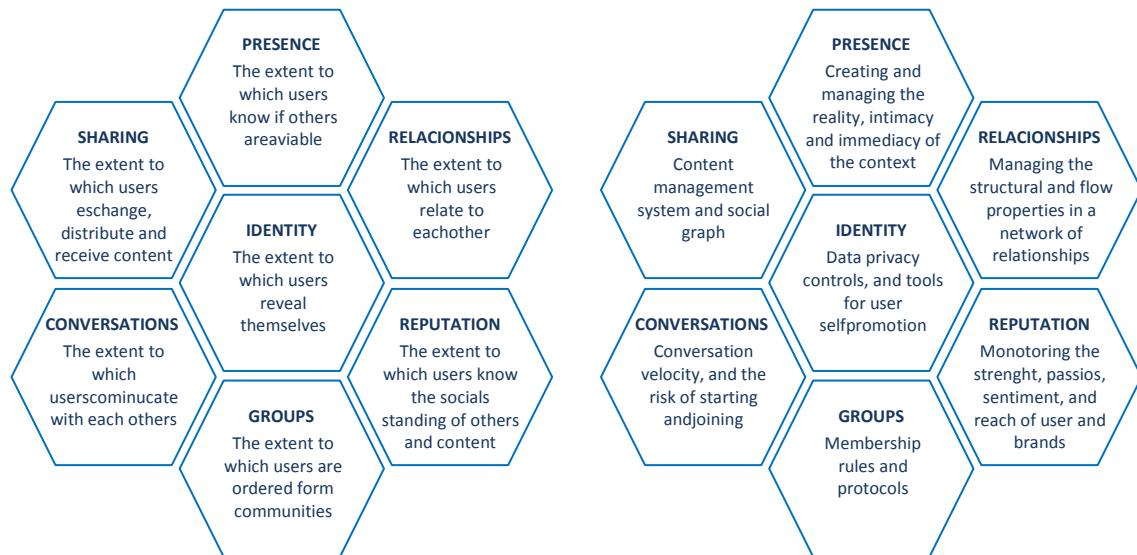



Figure 1. Functionalities and Implications of each functionality



Social media – what is in it for me (at labour level)

Presence in social media has become essential for *maintaining the market share*, *good reputation* and *enhancing the brand*. Social media is a great opportunity to connect, engage and *interact with customers*, seek their attention, leads, research their opinion, get feedback for the service, build customer relationships and brand awareness and above all *boost reputation*.

- i. **Online Branding**; branding means your *business identity*, how you *differ from your competitors* and *why a buyer should come to you*. Being present online through profile pages on networking sites will allow you keep your fans/followers *updated about your brand*, make your business as a whole “*visible*” and reach *new markets and customers*. In order to remain visible, you need to *get involved in conversations online* and post about brand on a regular basis. Social media if used effectively has much bigger impact on your brand than what you think it has because active presence online keep your customers coming back and make your brand memorable.
 - ii. **Marketing**; social media is probably the most inexpensive and effective tool when it comes to *advertising, selling, public relations, publicity, direct marketing and sales promotion* as it allows integrated marketing strategy to reach both target audience and global reach at the same time. **Facebook, Google+, LinkedIn, YouTube, Twitter and Blogs** together with the mobile marketing including location-based marketing are said to be the most effective and major platforms for social media marketing for small and big businesses alike.
 - iii. **Building Relationships**; social media is perfect for direct communication with customers, to provide them with support, care and service right at their fingertips. This is the perfect tool for communication and listening to the customers which is the prerequisite for keeping your customers satisfied and loyal to the brand. Customers prefer being directed to real persons rather than voice mail and call centers. Therefore, social media should be used as a place where they can freely leave their feedback via surveys, polls, forms, etc.
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- iv. **Word-of Mouth/Networking**; since all people are interrelated within different communities word of mouth is spreading fast. Here people are playing the role of the marketing agents. This makes it easier just to post a comment about your products/ services in one of the groups and let your customers do the rest. It is also advisable to **interlink your different profile pages established on different platforms** (Facebook, Google+, YouTube) in order to reach wider audience. Social media is good also for finding new people in your business line – be it vendors, suppliers, contractors, again among the persons already attached to your brand.
 - v. **Online Reputation Management**; this is the process of **controlling** what shows up online when your brand/business is looked up in the search engines and using tools to suppressing the negative **comments and feedback but pushing up the positive/neutral comments** in order to maintain clean and good reputation online. Nowadays, with the wide use of social media in almost all areas in our lives and especially in doing business – maintaining a good online reputation is essential for the growth of your business.
 - vi. **Community Building**; we have already discussed what a community can do for your business and brand. Social media not only help you engage and relate with your customers through building a loyal community around your brand and business, but they also provide you with a highly targeted group of customers when it comes to marketing products and services.
 - vii. **Your business gets a face**; through the social media profile pages customers can communicate their queries, comments or complaints directly to human beings and not faceless public voice platforms. They like this as we are all human beings and like interaction with other human beings. Social media helps your business shorten the path to the customer and leave them with a good personal care service



Selecting and managing Social Networks

Selecting; Whether choosing social media for your personal use or for your business, there are similar steps to be followed. If all your acquaintances are present on one of the platform, there is no reason investing efforts and time in being present on another platform unless you aim at finding new people, customers, communities with similar interests. Moreover, since your social media profile is to reflect your true identity and you definitely want to be perceived as a reliable person, you might consider choosing a network where you can transfer your real-world relations with childhood friends, relatives, university classmates and work colleagues as they will serve as a guarantee that you will behave in a way consistent of what is expected by you. And this is a prerequisite for participating in a large number of today's **sharing economy platforms** ("The sharing economy", 2016, Sundararajan).


Selecting the right social media for a business would largely depend on the targeted customers, for example their geographical location (local businesses focus more on locally used platforms). Or *if the produced content/ service by the business is within a specific media field* (photos, video) then the company might direct efforts those platforms

Below you will find a short description of the most widely used social media platforms in order to help you make a rational choice. For more guidance and instructions please also refer to the practical exercise to this Topic.

Managing; Being present online on social mediasites, especially for businesses, is not just about creating a profile and communicating with your contacts – this is more when social media is used for personal use.

For a business, the picture looks quite different. In order to reach their customers, they are often present on several platforms which is very **time-consuming and labour-intensive process** to effectively track, converse, monitor and manage the activity on all those platforms.

Effective social media management includes

- 
- developing the social media strategy
 - implementing and monitoring it on a daily basis
 - measuring and analyzing the effects of the activities and generating reports.

1. Identification of Relevant Social Media; carefully choose on which platforms you would like to be present depending on:

- the nature of the content produced
- services offered
- targeted customers


2. Profile Creation; this is what introduces you/your business to the world therefore, it should be carefully built. Bear in mind that most of the social media make the profiles searchable by the search engines and what you include in your profile as description of you/your business will come out when searched online. What to include in your profile:

- customize it with your brand, logo, color schemes
- contact details
- location on the map
- key words describing your business or profession; as many words as necessary to describe in an interesting way you/ your brand. The more words you include the more often it will appear in the search engine results and thus attract new customers/ users.

3. Expanding the network

The first step is to include all your existing customers, friends, family members into your network as they will bring also their own networks and circles and this will ensure your presence there. If you publish interesting and engaging content some of them might consider connecting directly with you and thus your network will grow.

Another proactive action you can take is to participate in other interest groups/ forums/ communities, discuss on topics, share your expert opinion and views. This will



help you build your own community and make people talk about your brand and increase the visibility of you/ your business as a whole.

4. Engagement

It is advisable to carefully choose on which networks to be present as after that management of the engagement with your community can be quite exhausting. Your fans, customers, followers are following your brand for a reason and you have to take care of them by offering advice, customer personal care, educating them thanking them but within a limit. Do not spam them as they can easily choose not to follow you


5. Monitoring and analysis

Clear objectives for your social media presence will prevent you from being overwhelmed with information coming out from your profiles. This information needs to be monitored and analyzed on a regular basis in order to obtain only what is useful and will help you improve further your business processes. Listening to your customers is the most beneficial from your social media presence because this not only gives you an idea of who your customers and fans are but also what they think of your brand and business and prevent any negative comments spreading fast. Depending on the social media goals listening on the social media helps you keep track of conversations, assist in customer service, marketing, finding sentiment about the brand or products, consumer demographics and the primary influencers in your network.

Social media strategy

Having a good social media strategy right from the beginning will help you stay clear minded and will also to stay in control rather than being overwhelmed and exhausted from your social media presence. A good social media strategy is built around your business objectives and goals. You need to answer the following questions:

- how much are you willing to invest in terms of money and time?
- how does this relate to your business value?

- 
- how does your social media strategy compliment your other business and marketing strategies?

In order to identify the most relevant platform for you/ your business you should carefully research where your brand is mentioned, where your competitors are, use key words to understand and be aware of what your audience is using. Establish your demographic audience and think what you would like to use social media for – whether it would be for raising brand awareness, driving more leads, pushing sales, promotion of products, enhancing customer relations or customer services.

The platforms vary widely from Facebook to forums so be ready to go wherever your customers happen to be. Also have in mind that different platforms require different content and frequency of posting so take into consideration this when building your social media strategy. Your content should reflect your brand values and be the voice of the business. You should also plan, engage, listen and manage any negative comments/feedback or criticism in a timely and effective manner in order to keep your online reputation clean.

Results and levels of interactions vary across the different social media platforms. They have their own tools and metrics to measure that (EX. Nr. of “likes” on Facebook, or nr. offollowers on Twitter). Keep in mind that getting results from online campaigns takes time and efforts and is a long-term commitment. That is why only a good and well managed social media strategy will bring you to the desired status of your business.

There are many social media management tools to help you keep track on your online **business** performance.

There are some tools designed to make your life easier and boost your confidence when it comes to managing social media. You might want to check the following articles for complimentary reading:

- <http://www.twelveskip.com/marketing/social-media/1441/social-media-management-tools+social-media-tools> Infographics



- <https://chantelarnett.com/social-media-tools/> - the article extends to why social media is necessary if you are an ***entrepreneur (or a blogger)***, plus a very handy comparison chart on what tools for what type of social media management are useful



How is trust set in this environment?

Collaborative/Sharing Economy is based on trust, this is its main principle as “sharing goes hand in hand with Sharing, whether with our parents, children, siblings, lifepartners, friends, coworkers, or neighbors, goes hand in hand with trust and bonding.” (Belk, 2010, 717). Some of the researchers even say that *trust is the currency of this type of economy*. To establish and maintain trust among peers within a platform as in the case of collaborative economy is difficult and time-consuming. One must follow certain rules and here in hand come all the patterns and mechanisms developed by the platforms. Users on sharing economy platform usually are bind in multilateral interactions including at least another user and the platform. Platform however in most of the cases act more as a mediator between the sides.

Trust in the environment of sharing economy is about verification of the identity of peers. AirBnB has made the step to introduce verification to its platform and thus increase transparency and lay the foundation of building solid relations among peers. With the respective digital features and tools, you can build a full trustworthy digital profile.

The features that help building trust in sharing economy in fact affect two of the entities –platform and the users on the platform.

Some sharing economy companies have included *short bios of who you are*, the possibility to declare personal information (phone number, e-mail address on your online profile). Very often platforms *interlink members' other online profiles such as Facebook or LinkedIn*. Among the most important features is the review system where *users can rate the service/ product they have used*. Some of the platform publish the review only when both parties have submitted them. This on its turn can lead to attracting more users of the service as is the case with AirBnb, for example, more and more people from all over the world are using the service of the platform because many others are using it and thus making it safe to use.


Our online reputation is build upon the large massive data we created ourselves while being both on and offline. When those data is put together and analyzed they become a reliable source of information for those who cannot be verified the traditional way.

What is Online Reputation Management?

Online reputation management is quite similar to real life reputation management. In general this is what we are known for in the online space, what our name relates to. This can be seen immediately if we check what appears online when we type our name.

Online reputation is widely used for many different purposes – people search opinions about their doctors, kindergartens and schools, their potential employers (and employers search potential employees too!), about places they are going to visit (touristic sites, restaurants, etc.) and about services/products they are about to use. People do trust the online reputation of all of the above-mentioned points and they do leave their rate for them. If you have already decided to enter the SHE world you must have already realized that online reputation is essential for a good and beneficial (for both sides) relation there. You are most probably already also aware of the fact that you need to create,





develop and manage your online identity as most often this is your only “face” in front of the clients/employers. So, once you have already started the SHE endeavors and have already registered several accounts in the social media sites, you have to accept the fact that you are already present online and the only action you are left to do is to manage it! (In fact, you have been already present in the digital space even before opening your social media accounts for this course as you have been using e-mails services, entering different websites, using different free wi-fi networks and actually being related to many more digital services).

Another important point about online reputation management very specific for SHE is that it serves as self-regulatory mechanism in this type of economy. Simply said, the rank/rate you are given online on a SHE platform can move you top or bottom in the list of service/ product users/providers which is another reason to carefully manage your online presence.

So, the first thing to bear in mind is that whatever we do online will stay there forever and second it takes much more efforts and time to get noticed online – uploading the right pictures, posting appropriate comments on the right blogs, tweeting the right links – all this helps you present ***yourself/ your brand/ your company*** the way you want it to be perceived. Doing it consistently will help you be known online just as you are known in real life.

If you are ***unemployed***, looking for a job change or ***self-employed*** you even have to pay closer attention to what online locales you choose because that says a lot about you. Social media tools help you build your brand around your talents, values and mission and expose them in such a way as to stand out from the crowd. Depending on what your goal is (find/change a job; sell more; find new clients) being present on several social media networks is always a good idea. The more you expand your contacts networks and connect to people, the higher your chances are to find help with your job search. Many employers hire people who their own employees refer. If you have an entrepreneurial-oriented mind social media might help you find a partner for a joint business venture or why not an investor.



Remember that everything you do online stays there forever, so it is important to keep your social media presence as clean as possible. Employers do screen what you do online, they are even paying to other companies to do the screening. If you want to get hired then there are certain DON'Ts you should keep in mind. For example, 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. Be sure also to complete your data and post/ update regularly on your profiles. Abandoned profiles make no good impression.

More information on how to take care of your social media profile with concrete steps and tips is given in the practical exercise to this Topic.



Study cases

- **E-book** of Colin Wright “Personal branding” (for detailed instructions please refer to the practical exercises to this topic).
- **Press Articles**(for detailed instructions please refer to the practical exercises to this topic):
 - **Entrepreneurs:**
<https://www.shopify.com/blog/5130392-top-5-social-media-mistakes-entrepreneurs-make>
 - **Job-seekers:**
<https://theundercoverrecruiter.com/social-media-jobseekers-tips-career-savvy/>
<http://abranchofholly.com/blog/2015/11/20/how-to-brand-yourself-using-social-media>

Videos

<https://www.youtube.com/watch?v=JR3k7Ef9kJI-> Ask a Career Coach: Personal Branding 101

https://www.youtube.com/watch?v=BCjCbqYs_j0- functionalities of the social media sites

<https://www.youtube.com/watch?v=geHtvuTcy70> – a story of a graphic designed

Complementary readings

➤ Complimentary readings on personal branding development:

- <https://sproutsocial.com/insights/personal-branding/>
- <https://www.levo.com/posts/3-steps-to-defining-your-personal-brand>
- <https://www.betterbrandingcourse.com/article/cohesive-branding-as-a-multi-passionate-creative>
- <http://www.creativeandcoffee.com/what-is-branding-why-is-it-so-important/>
- <http://freedomjunkies.com/how-do-i-put-myself-out-there-and-grow-my-brand-when-i-am-very-shy/>

➤ Complimentary reading on what mission statements:

- <https://www.forbes.com/forbes/welcome/?toURL=https://www.forbes.com/sites/drewhendricks/2014/11/10/personal-mission-statement-of-14-ceos-and-lessons-you-need-to-learn/&refURL=&referrer=>
- https://well.blogs.nytimes.com/2015/01/05/personal-coaches-and-mission-statements/?_r=0

➤ Complimentary reading on choosing the right social media sites – general overview

- <https://www.statista.com/statistics/260808/social-network-penetration-in-western-europe/>
- <https://blog.pepper.com/these-are-europes-biggest-social-networks/>

➤ Complimentary reading on selecting the right social media for me

- <https://blog.wishpond.com/post/72672192941/social-media-marketing-which-platform-is-right-for>
- <https://www.searchenginepeople.com/blog/925-social-media-platforms-around-the-world.html>

➤ Complimentary readings on why manage your brand :

- <https://theundercoverrecruiter.com/things-damage-brand>



Επιμελητήριο Αρκαδίας



COORDINA Organización de Empresas y Recursos Humanos, S.L.



CPU - Gospodarska zbornica Slovenije Center za poslovno usposabljanje



FORBA - Forschungs- und Beratungsstelle Arbeitswelt



RCCI - Ruse Chamber of Commerce and Industry



Cámara Oficial de Comercio, Industria, Servicios y Navegación de Valencia

