BUILDING YOUR DIGITAL BRAND

Through the power of storytelling

HELLO!

I’m Andreea Gavrila and today we are going to find out how to become a storyteller for your own self. Ready?

WHAT DOES YOUR SOCIAL PROFILE SAY ABOUT YOU?
BRAND

“USE SOCIAL MEDIA TO YOUR ADVANTAGE.
IT CAN HELP YOU DIFFERENTIATE YOURSELF FROM
SOMEONE WHO ISN’T DOING THAT. “

Michael Erwin, senior career advisor and spokesman for CareerBuilder.

WHEN DID YOU LAST CHECK WHAT YOUR SOCIAL PROFILES LOOK LIKE?

70% of employers use social media to screen candidates during the hiring process.

43% of employers use social media to check on current employees.

THE SECRET?
JUST COMMON SENSE.

HERE ARE SOME BIG NO-NOs FOR EMPLOYERS

36% POSTED INFORMATION ABOUT THEM DRINKING OR USING DRUGS

31% HAD DISCRIMINATORY COMMENTS RELATED TO RAGE

27% LIED ABOUT QUALIFICATIONS & POOR COMMUNICATION SKILLS

22% SCREEN NAME OR E-MAIL WAS UNPROFESSIONAL

12% POSTED TOO FREQUENTLY

AND IF YOU'RE SMART, YOU CAN PROMOTE YOURSELF AS AN IDEAL CANDIDATE

EMPLOYERS REALLY APPRECIATE THE FOLLOWING:

34% CANDIDATE IS CREATIVE

33% CANDIDATE PROFILE CONVEYED A PROFESSIONAL IMAGE

28% GREAT COMMUNICATION SKILLS & RECEIVED AWARDS AND ACCOLADES

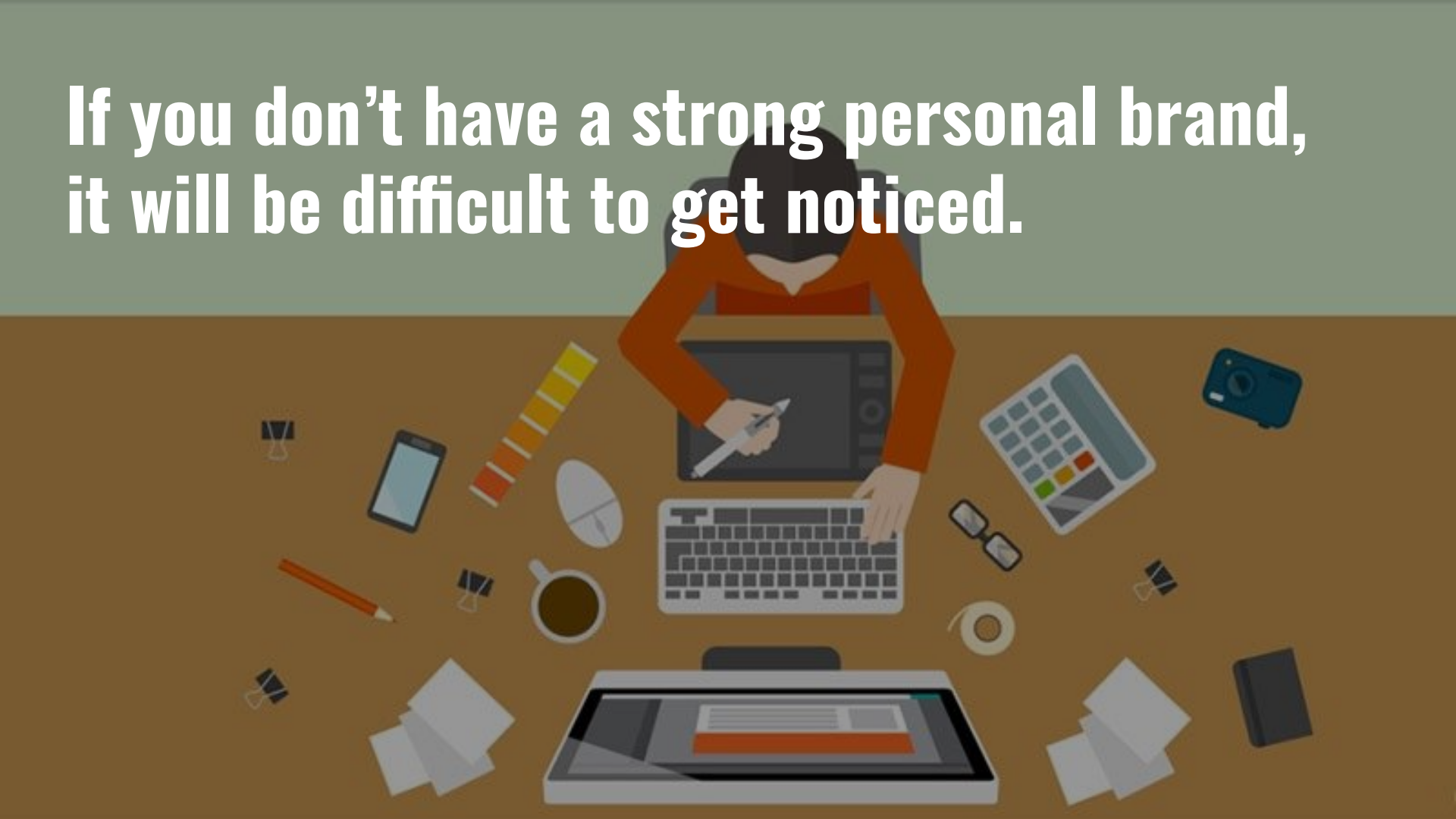
26% HAD INTERACTED WITH COMPANY SOME ACCOUNTS

BUT WHY SHOULD YOU CARE?

DO YOU REALLY HAVE THE POWER OF GETTING YOURSELF NOTICED?

If YOU don’t talk about yourself, others will.

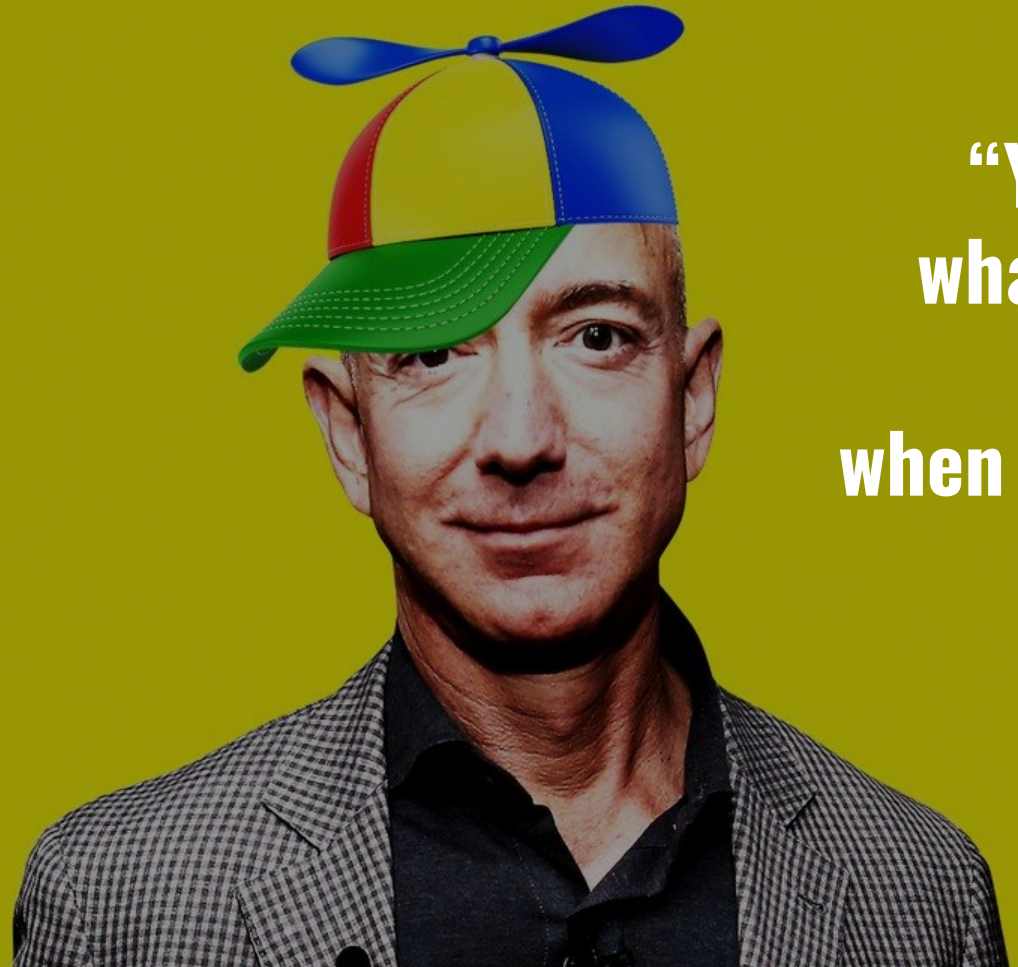
If you don’t have a strong personal brand, it will be difficult to get noticed.



If you choose the job you love, you will never have to work a day in your life.

Let’s talk about your image, aka YOUR PERSONAL BRAND

What’s all the fuss about it?



“Your brand is what people say about you when you’re not in the room.”

Jeff Bezos, founder of Amazon

WHEN YOU GOOGLE YOURSELF, WHAT POPS OUT?

A personal brand is the unique combination of skills and experiences that make you who you are. It is how you present yourself to the world.

WHAT DO YOU KNOW ABOUT OPRAH WINFREY?

WHAT DO YOU KNOW ABOUT ELON MUSK?

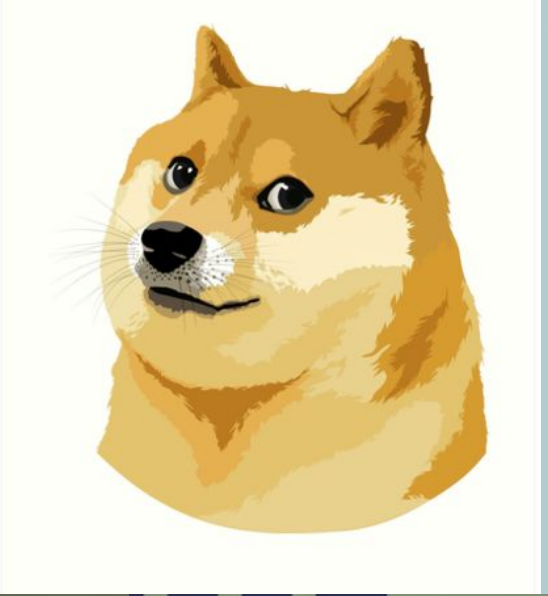
WHAT DO YOU KNOW ABOUT EMMA WATSON?

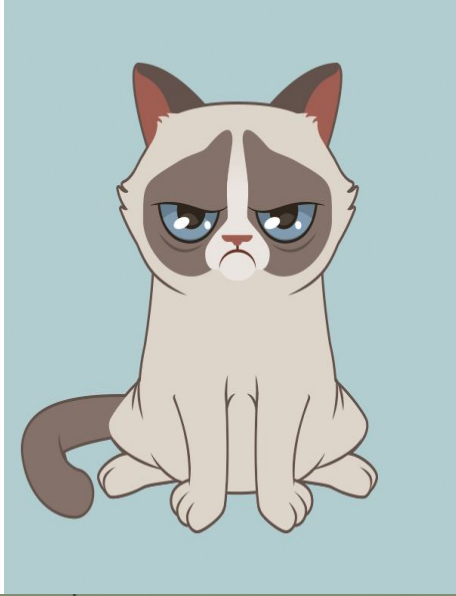
WHAT DO YOU KNOW ABOUT BEYONCE?

SO WHAT DO THEY ALL HAVE IN COMMON?

A STRONG, SUCCESSFUL PERSONAL BRAND. SOMETHING THEY STAND FOR.

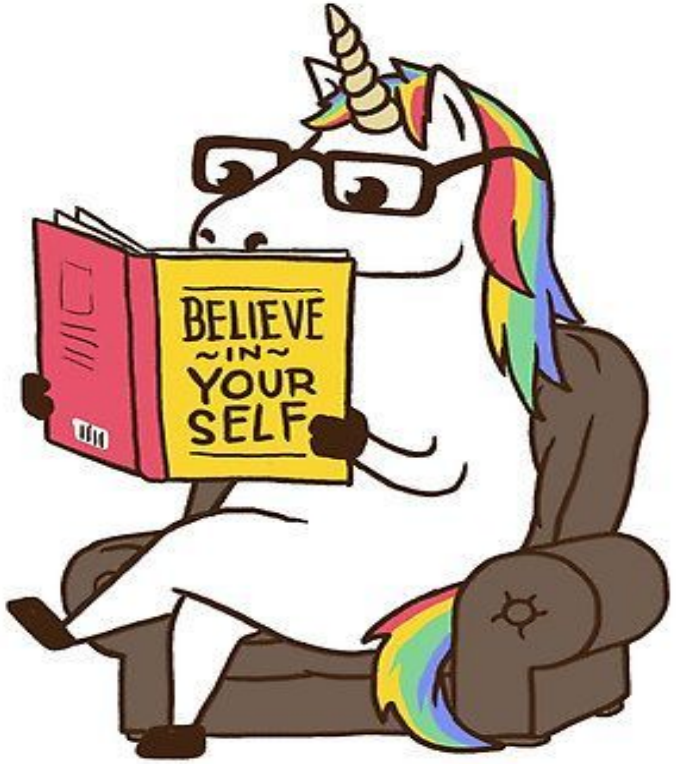
PERSONAL BRANDING CAN ALSO APPLY TO FICTIONAL CHARACTERS. AND MEMES.





YOUR PERSONAL BRAND =

BEING YOU + BEING AWESOME



Aa
WORK SO HARD, UNTIL YOU NO LONGER
HAVE TO INTRODUCE YOURSELF

START BY DEFINING YOUR BRAND MANTRA

EMOTIONAL DESCRIPTIVE FUNCTIONAL

EMOTIONAL DESCRIPTIVE FUNCTIONAL

AUTHENTIC ATHLETIC PERFORMANCE

EMOTIONAL	DESCRIPTIVE	FUNCTIONAL
FUN	FAMILY	ENTERTAINMENT

EMOTIONAL	DESCRIPTIVE	FUNCTIONAL
FUN	FOLKS	FOOD

TIME TO EXERCISE!
Create your brand mantra in 3 words:
EMOTIONAL - DESCRIPTIVE -FUNCTIONAL
Visit: http://bit.ly/brandmantras

10MIN.

WRITING THE STORY FOR YOUR FUTURE

Become the best version of yourself

WHAT DO YOU WANT TO BECOME WHEN YOU GROW UP?

IN THE YEAR OF 2050, 70% OF EMPLOYEES WILL HAVE JOBS THAT DO NOT EXIST YET.

BETTER KEEP AN EYE ON THE FOLLOWING INDUSTRIES:

Artificial intelligence
Internet of Things
Self-driving vehicles
Nanotechnology
Renewable technology
Quantum computing
Biotechnology

TODAY, A GROWING NUMBER OF PEOPLE FEEL THEIR JOB IS USELESS.

IT'S TIME TO RETHINK THE MEANING OF WORK!

TOP SKILLS YOU WILL NEED TO THRIVE IN THE FUTURE:

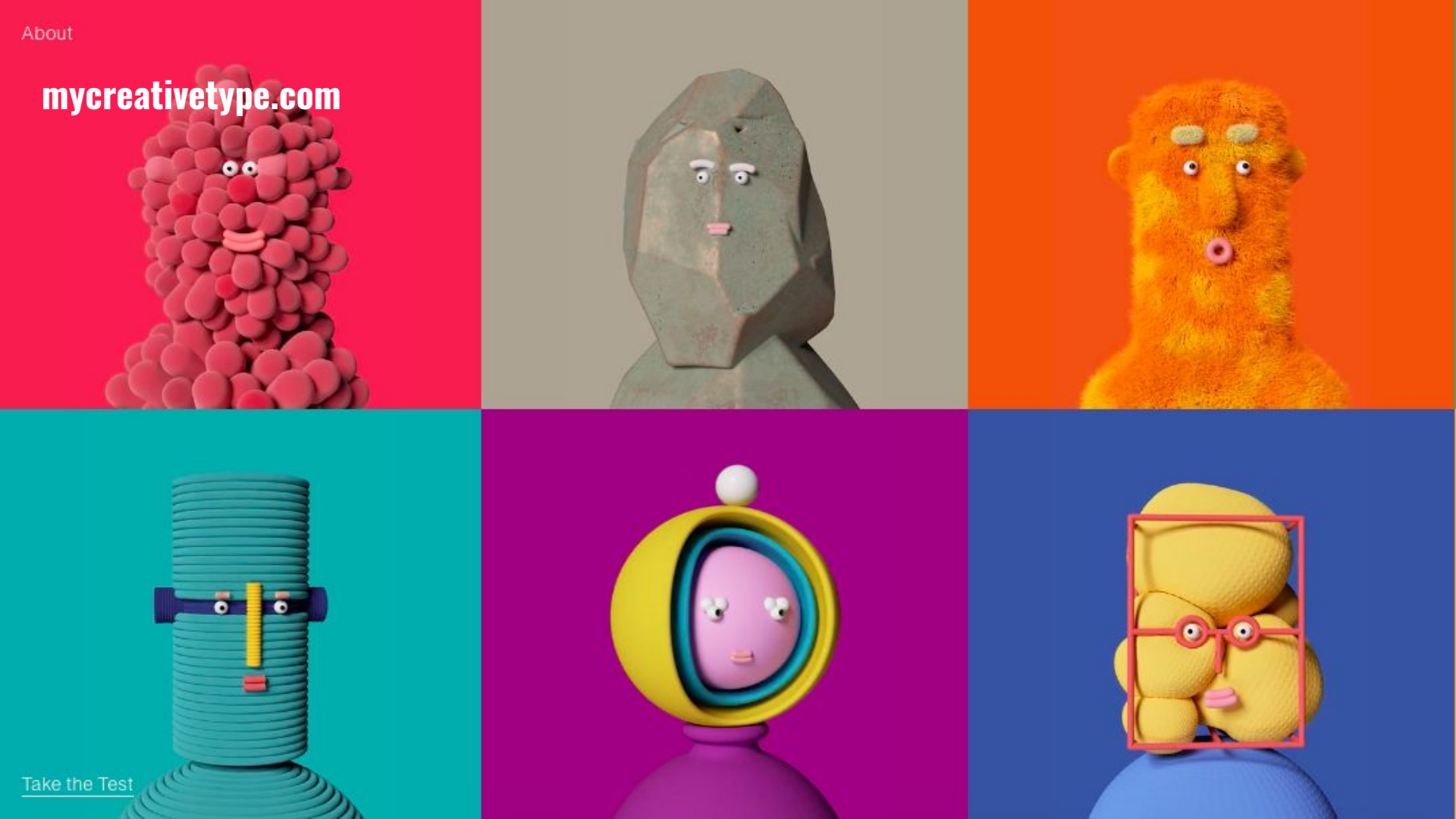
Complex problem solving	See relationships between industries	Collaborate, communicate, lead and inspire.	**People management and team coordination**
Critical thinking	Turn data into insightful interpretations	Put yourself in one's shoes through empathy & curiosity.	**Emotional intelligence**
Creativity	Try new perspectives and build something.	Come up with win-win solutions.	**Negotiation**

16personalities.com

“It’s so incredible to finally be understood.”

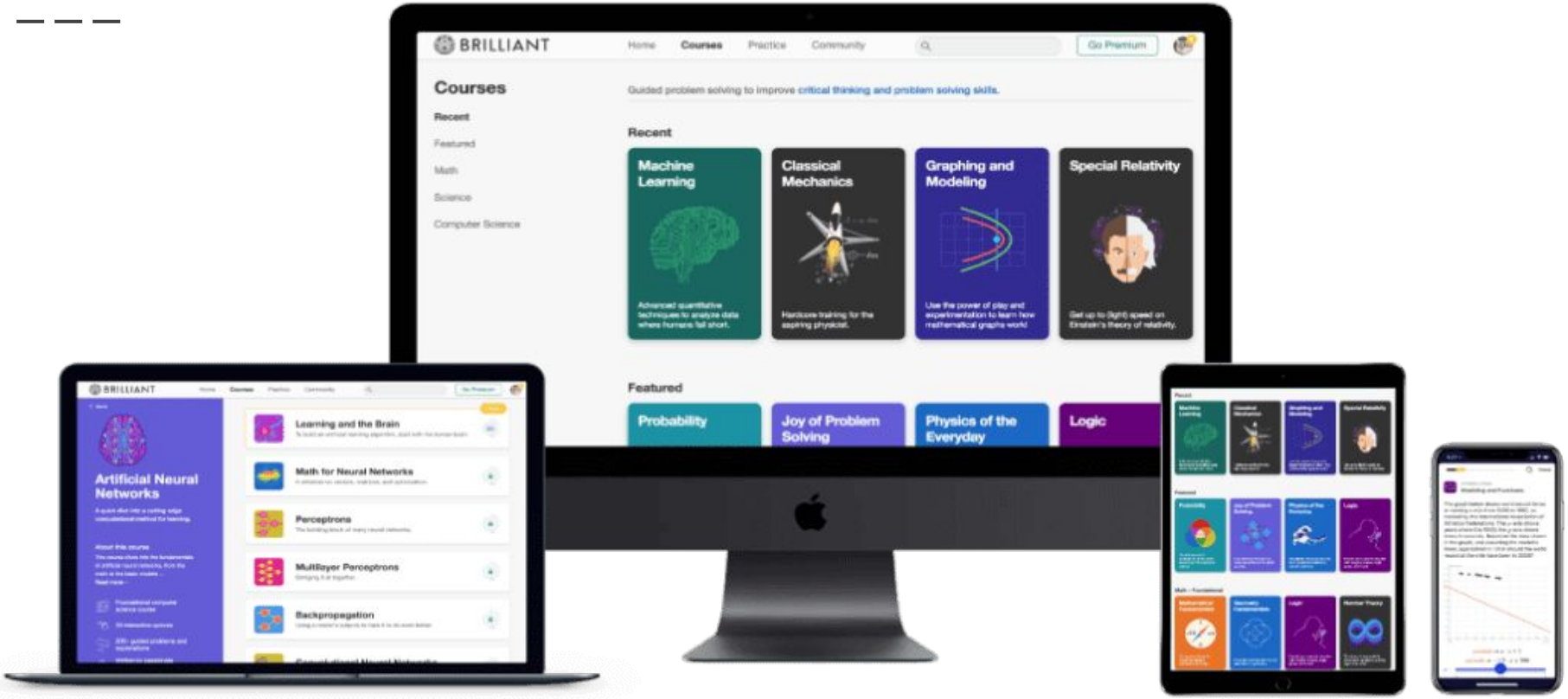
Take our Personality Test and get a “freakishly accurate” description of who you are and why you do things the way you do.

Take the Test →


About
mycreativetype.com
Take the Test

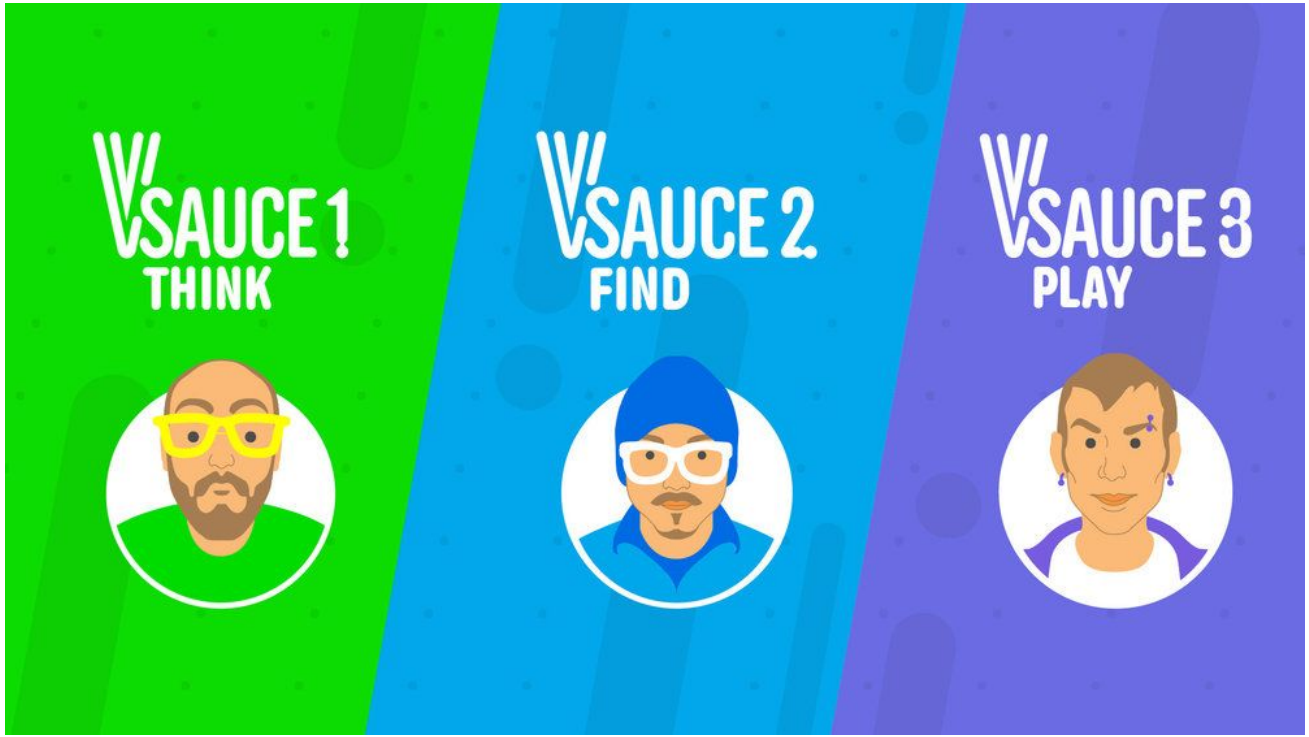
DREAM JOB
SO WHAT'S YOUR DREAM JOB? DO YOU HAVE THE SKILLS FOR IT?

IF YOU'RE INTO MATH & PHYSICS, CHECK OUT BRILLIANT.ORG



IF YOU'RE INTO SPACE SCIENCE & THEORIES OF THE FUTURE, CHECK OUT KURZGESAGT - IN A NUTSHELL YOUTUBE CHANNEL

IF YOU'RE INTO GETTING SMARTER, CHECK OUT THE VSAUCE YOUTUBE CHANNEL



IF YOU'RE INTO WINNING AT LIFE & PHILOSOPHY, CHECK OUT THE SCHOOL OF LIFE YOUTUBE CHANNEL & WEBSITE

IF YOU'RE INTO INTERESTING STUFF, CHECK OUT VOX YOUTUBE CHANNEL

IF YOU'RE INTO POP CULTURE, CHECK OUT WISECRACK YOUTUBE CHANNEL

IF YOU'RE INTO INSPIRATION AND POWERFUL PRESENTATIONS, CHECK OUT THE TED AND TEDed PLATFORM

BUT WHY SHOULD YOU BOTHER, WHEN IT SEEMS SO EASY TO BECOME AN INFLUENCER?

NETFLIX
OFFICIAL
TRAILER

OFFICIAL
TRAILER

USE SOCIAL MEDIA TO YOUR OWN BENEFIT. DON'T ALLOW IT TO MAKE USE OF YOU.

INFLUENCERS
HAVE
A HARD TIME
EATING

10MIN.

DEFINING YOUR PERSONAL BRAND

Make. Work. Play.

YOU ONLY HAVE 7 SECONDS TO MAKE A FIRST IMPRESSION

IMPRESSION

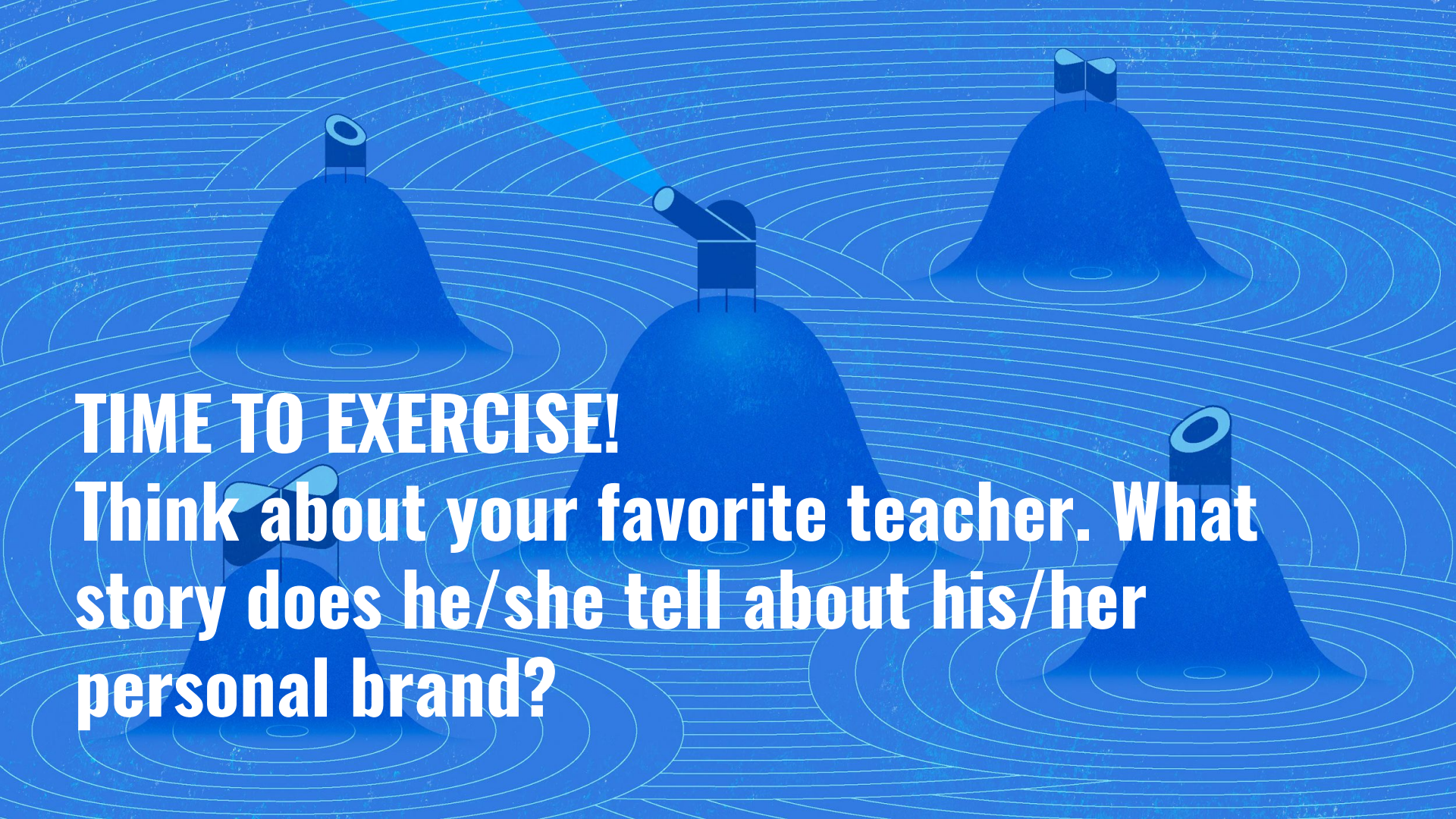
what people experience when they first meet you

IMPRINT

what you leave behind after ending a conversation

EXPRESSION

What everybody says about you and how others perceive you


TIME TO EXERCISE!
Think about your favorite teacher. What story does he/she tell about his/her personal brand?

SO WHAT EXACTLY SHOULD YOU DO?

bear with me

#1.FIND WHAT MAKES YOU UNIQUE

BE REAL
BE AUTHENTIC
WHAT YOU TALK ABOUT
WHO DO YOU WANT TO BE

#2.DEFINE YOUR POWERS & GOALS

OBJECTIVES
RESOURCES
PEOPLE YOU KNOW
CHANNELS TO APPROACH

#3.FIND YOUR AUDIENCE

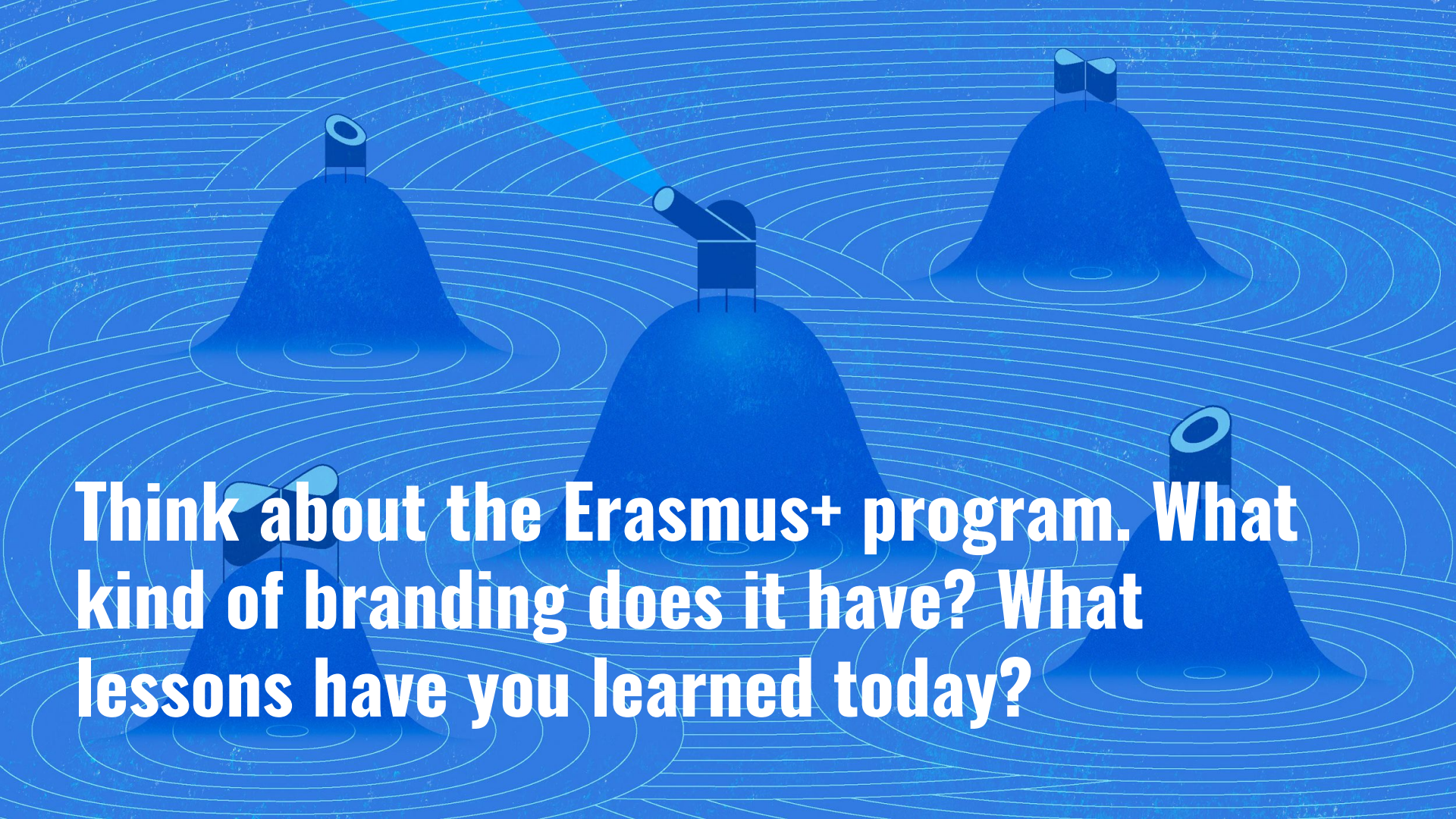
TONE OF VOICE

MANAGE YOUR PROFILE

KNOW YOUR MEDIUM

#4.STAND OUT. TALK. NETWORK.

MAKE NEW FRIENDS
JOIN COMMUNITIES
GO HAVE FUN


Think about the Erasmus+ program. What kind of branding does it have? What lessons have you learned today?

SUNSCREEN
SUNOFF
SPF 1000

NOW GO WRITE THE STORY OF YOURSELF THE WAY YOU WANT IT TO BE TOLD!

THANK YOU!

If you have questions or complaints, give me your best feedback at andreea@rubrika.ro