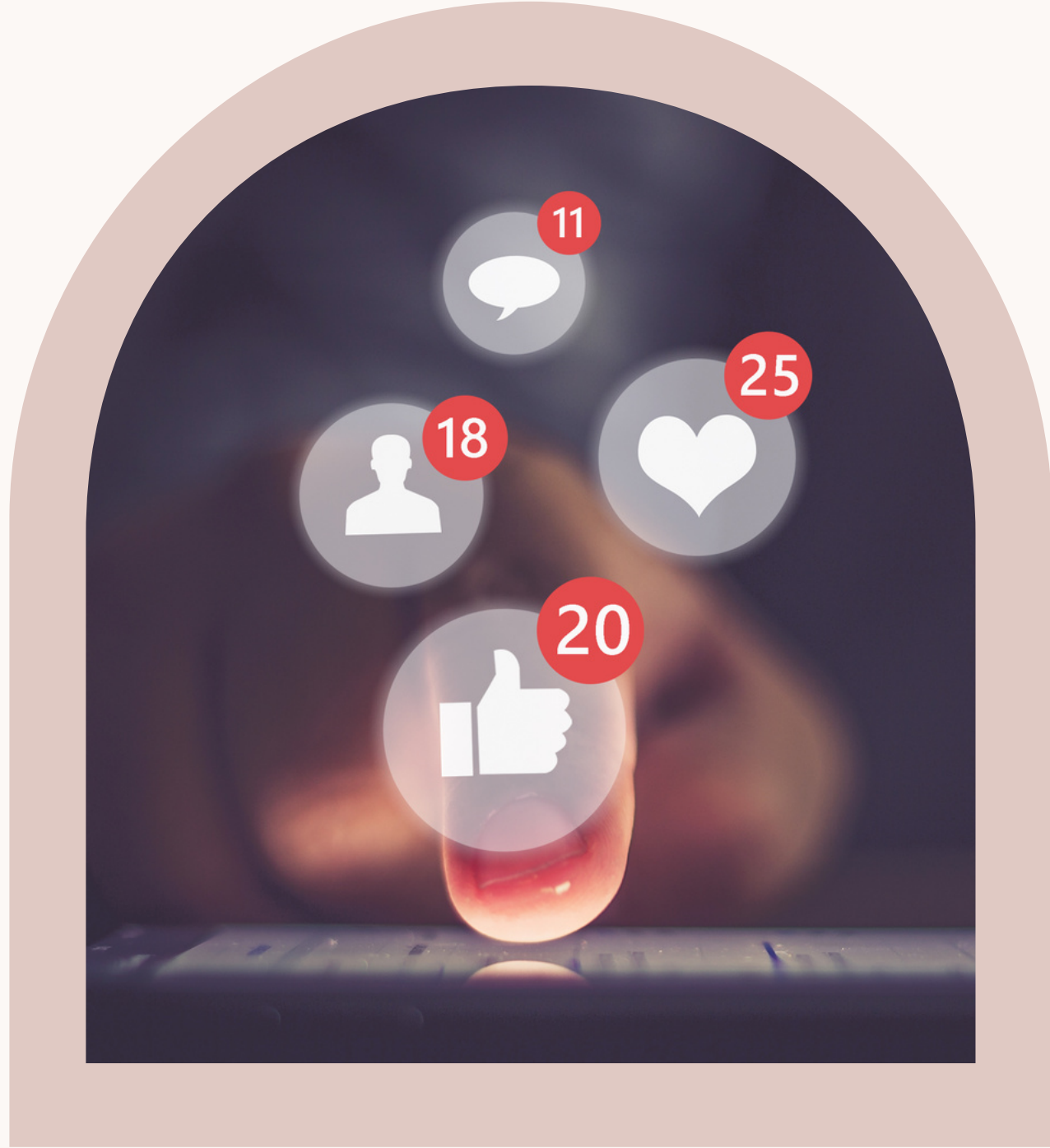


September 16, 2021



Do your own PR
**BY EMBRACING
SOCIAL MEDIA
AND PERSONAL
BRANDING**

Maree Jones for Alabama PRSA



GET TO KNOW ME

Likes:

- high heels and dressing up
- anything that has to do with animals or children
- all things social media

Dislikes:

- rude people



Career Philosophy

"I'm rejecting the career ladder metaphor in favor of the career river."

[Great thread by Bridget Thoreson](#)

Personal Values and Mantra

Personal Values: Authenticity, Humor, Mindfulness, Helpfulness

Personal Mantra: Do something today that will make future you thank past you.



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COBBLER'S CHILDREN

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THE BIG WHY

The Law of the 1%

- 90% of all users consume content on social networks (lurkers)
- 9% of all users share someone else's content on social networks (curators)
- Only 1% of people will actively create something new on social networks



CAREER OPPORTUNITIES

Strengthen and Enhance Your Personal Networks

(which we learned we needed in 2020)

Brand Yourself As A Go-To Person

When people think of _____ (insert topic here), they'll think of you.

Make An Impact On Your Bottom Line

Studies have shown that an active presence on social can help you close more deals.

OTHER BENEFITS OF PERSONAL BRANDING

More Confidence

**Bye Bye Imposter
Syndrome**

Self-Assuredness

**Attracting
Opportunities**

Reaching Goals

**Carving New Paths In
Your Career**

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HOW BEING MORE "SOCIAL" BENEFITS YOUR CAREER

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SOCIAL MEDIA

Asset

Valuable digital real estate is out there waiting on you to claim it. Avoid the digital void.

Assistant

Digital you is on 24/7, allowing you to work, play, rest, self-care, etc.

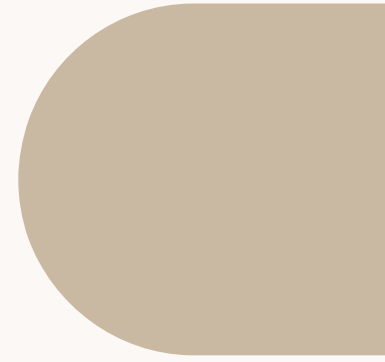
Amplifier

Your voice matters, and there's a place for it online. The best way to find it is to use it.

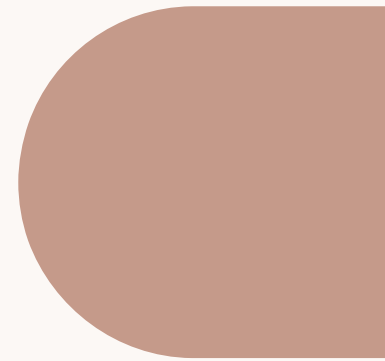
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LET'S GET STARTED

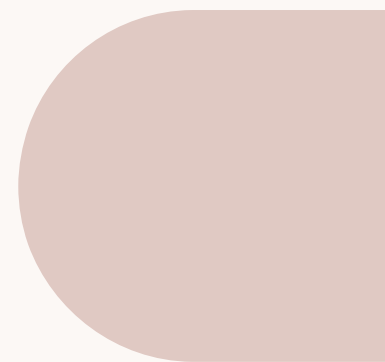
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LinkedIn



Twitter



Instagram

WHERE TO START

There are many channels and social networks to choose from, but these three are the best place to start creating a stronger personal brand.

How to start

Identifying the values that you want as part of your personal brand can help guide your behavior, create content, and interact with others in a meaningful way.

List of 230 Personal Core Values

- | | | | | |
|----------------|---------------|---------------|------------------|----------------|
| Acceptance | Courage | Genius | Optimism | Smart |
| Accomplishment | Courtesy | Giving | Order | Solitude |
| Accountability | Creation | Goodness | Organization | Spirit |
| Accuracy | Creativity | Grace | Originality | Spirituality |
| Achievement | Credibility | Gratitude | Passion | Spontaneous |
| Adaptability | Curiosity | Greatness | Patience | Stability |
| Alertness | Decisive | Growth | Peace | Status |
| Altruism | Decisiveness | Happiness | Performance | Stewardship |
| Ambition | Dedication | Hard work | Persistence | Strength |
| Amusement | Dependability | Harmony | Playfulness | Structure |
| Assertiveness | Determination | Health | Poise | Success |
| Attentive | Development | Honesty | Potential | Support |
| Awareness | Devotion | Honor | Power | Surprise |
| Balance | Dignity | Hope | Present | Sustainability |
| Beauty | Discipline | Humility | Productivity | Talent |
| Boldness | Discovery | Imagination | Professionalism | Teamwork |
| Bravery | Drive | Improvement | Prosperity | Temperance |
| Brilliance | Effectiveness | Independence | Purpose | Thankful |
| Calm | Efficiency | Individuality | Quality | Thorough |
| Candor | Empathy | Innovation | Realistic | Thoughtful |
| Capable | Empower | Inquisitive | Reason | Timeliness |
| Careful | Endurance | Insightful | Recognition | Tolerance |
| Certainty | Energy | Inspiring | Recreation | Toughness |
| Challenge | Enjoyment | Integrity | Reflective | Traditional |
| Charity | Enthusiasm | Intelligence | Respect | Tranquility |
| Cleanliness | Equality | Intensity | Responsibility | Transparency |
| Clear | Ethical | Intuitive | Restraint | Trust |
| Clever | Excellence | Irreverent | Results-oriented | Trustworthy |
| Comfort | Experience | Joy | Reverence | Truth |
| Commitment | Exploration | Justice | Rigor | Understanding |
| Common sense | Expressive | Kindness | Risk | Uniqueness |
| Communication | Fairness | Knowledge | Satisfaction | Unity |
| Community | Family | Lawful | Security | Valor |
| Compassion | Famous | Leadership | Self-reliance | Victory |
| Competence | Fearless | Learning | Selfless | Vigor |
| Concentration | Feelings | Liberty | Sensitivity | Vision |
| Confidence | Ferocious | Logic | Serenity | Vitality |
| Connection | Fidelity | Love | Service | Wealth |
| Consciousness | Focus | Loyalty | Sharing | Welcoming |
| Consistency | Foresight | Mastery | Significance | Winning |
| Contentment | Fortitude | Maturity | Silence | Wisdom |
| Contribution | Freedom | Meaning | Simplicity | Wonder |
| Control | Friendship | Moderation | Sincerity | |
| Conviction | Fun | Motivation | Skill | |
| Cooperation | Generosity | Openness | Skillfulness | |

PUT YOUR VALUES TO WORK

Example: Authenticity

How this lives online:

- sharing behind the scenes photos/videos
- making sure all sources are verified
- providing insights, POV, and info you can't Google

Value 1

Value 2

Value 3

Building Blocks

The basic building blocks to creating a strong personal brand through social media aren't difficult. You need to focus on these three things to get started (and revisit them a couple of times per year).

**New Profile
Photo**

**About Me /
Bio**

**Finding
Content**

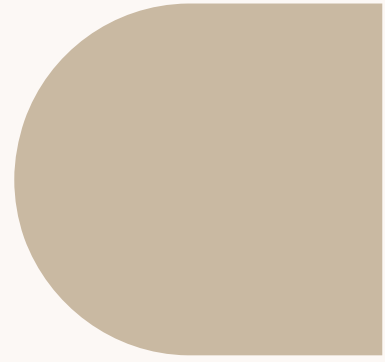
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SUSTAINING MOMENTUM

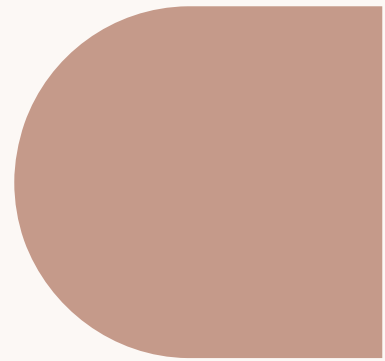
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CONTINUE BUILDING YOUR BRAND BY:

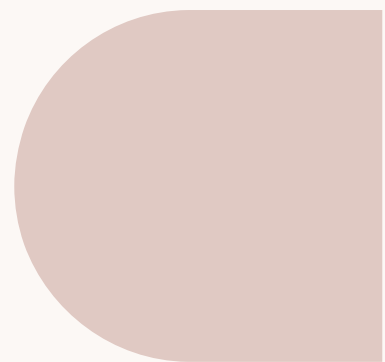
- showing up
- being consistent
- making people feel _____
- building relationships vs. broadcasting
- being intentional, instead of mindlessly scrolling



**Native Platform
Capabilities**



**Google Alerts and
E-Newsletters**



**Make Your Phone
Do The Work**

YOUR CHEAT SHEET

Go ahead and make it EASY on yourself to create great content and share it regularly across platforms.

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HOW THIS EVOLVES

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CONTINUE GROWING YOUR BRAND BY:

- setting publishing goals ("X number of posts per week")
- proactively following others on a regular basis
- getting comfortable with the unknown
- experimenting on the regular

Growing your personal brand

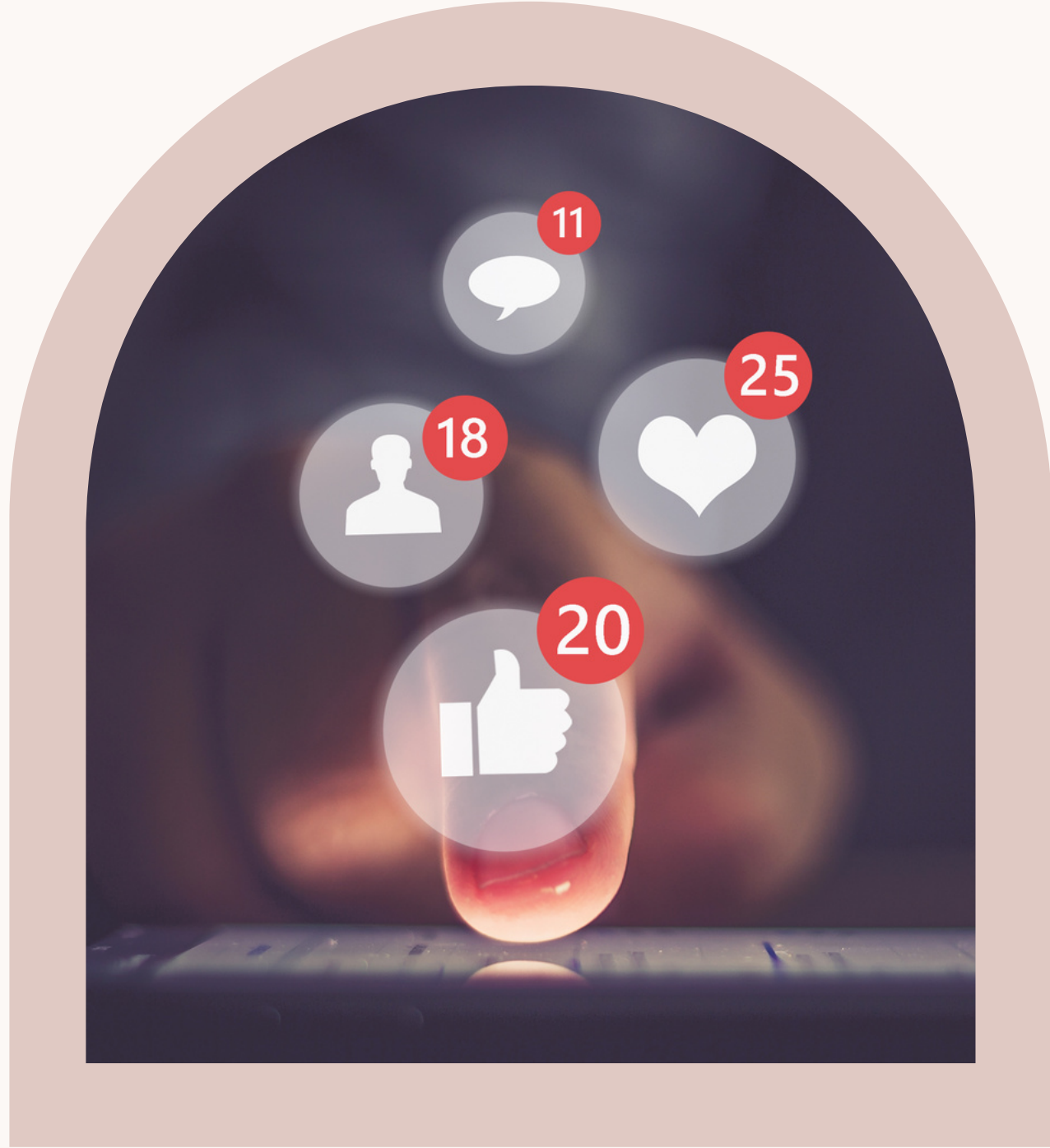
As your personal brand evolves, you'll want to consider the following stepping stones to success. All of this activity takes place in your own time and at your own pace, so don't feel rushed or pressured into growing too quickly.

**Other Networks
(i.e. TikTok)**

**Owned
Platforms (i.e.
website)**

**Creating and
Joining
Communities**

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THANK
YOU

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