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BUILDING YOUR DIGITAL BRAND

Through the power of storytelling

HELLO!



I'm **Andreea Gavrilă** 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?



**“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?

An illustration on a brown background showing a man on the left with purple hair and a beard, and a woman on the right with red hair. They are facing each other as if in conversation. Between them is a large, light-colored thought bubble containing a question mark and a heart. The text 'If YOU don't talk about yourself, others will.' is written in white, bold, sans-serif font across the bottom of the image.

**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.**

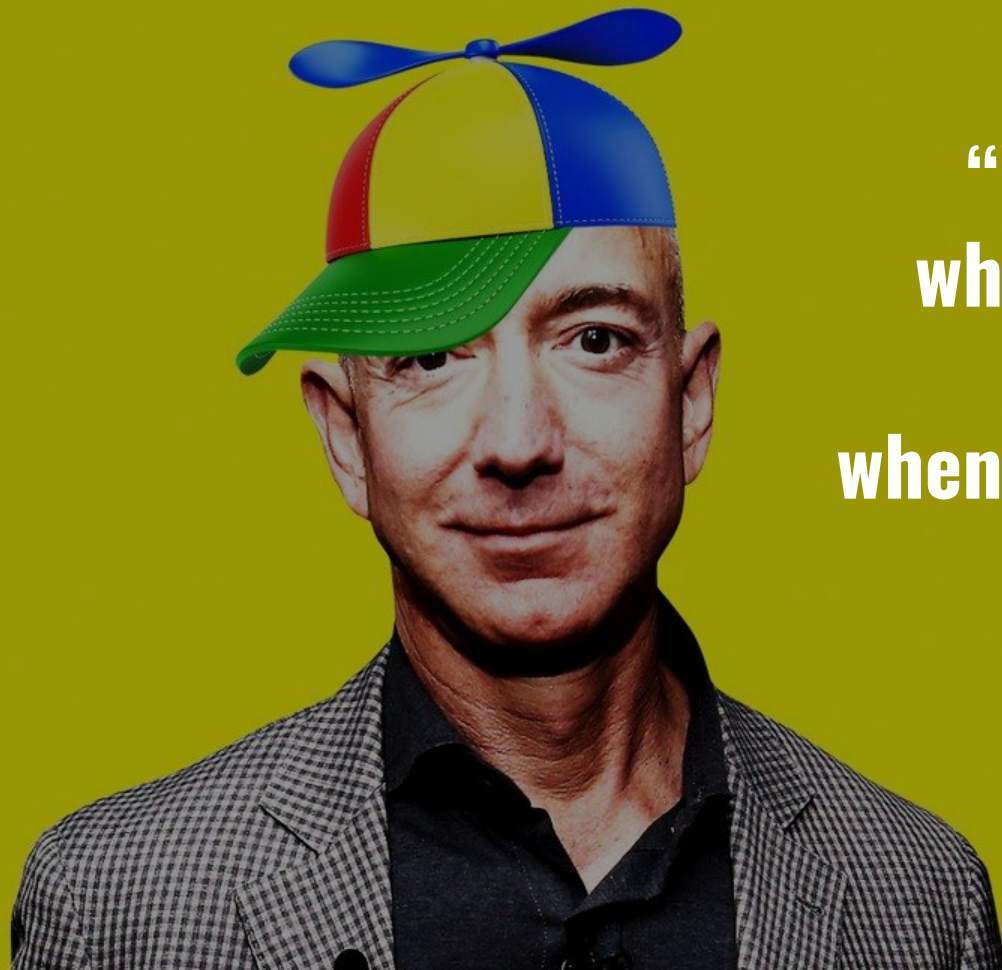


**If you choose the job
you love, you will
never have to work a
day in your life.**



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?



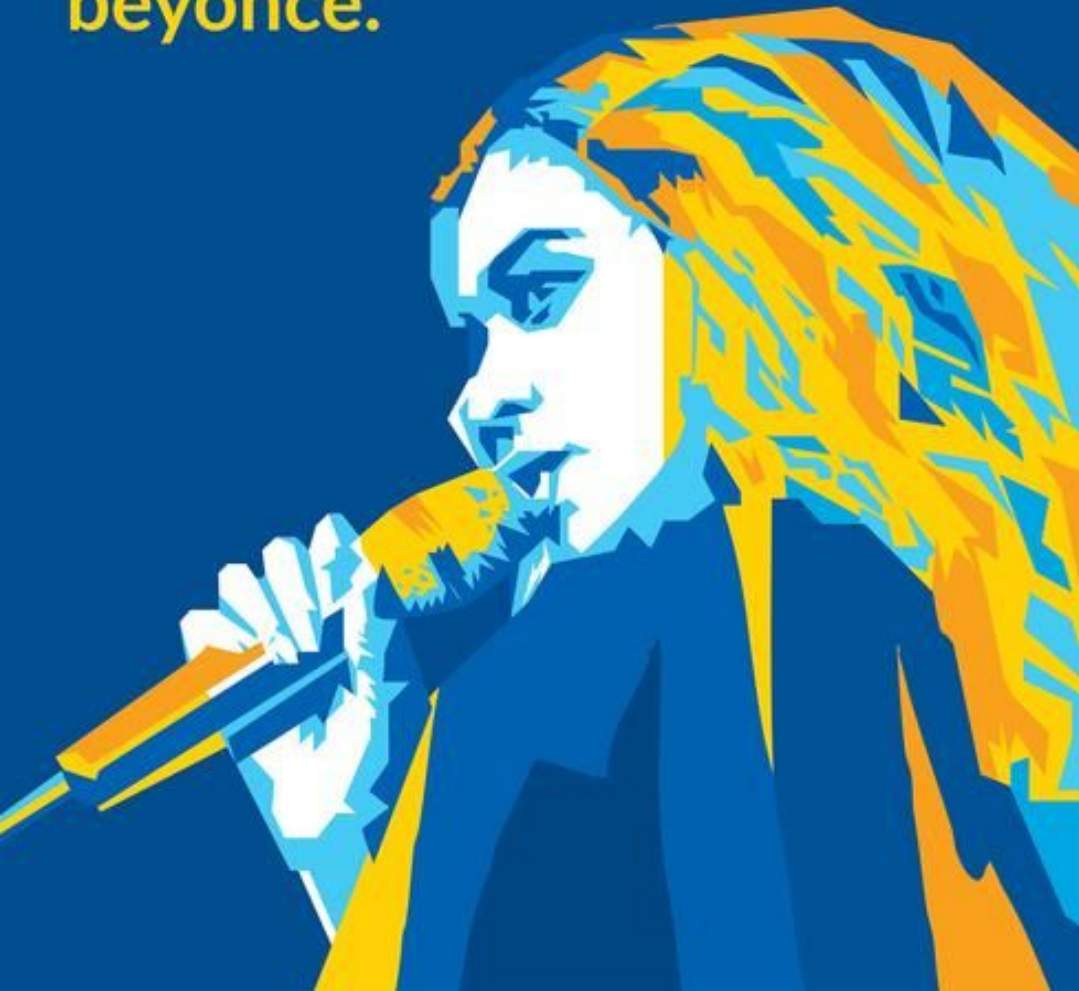


WHAT DO YOU
KNOW ABOUT
ELON MUSK?



WHAT DO YOU
KNOW ABOUT
EMMA WATSON?

beyonce.



WHAT DO YOU
KNOW ABOUT
BEYONCE?

__SO WHAT DO THEY ALL HAVE IN COMMON?

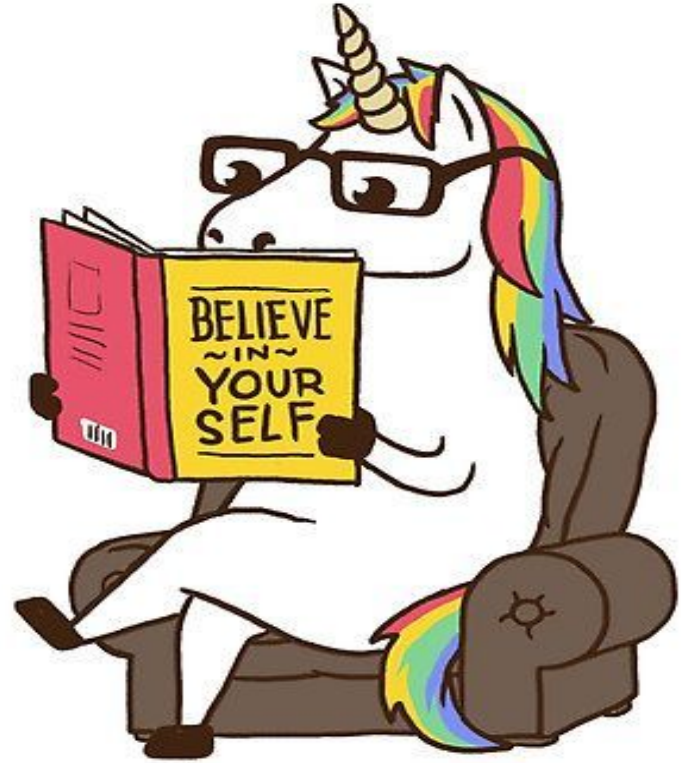
**A STRONG, SUCCESSFUL
PERSONAL BRAND.
SOMETHING THEY STAND FOR.**

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



**YOUR PERSONAL
BRAND =**

**BEING YOU +
BEING AWESOME**





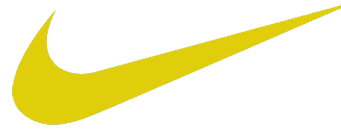
**WORK SO HARD, UNTIL YOU NO LONGER
HAVE TO INTRODUCE YOURSELF**

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>



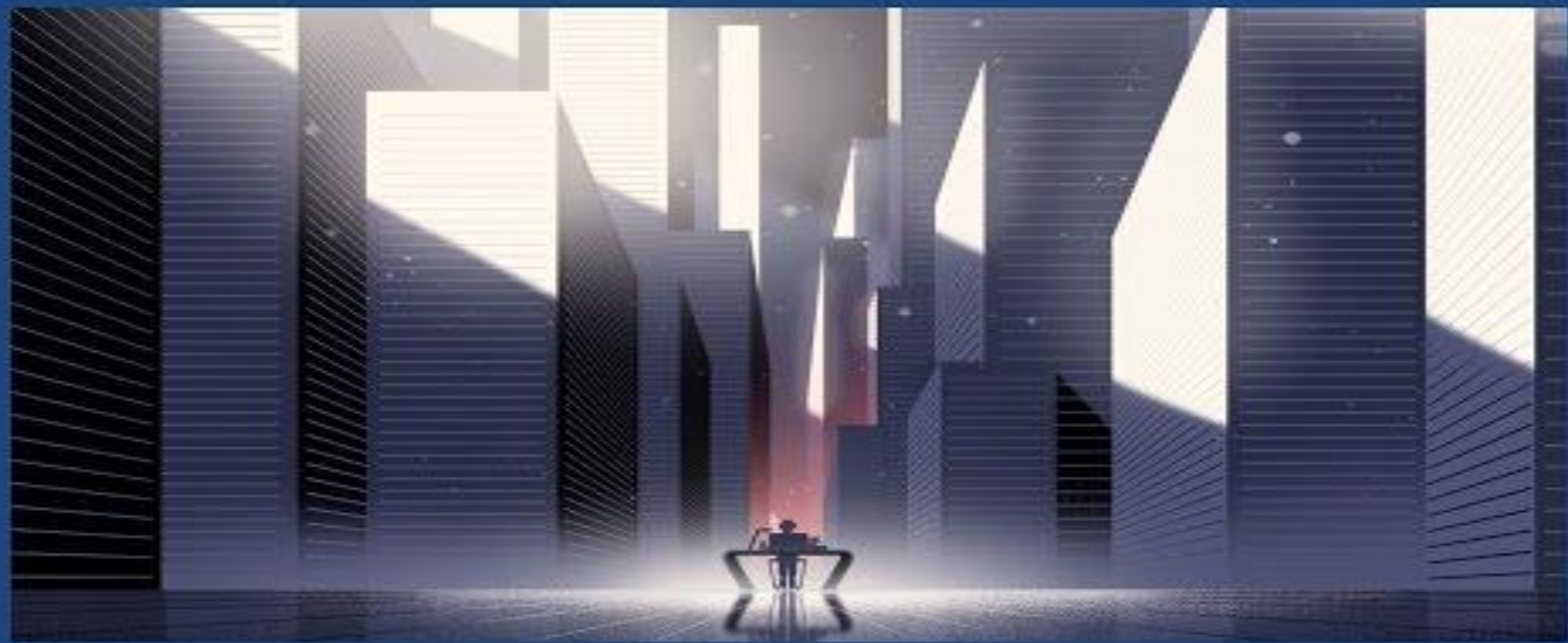
10MIN.

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

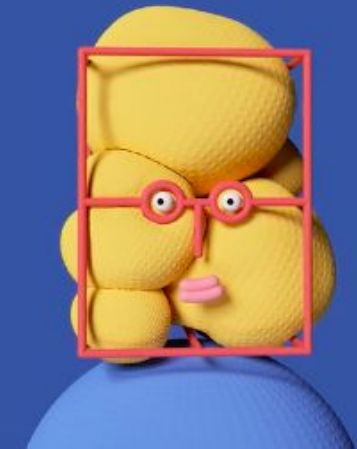
“It’s so incredible to finally be understood.”

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 →



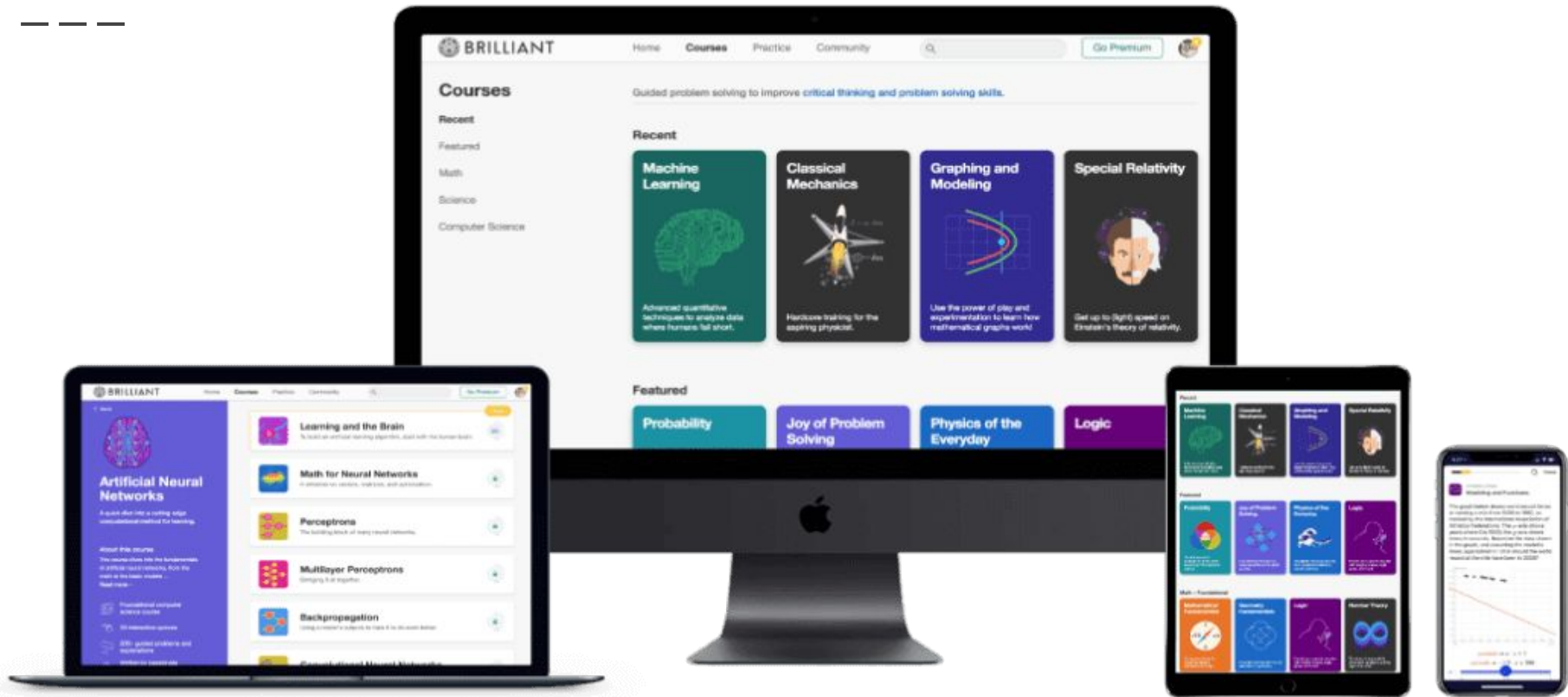
mycreativetype.com



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



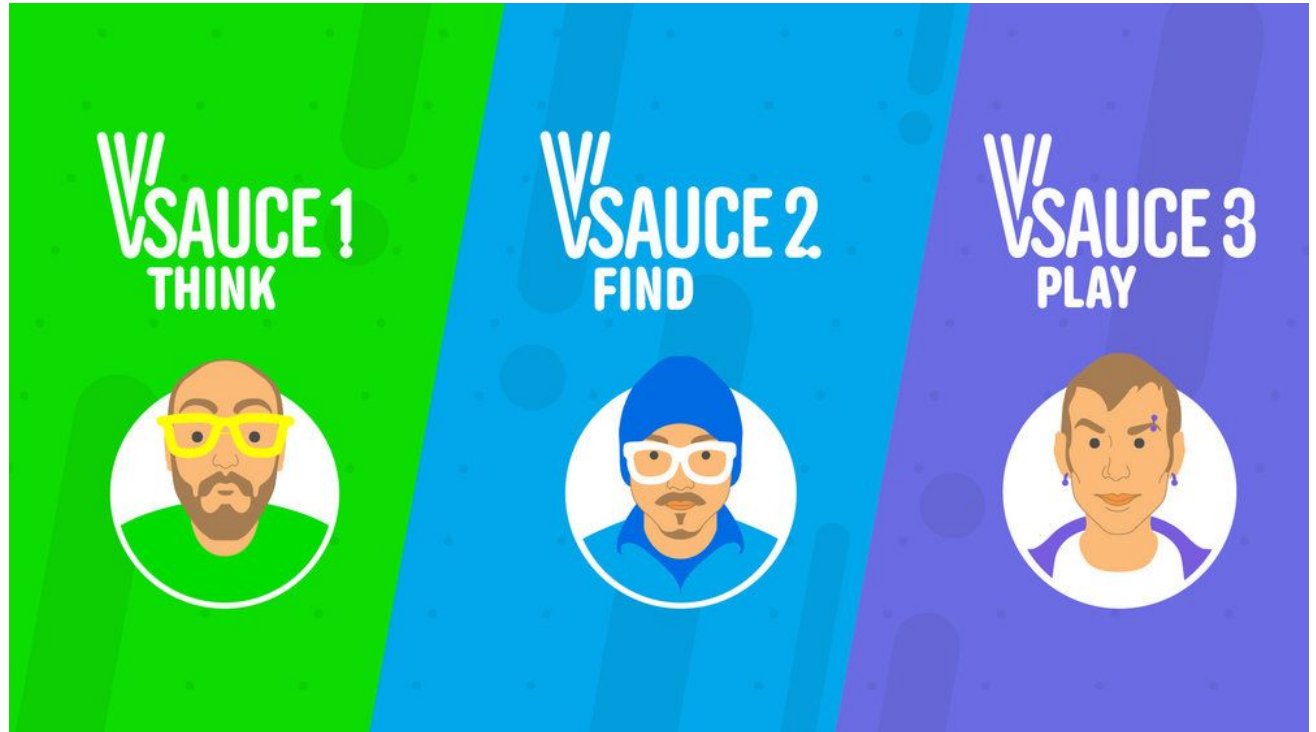
IF YOU'RE INTO MATH & PHYSICS, CHECK OUT BRILLIANT.ORG



**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.**



A photograph of two young women with bright pink hair sitting at a restaurant table. The woman on the left is wearing a red sweater and is eating a piece of food. The woman on the right is wearing a blue jacket and is looking at her smartphone. In the background, a man in a suit is visible. The text 'INFLUENCERS HAVE A HARD TIME EATING' is overlaid in white, bold, sans-serif font on the left side of the image.

**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



SOCIAL MEDIA

#3.FIND YOUR AUDIENCE



TONE OF VOICE
MANAGE YOUR PROFILE
KNOW YOUR MEDIUM

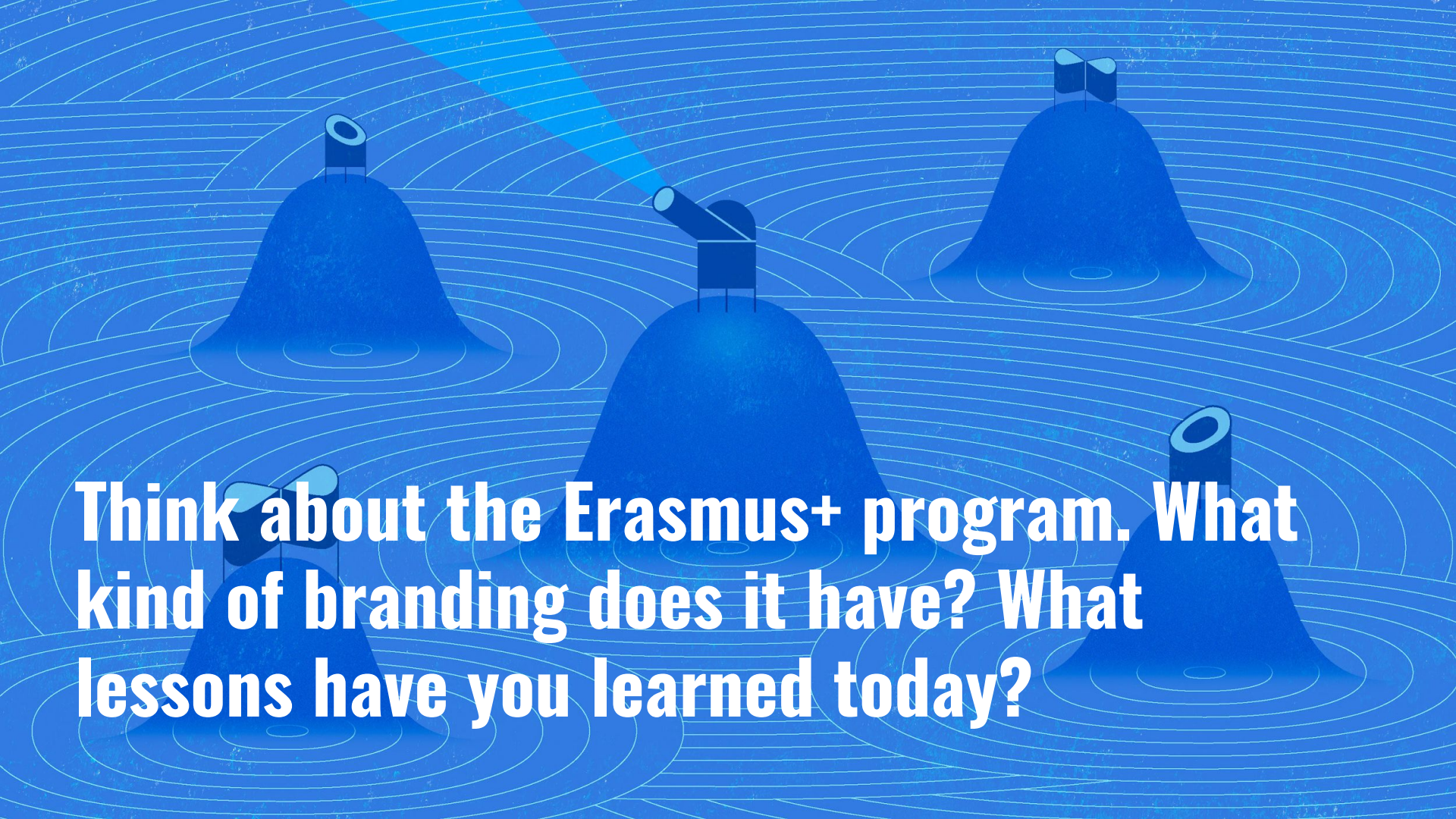


**#4. STAND
OUT.
TALK.
NETWORK.**



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?

© 1992

SUNSCREEN



BAZ LUHRMANN
OVERSTYLING: PETER VON ENDER
STYLING: JANE BURNETT



**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



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