



Developing Your Personal Brand Through Social Media

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What color is your nail polish?



“Your personal brand should represent the value you are able to consistently deliver to those whom you are serving.”

Source: Forbes, 2013 www.forbes.com/sites/glennllopis/2013/04/08/personal-branding-is-a-leadership-requirement-not-a-self-promotion

Discussion Topics

- What is a personal brand?
- Uncovering *your* brand
- Cultivating your brand
- Utilizing social media
- Social channel overview

What is a personal brand?

- Your reputation, who you are, and your goals
- What comes to mind when others think of you?
- What is the message you send about who you are?



Katie Eades

@Katie4018

Digital Marketer. Travel & music lover. Dreamer, Adventurer, Lover. Sometimes situationally funny. Opinions are my own.

📍 Illinois

🔗 katieeades.com

Uncovering Your Brand

- Who are you, what do you want to be, and why are you here?
- Review your online profiles
- Think about your behaviors
- If you don't know, ask.
 - Ask people that know you
 - Feedback interviews
 - Surveys

Peer Survey

- Sent to 25, received 14 responses
- Asked for feedback on :
 - Strongest personal & professional traits
 - Comfort bringing personal & professional problems to me
 - My emotions during success and crisis
 - Grade on communication, listening, and leadership
 - General Feedback

Feedback Questions

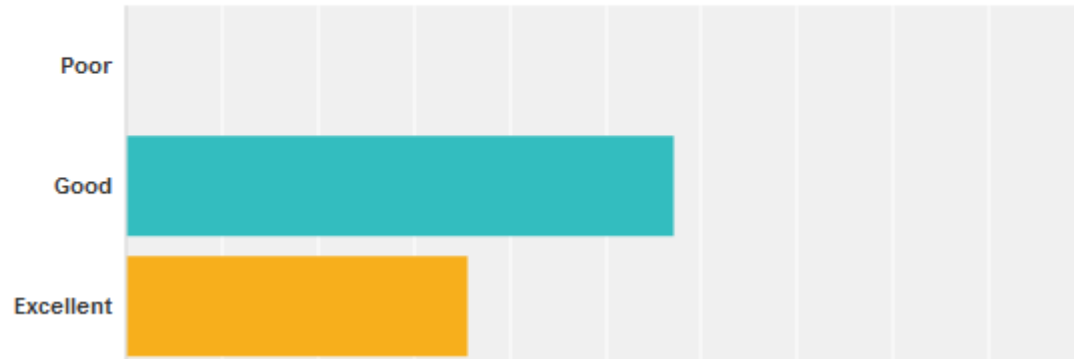
- Personal/Professional traits
 - Strengths, most consistent
- Display of Emotions
 - Crisis mode/in the good times
- Rate & provide feedback
 - Communication Effectiveness
 - Listening Skills
 - Leadership
- Open ended feedback

Survey Feedback

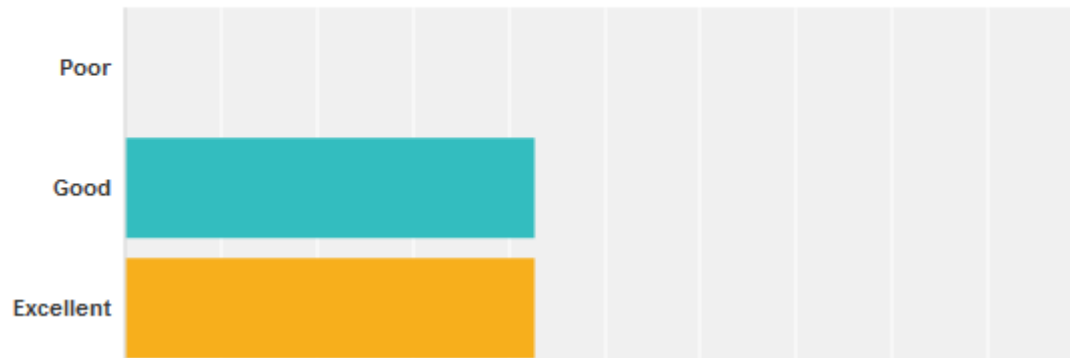
- “You are definitely someone I enjoy working with!”
- “Katie is always willing to collaborate to make something good, better. Overall her style is easy going, and yet to the point. She can both focus on the task at hand and still maintain a good relationship with those she works with.”
- “You have an engaging personality. There are few on this team that can change the mood of a meeting or setting like you do. You bring the fun to any situation.”

Survey Feedback

How would you rate my ability to listen to others?



How would you rate my ability to lead a team or project?



My Brand

A word cloud of personal brand attributes. The words are arranged in a roughly rectangular shape and vary in size and color. The colors range from dark red to bright yellow. The words include: reliable, diligent, professional, engaged, listener, friendly, vibrant, hard-working, knowledgeable, positive-attitude, strategic, flexible, easily-approachable, outgoing, team-player, confident, helpful, and positive.

reliable
diligent
professional
engaged
listener
friendly
vibrant
hard-working
knowledgeable
positive-attitude
strategic
flexible
easily-approachable
outgoing
team-player
confident
helpful
positive

Why Feedback Matters

- Understand ourselves
- Confidence builder
- Understand how others see us
- Identify ways to improve
- Gather next steps & ways to grow
- Allow us to test the message we send out for effectiveness

Utilizing Social Media

- Social media is an extension of your real life
- Think about the channel, audience, & message



Content

- Talk about:
 - Passions
 - Causes
 - Interests
 - Areas of expertise

Katie Eades @Katie4018 - Aug 2

Beautiful day for a walk to Uptown on the trail. #EnjoyIllinois @VisitBN @enjoyillinois #BloNo



2015 Safe Harbor Meal, a big thanks to all who donated!! #volunteer #countryfinancial #makeadifference



Katie Eades @Katie4018 - Jun 25

Not sure if you need a #mentor or not? Read what @MariahsMums has to say, she even mentions yours truly! mudbootsandmascara.com/2015/06/25/une... #blono



Choose the Appropriate Channel



Katie Eades

September 1 at 5:05pm - 🧑🏻‍🦱

I'd really love to see tags on house plants improve to say things like "On a scale of 1-10, it's xxx easy to kill this plant."



My NASA Experience

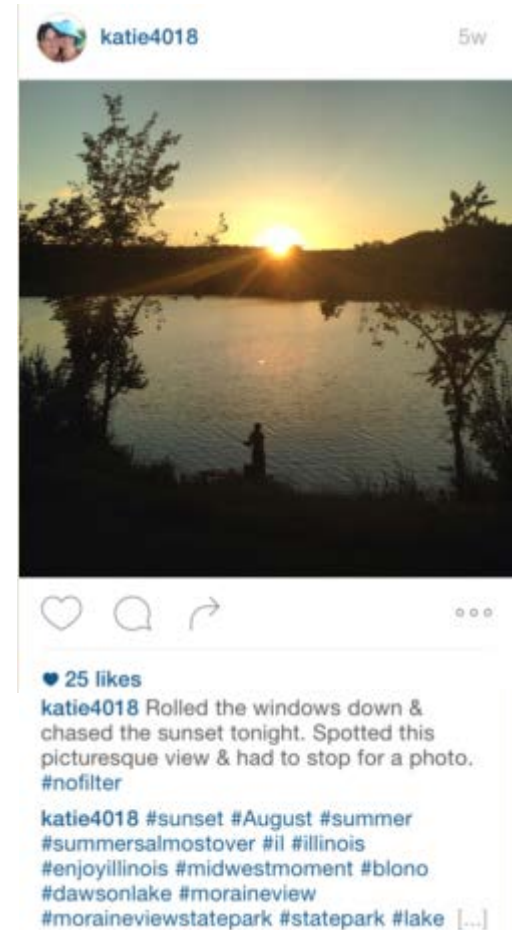
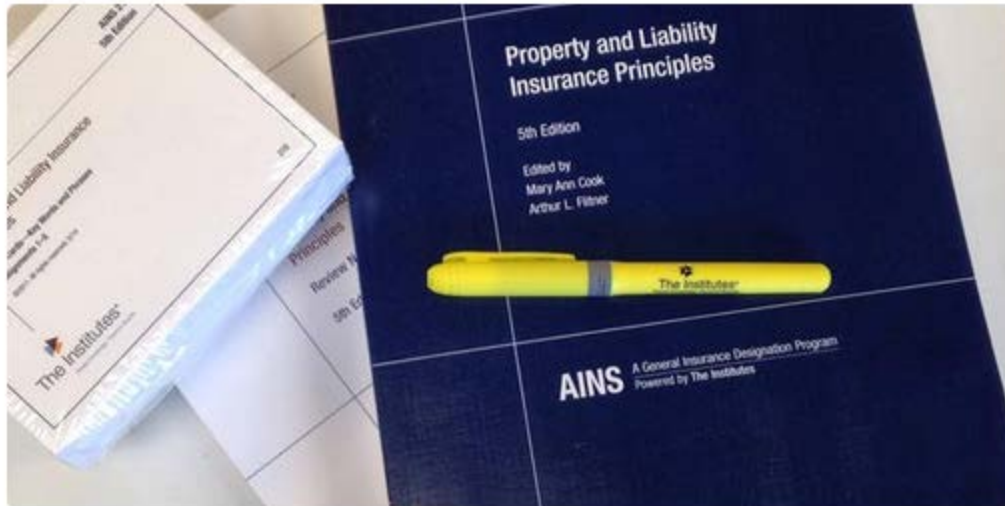
I was invited by NASA to be a part of their NASA Social for the Soil Moisture Active Passive satellite launch. What is SMAP, you ask? The data gathered

Choose the Appropriate Channel



Katie Eades @Katie4018 · Jun 30

Looking forward to starting my AINS in general [#insurance](#) with [@The_Institutes](#). [#education](#) [#goals](#)



Content Best Practices

- Be authentic – people like you because of who you are
- Check spelling & grammar
- Be positive more than negative
- What are you saying & why? Interesting, compelling, thought provoking.
- Add a visual, show them your perspective
- Be findable: hashtags, keywords, etc.
- Be your own advocate & supporter

Digital Branding

- Bio summarizes what you'll talk about
- Similar formatting & cohesive naming
- Customize links where possible



Katie Eades

Digital Marketer at COUNTRY Financial @
Bloomington/Normal, Illinois Area | Financial Services

Current COUNTRY Financial @
Previous IAA Credit Union, Regions Financial Corporation
Education Franklin University

View profile as

500+
connections

<https://www.linkedin.com/in/katieeades>

Contact Info

KATIE4018

611 posts 239 followers 285 following

Edit Profile

Katie Eades

Digital Marketer. Sometimes situationally funny. Gypsy at heart. Part-time hardcore healthy. Dreamer, Adventurer, Lover. Opinions are my own.

www.katieeades.com

Keys to Social Media Success

- Being connected
 - Influencers, friends, business connections
- Actively Searching
 - Trending topics, new information, partnerships
- Sparking conversations
 - Relevant topics, asking for input



Questions?

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