



Purposeful Personal Branding

Cassandra Faris

March 5, 2020

SALTSTACK®



@cassandrafaris

#purposefulpersonalbranding

Social Networking: Throwback



Check out the new Euphoria Section!

This page is intended to be useful

Glenn
Education
Division
Glenn
County
Shasta

IF YOU STUDY THE MATERIAL ON THIS
WEBSITE YOU WILL HOPEFULLY
UNDERSTAND WHAT OUR PURPOSE
HERE ON EARTH HAS BEEN.

Welcome home

Source: <http://www.cameronsworld.net/>



Social Networking: Before I Knew It Was Even a Thing



Social Networking: An Epiphany (Thanks, Twitter!)



**If you have an online presence,
you have a personal brand**



Personal Branding is the practice of
people marketing themselves and
their careers as brands

- Wikipedia



Elements of Personal Branding



- Online presence
- Ongoing process
- Self-promotion
- Career enhancement
- Applicable IRL

Why Does Personal Branding Matter?



Network



Expertise



Approachability

**An effective personal brand
helps you build trust with others**



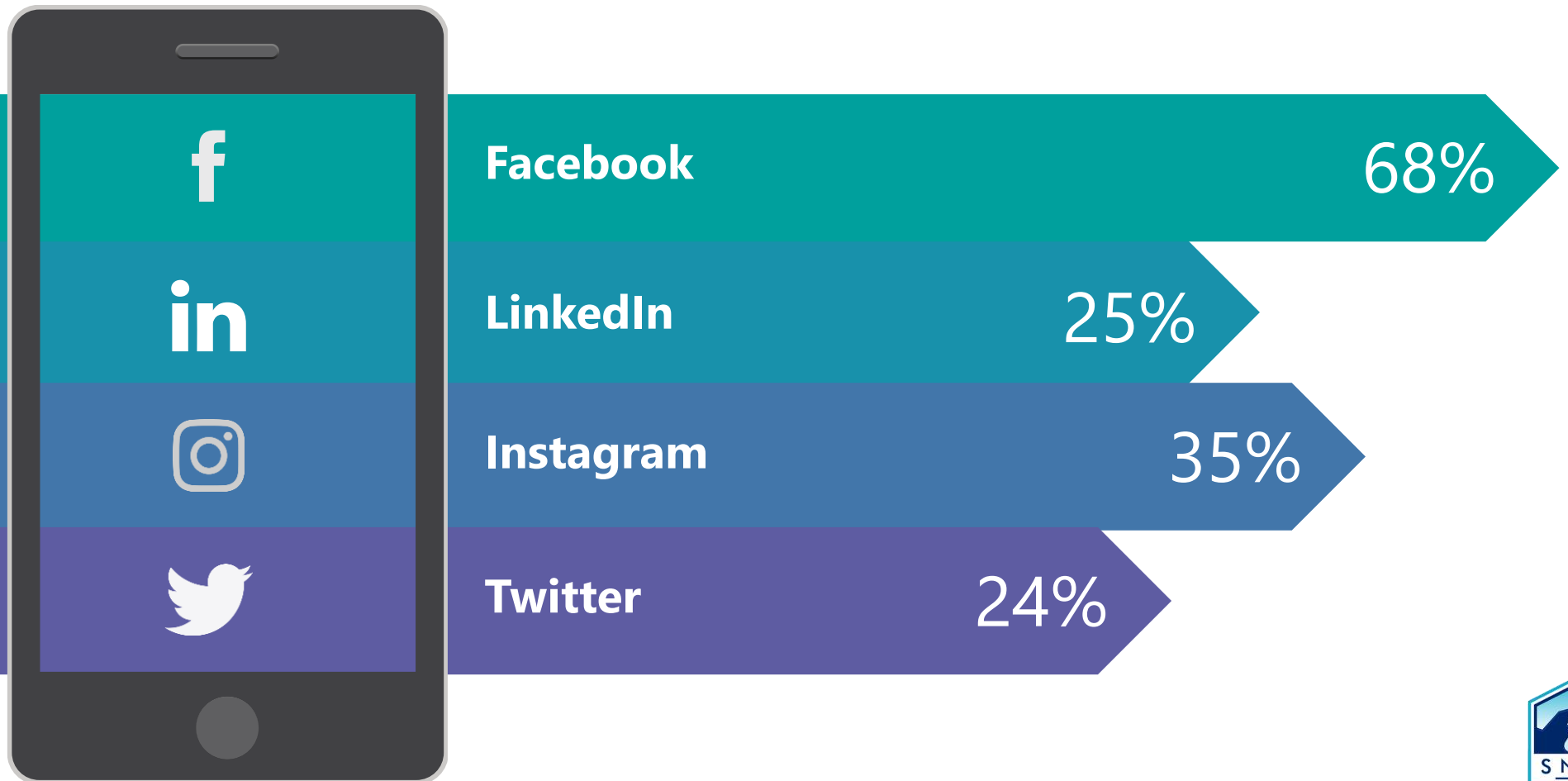
Personal Branding & Building Trust



Source: Stephen M. Covey, *The Speed of Trust*

Social Media Use in 2018

Percentage of American Adults Who Use Social Media



Source: <http://www.pewinternet.org/2018/03/01/social-media-use-in-2018>



**Being purposeful is critical to
creating a successful brand**



Who Are You Professionally?

First Step to Growing a Personal Brand



**Technical
specialties**

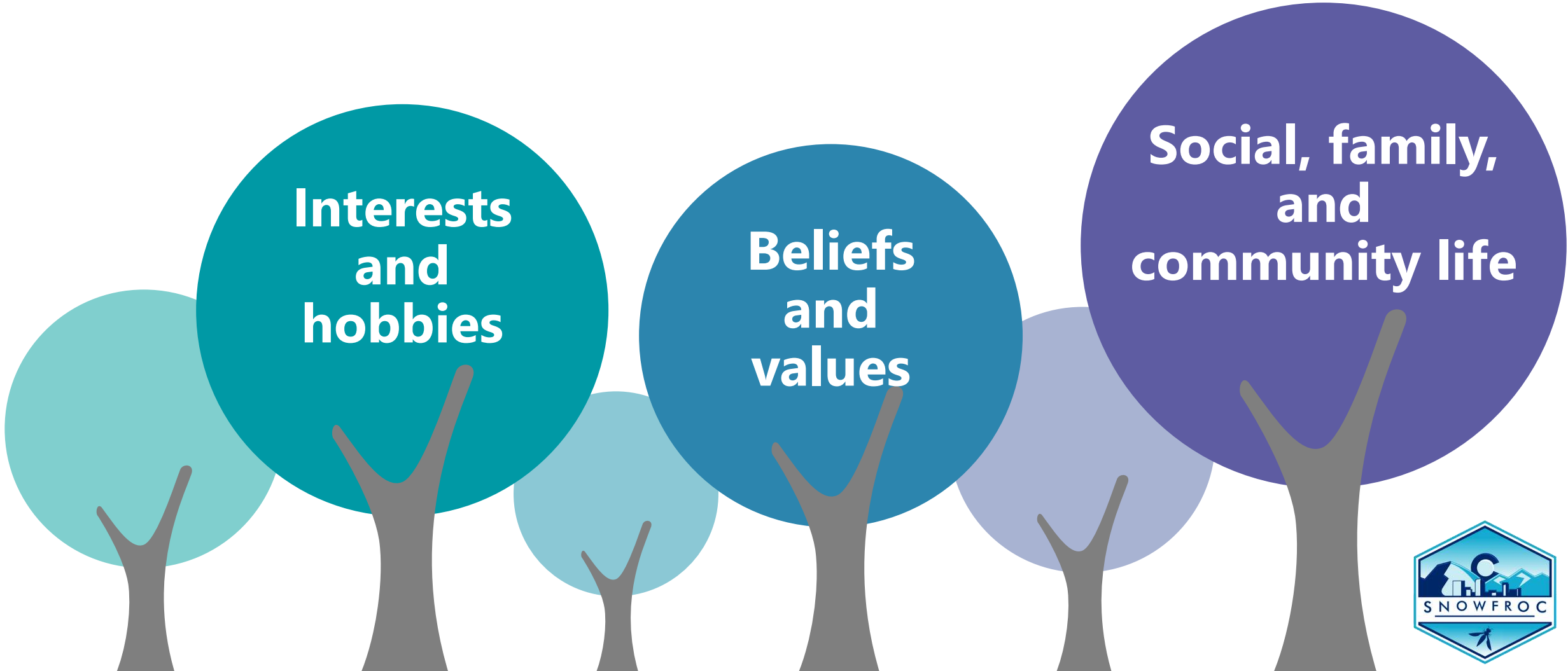
**Professional
specialties**

**Contributions
to team and
profession**



Who Are You Personally?

Second Step to Growing a Personal Brand



**Interests
and
hobbies**

**Beliefs
and
values**

**Social, family,
and
community life**



How Can You Connect?

Third Step to Growing a Personal Brand



**Identify
shared
interests**

**Advice
or
opinions**

**Ask people
about
themselves**





**Decide which social media platforms
work best for YOU!**



Social Media Explained With Corgis

	I am taking my #corgi for a walk		10 Great Ideas for Corgi Halloween Costumes
	Here is a vintage picture of my corgi		Let's get together and talk about corgis
	I'm really good at petting corgis		Watch this video of my adorable corgi
	Here is my corgi with a flower wreath		Let's pretend to work while showing off corgi pics
	I like corgis		My corgi is dancing to this song

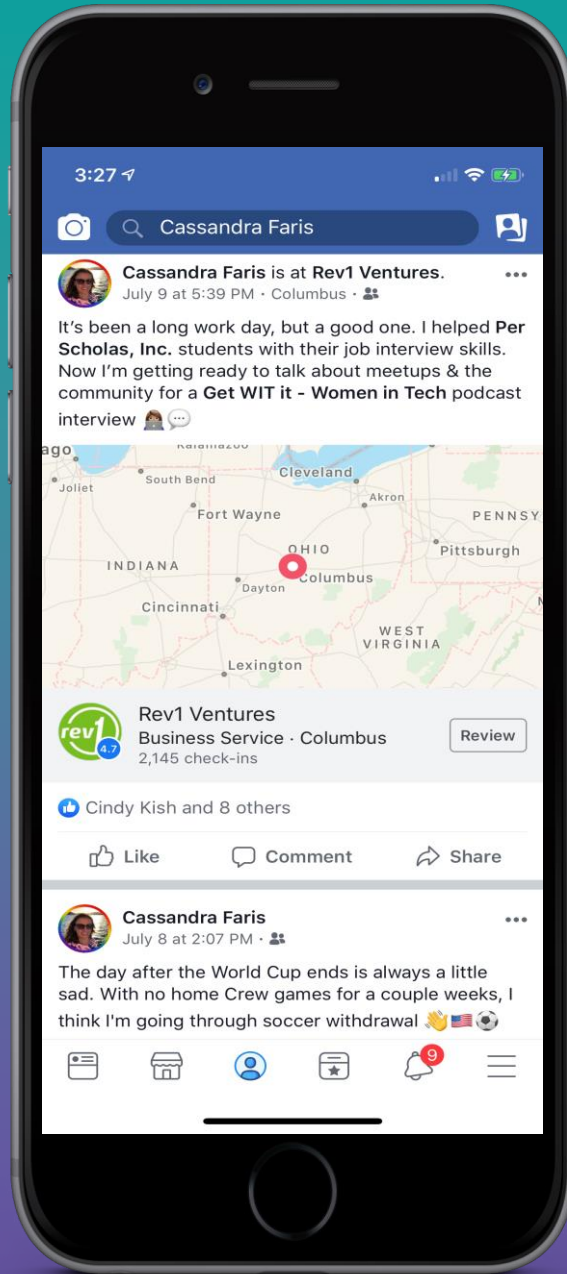
Twitter

- Know your hashtag
- Follow regular people
- Keep it conversational



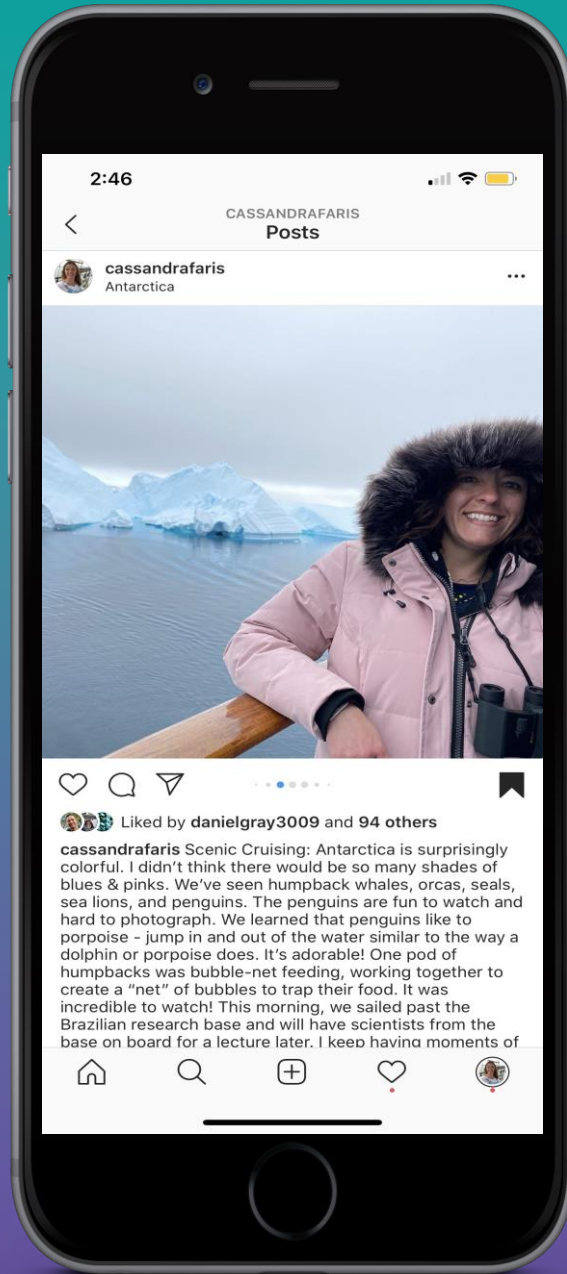
Facebook

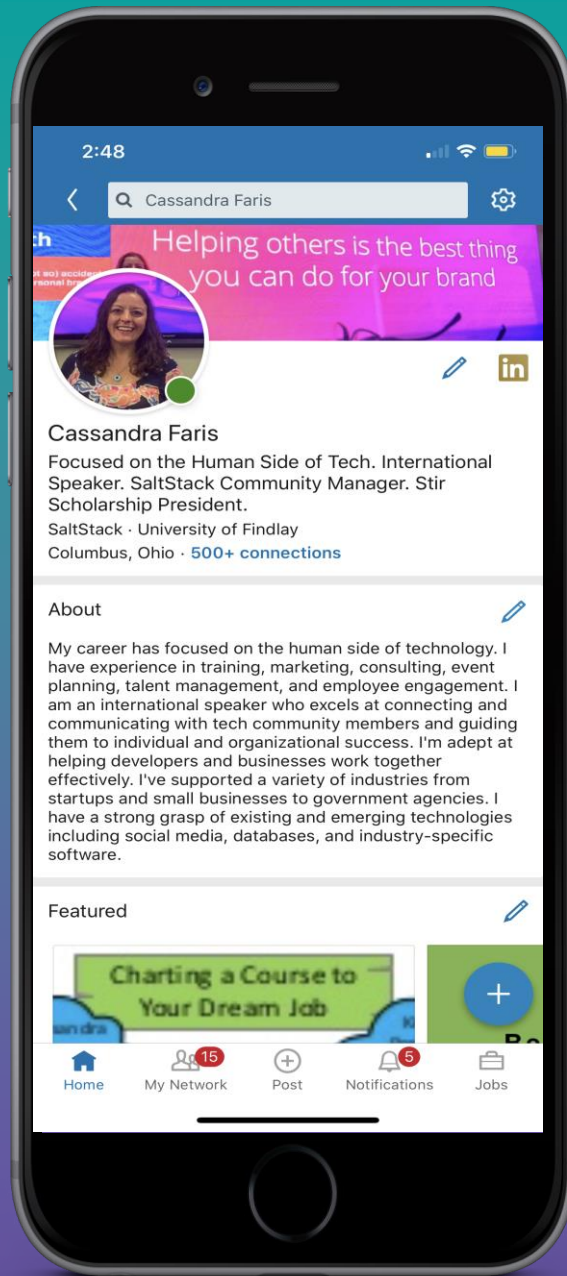
- Friend people you don't often see IRL
- Insight into everyday life
- Check-ins and events



Instagram

- Pictures vs. words
- Hashtags
- Younger users





LinkedIn

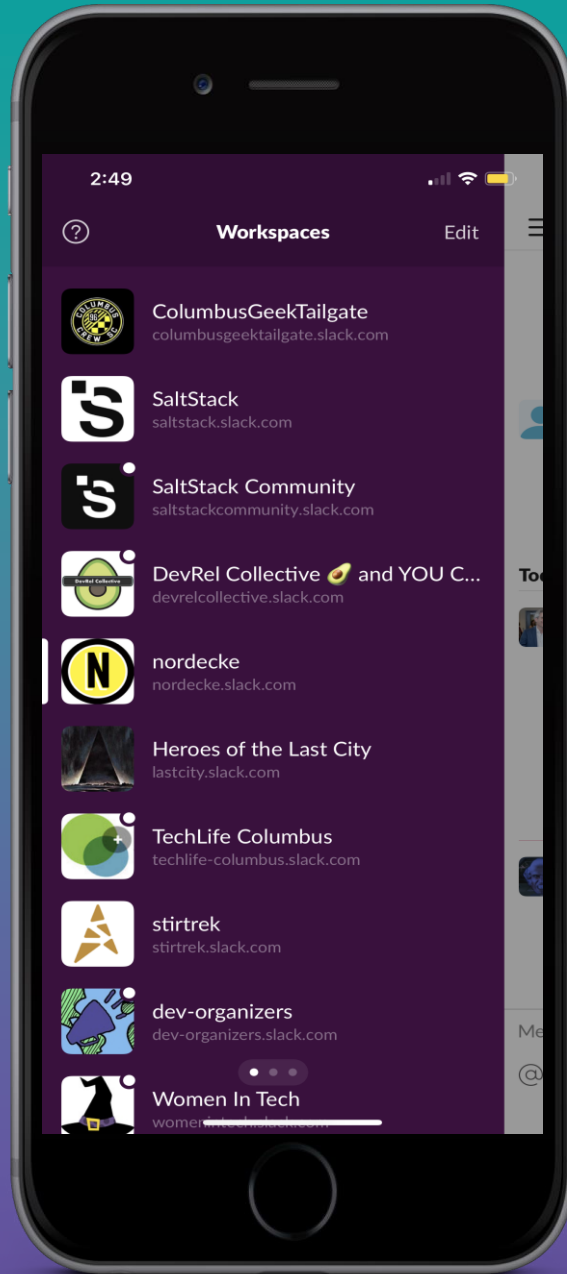
- Customize invitations
- Ask people why they connected
- Share your projects

in



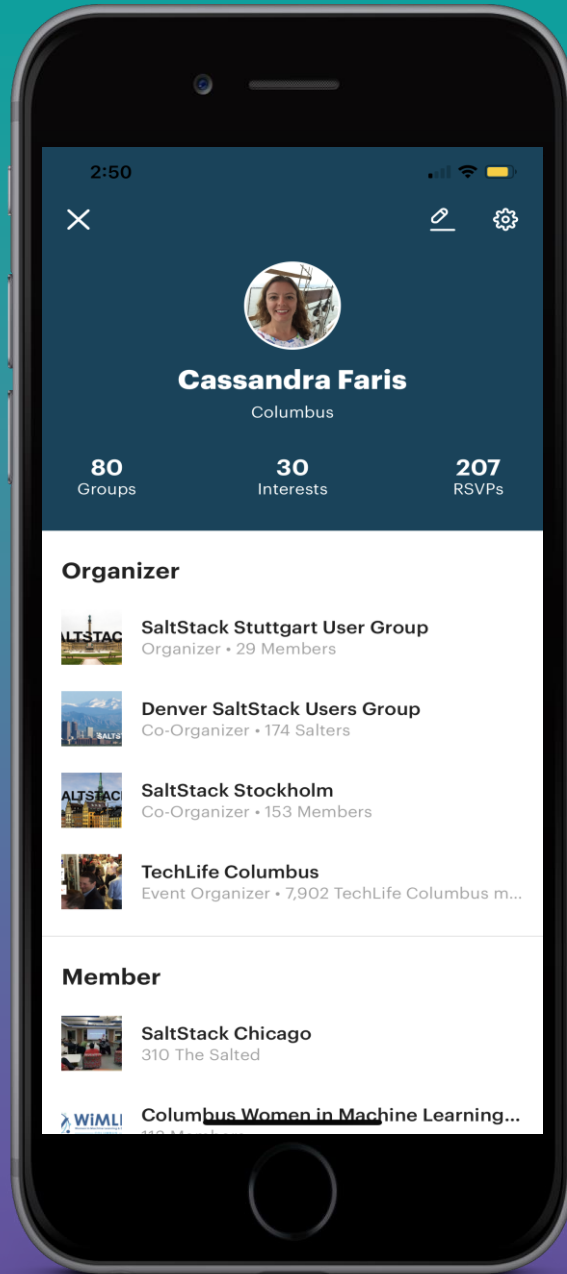
Slack

- Collaborative workspaces
- Channels
- Work + fun



Meetup

- Connects people with shared interests
- Research before events
- Don't limit to tech groups



Personal Branding Process



- Focus on 1-3 networks
- Connect with family, friends, and/or coworkers
- Connect with interesting people they follow
- Start chatting

Best Practices



- Be intentional
- Be positive
- Be selectively transactional
- Be unique
- Be smart
- Be safe

Mistakes

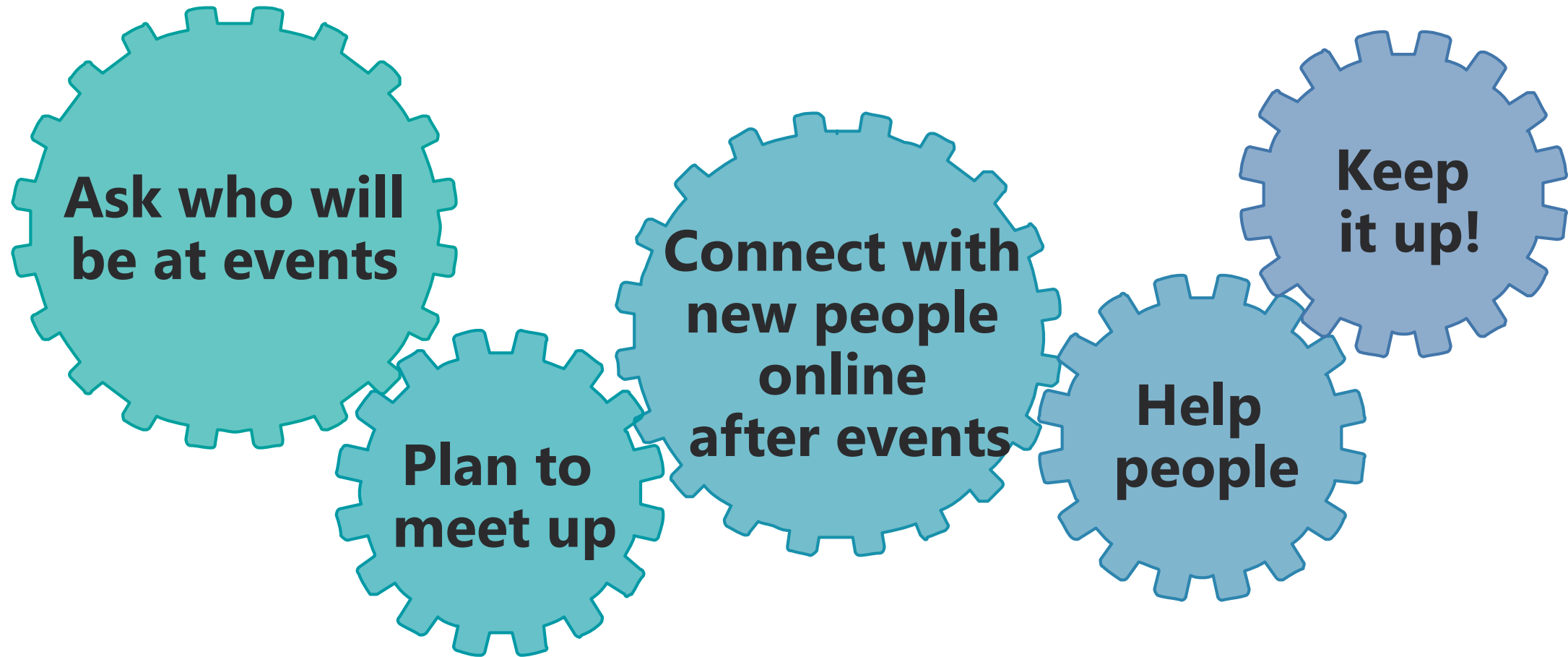


- False sense of privacy
- Sharing too much info
- Signal-to-noise ratio
- Wasted time
- Stress over being "caught up"

**Offline interaction is key to
building and maintaining your
brand**



Offline Branding Process





Be yourself online and offline



**Helping others is the best thing
you can do for your brand**





Thank you!

 @cassandrafaris
#purposefulpersonalbrand

 cfaris@saltstack.com



SALTSTACK®