

PERSONAL BRANDING

Your employees online reputations can affect your organization's bottom line. It's in every company's best interest to make sure that their employees understand how what they post online can impact both their employer and their future professional opportunities. Our training will educate and empower your employees to understand that their personal brand matters. We'll teach them how to create an online personal brand that will make both you and your employee proud.



LEARNING OBJECTIVES

Understand what a personal brand is and how it can affect your future.

Learn what types of social media activity should be deleted from your profiles to protect your brand.

Learn how to define yourself online and determine what you want your brand to represent.

Determine your brand attributes and learn how to keep those attributes consistent across multiple channels and platforms.

Know how to optimize your LinkedIn profile to represent your personal brand and how to use all your social media channels to promote your brand.

CURRICULUM OVERVIEW

Your Personal Brand

What is it?
Why it's important?
Do you need to clean it up?

Defining Your Brand

What makes you unique personally and professionally?
What are your hidden talents?
What do you want the world to know about you?

Designing Your Brand

Your voice
Visual representation
Your brand attributes

Delivering Your Brand

Optimizing LinkedIn to represent you and your brand
Carrying your brand across platforms
Finding opportunities to grow your brand and make a positive and powerful first impression

HELPFUL INFORMATION

**HALF OR FULL DAY TRAINING
OPTIONS ARE AVAILABLE**

CONTACT US



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