

Personal Branding Online



Presented by AthLife
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Educate, develop, and inspire each
Lifelete we work to meet and exceed
their academic and career goals.

Mavericks owner Mark Cuban had draft pick Dennis Smith Jr. go through past tweets to delete 'stupid stuff'



Webinar Overview

What is your personal brand?

Why is it important?

Utilizing social media platforms

Creating your personal brand strategy

Protecting your online presence

Q&A



Your Personal Brand



- Who are you?
- What are you passionate about?
- What are your strengths?
- What does your social media say about you?

Your Personal Brand is important.



- Establish credibility
- Engage in conversations with others who have similar interests

Utilizing Social Media Platforms



Facebook

1.59 billion users

LinkedIn

500 million users

Instagram

400 million users

Twitter

320 million users

Creating your Personal Brand Strategy



Complete profile

Be consistent and
intentional in your
messaging

Engage your audience

Photos and videos grab
attention

Recruit followers

Protecting Your Online Presence



- Reserve your handles across all platforms
- Stay in your lane
- Avoid negative messaging
- Be careful of the company you keep online.
- Understand the privacy functions of the platform
- Monitor your platforms

Take-Aways



Know your brand

Be positive

Stay in your lane

Monitor your platforms

Next Step - Trust Career Partners



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HARRISON**

Q&A



Personal brand is what
people say about you
when you leave the room.

- Jeff Bezos, Founder, Amazon.com