Your Personal Brand

BACKGROUND
Just as companies create brands, individuals do as well. When we see different company brands we immediately think of what we know about them, what their image conveys. A clothing company may want their image to be that for the successful business person, the cool kid, or worn by athletes. Food companies may want their brand to be known for their excellent taste, quality, or freshness. Brands are built on what people know, see and hear. A personal brand is what others think of when they see you based on their perception of you. The way we interact with people, the way we carry ourselves and our social media presence are all a part of our personal brand.

Merriam-Webster Definition: Brand noun \'brand\': a category of products that are all made by a particular company and all have a particular name.
:a particular kind or type of something
:a mark that is burned into the skin of an animal (such as a cow) to show who owns the animal.

WHAT TO DO
Activity: Identifying a Brand
In small groups pass out the sample social media posts and have them review the posts. In their small groups have them discuss:
- What do you think about the person who posted this?
- What does this post say about them?
- What are the potential outcomes of posting something like this?

Have the groups come back together and share their posts and what their opinion is of the individual who posted the example.
Activity: Discussion of what is a brand?
Discuss as a group what is a brand? When we think about particular brands, we think about the image it conveys. Potential talking points:

- Nike is a well-known brand. What do we think of when we see the Nike swoosh?
- If someone is wearing Nike clothes what does that say about the individual?
- The name and emblem of 4-H is a brand.
  - What does it mean to people when they see the name 4-H or see the clover?
  - What does it mean to someone when you say you are a 4-H member?

TALK IT OVER
Reflect:

- Thinking back to examples you saw before and thinking of a personal brand, does this change what you think the potential outcomes are?
- How could these posts impact their lives and their personal brand?
- Would this hurt them in a court of law?
- Why is it important to have a quality brand?

Apply:

- What does your social media presence say about you?
- What is the brand you’re creating?
- Would you let me/teacher/employer/parent/scholarship selection committee see your social media profiles right now?
- What can you do to positively brand yourself?

Please take time to complete the Participant and Facilitator evaluations, found online at go.osu.edu/TeenLeadership20.

Considerations for Conducting Virtually:

- Create separate files of the three social media posts, along with the three questions to discuss.
- To distribute to participants, either:
  - Identify group leaders prior to the meeting and send them their group’s post via email
  - Or, assign group numbers and upload the files in the chat and have each group download their post.
- Once you have ensured that at least one person per group has a sample social media post, divide the participants into breakout rooms to discuss the three questions.
- As groups are sharing to the larger group their thoughts on the posts, screenshare the post for everyone to see.
SAMPLE Social Media Posts

**Salty Steve**
32 mins

Turned in my paper with 3 minutes to spare. #early #beststudentever

**Salty Steve**
32 mins

Man I could really go for a drink right now!

**Salty Steve**
32 mins

Only 2 more hours before I can leave this effing job.

**Salty Steve**
32 mins

It’s amazing how much an individual can learn in a time span of one week. I am so thankful for this opportunity to spend time learning how amazing different cultures really are.

**Salty Steve**
32 mins

There is nothing positive to say. Life isn’t positive.

**Salty Steve**
32 mins

I can’t wait to graduate. I’m so over this place and these people.

**Salty Steve**
32 mins

Can’t wait to see everyone at John’s party this weekend!!!
Salty Steve

This is what happens when you don't shut up!!!

Dont panic everyone it was only for a minute but hasn't barked since...
POINT MADE!!!

2 Likes 3 Comments 7.6k Shares

Salty Steve

added 2 new photos.

November 22 at 11:00pm

So on Friday I'm driving home from practice and decided to stop and take a picture. I have never seen the sky this pretty before, glad I got to capture the moment.
Man I could really go for a drink right now!

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This is what happens when you dont shut up!!!

Salty Steve
Yesterday at 5:54am -
Don't panic everyone it was only for a minute but hasn't barked since...
POINT MADE!!
2 Likes 3 Comments 7.6k Shares

Salty Steve
November 22 at 11:00pm -
So on Friday I'm driving home from practice and decided to stop and take a picture. I have never seen the sky this pretty before, glad I got to capture the moment.