Teen Leadership 20

Intended Audience:
- Teens

Lesson Objectives:
Participants will:
- Identify what is a brand.
- Understand how they carry themselves builds a personal brand.

Time: 20 minutes

Equipment and supplies:
- Copies of sample social media posts.

Do Ahead:
- Print copies of the "Sample Social Media Posts"
- Review different types of brands to have as examples

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* \ˈbrand\: 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.

THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

Sources:
Meriam-Webster (n.d.). Brand. Retrieved January 25, 2016, from http://www.merriam-webster.com/dictionary/brand

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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

Like   Comment   Share

Salty Steve
32 mins

Man I could really go for a drink right now!

Like   Comment   Share

Salty Steve
32 mins

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

Like   Comment   Share

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.

Like   Comment   Share

Salty Steve
32 mins

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

Like   Comment   Share

Salty Steve
32 mins

I can't wait to graduate. I'm so over this place and these people.
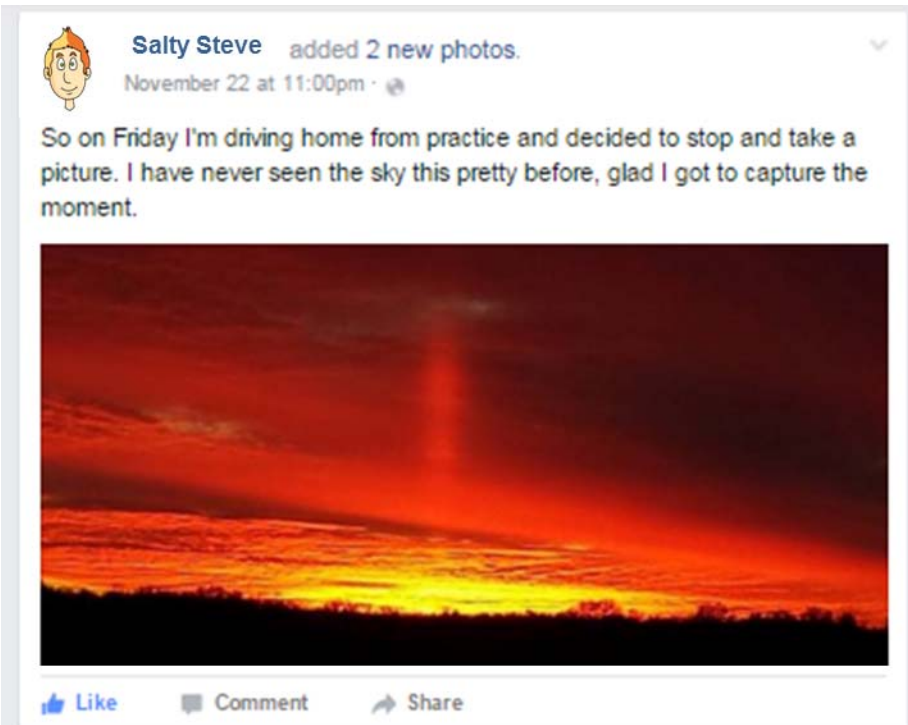
Like   Comment   Share

Salty Steve
32 mins

Can't wait to see everyone at John's party this weekend!!!

Like   Comment   Share

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

Salty Steve
Yesterday at 5:54am ·

Dont panic everyone it was only for a minute but hasnt 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.

Like   Comment   Share

Verizon   14:19

Instagram

saltysteve15   26m

a$kicker   47m

13,158 likes

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32 mins · 👥

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👍 Like   💬 Comment   ➦ Share

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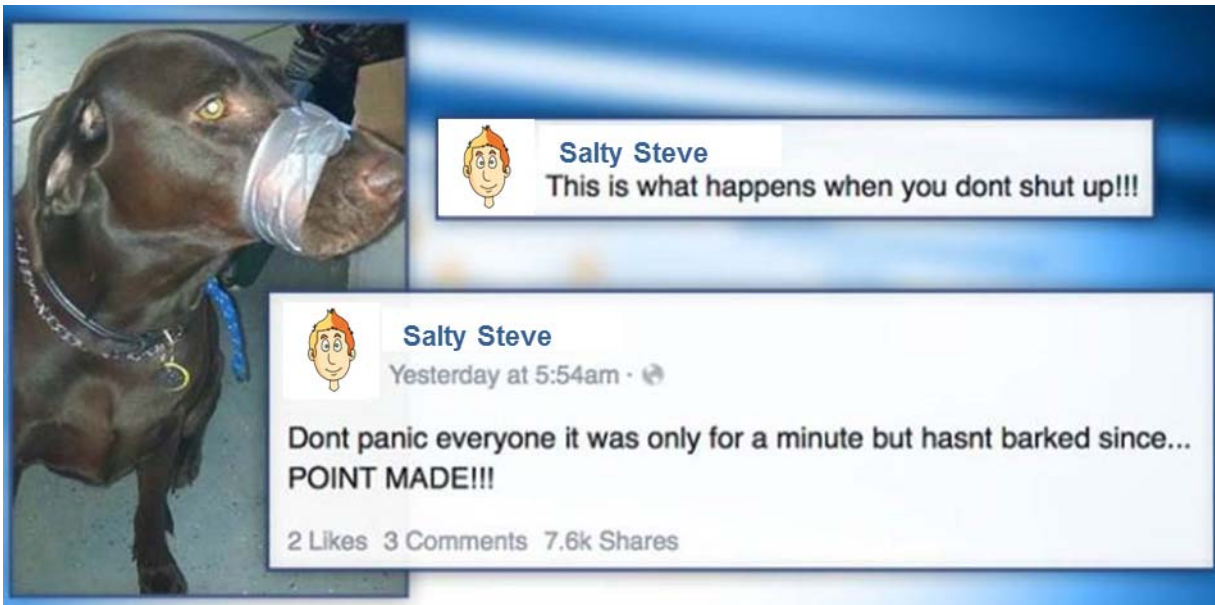👍 Like   💬 Comment   ➦ Share

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