The Strategies and Tactics Used to Create a Successful Personal Brand:

The Implications For Career Development In Public Relations

A Senior Project

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Abstract

       With the technology and access to information that is available in today's day and age, people are learning to become more cautious in how they are presenting themselves. In a professional sense, it is important that people are aware of the image they portray and that they are doing so in a consistent manner. Professionals can do this by defining their own personal brand in order to benefit their career and demonstrate who they are as an individual in a consistent manner. This project will study how one can be effective in creating their own personal brand and what strategies and tactics should be used. Furthermore, it will focus on the benefits a personal brand can have for professionals in the field of public relations.

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Chapter One

Introduction

Statement of the Problem

This study focuses on the importance of developing a personal brand when striving for a career in public relations. Specifically, what strategies and tactics professionals should be using in order to meet their target audiences. With the technology available today, the outlets for communication are endless. Furthermore, individuals are able to market themselves completely for free.

By establishing a personal brand, individuals are able to use themselves as an example to potential clients and employers. Furthermore, maintaining their own brand allows them to create a network and identity that is recognizable to whoever they choose. Current technology is changing the ways they are able to do this and the concept of personal branding is continually evolving.

Background of the Problem

The concept of personal branding is a vast area of ideas and exploration. It can be done in many different ways and for a variety of reasons. While there is no concrete set of guidelines on how to develop a personal brand, it can be done poorly or successfully.

When created by a public relations professional, well-known marketing and communication techniques are commonly used. Furthermore, the brand is developed much like a brand for a client would be done. However, learning how to market oneself is important in order be recognized by clients.

Purpose of the Study

As technology and the competition within the job market continues to grow, personal branding is becoming more and more relevant among professionals. The fast growth of the Internet has allowed people access to market themselves freely and to whatever audience they please. In addition, the birth of social media has made personal branding more of a necessity than a hobby.

Furthermore, as the number of new professionals increases it has become more important for individuals to market their skills and make themselves stand out among the rest. Overall, this study looks into how a personal brand is important for these reasons and the effective ways professionals can do so.

Setting for the Study

This study will be done as part of the research for a senior project at California Polytechnic State University, San Luis Obispo. Data will be collected, findings will be implemented in the development of a personal brand and finally will be evaluated by industry professionals.

Research Questions

The following research questions were used to examine the literature on the topic of personal branding and how it applies to public relations professionals. The questions were developed after reviewing existing literature and available information on the topic.

1. What defines a personal brand? More specifically, what elements create a personal brand?

2. How is having a personal brand beneficial for public relations professionals?

3. What strategies are used to create an effective personal brand?

4. What are the tactics used to promote a personal brand?

5. What are some examples of successful personal brands?

6. How does one maintain their personal brand? (Discuss difficulties)

7. How does one evaluate the effectiveness of their personal brand?

Organization of Study

Chapter One includes the statement of the problem, the purpose of the study and the research questions used. Chapter Two discusses the trends of personal branding and how a brand can be developed for professional use. Chapter Three presents the methodology of the study. In Chapter Four, the findings from the study are recorded and are organized based on the original research questions, which will then be compared to the literature that has been reviewed. Finally, Chapter Five will summarize the study and analyze the experience of creating a personal brand in order to give recommendation to professionals in the public relations industry.

<center>**Chapter Two**</center>

<center>*Literature Review*</center>

The literature review describes the existing research on creating a successful personal brand with a focus on the strategies and tactics used when developing a career in public relations.

The Defining Elements of a Personal Brand

According to Manel (2014) personal branding happens in three phases. First, those creating an individual brand have to differentiate themselves while meeting the expectations of a target market. The second phase is to actively communicate the brand through chosen management techniques. The third phase involves evaluating the brand's effectiveness in competing in one's job market.

While some may consider personal branding a type of bragging, Tom Peter's notes that it is extremely important to have a specific brand, particularly on social media, in his book *The Brand Called You.* Furthermore, how you are portraying yourself on these mediums is what creates a individual brand.

The Kelly Global Workforce Index (2011) notes the most important aspects of creating an identity and how they are becoming more of a necessity in the workforce. Verbal communication skills are considered the most pertinent in personal branding, followed by resumes, technical knowledge, writing abilities, personal appearance, and finally use of social media. Each of these elements effectively create a personal brand.

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Benefits of a Personal Brand for Public Relations Professionals

Simply put by Stein (2013) people and their careers are marked by brands. Whether seeking to stand out in the competitive job market or be noticed in a current workplace, a personal brand is essential. In order to create this brand, one must choose self-discovery in order to understand what to market.

Williams (2007) acknowledges that brand development is important for public relations professionals in order to be recognized by their profession rather than the organization that they work for. Williams also argues that PR professionals' brands should be classic, timeless and associated with some emotion therefore you become relatable to potential clients in a simplistic way.

Strategies Used to Create a Successful Personal Brand

The key element in creating a personal brand is to strategically create the expectation that appeals to the target audience. Henny (2007) argues that when consumers understand a brand, they know who they are asking and what you can do based on your branding. Furthermore, this makes the consumer's expectation very high because they are able to clearly understand what you can do.

However, if this expectation is not met it leaves the consumer confused and disappointed because they were essentially lead on and then let down. This means that not only was the strategy inefficient, but the target audience may not have been identified correctly.

Tactics Used to Promote a Personal Brand

In his book *The New Rules of Marketing and PR* Scott (2013) states that personal brand promotion heavily relies on social media and the Internet. These platforms can be used not only as displays of one's brand but also to network amongst like-minded individuals, potential clients and the public as a whole.

Scott also states that consistency and relevance is important when it comes to promotion. For example, taking current events and relating them to a personal brand can increase search ability and relatedness. In addition, this also allows one's brand to remain consistent and accessible to followers and target audiences because they can relate it to their own lives and the world around them.

Examples of Successful Personal Brands

laurenconrad.com

davidmeermanscott.com

oliviagoree.com

How One Maintains Their Personal Brand

Maintaining a personal brand aligns closely with the strategies and tactics used to create and promote a personal brand. As stated before, Scott (2013) reflects on the importance of consistency in order for one's brand to remain relevant. In addition, staying current with trends of the defined target audience maintains the brand's currency.

The different platforms of the brand such as chosen social media outlets, the individual's resume and most importantly one's relationships need to be kept updated and positive to maintain credibility of the brand. Whether seeking a job or

standing out in a current position, currency and consistency and the crucial factors in maintaining a personal brand.

How One Evaluates the Effectiveness of Their Personal Brand

An effective personal brand can be evaluated by it's platforms and professionally. When analyzing a brand through it's platforms many things can be considered that show it's success. For example, one's resume can demonstrate the accomplishments and abilities of the individual. In addition, the traffic and activity online shows consistency and interaction between the brand holder and the target audience. Most simply, the creativity of one's brand can demonstrate it's appeal, or lack of, to the target audience as well.

By having the brand in this project evaluated by professionals at the conclusion, it's effectiveness can be measured and what is included can be decided as effective or not.

<div align="center">**Chapter Three**</div>

<div align="center">*Methodology*</div>

This chapter discusses the methods used to collect data for the study in determining what creates an effective personal brand. It contains the collection and presentation of the data, as well as the delimitations.

Data Sources

For this study, a range of opinions will be collected in order to evaluate the success of the personal brand created. A questionnaire will be distributed to approximately 15 individuals with diverse backgrounds so they can examine and critique the brand. The questionnaire is developed to determine whether the brand can be determined as successful or not.

Participants

The participants in this survey are a group of young professionals from California Polytechnic State University ranging from backgrounds in engineering to marketing and communication. This diversity is important because public relations can be applied to any organization, therefore being able to appeal to multiple people is crucial. In addition, their different backgrounds allowed for beneficial critique and improvements that were made based on their personal experiences as well as their knowledge of different subject areas.

Questionnaire Design

The following survey was given to all participants involved in the data collection after observing the personal brand created for this study:

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1. What is your area of study?
2. How would you define a personal brand?
3. Why do you think having a personal brand is necessary for a professional in any career?
4. What strategies are being used to present the brand?
   a. Personal Website
   b. Blog
   c. Facebook
   d. Instagram
   e. Pinterest
   f. Twitter
5. Has it been presented successfully?
      i. Yes
      ii. Somewhat
      iii. No
6. What was the most effective area of the brand?
   a. Social Media
   b. Personal Website
   c. Resume
   d. Other
7. Please name a brand or person that comes to mind when you think of a successful personal brand
8. What would you change or do differently in order to make this brand more effective?
9. On a scale of 1 to 10 (10 being the best) how would you rate the effectiveness of this brand in terms of understanding what the individual has to offer?

Data Collection

The method of data collection for this study was the distribution of a survey to 25 individuals with varying knowledge of personal branding. Some had little

or no knowledge on the subject but were able to evaluate the brand's overall effectiveness, as would a potential client might in the future. However, some did have knowledge on branding and communication skills and were able to evaluate it based on prior knowledge and comparison, providing constructive criticism with those skills in mind. The survey was distributed during March 2015 at California Polytechnic State University.

Data Presentation

The data collected from the survey is presented in a table of responses from participants. In addition, two examples of the brand elements are included. One sample of before the survey was distributed as well as one after, containing changes based on the constructive criticism received. The overall improvement of the brand demonstrates the effectiveness of the data collected based on peer review.

Delimitations

One limitation of data collection in this study is a small respondent pool. Due to time and budgetary restraints, gaining a larger survey response was difficult. In addition, because data was collected through a survey rather than more of an interview, probing deeper into participant's responses was not an option. Lastly, some of the responses of the participants were opinion based, therefore making it difficult to evaluate the overall effectiveness because only a handful of opinions were collected.

Chapter Four

Data Analysis

Chapter Four will analyze the results of the survey answered by fifteen respondents. The data was collected through an anonymous online survey offered to young professionals studying at California Polytechnic State University. The data is presented in summary based on the questions asked and the complete table of answers can be found in Appendix A. The respondent's answers will then be analyzed compared to the existing literature on personal branding that was studied in Chapter Two.

Participants

Those who partook in the personal branding questionnaire are current students at California Polytechnic State University. The survey was offered through the Cal Poly Facebook page, which you must have a calpoly.edu email address in order to be a part of. Students were able to take the survey at their own will and remain anonymous, only disclosing their area of study. The outreach was able to obtain fifteen responses.

Summary of Questionnaire Responses

The following contains a summary analysis of all the responses to each question in the survey. The individual answers can be found in Appendix A.

1. What is your area of study?

Question number one was asked in order to have a better understanding of who was responding and examine how answers may relate to their different backgrounds.

The results show a wide variety of areas of study ranging from journalists to biologists. This diverse group of answers shows that personal branding can seen and used across multiple professions. Furthermore, the analysis of the brand created in this project received a differing range of opinions overall benefitting the critiques given.

2. How would you define a personal brand?

Question number two gave respondents a chance to show what they consider a personal brand to be and a better idea of how they might have analyzed the brand in this study.

Along with the areas of study, there was a range of what a personal brand is considered to be. However, generally all respondents stated that a personal brand is a way for an outside party to see who someone is. Many respondents mentioned that it is done mainly for professional purposes and to showcase their career.

3. Why do you think having a personal brand is necessary for a professional in any career?

Question number three was asked to see what respondents think of the concept of personal branding and the level of importance it may have to them. Furthermore, it was asked to gain more knowledge on how much they know about personal branding and if they see any relevance in their particular area of study.

Majority of the respondents stated that having a personal brand is important for the use of potential employers. The wording of the question could have swayed the responses by mentioning "professional career" in addition to the knowledge that all of the respondents are college students. This suggests that future employment is very imminent to those who answered the questionnaire.

4. What strategies are being used to present the brand?
   a. Personal Website
   b. Blog
   c. Facebook
   d. Instagram
   e. Pinterest
   f. Twitter

Question number four was a chance for respondents to define what areas stood out to them in the brand created for this study. Furthermore, it suggests the platforms of the brand that are stronger than others.

Each respondent answered that the personal website was the main strategy being used in this brand. Facebook, Instagram and Pinterest had a relatively even

and high distribution as far as respondents selecting their presence. The blog and twitter were hardly selected, if at all, showing that they are not prevalent in this brand despite their existence.

5. Has it been presented successfully?

      i. Yes

      ii. Somewhat

      iii. No

Question number five was gave respondents the opportunity to rate the brand in this study. This rating can then be used to reflect on the overall effectiveness of the brand and areas that it can be improved.

Not one respondent answered that the brand was not presented successfully. Majority of the answers were "yes" and those who answered "somewhat" tended to be those studying in the area of liberal arts. This may suggest that they have more knowledge on the subject of personal branding and therefore were more critical. In the end these responses suggested that the current areas of the brand should be maintained because they are successful however there is always room for improvement.

6. What was the most effective area of the brand?

      g. Social Media

      h. Personal Website

      i. Resume

      j. Other

Question number six was another opportunity for respondents to rate which platform of the brand stood out to them as being the most effective. The options available are only a broad description of the elements of the brand.

The responses to this question varied, however the majority selected either the personal website or social media. The personal website seems logical because it was the first place respondents made observations, and then it lead them to the other outlets. In addition, the website is the outlet that allows for the most creativity. Social media was the other popular choice assuming that it is the most familiar area to the wide range of respondents.

7. Please name a brand or person that comes to mind when you think of a successful personal brand.

Question number seven was asked in order to get a sense of what the respondent considers to be a successful personal brand. In addition, it may show what they were comparing the brand in the study to when formulating their answers.

The responses to this question showed that many of them think of a brand rather than a particular person because many companies were named. However, this shows that the respondents have a sense of what makes a successful brand considering that all the companies named are very well known. In addition, these responses support the ranging personalities because there were no identical answers.

8. What would you change or do differently in order to make this brand more effective?

Question number eight was designed to offer feedback and critique on what should be changed or done differently to the brand created for this study in order to increase it's effectiveness.

Again, this question offered a variety of answers but there was a high number of suggestions stating to keep the brand updated and more accessible. This shows that the brand has the potential to be more prevalent to potential audiences if broadcasted more. In addition, updating it more regularly would make a difference to the audience.

9. On a scale of 1 to 10 (10 being the best) how would you rate the effectiveness of this brand in terms of understanding what the individual has to offer?

Question number nine was another chance for the respondents to rate the effectiveness of the brand in a more straightforward way.

Many of the respondents answered between seven and eight suggesting that the brand is successful and effective but not completely top notch. This shows that certain areas can be improved and updated more frequently.

Personal Branding Research Questions

Research Question One: What defines a personal brand? More specifically, what elements create a personal brand?

- Personal branding happens in three phases, the first requires an individual to differentiate themselves from others to their target market. Second, they must actively communicate the brand through chosen techniques and third they must evaluate, as suggested by Manel (2014).

Research Question Two: How is having a personal brand beneficial for public relations professionals?

- Personal branding is important for PR professionals because having their own brand allows them to differentiate from the organization they work for and instead be recognized by their profession according to Williams (2007).

Research Question Three: What strategies are used to create an effective personal brand?

- Henny (2007) argues that when consumers understand a brand and what is being offered, the brand is very appealing. They key strategy is to create an expectation that appeals to your brand's target audience.

Research Question Four: What are the tactics used to promote a personal brand?

- Scott (2013) suggests in his book *The New Rules of Marketing and PR,* that successful personal branding relies on it's presence on social media and the

Internet. In addition, staying up to date and consistent on these platforms adds credibility.

Research Question Five: What are some examples of successful personal brands?

- Successful personal brands based on the findings from research previously stated include:

    o Lauren Conrad (laurenconrad.com)

    o Olivia Goree (Oliviagoree.com)

    o David Scott (davidmeermanscott.com)

- All of these brands appeal to a specific target market and have a unique way of doing so that allows them to stand out among others in their categories. Furthermore, they all have a presence on different social media and are current on these platforms.

Research Question Six: How does one maintain their personal brand? (Discuss difficulties)

- Similar to what Scott (2013) suggested before, remaining current and consistent with a brand is the most beneficial way to maintain it. Staying up to date with current trends of the target audience is crucial. This consistency also proves to be the biggest difficulty because maintaining a brand is a full time job. If ample time is not dedicated to do so each day the brand can suffer.

Research Question Seven: How does one evaluate the effectiveness of their personal brand?

- Scott (2007) admits that there are many ways to evaluate the success. Perhaps the most beneficial way to do so is to examine the following that a brand has and surveying the effect it has on those followers. The creativity and consistency within the brand maintains it's following and the brand's success can be measured through this effectiveness.

Personal Branding Data

For this study, the information gathered about personal branding similarly reflects the information gathered in the survey conducted. The study compares research that was gathered and implemented and then how it is perceived by a random audience. The success of the implementation can be measured through an analysis of the participants' responses compared to the original research.

Research Question One: What defines a personal brand? More specifically, what elements create a personal brand?

The research studied shows that a personal brand is defined through three phases including differentiation from others in the target market, active communication of the brand and lastly evaluation. The elements that create the brand are chosen by the individual and can vary according to Manel (2014).

When respondents were asked how they would define a personal brand the overall consensus was that a personal brand is a way for someone to show who they are, specifically in their career. It provides a way to display their achievements and differentiate themselves from others that they may be working with. Between the

research gathered and the data collected, this study shows that a personal brand is a way for people to showcase themselves in a creative way.

Research Question Two: How is having a personal brand beneficial for public relations professionals?

Experts have concluded that a personal brand is important for public relations professionals because it is a way for them to differentiate themselves from others they may be competing with, stated by Williams (2007). According to the survey respondents, a personal brand is important to any professional career because it allows potential employers to see what the individual has to offer. This study shows that a personal brand is considered beneficial by most for job searching as well as a consistent and updated platform of accomplishments.

Research Question Three: What strategies are used to create an effective personal brand?

According to Henny (2007), when consumers understand what a certain brand has to offer, that brand then becomes very appealing to them. In questions four and five of the survey, respondents were given a list of strategies used to promote the personal brand in this study and then asked which ones they thought were used successfully. The most common answer was the personal website, suggesting that it was the strongest because it leads to all other platforms of the brand including social media, resume, etc. Respondents also found the brand to be overall successful in presenting the material and gave similar critiques that were easily fixable.

Research Question Four: What are the tactics used to promote a personal brand?

Staying up to date and consistent on social media and the internet is how a brand stays successful according to Scott (2013). Majority of the respondents to the survey in this study agreed that the personal website and social media platforms were the most effective areas of the brand. However, one critique that was repeated a few times was the consistency of the brand and more updates could benefit the brand overall.

Research Question Five: What are some examples of successful personal brands?

People with successful personal brands that were reviewed for this study included Lauren Conrad, Olivia Goree and David Scott. The thing that all three of these brands have in common is a strong online presence that is continually being updated. When the survey asked participants to name a brand they think is successful, many named products rather than people. This could suggest their lack of familiarity with what a personal brand is or simply successful marketing for those particular products. In conclusion, there was not much overlap in the research gathered compared to the data collected as to who is considered to have a successful personal brand.

Research Question Six: How does one maintain their personal brand? (Discuss difficulties)

Scott (2013) also suggests that remaining current and consistent is how to uphold the success of a brand. By staying up to date, the audience is always presented with something new which keeps them coming back. When respondents were asked what they would do in order to make the personal brand studied more effective, the overall consensus was that there is a lack of consistency and more constant updates would add credibility to the brand. Between the research and data, it is easy to conclude that consistency is the major factor in maintaining a personal brand.

Research Question Seven: How does one evaluate the effectiveness of their personal brand?

Evaluating the success of a brand is done through it's followers according to Scott (2013). By surveying them and getting their opinion, one is able to evaluate the strong and weak elements of a brand. This research was directly implemented in this study by asking participants to rate the effectiveness of the brand after reviewing it, and to clarify any areas they thought could use improvement.

Chapter Five

Discussion and Recommendations

Summary

The goal of this study was to evaluate the importance of personal branding for public relations professionals and the strategies and tactics used in order to have a successful brand. It was concluded that in order for a brand to be successful it must be consistent and creative. It is important for the personal brands of PR professionals to appeal to a wide array of audiences because the profession is applicable to all fields. In order to evaluate the brand created in this study, a survey was distributed to a random and diverse group of participants who observed the brand and then took the survey.

The survey given to participants was developed around the following seven original research questions that were created to understand the importance of having a personal brand:

1. What defines a personal brand? More specifically, what elements create a personal brand?

2. How is having a personal brand beneficial for public relations professionals?

3. What strategies are used to create an effective personal brand?

4. What are the tactics used to promote a personal brand?

5. What are some examples of successful personal brands?

6. How does one maintain their personal brand? (Discuss difficulties)

7. How does one evaluate the effectiveness of their personal brand?

Discussion

Through the analysis of the questionnaire responses in Chapter Four as well as the data analysis in Chapter Two, the following conclusions can be made about the original research questions.

Research Question One: What defines a personal brand? More specifically, what elements create a personal brand?

Respondents to the survey concluded that a personal brand is a way for an outside party to understand who someone is professionally. In addition, research found that a personal brand must have a defined target audience, it must be actively communicating to this audience and it must be evaluated for success and areas of improvement.

Research Question Two: How is having a personal brand beneficial for public relations professionals?

Research collected stated that having a personal brand is a way for professionals to differentiate themselves from the organization they work for and display their abilities to a general audience on a personal level. Respondents to the survey agreed that it is a way for someone to showcase their career and accomplishments personally.

Research Question Three: What strategies are used to create an effective personal brand?

Research finds that an effective personal brand is one that appeals to a particular target audience. In regards to the brand used in this study which has an overall more general appeal, respondents found that the personal website and social media outlets Facebook, Instagram and Pinterest were the most effective.

Research Question Four: What are the tactics used to promote a personal brand?

Research states that the most current tactics for promoting a brand are a strong Internet presence, especially social media. This holds true to the answers gathered by the survey. Respondents found the personal website to be the biggest promoter, followed by the social media platforms used.

Research Question Five: What are some examples of successful personal brands?

The brands evaluated in the original research of this study have strong correlation with the examples given by respondents. Many famous professionals with strong and creative messages were used, as well as companies with strong brands that reflect in their business and success.

Research Question Six: How does one maintain their personal brand?

The research gathered from current material, along with the responses to the brand in this study show that consistency and relativity are the key factors that maintain a personal brand. Followers want to see fresh material on all platforms on a regular basis, and this was the biggest critique given to the brand created for this study.

Research Question Seven: How does one evaluate the effectiveness of their personal brand?

Both the research and data collected in the previous chapters of this study state that a brand is considered effective by having a clear and concise message that attracts and maintains followers.

Recommendations for Practice

After completion of this study, the research and data collected suggest specific areas of focus that are essential when developing a personal brand. As learned with the brand created here, there are always areas that can be improved and a personal brand is something that is continually growing.

Define a target audience.

By having a specific audience in mind, one can create their brand around the interests of who they are trying to attract. In addition, by having a specific audience in mind, one is able to evaluate areas of competition and develop their brand in order to make it stand out among the rest. This evaluation allows for creativity and uniqueness, developed by the person in order to differentiate their brand.

Be Consistent.

Through the successful personal brands studied and the critiques given to the brand developed, it is clear that followers want new and fresh content on a regular basis. In order to be successful in doing this, it is important to have a manageable plan for the different platforms of the brand that includes a theme, goals and a schedule, which is maintained by the brand manager.

Study Conclusion

Through the collection of research, data, and by creating a personal brand it can be concluded that having a personal brand is important for professionals, especially those in the field of public relations. It allows a place to showcase abilities and accomplishments separate from a workplace and create a unique

identity that intrigues followers. By being consistent and maintaining this brand, it's

success can be measured and the professional credibility of the individual is

significantly increased. Overall, a personal brand has many beneficial qualities and

is crucial to allow yourself to stand out in the competitive professional world.

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Appendix A

Personal Branding Questionnaire

The following are the results of a survey distributed to fifteen respondents who were asked to evaluate the effectiveness of the personal brand after reviewing www.janemargaretredmond.com.

1. What is your area of study?	2. How would you define a personal brand?	3. Why do you think having a personal brand is necessary for a professional in any career?
Graphic Communication	A creative way for an individual to showcase their talents	It allows people to see the work they are able to do and that they could potentially hire them to do
Information Technologies	A way for people to see what you are able to create and do	To allow potential employers to find and see your work
Liberal Studies	A platform that shows someone's personality and their accomplishments	It is basically a bigger and more detailed version of their resume, overall more creative
Ag Systems Management	Something to show the work you are able to do	For employers and companies to be able to find you and know who you are
Journalism	A way for professionals to showcase and their accomplishments and define who they are as an individual and how that translates into their career	It creates credibility and a place for followers, potential employers, etc. to see what the person is up to and what they are accomplishing in their career
Ag Communication	How someone advertises what they are doing in their professional life	It a way to synchronize all areas of your life so that they tie together and are working in your favor professionally
Liberal Studies	How someone defines themselves in their professional career	It helps them establish who they are to their clients, employers, the public, etc.
Biology	A way for someone to show the projects and accomplishments they've completed	It is helpful when searching for jobs
Dairy Science	How someone shows what they have to offer professionally	To allow potential employers to see what they do
Business	How a person displays who they are on social media	It helps people find them and learn more about that person
Communication	The way a person presents themselves on social media or through a personal website	Having a distinct personal brand lets employers know who you are in more than just an interview
Math	What employers see on social media	If you aren't presenting yourself professionally on social media, potential employers will find that and have second guesses about hiring you
Nutrition	How someone presents themselves online and through social media	Having a personal brand could be important for future employers to get a better idea of who you are
English	A way to show your work to a large audience by having it online	It provides easy access to see what you do for anyone interested in finding it
Journalism	Who someone is and how they present themselves through all platforms whether it be online, in person or any other way	It is necessary for professionals because it causes them to remain consistent which is beneficial to their career

4. Personal Website Portfolio	5. Personal Website Portfolio, Facebook, Instagram, Pinterest	6. What was the most effective area of the brand?
Personal Website Portfolio, Instagram, Pinterest	Yes	Personal Website
Personal Website Portfolio, Facebook, Instagram, Pinterest	Yes	Resume
Personal Website Portfolio, Instagram	Yes	Personal Website
Personal Website Portfolio	Yes	Personal Website
Personal Website Portfolio, Facebook, Instagram, Pinterest	Somewhat	Resume
Personal Website Portfolio, Instagram	Yes	Personal Website
Personal Website Portfolio, Facebook	Somewhat	Personal Website
Personal Website Portfolio	Yes	Personal Website
Personal Website Portfolio, Facebook	Yes	Personal Website
Personal Website Portfolio, Facebook, Instagram	Somewhat	Personal Website
Personal Website Portfolio, Facebook, Instagram, Pinterest	Yes	Personal Website
Personal Website Portfolio, Facebook, Instagram	Yes	Social Media
Personal Website Portfolio, Facebook	Yes	Personal Website
Personal Website Portfolio	Somewhat	Personal Website
Personal Website Portfolio, Facebook, Instagram, Pinterest	Yes	Social Media

7. Please name a brand or person that comes to mind when you think of a successful personal brand.	8. What would you change or do differently in order to make Jane's brand more effective?	9. With 10 being the best, how would you rate the effectiveness of Jane's brand in terms of understanding what the individual has to offer?
Lauren Conrad	Potentially add more work to her online portfolio	8
Apple	Add more diversity to her website and offer more to look at	9
Amy Poehler	Broadcast it more and make it more available for everyone to see!	10
John Deer	Keep it updated	8
Glitter Guide	Add more to the blog and publicize the entire brand more and on a more consistent level	6
Obama	Be more active on all social media channels	7
President Armstrong	Update more of her website, mainly add to the blog to show more personality	7
Chipotle	Add more to her online portfolio	6
SLO Brew	Show it off more	8
Kanye West	Be more active on social media, especially Facebook	6
Classmates	Add more content to the website, maybe a blog	8
Colin Kaepernick	Keep social media clean and presentable	9
Martha Stewart	Maybe more creativity on the website to make it stand out even more	8
Trader Joes	Add more examples of her work	7
Lauren Conrad	Keep it updated	8