

# **CREATING A PERSONAL AND DIGITAL BRAND**

**Residential Education Student Staff  
Rejuvenation**

**Dr. Kelli Burns  
@KelliSBurns**

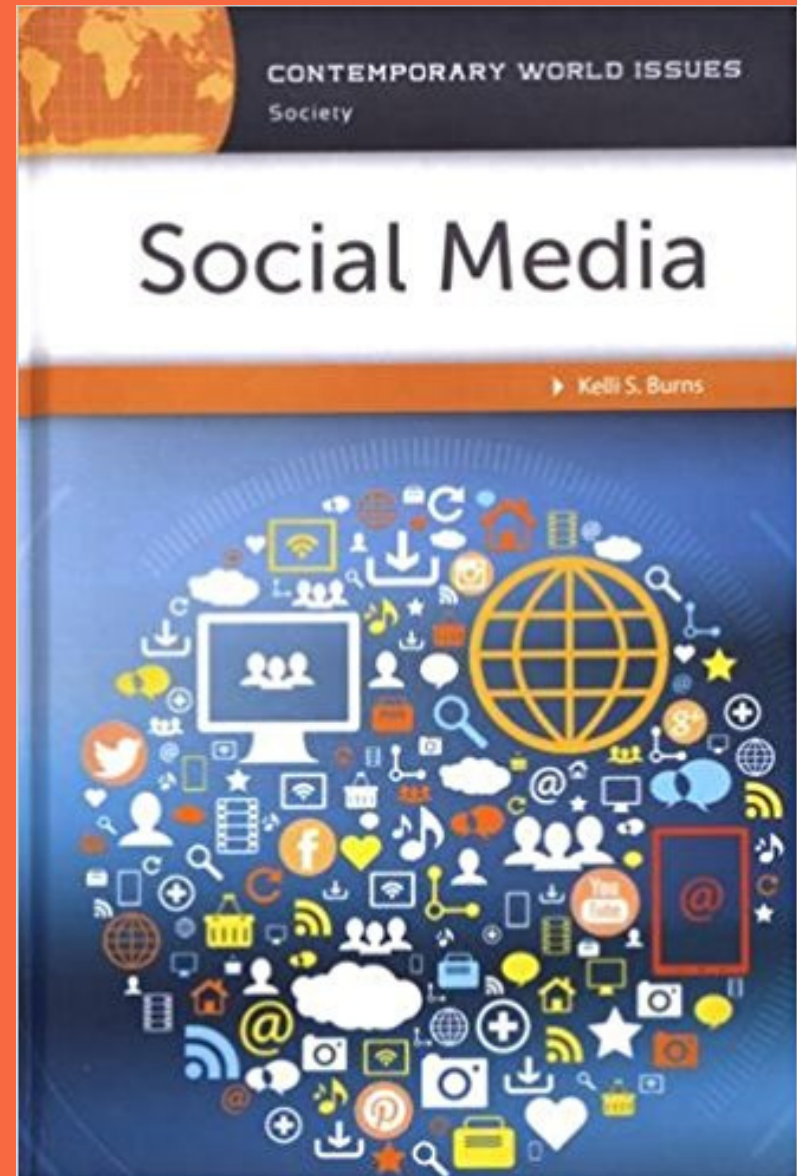
**University of South Florida**

**Spring 2020**

/NEW DIRECTIONS IN MEDIA/

# CELEB 2.0

How Social Media Foster Our  
Fascination with Popular Culture





### Facebook 'listening' claim denied

[www.bbc.com/news/technology-36443](http://www.bbc.com/news/technology-36443)

Jun 3, 2016 - Prof Kelli Burns has denied conversations via the microphones on their phones. It was reported that she had said key words. Prof Burns says there was a ...

### Is Facebook listening? – Kelli Burns

[https://kellisburns.com/2016/06/06/is-](https://kellisburns.com/2016/06/06/is-facebook-listening/)

Jun 6, 2016 - To be honest, I don't know. I'm a communication professor, I shared my expertise about a smartphone tracking what you do on your phone, I can't demonstrate it isn't...

### Facebook is using smartphone

[https://www.independent.co.uk/.../face](https://www.independent.co.uk/.../facebook-is-using-smartphone-to-listen-to-what-people-say-professor-suggests)

May 31, 2016 - All the personal information. The feature has been available for a couple of years. A communication professor at the University of ... Burns has said that the tool ...

### Is Facebook Eavesdropping on Their Users? - Snopes.com

<https://www.snopes.com/.../professor-claims-facebook-is-eavesdropping-on-their-user-...> ▼

Jun 6, 2016 - Kelli Burns, a mass communication professor, was reported as saying that Facebook is listening to user conversations to better target ads.

### No, Facebook doesn't eavesdrop on your phone. But it does spy on ...

[https://www.washingtonpost.com/.../no-facebook-doesnt-eavesdrop-on-your-phone-b...](https://www.washingtonpost.com/.../no-facebook-doesnt-eavesdrop-on-your-phone-but-it-does-spy-on-...) ▼

Jun 6, 2016 - Kelli Burns may go down in history — or at least in Google search — as the professor who claimed, definitively, that Facebook “eavesdrops” on its mobile users. Her comments, reported in a Tampa TV news segment two weeks ago, have sparked a global panic about corporate surveillance and personal ...

### Have you ever suspected that Facebook is listening to your ...

<https://thehackernews.com/2016/06/facebook-microphone-ads.html> ▼

Jun 3, 2016 - Have you ever felt Facebook is showing you very relevant ads about topics you're only discussing around the water cooler? If so, you're not alone. Find this news on the ...



INDY/TECH

## FACEBOOK IS USING SMARTPHONES TO LISTEN TO WHAT PEOPLE SAY, PROFESSOR SUGGESTS



”

**We are CEOs of  
our own  
companies:  
Me Inc.  
To be in business  
today, our most  
important job is to  
be head marketer  
for the brand  
called You.**

“

TOM PETERS





# WHY

- **BUILD PERSONAL REP AND BRAND**
- **EXPAND NETWORK**
- **ATTRACT OPPORTUNITIES**
- **STAY INFORMED ABOUT INDUSTRY**

**A PERSONAL BRAND  
HELPS YOU  
DIFFERENTIATE  
YOURSELF  
BY COMMUNICATING  
YOUR UNIQUE VALUE  
PROPOSITION**

# **STEPS FOR PERSONAL BRANDING**



**TAKE INVENTORY**



**DEVELOP A  
BRANDING PLAN**



**CRAFT YOUR  
IDENTITY**



**CHOOSE TOOLS  
AND CHANNELS**



**CREATE AND  
SHARE CONTENT  
AND ENGAGE**

# TAKE INVENTORY

Review how you are presenting yourself on social media sites.

Google search and alert.



# DEVELOP A BRANDING PLAN

Consider your  
personal goals.

# CRAFT IDEN- TITY

**SOURCE:  
KAREN  
KANG,  
BRANDING  
PAYS**

Core Values	Strengths (Cake)	Personality (Icing)	Brand Image (Cake & Icing)	Brand Promise (Cake & Icing)
1. Thought leadership 2. Accountability 3. Helping others	<i>Hard Skills</i> --Strategic marketing and planning --Market research and analysis	<i>Personality Attributes</i> --Dynamic and direct --Passionate --Personable with a sense of humor	<i>Brand Associations</i> --Patient access expert --Managed care marketing --Change management leader	<i>Rational Value</i> --Patient access thought leader --Managed care marketing strategist --Team performance
<i>What I love doing</i>  Helping patients gain access to the therapies they need	<i>Soft Skills</i> --People management --Team leadership --Adaptability --Cross-functional networking	<i>Type of leader, worker, friend</i> --Leads by example --Accountability is key --Mentors well --Honest	<i>External Image</i> --Professional, but warm appearance --Confident --Connected --Social and likeable	<i>Emotional Value Others feel...</i> --Empowered by my leadership --Confident of results --Valued
<i>My life/ career dreams</i>  Health care advocate who helps close the gap in health care disparities	<i>Expertise</i> --Patient access --Managed care marketing --Change management --Master's degree Health Services Administration	<i>Brand Metaphor</i> Ellen DeGeneres  --Warm, witty, and smart --Comfortable in own skin	<i>Relationship Image</i> --Trusted partner --Willing to help --Puts others at ease	<i>Brand Experience</i> Patient access leader who builds and empowers teams to achieve results in a supportive environment

# CRAFT YOUR IDENTITY WITH A GREAT HEADSHOT



**Rebekah Radice**

@RebekahRadice FOLLOWS YOU

Smiling  
Squinting  
Asymmetrical  
Head/Shoulders or  
Head/Torso  
Facing camera (or looking  
left)

<https://blog.bufferapp.com/best-profile-picture-science-research-psychology>

# **CHOOSE SOCIAL MEDIA BRANDING TOOLS AND CHANNELS**



**LINKEDIN**



**TWITTER**



**WEBSITE/BLOG**



**ONLINE  
PUBLISHING OR  
PODCASTING**



**CONNECT  
EVERYTHING**

# **LINKEDIN TIPS**



**GREAT  
HEADSHOT**



**DESCRIPTION  
INSTEAD OF TITLE**



**COMPELLING  
SUMMARY**



**PERSONALIZED  
URL**



**LINKEDIN  
HEADER**



# LINKEDIN TIPS

## Google: LinkedIn Profile Checklist - College Students

## Google: LinkedIn Building a Great Student Profile



## LinkedIn Profile Checklist

☐ **PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

☐ **HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

☐ **SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

☐ **EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

☐ **ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao. The header includes the LinkedIn logo, a search bar, and the text 'Search for people, jobs, companies, and more...'. The profile picture is of a young man with dark hair. The name 'David Xiao' is prominently displayed, followed by the headline 'Econ Major and Aspiring Financial Analyst' and the location 'San Francisco Bay Area | Financial Services'. Below this, the 'Previous Education' section lists 'Berkeley Ventures' and 'University of California, Berkeley'. There are buttons for 'Improve your profile' and 'Edit Profile', and a connection count of '153 connections'. The 'Background' section is expanded, showing a 'Summary' with a paragraph about the user's interests in economics and entrepreneurship. The 'Experience' section lists a 'Venture Capital Internship' at 'Berkeley Ventures' from May 2013 to September 2013. Below this is a photo of a presentation titled 'INTRODUCTION TO VENTURE CAPITAL'. The 'Organizations' section lists 'Berkeley A Capella' as a 'Lead Singer' from March 2012 to the present.

**David Xiao**  
Econ Major and Aspiring Financial Analyst  
San Francisco Bay Area | Financial Services

Previous Education  
Berkeley Ventures  
University of California, Berkeley

153 connections

www.linkedin.com/in/davidxiao/ Contact Info

**Background**

**Summary**

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

**Experience**

**Venture Capital Internship**  
Berkeley Ventures  
May 2013 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.

**Organizations**

**Berkeley A Capella**  
Lead Singer  
March 2012 – Present

Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

# TWITTER TIPS

Twitter Chats:

<https://www.tweetreports.com/twitter-chat-schedule/>

Search Bios:

[FollowerWonk.com/bio](https://FollowerWonk.com/bio)

Hashtag suggestions:

[Ritetag.com](https://Ritetag.com)



**FOLLOW  
EXPERTS AND  
ENGAGE/SHARE**



**PARTICIPATE IN  
TWITTER CHATS**



**SHARE YOUR  
OWN CONTENT**



**USE HASHTAGS**



**CREATE LISTS**



**TWITTER BANNER**

# WEBSITE TIPS

Check out  
[GermainLouie.com](http://GermainLouie.com)



**WORDPRESS,  
SQUARESPACE,  
WIX**



**GET YOUR URL**



**BIO**



**RESUME**



**ACCOMPLISHMENTS**

# **PUBLISHING AND PODCASTING IDEAS**



**LINKEDIN  
PUBLISHING AND  
POSTS**



**SLIDESHARE**



**GUEST POSTING**



**PODCASTING**

# CREATE VISUAL CONTENT

Canva  
Powtoon  
Slidebean  
Adobe Spark  
Haiku Deck



DR. KELLI S. BURNS  
PRESENTATION TO  
WOMEN IN PUBLIC FINANCE  
FLORIDA CHAPTER

4/25

**SOCIAL MEDIA  
BRANDING AND  
PRIVACY**

Steinbrenner Field



# **SOCIAL MEDIA SHOULD BE SOCIAL**



**LIKE, COMMENT  
ON, AND SHARE  
THE CONTENT OF  
OTHERS**



**SHARE/RETWEET  
CONTENT THAT  
YOU THINK WOULD  
BENEFIT/INTEREST  
YOUR FOLLOWERS**

# **MAKE BRANDING PART OF YOUR LIFE**



**INCLUDE IT IN  
YOUR TO-DO LIST**



**READ ARTICLES,  
STAY UPDATED**



**ALLOT TIME FOR  
IT IN YOUR SCHED**

# THANK YOU

KELLI S. BURNS, PH.D.  
ASSOCIATE PROFESSOR  
UNIVERSITY OF SOUTH FLORIDA



@KELLISBURNS



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