

**SOCIAL MEDIA:
WHAT'S YOUR BRAND?**

Lanie Baudouin

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“Regardless of their age, people have become so comfortable and complacent with their social media, that they forget the impact it has on how others perceive them.”

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WHAT WE'RE NOT GOING TO DISCUSS...



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- 01. PERSONAL BRANDS ON SOCIAL MEDIA
- 02. ASSESSING YOUR BRAND
- 03. CONSEQUENCES AT WORK
- 04. APPLYING THIS IN YOUR COMPANY



TABLE OF CONTENTS

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A slide with a large pink rounded rectangle in the center. The text "01. WHAT IS A PERSONAL BRAND ON SOCIAL MEDIA?" is written in white. The background features decorative pink lines and dots. The "gainey's" logo is in the bottom right, and "THE PRECAST SHOW" logo is in the bottom right corner of the slide area.

01. WHAT IS A PERSONAL BRAND ON SOCIAL MEDIA?

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A slide with three large pink question marks in the center. The text "WHAT IS A BRAND?" and "When I ask you to describe someone's brand, what comes to mind?" is on the left. The "gainey's" logo is in the bottom right, and "THE PRECAST SHOW" logo is in the bottom right corner of the slide area.

WHAT IS A BRAND?

When I ask you to describe someone's brand, what comes to mind?

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HELLO
MY NAME IS

HELLO
MY NAME IS

HELLO
MY NAME IS

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**HOW DOES THAT CARRY
OVER INTO SOCIAL MEDIA?**

What you share on social media is what people associate you with when they think of you, but don't interact with you very often. Your status updates become your brand to those people in your friends list.

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02. HOW CAN YOU ASSESS YOUR BRAND?

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CONDUCT AN AUDIT


Audit what you've posted on social media and take a step back to think about how your posts would be perceived by a stranger viewing your profile.

AUDIT

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EVALUATE YOUR PRIVACY SETTINGS

You all know that you can only control so much once you put something on the internet. You've all heard that once you post something it's on the internet forever, but do you understand how far that statement goes?



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03. WHY DOES THIS MATTER AT WORK?



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SOCIAL MEDIA IS A TOOL!

Marketing

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THE CUSTOMERS' PERSPECTIVE
Satisfied Customers
≠
Loyal Customers

THE POTENTIAL EMPLOYEES' PERSPECTIVE
When you're interviewing a potential employee and you take them out to lunch, what are you testing them on?

THE EMPLOYERS' PERSPECTIVE
How could your posts affect how future employers perceive you?

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Harvard students scramble to take back support for letter attacking Israel as some CEOs look to blacklist them

By Melissa Koenig
Published Oct. 11, 2023, 2:34 p.m. ET

MORE ON: HARVARD UNIVERSITY

More than 100 Harvard professors slam university president for bowing to donor pressure and condemning antisemitism

Bill Ackman claims he never made 'no-hire list' of anti-Israel Harvard students

US universities including Cornell, Harvard and MIT raked in \$12B in 'undocumented contributions' from foreign donors: report

Harvard has a secret back door to let in ultra-rich kids with lousy grades — without hurting rankings

A flurry of Harvard University students and groups are desperately trying to backtrack on their support of a letter blaming Israel for the mass slaughter of its own people by Hamas terrorists — as some business titans seek to blacklist them from future jobs.

Four of the initial 34 student organizations attached to the inflammatory statement have already withdrawn their support — while board members of other groups have quit to distance themselves.

Late Tuesday, 17 other Harvard groups joined around 500 faculty and staff and 3,000 others in signing a counter-statement attacking the other groups' letter as "completely wrong and deeply offensive," according to the campus paper, the Harvard Crimson.

A third letter from nearly 160 faculty members also ripped Harvard's response to the scandal, writing that it "can be seen as nothing less than condoning the mass murder of civilians based only on their nationality."

Others in groups supporting the initial letter — which held "the Israeli regime entirely responsible for all unfolding violence" — quit while distancing themselves from any involvement.

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04. WHAT SHOULD I POST?

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- 01.** WHEN IN DOUBT, DON'T POST
- 02.** PASSION VS. ANGER
- 03.** COMMON SENSE AND COMMON DECENCY
- 04.** MAKE SURE IT REFLECTS YOUR BRAND AND YOUR VALUES!


WHAT SHOULD I POST?





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Is this



Is this



Is this

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05. HOW CAN I BRING THIS BACK TO MY COMPANY?

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Know your rights and your employees' rights

Talk with your HR about implementing a social media policy

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**DON'T AVOID SOCIAL MEDIA
AND MISS OUT ON ALL OF THE
FREE MARKETING
OPPORTUNITIES THAT COME
WITH IT!**

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A pink rectangular slide with white text. In the top left corner, there is a grid of small white dots. In the bottom left corner, there are several concentric white U-shaped lines. In the bottom right corner, there is the 'gainey's' logo. The slide is set against a white background with a blue footer bar at the bottom. The footer bar contains the text 'THE PRECAST SHOW' and a small graphic of a precast concrete panel.

THANK YOU

Have any questions?

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