



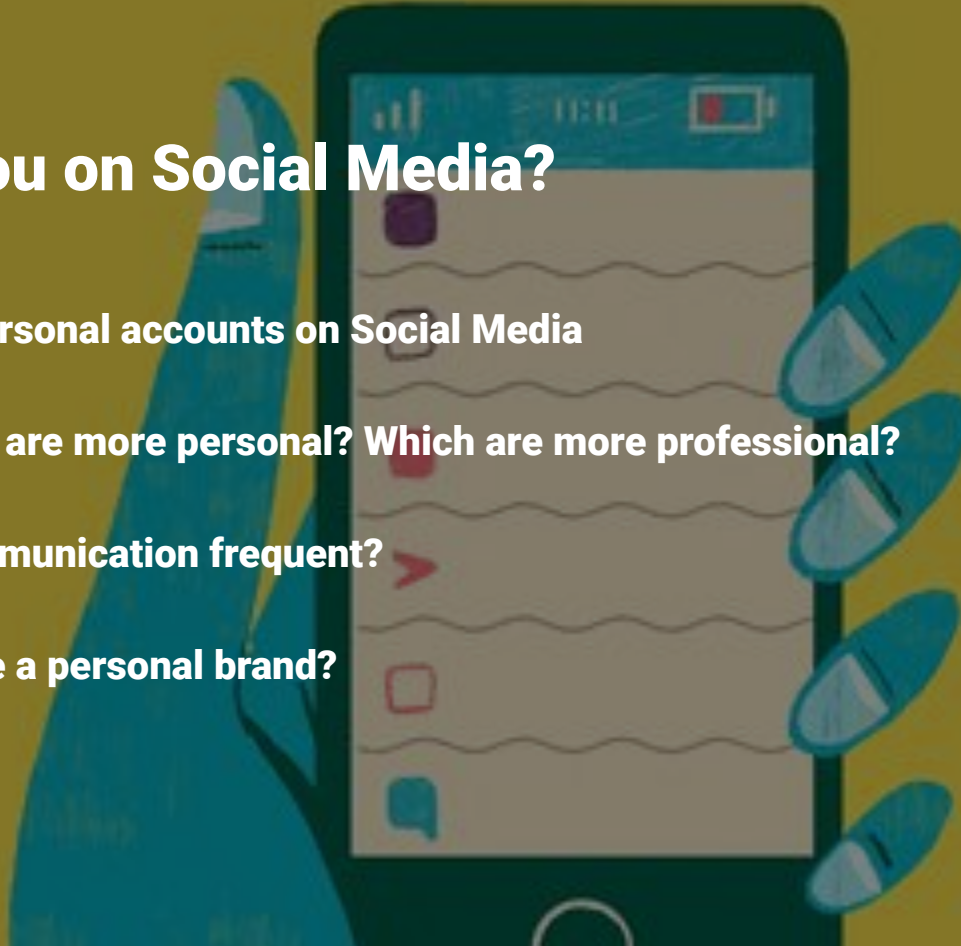
E-PORTFOLIO WORKSHOP SERIES

Social Media

Warm up

Who are you on Social Media?

- **List your personal accounts on Social Media**
- **Which ones are more personal? Which are more professional?**
- **Is your communication frequent?**
- **Do you have a personal brand?**



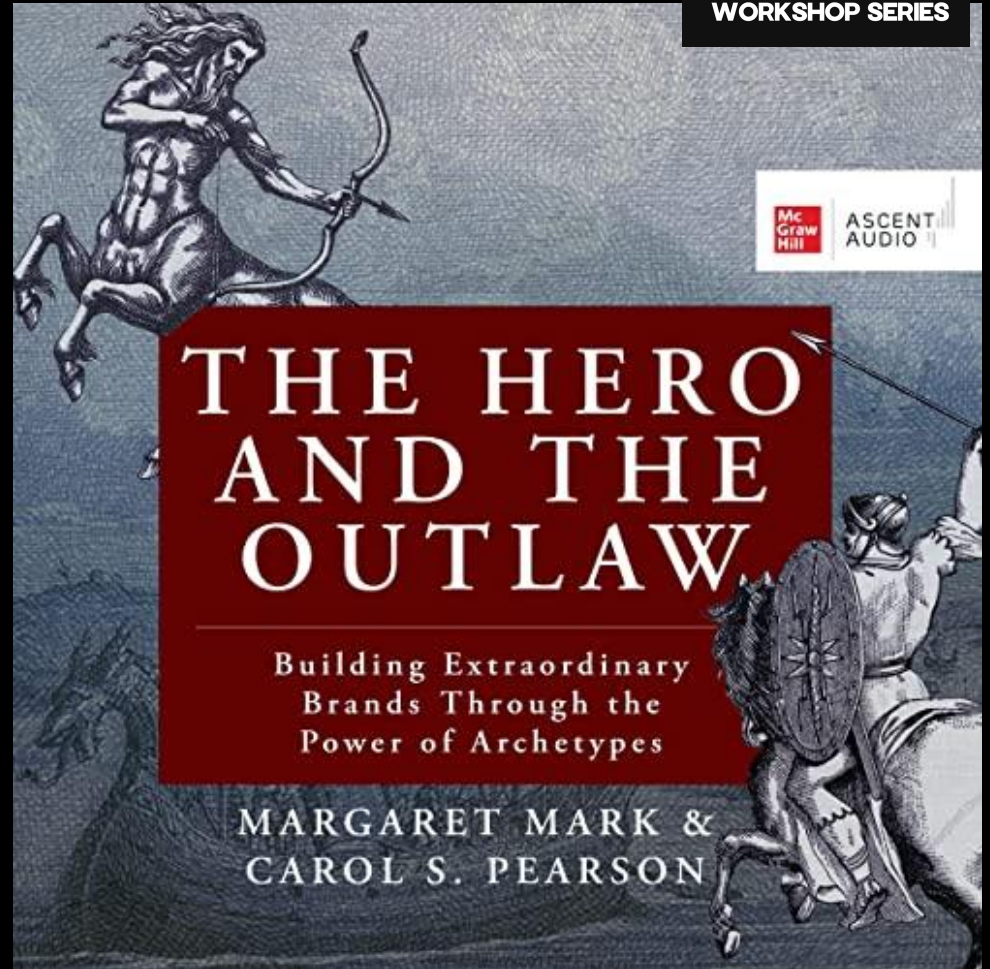
BUILD A

POWERFUL

BRAND



*If you want to know more
about the 12 brand
archetypes...*



Exercise 1: What's your brand archetype?

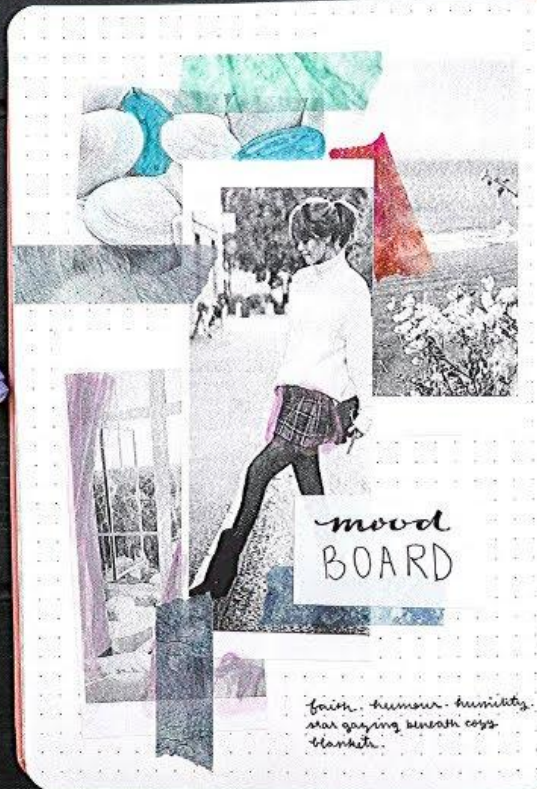
- Read about the [brand archetypes](#)
- Choose one that connects to your personal brand
- Share!

Exercise 2: 3x3 Method

- **Define your 3 values**
- **Define your 3 pillars**
- **Share!**

Exercise 3: Moodboard for your personal brand

- **Collect images that connect with your values and pillars**
- **Define your preferred colors and fonts**
- **Add everything to a canvas (Google Slide, Figma or any other tool)**
- **Share!**



mood
BOARD

faith. humour. humility.
star gazing. breath coys
blankets.



i know as much about
art as i do about love, and
that's nothing, except that
i know it when i see it.
JEAN-PIERRE KNUDSEN



mood
board

ad



An illustration of a hand holding a smartphone. The phone's screen displays a social media interface with a status bar at the top showing signal strength, time, and battery. Below the status bar are several posts, each with a profile picture icon and a wavy line representing text. The hand is rendered in a teal color with white highlights on the fingers.

6 tips

to building your personal brand on social media

adapted from [digitalmarketinginstitute](https://www.digitalmarketinginstitute.com/)

#1

Focus on fewer social media accounts

Decide which social media account(s) you are going to focus on, and delete any old accounts that you no longer use. Remove any 'questionable' content from years past that don't have a positive effect on your professional image.

#2

Identify your area of expertise

The more unique and engaging content you create on your chosen topic of expertise, the more your followers will start to think of you as a leader in your chosen field.

#3

Regularly share content

You want to keep the lines of communication open with your audience, but you also don't want to overshare so much that you look desperate. The sweet spot is posting around 3-4 times a week for individuals.

#4

Reflect your personal brand

Think of your interactions and content as a resume of your work, and a reflection of your professional attitude and overall personality.

Reposting others' content (or curating content for social) is a smart thing to do, but it's not all you should be doing. You also need to share content that you've written, to demonstrate industry expertise.

#5

Find & join groups

Keep in mind that industry groups may be overcrowded with competitors, so smaller, topic-based groups may be more fruitful in terms of reaching your audience. Social media groups can help you:

- Challenge and motivate yourself
- Push you to achieve your goals
- Keep you accountable
- Generate ideas for your marketing
- Receive feedback
- Gain confidence
- Expand your skills
- Test your knowledge
- Develop leadership skills
- Help others
- Do some good
- Make friends
- Discover new opportunities

#6

Study Influencers

Connecting with and collaborating with influencers is a great way to get your brand known, but it does take some time. You have to spend time developing relationships with influencers before they'll see you as an expert.