



Hi my name is Sarah Abel. I started as a nurse extern/tech on oncology and then started nursing in a rural critical care unity. I was in EM for the last 15 years. Up until Nov 2016 I was the Director of 2 Emergency Departments, occupational medicine and convenient care, employee health and the stroke coordinator for a community hospital. I am now the Manager of Education for Sigma Theta Tau International Nursing Honor Society. I am the immediate past president of the Indiana State Council for ENA. I have served on several National Committees as well. Hopefully you will pick up a few tips on how to manage your professional brand in this talk or at least you will have learned enough about cattle branding to start your next career if the nursing thing doesn't work out.

## Faculty Disclosure

- Learning Outcome(s):
  - Analyze how to purposefully manage their professional brand by the conclusion of the presentation.
  - Illustrate the impact a professional brand has on their career by the conclusion of the presentation.
- Conflict of Interest: None
- Commercial Support: None



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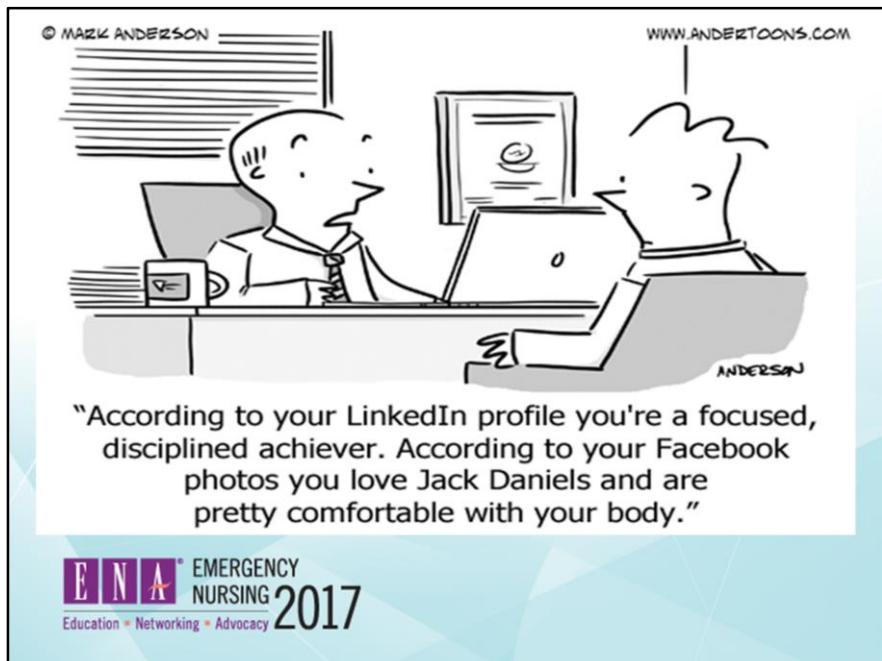
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Branding has been around since the Egyptians. It's used on livestock, humans, woodworking, steaks and leather goods. A cattle brand iron is used most commonly to mark a herd of cattle to identify ownership. Branding in the commercial industry is well known...I am sure you will recognize some of these.



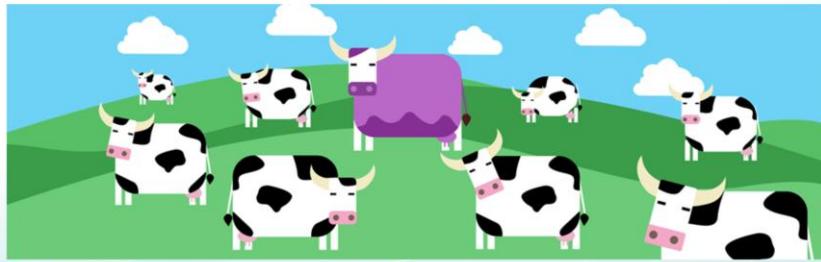
We can easily recognize these brands but what mental associates do you actually have with these products? So if I say “Just Do It!” do you think of a time when you crossed the finish line? When you tried something new? Nike’s campaign is intended to make you associate their product with “a lifestyle that everyone feels they need to have.” In other words, you need to have an active lifestyle. So essentially Just Do It makes you feel something consciously that in turn makes you unconsciously buy their brand. Those unconscious associations are very powerful.



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We don't live in silos anymore. Years ago we didn't have the ability to google search people! You only knew what was printed in the paper or what you heard from your neighbors. The likelihood of your night out ending up in the paper was pretty slim. But now that information is easily found. Your brand is essentially what you are known for and what you mean to people.

## Manage Your Brand



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You WANT to manage your brand! You MAY want to manage it so you can stand out. So that when the opening comes up for the charge nurse or manager role you want, you will be the first name that people think of. You may want to manage your brand so you don't hinder yourself LATER in your career. What you do in your nursing career now will follow you. If you aren't managing your brand than you are allowing others to dictate or write your script for you.

See beyond the daily care you provide and prepare yourself for the roles you want in the future. You may be saying to yourself that it is too much to manage...let's adjust the selfie lens and see.

## The Obstacles



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Managing your brand should be a conscious decision BUT it doesn't have to take any additional time. Social media is a tool for professional branding but it is not the only means of branding. What comprises your personal professional brand? What does your online presence look like? Who are you appealing too? Are you involved in career networking? Let's figure this branding thing out.



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How many people have FB, Twitter, LinkedIn, a Youtube channel, Instagram, Snapchat, etc? I was a hold out on social media until the last couple of years. I didn't have time to manage all the different media that was available and didn't know that there were advantages and disadvantages that could be impacting my career. I am a fairly private person and one that has had their home burglarized while on vacation so I didn't want to put my whereabouts out on social media. By the time social media had really gained popularity I was already in a charge nurse role and wanted to be seen as a professional. I didn't want any girl's night out photos on my newsfeed even back then. I also have 2 kids and feel very strongly about being present with them and don't want to spend all my time with my nose in my phone. I recommend you pick 1-2 types of social media and do them well. Over extending yourself in this area will mean that something else in your life is lackluster. My two recommendations for professional branding are Facebook and LinkedIn. LinkedIn is specifically designed to display a type of resume or CV. Recruiters love to network on LinkedIn because they can easily search for nurses. Facebook allows you to network and connect with people that you may not get to see in person on a regular basis. Networking is THE best way to grow your career.



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What is the best form of advertising? \_\_\_\_\_ Word of mouth. Networking is the best way to get your personal message to resonate in your industry. Let me say that again. Networking is the best way to get your personal message to resonate in your industry. There are several barriers to networking but there are ways to overcome them (Moore & Wright, 2015).

## Gossiping is NOT Networking

**I COULD JUST GAB ALL DAY!**



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Networking is not gossiping. So do not mistake this part of the presentation as a free pass to not take care of the patient in room 12 or skip completing the department's budget. Gossiping is not a conversation starter and will quickly become your brand if you lead with this. The hardest unfavorable professional brand to overcome is being known for creating a negative work environment. Not only do people love to gossip but people love to talk about negative stuff. So if you are negative you can pretty much bet that they will be talking about you twice as much.



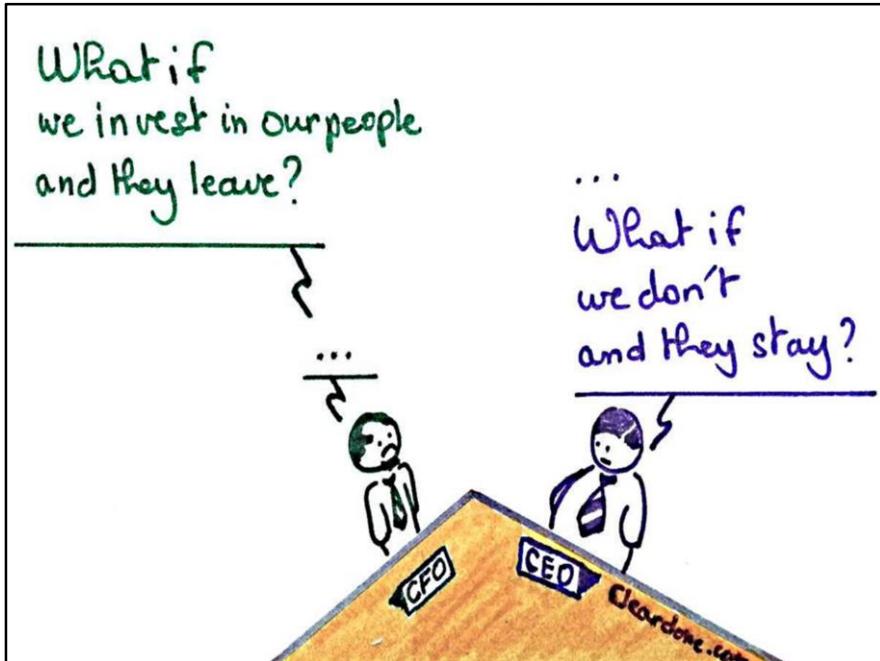
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The number one excuse for not networking...I have no time! Trust me, I get it! We have to change our thinking...networking is already part of your job. Whether you are in an office or at the stretcherside, your job is to connect and build relationships with patients, families, your tech or the EMS crew.

Think of networking as a mutual fund. As long as you continue to invest incrementally in it the more it grows and more you will have when you need it the most. Networking is the same way. You don't put your entire pay check in your mutual fund. You don't spend all your time networking. You balance your networking time, invest in people and you will be richer for it.

What if  
we invest in our people  
and they leave?

...  
What if  
we don't  
and they stay?



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What if you invest your time in people and you find out that they are duds....eh....what if you invest in people and you get to see them grow! Watching people grow and investing in them is another talk but the point is to ensure that you take time to connect with people. This helps support your brand.

## I Feel Like I'm Selling!



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Stacy, Ron, Matt would you like to be a part of “a supportive group that shares information and services that you might be interested in?” Well that is what networking is. It is not selling. It is making connections with people. Be authentic to yourself and your brand during your interactions with people, whether it is online or in person. You can be yourself and not feel like you are a sell out. Plus, you are worth meeting.

## Developing Confidence

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### LITTLE MISS SHY

by Roger Hargreaves



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I understand that not everyone is an extrovert but you don't have to be to connect with people. Networking is a reciprocal process so if you feel like you have nothing to offer you may not feel very confident. Networking is an exchange of ideas, leads and suggestions.

If you don't think you are "good" at talking to people you aren't going to get any better at it by not doing it! So think of it like when the med/surg nurse calls down because they can't get an IV started and they think it's too hard so they don't want to try. Are they going to ever get better at the skill that they never practice, no they aren't. But what if they practiced and had a wingman? In networking it is ok to have a networking wingman, buddy or mentor. Taking along a familiar face can make you feel more comfortable in a group setting and help break the ice. They can help introduce you online or in person to others that may have similar interest.

## What Do I Say??



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Have a 2-3 minute elevator speech ready about yourself but also have a some one-liners to introduce yourself and to begin a conversation.

Start with a compliment, positive remark or a question? ... “I really enjoyed the point you made about \_\_\_\_” ...or about the venue...” what a fascinating room/garden” ...or the event... “what a fantastic conference, so well organized.” Keep in mind that networking is mutually beneficial. To build and strengthen your connections, be sure and provide your insight or expertise on a given topic. Make the connection for your contacts as well. If two of your peers have the same common interest in research topics introduce them. This helps build your credibility, network and brand.

Don’t forget that the topics you bring up in conversation, post or share all contribute to your brand so stay true to who you are and where you are heading.



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It is important to get outside the nursing bubble and share our expertise in other groups. You will in turn build your personal brand and the brand of nursing. Don't be afraid to submit an abstract to a non-nursing conference. Think about how you appreciate hearing the expertise of pharmacists or military personnel at your state or national conference. Connect with physicians or marketing experts that have similar interests. Having these interprofessional contacts will help you become their go-to person for nursing or healthcare needs like political policy writing or board membership. Does a nurse appoint your state nursing board members? Probably not. You will need to network outside of nursing circles to make some of your most valued connections. This can be a niche that sets your brand apart.

**Interprofessional networking (Bianco, Dudkiewicz & Linette, 2014).**

## Professional Magnetism



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Practicing these key points will give you greater professional magnetism that can grow your network.

Let's Practice! I am going to give you 3 minutes to connect but don't worry...I am going to be your wingman. When the timer starts up on the screen everyone is going to stand up and meet someone in the groups I am going to put you in. If one of your talents is meeting new people or networking please stand up. If you do not like crowds and interactive games please raise your hand. Ok everyone that is standing pick a person that is raising their hand to be your partner. You have 2 minutes to learn 3 things about each other's professional career goals, dreams or aspirations in nursing, what role they want but don't have yet, and/or what they wish they could fix about their work environment.

<https://youtu.be/6M7ahzk0dGU>

Professional Networking: How To Add Value to Your Connections Colorado Technical

University

## TIMER



Time is up! Now the people that are were standing go to someone in the room that has a different color shirt on than you. Now you have 2 minutes to do the same thing. If either of you see a connection between the person that you are talking to and the one you were talking to a minute ago. Raise your hand and shout BINGO! GO!

## TIMER



Those that yelled BINGO you have one minute to introduce the two people with the common interest.

We did all that in about 7 minutes! Networking and connecting people may make us get out of our comfort zone at times but it doesn't take long and you could be making an impact in yourself or others achieving their goals.



OK let's get back on track with branding.

## Research

- 70% of professionals *believe* they have defined their personal brand and 50% believe they are living it (Llopis, 2013).
- 85% of student reported that the image they presented online through Facebook accurately presented who they were as a person but only 65% believed their Facebook profile accurately presented who they were as a professional. 42%- employer should consider the profile information when making a hiring decision (Cain, Scott, Akers, 2009).



70% of professionals *believe* they have defined their personal brand and 50% believe they are living it. But when you “peel-back-the-onion,” you realize that their focus was centered on self-promotion rather than a commitment to advance themselves by serving others (Llopis, 2013).

A 2009 study done of 299 pharmacy students at 3 colleges found that 85% of students reported that the image they presented online through Facebook accurately presented who they were as a person but only 65% believed their Facebook profile accurately presented who they were as a professional. Surprisingly, only 42% thought an employer should consider the profile information when making a hiring decision.

Labrecque, L. , Markos, E. , & Milne, G. (2011). Online personal branding: Processes, challenges, and implications. *Journal of Interactive Marketing*, 25(1), 37-50.

Personal Branding and Nurse Leader Professional Image. Trepanier, Sylvain et al. *Nurse*

Leader , Volume 12 , Issue 3 , 51 – 53. [http://www.nurseleader.com/article/S1541-4612\(14\)00089-5/fulltext](http://www.nurseleader.com/article/S1541-4612(14)00089-5/fulltext)

Llopis, G. (2013). Personal Branding Is A Leadership Requirement, Not a Self-Promotion Campaign. <https://www.forbes.com/sites/glennllopis/2013/04/08/personal-branding-is-a-leadership-requirement-not-a-self-promotion-campaign/#2d38aeb3226f>

Cain, J., Scott, D.R. & Akers, P. (2009). Pharmacy Students' Facebook Activity and Opinions Regarding Accountability and E-Professionalism. American Journal of Pharmaceutical Education, 73(6), 1-6.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2769526/>



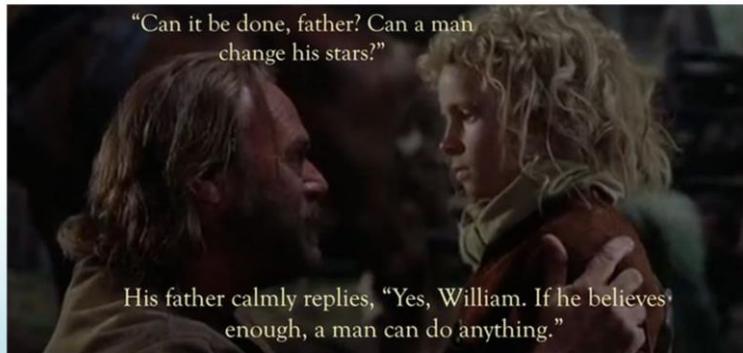
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A 2015 qualitative study identified that patients, families AND NURSES value professional dress and it makes them feel safe (Merrill, 2016). This was a 2016 quantitative and qualitative study done in the in and outpatient hospital setting in the western united states. Facial piercings and excessive jewelry were viewed as unprofessional. Visible tattoos and artificial nails were less objectionable but still considered unprofessional.

Merrill, K. (2015, July). *Professional dress vs. employee diversity: Patient perceptions of visible tattoos and facial piercings*. Session presented at the 26th International Nursing Research Congress of Sigma Theta Tau International, San Juan, Puerto Rico. Retrieved from Virginia Henderson Global Nursing e-Repository  
<http://hdl.handle.net/10755/601964>

<http://nursingworld.org/Content/Resources/How-to-Build-Your-Personal-Brand.html>

## Can a man change his stars??!



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[https://www.google.com/search?q=can+a+man+change+his+stars&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjA1\\_7jnLTWAhWF6IMKHaMSC5YQ\\_AUICigB&biw=1680&bih=895#imgrc=0io93Um1LSaKZM](https://www.google.com/search?q=can+a+man+change+his+stars&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjA1_7jnLTWAhWF6IMKHaMSC5YQ_AUICigB&biw=1680&bih=895#imgrc=0io93Um1LSaKZM):

Let's say for years that you have been posting your negative, inflammatory remarks on your social media. You leave no one unscathed. You bash your workplace, your boss, and your peers equally. You use your social media account and in-person opportunities to complain and vent about your day. You are actually a highly intelligent, skilled clinician that speaks well and is a vat of knowledge. You are frequently frustrated that your good ideas fall on deaf ears. Sure your approach might be a little rough around the edges and snarky but you know the right answer and have innovative ideas.

Guess what my friend. No one is going to listen. Your brand fortress defines you as negative, inflammatory, snarky, whiner, and no one wants you on their team if they are going to be publically bashed.

But wait! I have good news....You can re-brand yourself. Yes, it is not easy. But you never do things the easy way anyway, right? You can re-brand yourself but it is very difficult and it could take you years. To re-brand yourself you need to get back to the basics of building your brand. People will notice your transformation in the way you interact and

post.

You can change your stars and the way people look at you.

<http://search.proquest.com/docview/1511120777?pq-origsite=gscholar>

Personal Branding Phenomenon. International Journal of Information, Business and Management; Chung-Li6.2 (May 2014): 29-40.

## Accountability Coach



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Wrong ref

I also encourage you to have someone that will hold you accountable and ask them to openly do so. You don't need someone that is just going to pet your ego. Here's a couple of tips to improve your brand.

If you are in a meeting and are going down the wrong path then have a signal. Mary and I worked out a solution to increase her professional brand. IN order to help keep Mary on track I would tap my nose. It was a way for me to signal her that she needed to take a deep breath and think about her response a bit more before speaking further. This worked wonders for Mary.

## Define Your Desirable Characteristics

- What benefit or value do you offer people?
- What makes you unique?
- What are your guiding principles?
- What impact do you aspire to have?
- How can your professional career help fulfill your life purpose?
- What types of people do you attract?
- Ask



Define desirable characteristics that you want to convey in your personal brand by asking these questions.

What benefit or value do you offer people?- what do you bring to the table when you are in a group or team setting? Your personal brand is not much different than a commercial brand. As a consumer we typically don't interact with brand unless we believe that it provides a distinct value to us. This is also true for individuals. We want to engage with people that we feel bring value to our career's or personal life. That value could be joy, inspiration or empowerment.

What makes you unique?- What sets you apart from others in the role that you are seeking or are in? Answer the question- Why me?

What are your guiding principles?- What do you value? What do you believe in regarding how you should live, work and play?

What impact do you aspire to have? – What is your mission?

What do you want to be known for?- Do you want to be known for being influential,

cooperative, inspirational, authentic? Find some words that fit you. Think beyond your current role. How can your professional career help fulfill your life purpose?

What types of people do you attract? How does that coincide or differ from who you want to be? Are those people helping you or hurting you?

Ask mentors, professional contacts, friends, and family to choose some adjectives they would use to describe you. The key is to choose people that will be honest and sincere in their responses. Asking people that tell you what you want to hear is not going to help you in the long run. You can ask clarifying follow up questions but be sure and express gratitude for their honesty if even you do not agree with the feedback.

Consolidate those adjectives and choose the ones you connect with the most. You are creating an expectation and keep in mind you need to consistently deliver the message.

(Thomas, McIntosh, Lamar & Allen, 2016; Thomas, 2013).

## Creating Excitement



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Does your brand get you excited? Does it make you feel anything?

Let's use Santa Claus as an example, because why not.

Here's one way of presenting Santa's brand:

Santa Claus is the CEO of a non-profit organization that gives gifts to children globally. With decades of experience in supply chain management and manufacturing technology, Claus has helped turn Christmas into the modern celebration that it is today.

Booooring.

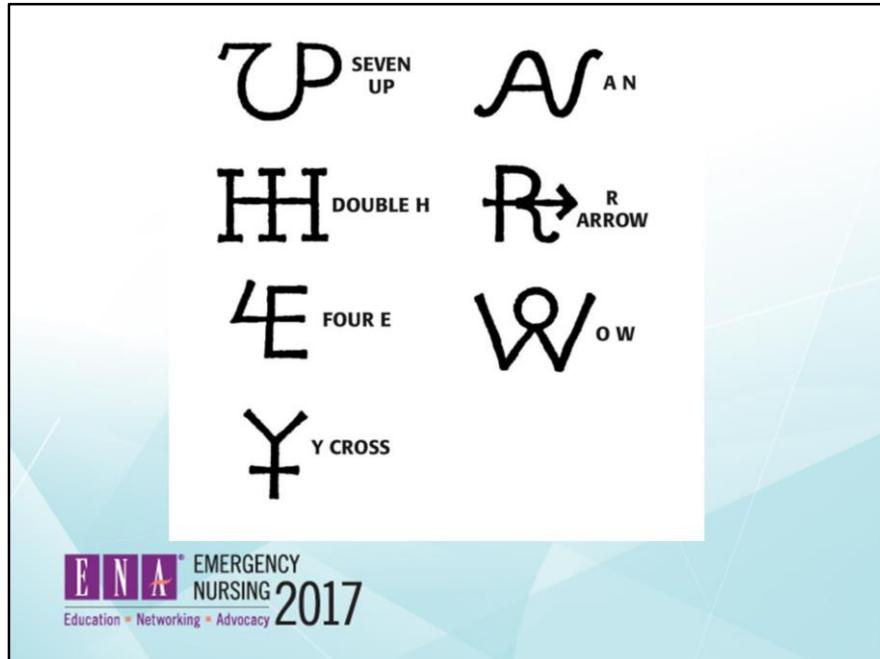
Here's another way:

Santa Claus is the jolly, grandfatherly figure behind the single biggest gift-giving operation in the world. Known for his spectacular flying reindeer and wacky chimney delivery system, Claus has become a loved cultural icon who's turned Christmas into the modern celebration that is today.

I bet you can guess which one would generate interest and which one would put readers to sleep. And unless you're a mattress company, you have no business putting

people to sleep. Be captivating and intriguing.

(Erskine, 2016) <https://www.entrepreneur.com/article/278480>



[https://www.google.com/search?biw=1680&bih=944&tbs=isch&sa=1&q=seven+up+cattle+iron+brand&oq=seven+up+cattle+iron+brand&gs\\_l=psy-ab.3...41317.48633.0.48817.0.0.0.0.0.0.0.0....0...1.1.64.psy-ab..0.0.0....0.opodcQ63ZTc#imgrc=NLukCj5thccqGM](https://www.google.com/search?biw=1680&bih=944&tbs=isch&sa=1&q=seven+up+cattle+iron+brand&oq=seven+up+cattle+iron+brand&gs_l=psy-ab.3...41317.48633.0.48817.0.0.0.0.0.0.0.0....0...1.1.64.psy-ab..0.0.0....0.opodcQ63ZTc#imgrc=NLukCj5thccqGM)

Be Unique! Set yourself apart for all the right reasons.

If you live in a town with a population of less than 5,000 than don't answer this next question... What are these?

Ok my farm friends help them out...These are unique cattle brand irons. What if the farmer didn't tag or brand their herd?

Without the brand on the cattle how would the other farmers know where the cattle belonged? These are “visual brands” and if you are in the cattle industry you know exactly what these mean. Do you have a visual that represents you on your social media account, business card, or even your email signature tag line?

I encourage you to google or pinterest words that associate with your visual, and words

that you would use to describe you. Look at the words and images that come up. Are the things that come up in the search what you thought they would be? Are they a representation of your brand?

## Desirable Leadership Characteristics

- Mentorship
- Moral values
- Passion for nursing
- Solutions to problems
- Changes through collaborative teamwork
- Personal connections with staff
- Knowledge and expertise in the field
- Capable of making decisions and carrying out the responsibilities
- Respect and open communication
- Empowerment
- Adept at handling crisis situations
- Looking after themselves; aware of their own boundaries

This list was developed from a research study and literature review from frontline nurses AND nurse leaders.

Seek the input of their staff

Highly involved in mentorship

Guided by a set of moral values and have a strong passion for nursing  
search for solutions to problems and make changes through collaborative teamwork  
form personal connections with their staff

knowledge and expertise in the field are considered exemplary because they are highly capable of making decisions and carrying out the responsibilities of their jobs  
increased morale, staff retention, high enthusiasm and team spirit, better understanding of goals, a sense of belonging, high patient satisfaction, respect, open communication, collaboration and empowerment

adept at handling crisis situations effectively

looking after themselves and being aware of their own boundaries in order to protect their own welfare

If you are a leader, and I believe that everyone leads in some capacity, do any of these words or statements resonate with you? Are you conveying any of these traits? Do you

want to be??

Anonson J., Walker M.E., Arries E., Maposa S., Telford P. & Berry L. (2014) *Journal of Nursing Management* 22, 127–136. Qualities of exemplary nurse leaders: perspectives of frontline nurses. <http://onlinelibrary.wiley.com/doi/10.1111/jonm.12092/full>



Manage your personal professional brand (Landa, 2013). I like these four steps that can be incorporated into your everyday conscientious to manage your brand.

It is exhausting to try and manage multiple personalities. Well it sounds exhausted I haven't asked my other personality how it makes them feel yet....Be genuine. Live your brand to create a purpose driven career. You have to have integrity or people are not going to believe you are going to fulfill your promise and that is a big part of your brand.

Are you purposefully participating or are you doing someone else's to-do list? If you are not consciously thinking through your social media posts or networking strategies then you are probably working on someone else's brand. Maybe you had never THOUGHT about it like that before but I challenge you to review some of your posts and think back regarding some of your recent interactions. Were you making a conscious effort in your interactions that illustrate your brand?

Once you have identified your desired brand, make sure that during EVERY interaction you're being true to your brand. Be loyal to your own brand. Remember your "onstage" and "offstage" behavior—you are being evaluated by peers, staff, physicians, patients,

and families every time you step into the hospital, whether it is in the boardroom or the cafeteria. Remember you are building your framework of who you are through every interaction. Don't miss out on opportunity to add to your brand framework.

Reflect at least twice a year to determine if you are still on tract. You may need to tweak your techniques. Create some space to think about where you have been and where you are going.

Ask for, and receive feedback, gracefully, from a trusted mentor. Any criticism can be difficult to absorb, but being vulnerable and asking for feedback is the only way we can grow and learn how to optimize our strengths.



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We talked a little bit about being loyal to your brand but I see this time and time again. What you have in print somewhere needs to match up with who you are in person. Your social profile and your in-person elevator speech need to match up. People will find out if you are not being honest and trust is the hardest thing to get back. If you portray yourself as a shark, be a shark. Making yourself look like a rockstar in writing sets people up to have higher expectations of you, which is fine, as long as you can deliver on those expectations in person. In this way, you could certainly take your brand too far. Ivana McConnell a writer and media critic says this, You don't want to be "performing an identity for others to consume, rather than exploring and expressing the one that reflects your beliefs and values." This is labor intensive and the bigger the gap the more frustrated and anxious you will feel. It leads to self-doubt and makes you feel like a phony.

Ensure that your brand goes deeper than surface level. Don't be hollow and don't be an imposter. Being authentic builds a strong brand framework.

## Personal Filter

- Am I emotionally reacting?
- Highly inflammatory or derogatory?
- Am I looking through a filter that isn't serving me
  - Ego filter
  - Fault Filter
  - Crowd surfing
- Pretend the CEO/CNO sees every single post.



How to apply a personal filter to your postings and interactions (Fraser, 2011). Ensure you filter is base on best practice and not hindering your success. Your posts and comments may not be against policy but are they hurting your career? Is this post/interaction going to promote or hinder my brand?

If the answer to the very first question up there is “yes” then don’t do it! Have we all heard about how if you are emotionally reacting to an email that we should wait 24 hours before sending it? The down side to social media and face-to-face communication is that for some reason we don’t follow that rule. **Stop conversations that are going down the wrong track and remove yourself from the situation. You can ask clarifying questions like “why?” but only if you are able to discern your body language, tone and facial expressions.**

Stop undermining yourself by posting things that are highly inflammatory or derogatory. Do not call people out in print form of any kind. All this leads to is slinging mud and it will not help you build a professional reputation. If you disagree and feel strongly about saying something in person then do it professionally and diplomatically. I haven’t seen the research but I would say many nurses and leaders have had a night or nighty one to

many drinks. Posting about your alcohol consumption or party habits should be left off your social media and out of professional conversations.

If you always have the ego filter on because everyone needs to know your opinion you will quickly suffocate your growth potential. So if you are using words like, “In my opinion....I need to say something here...well this is what I think...” then you are probably wearing your ego filter a little proudly.

The fault filter is when you are placing blame and finding fault in everyone.

Social media is full of crowd surfers that can't see what is really going on up on the stage so they jump on the backs of others. This is the mob mentality. Steer clear of being a crowd surfer, the crowd and mob will eventually drop you flat on your back.

## Do's and Don't of Social Media

- Do build your profile and include a photo.
- Don't be a robot.
- Do participate in professional networking sites.
- Don't get lost.
- Do utilize more than one social media platform.



Utilizing social media to your advantage. Social media can be consuming. It can be a tool for success. Tips on doing it well and keeping it manageable (Landa, 2013).

It can take some time to setup your profile depending on how much you want to share. Ideally your profile picture is similar in all of your online aspects so people can easily find you.

Don't be a robot. Add your insight and value to a post when you share something.

Do participate in social networking for professional organizations and shared professional interests. This will help to build a reputation by offering your expertise to others and help you gain insight on what others are also struggling with.

Don't get lost in the sea of information. It is very easy to be consumed by all the information that is out there. Spend 1-5 minutes a week managing your social media contacts and posts. Then as you have additional time (like sitting in a dentist office) then you can look at posting more. You are not trying to create an online enterprise about yourself but you are trying to create a framework that helps to promote your brand.

It is a great idea to establish your professional profile on LinkedIn. People are still using LinkedIn to recruit and it is a platform that basically allows you to showcase your resume or CV. Beyond that it is up to you which sites you would like to utilize. But over extending yourself probably means you aren't managing any of them well.

## Are You Heading in the Right Direction?



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Are you heading in the right direction?

Are the activities that you participate in supporting your purpose?

Are you spinning your wheels or are you aligning with your goals?

Choose activities, committees and projects that help define your brand.

Ensure the things that you are involved in are helping support your purpose because they are

defining your brand (Landa, 2013).

IF you are going through the motions of life, feel frustrated about where you are or where you aren't in your career then start making conscious decisions about your time and interactions. Don't get on committee's, work teams or projects that don't serve your mission. Your lackluster performance on those committee's and teams is not going to help you get to where you want to go and overcommitting and under performing end up being your brand. Say "yes" to the right opportunities and leave the rest. You will feel empowered instead of discouraged and frustrated.

## Brand Promise



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To avoid frustration and anxiety your personal and professional brand need to align. Your brand is your promise to others. Its about what they are going to get from working or associating with you.

Branding is about what people experience when they see, meet or work with you. What emotional or functional benefit do you provide? What emotion does your brand elicit in others?

With whom does your brand resonate with?

# Personal Branding: A Defined You



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You have a personal brand. It is your choice to be purposefully and positively managing your brand.

Networking and social media are a big part of how your brand is defined. Networking can close or open doors in your life. Make sure you are doing it with purpose. Being authentic in all of your interactions and posts is essential to providing a strong brand framework.

It is valuable to network outside of your usual nursing or personal circle. Contacts in all walks of life are resources and you are a resource for them!

Develop your own brand by evaluating what your personal and professional mission, vision and values are. Answer the question, Who am I? Who do I want to be? Define the words and/or visuals that describe what you want your brand to be. Get excited about who you are and where you are going. Find out what is unique about you.

Get help in refining your brand and have people help hold you accountable to your brand standards. Be authentic to your brand and don't mislead others.

Engage in conscious branding strategies to ensure you are not just another cow in the herd.

Commit to your personal brand promise and deliver, every single time.

Purposeful personal branding can help you to define your direction and achieve your goals and that is personal and fulfilling success.

I encourage you to see the opportunity you have to reach your goals. You are a wealth of potential.

## Questions???



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