

# Self Branding Online

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ORGANIZED BY



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# WHO AM I



I AM A BRAND



# A BRAND IS NOT A LOGO

A brand is what people think of you

**BRANDS ARE BORN OF  
EXPERIENCE  
AND REFLECT  
REPUTATION**

**A BRAND IS A COLLECTION OF  
PERCEPTIONS  
IN THE MIND OF A CONSUMER.**





# Who Are You?

The Google logo is centered on the page. It consists of the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'. The logo is surrounded by a faint, circular pattern of small, multi-colored dots.

Google Search

I'm Feeling Lucky

**If you don't  
show up on google  
you don't exist.**

**Scary, but so true**

# Looking up People First

**Seventy-eight percent of decision makers look up**

Fewer people are looking up the company than looking up the person

- **84% used a Google search**
- **65% used LinkedIn**
- **58% used Facebook**
- **48% used Twitter**
- **54% searched for personal web pages**

**LinkedIn**





Many people think that **personal branding** is just for celebrities such as Paris Hilton or Britany Spears



As a brand, we can leverage the same strategies that make these celebrities or corporate brands appeal to others.  
***We can build brand equity just like them.***

# The Foundation Of Personal Branding

$$P + A + B = R$$

Perception + Attitude + Behavior = Reality

$$M + M + M = R$$

Message + Media + Market = Results



# Seven Steps to a Create your BRAND

Step 1: Write down what you believe people think of you today

Step 2: Think about your future

Step 3: Do a gap analysis

Step 4: Develop action items to build a new brand

Step 5: Identify where and how you will project your brand

Step 6: List what you must do to protect your brand

Step 7: Rinse and repeat

# Managing Your Brand

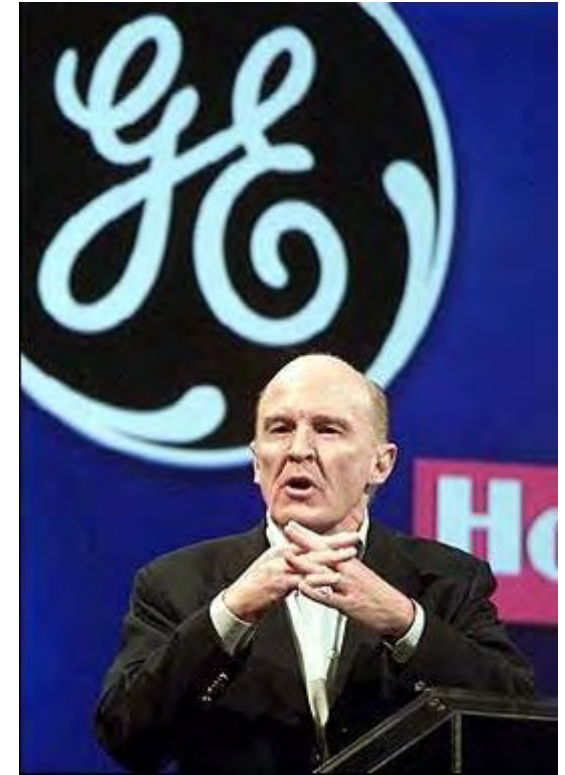
## Your Personal Communication & Positioning



# The Reality

Its **NOT** That You Have To Think Like A CEO;  
Its That you **HAVE** To Be Perceived As A  
CEO

(Jack Welch to Hugh Hefner)



# Questions To Answer

- 1) What emotions will your brand touch?
- 2) What expectations will your brand create?
- 3) What experiences will your brand provide?



The sum of these questions equals a position in the mind called **brand ownership**.



**Facebook profile** : Over 1 billion people have profiles,  
But almost none of them have medium.



Be sure to include a **Facebook** picture of just you,  
without any obscene  
Gesture or unnecessary Whisky bottle

**LIKE IT OR NOT, YOUR FACEBOOK + PROFILE IS ESSENTIAL**



# Your Internet Footprint (Be Careful Where You Step)

Some suggested processes that can help so you don't have to always remember:

- Ask yourself before posting on social media, “How will this impact my brand?”
- Have someone review your Internet presence on a weekly or monthly basis
- Don't allow someone else to manage your brand online unless you have complete confidence in that person's understanding of your brand
- To have a clear picture of what you want people to think of you, and maintain an attitude that everything you do will communicate this brand message to others
- In the end, it's up to each of us to be our own brand manager on Facebook, just as we are everywhere else

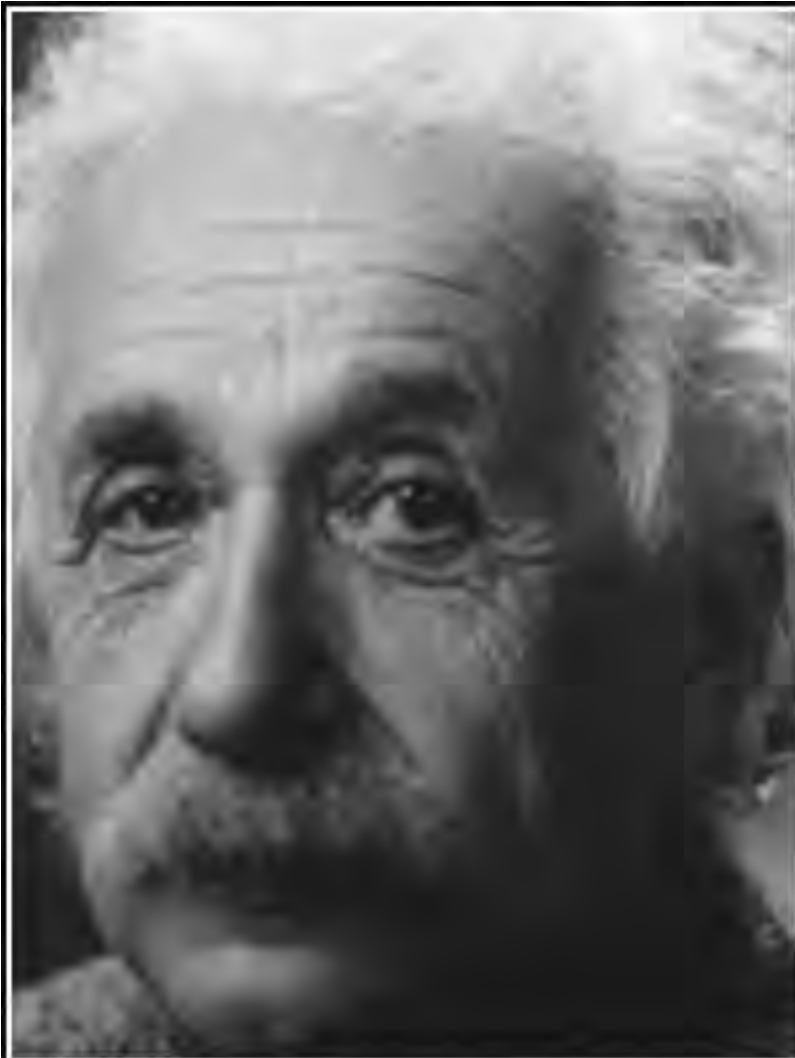


# Your Footprint (Be Careful Where You Step)

## Online

- Never complain about your work situation, supervisors, hours, etc.
- A balance of personal and professional information, posts, images, etc., is best
- Avoid controversial opinions unless you have information
- Your profiles very clearly communicate your brand. Proactively manage them





Information is not knowledge. The  
only source of knowledge is  
experience. You need experience to  
gain wisdom.

— *Albert Einstein* —

AZ QUOTES



thank you!