



# Building a Powerful Personal Brand

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# The Old Journalism

## The Competition

OTHER JOURNALISTS  
OTHER NEWS SOURCES  
CIRCUMSTANCES

1.  
BYLINE OR  
COLUMN

2.  
PUBLICATION  
MEDIA OUTLET  
BRAND

3.  
TOP DOWN  
HIERARCHY

4.  
PUSHING THE  
ENVELOP

# The Game Changers



A word cloud of digital marketing and social media terms. The words are in various shades of blue and are arranged in a non-linear fashion. The most prominent words are 'social marketing', 'social networking', and 'internet'. Other visible words include 'facebook', 'google', 'new media', 'social media', 'twitter', 'yahoo', 'youtube', 'wordpress', 'typepad', and 'blogs'.

facebook google internet  
blogs new media  
social marketing  
social media  
social networking  
twitter yahoo youtube  
typepad wordpress

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# Journalism in context of social media

1.  
NEWS VIA SOCIAL MEDIA

## The Competition

OTHER JOURNALISTS AND BLOGGERS  
SHORT ATTENTION SPANS  
TECHNOLOGY  
TIME

2.  
ONLINE PERSONALITIES  
MAXIMIZE EXPOSURE  
DIFFERENTIATE

3.  
THOUGHT LEADERS AND SME'S

4.  
MOBILE

# Convergence

Journalists have to function like PR people



PR people have to demonstrate SME value via the byline



# Brand

**Expectations + associations** created in the minds of an **audience**

Creates perceptions...communicating:

- Value
- Personality
- Ideas

# Personal Brand

A **personal identity** that stimulates  
precise, meaningful **perceptions**  
in its audience about the  
**values and qualities**  
of a person.

assumptions authenticity behavior chance  
characteristics differentiate expectations foresight  
identity image influence perception  
personality planning positioning pre-sell value



# POWER, PURPOSE, VALUE

## POWER

Thought Leadership  
Top of Mind  
Pre-Sells You

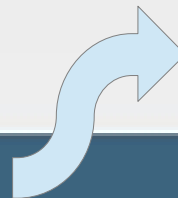
## PURPOSE

Influence how you're perceived  
Gain visibility and influence  
Differentiate

## VALUE

Clarify what you do  
Clarify who you are  
Re-brand yourself

Positioning in  
competitive  
marketplace



A word cloud featuring various business-related terms. The most prominent words are 'challenges' and 'resources' in large red font. Other significant words include 'conflict of interest', 'continuity', 'time', and 'adoption'. Smaller words include 'fear', 'policy', 'Internet-capacity', 'efficiency', 'knowledge', 'internal-expertise', 'video-skills', and 'multi-site management'.

challenges

resources

conflict of interest

continuity

time

adoption

Internet-capacity

efficiency

knowledge

internal-expertise

video-skills

multi-site management

fear

policy

# What does a Powerful Personal Brand look like?

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# Experts

Tweets >

Following >

Followers >

Favorites >

Lists >

Tweet to Tim Kawakami

@timkawakami



Who to follow · Refresh · View all



**Tim Kawakami**

@timkawakami

Tim Kawakami is a Mercury News sports columnist  
San Jose, CA · <http://www.mercurynews.com/timkawakami>

29,304  
TWEETS

319  
FOLLOWING

27,877  
FOLLOWERS



## Tweets



**Tim Kawakami** @timkawakami

11m

@JohnSheaHey thanks Shea-Hey! My real goal: Make it into "Eavesdrops."

[View conversation](#)



**Tim Kawakami** @timkawakami

24m

@MarkKreidler Thanks Mark... Somehow this all goes back to Shaq vs. Vlade, I think.

# Experts



**Alex Wang**  
@greenlawchina  
 *Blogging on China's environment/energy challenges; teaching law @ UC Berkeley Law School; former director of NRDC's China Env't Law & Governance Project.*  
Beijing, China; Berkeley, CA

Following  
3,425 TWEETS  
476 FOLLOWING  
3,664 FOLLOWERS

Content



**Alex Wang** @greenlawchina 26 Nov  
Chinese Gov't Will Put Billions into New-Energy Vehicles, Official Says [bit.ly/XVr0SY](http://bit.ly/XVr0SY)  
Expand

**Alex Wang** @greenlawchina 23 Nov  
Interesting article, but the suggestion that China is anywhere near "low-carbon" or "green" right now is fairly silly.  
Expand

Context



# Personalities

## Rachel Maddow



Wall

- Info
- Photos (612)
- Notes
- Check-in

308,762 people like this

See All

### The Rachel Maddow Show Like

TV Show



Wall The Rachel Maddow Show · Top Posts

**Vic Pilkington**  
Today's NBC/Wall Street Journal polling figures. 3/2/2011  
81% of Americans support taxes on millionaires  
68% of Americans support eliminating the Bush tax cuts  
74% of Americans support cutting oil/gas tax breaks  
77% of Americans support bargaining rights for public sectors unions  
...  
See More  
about an hour ago

- 2 people like this.
- Mike Hobgood** Of those polled, 100% were MSNBC cronies. Give us a break!  
16 minutes ago
- Vic Pilkington** Go read your Rasmussen poll, . You'll like those Fake News shill results a lot better.  
14 minutes ago

Progressive  
Witty  
Lesbian  
Female  
MSNBC  
America  
Jewish  
Intelligent  
Air

# Influencers

## Derrick Ashong



The Derrick Ashong Experience

Wall Info The Derrick... Ustream Photos Video >>

Add to My Page's Favorites  
Subscribe via SMS

**Information**

Location:  
Los Angeles, CA

Birthday:  
September 28, 1975

About:  
Moving from Social Media to Socially Meaningful Media.

1 Friend Likes This

Learn more

the derrick ashong experience

Oprah Radio SIRIUS Radi  
Find me o OprahRadio

## The Derrick Ashong Experience, *Oprah Radio*

- Ordained by Oprah
- Facebook: 4,482
- Twitter: 13,199
- Moving from social media to socially meaningful media.

“... a mash-up of politics, pop-culture, social media, music and the arts, informed by Derrick’s experiences and travels across the globe.

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# Powerful Personal Brand

- ✓ Purpose and Intention
- ✓ Expertise
- ✓ Content
- ✓ Accessibility
- ✓ Consistency





*Remember - Social media tools are a means to an end!*

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presspass



# Are you using the right tool for the job?



PRESENTED BY THE SOCIETY OF PROFESSIONAL JOURNALISTS

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## **LinkedIn**

### **(Networker):**

- ❑ Illustrate professional history
- ❑ Expand network
- ❑ Share articles
- ❑ Connect with thought leaders and SMEs



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## **Blog**

### **(Illustrator):**

- ❑ Demonstrate personality
- ❑ Build readership
- ❑ Chronicle work
- ❑ Avenue for immediate coverage (live blogging)



## Twitter

### (Connector):

- ❑ Connect with influencers, audience, sources
- ❑ Position yourself within a niche or industry
- ❑ Build network
- ❑ Track Trends

## Facebook

### (Fan Aggregator):

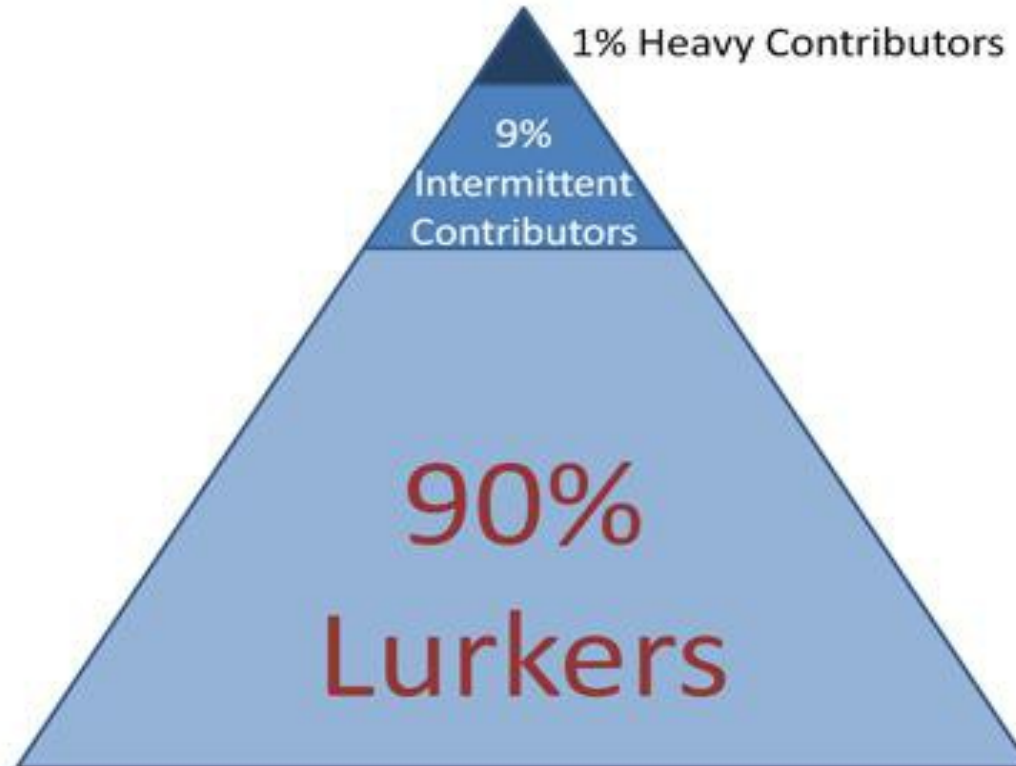
- ❑ Connect with readers
- ❑ Build audience
- ❑ Chronicle work



# Measuring Effectiveness

1. Ask
2. Attraction
3. Opportunities
4. Goals
5. Evaluate


# 1 / 9 / 90 Rule



# Building a Powerful Personal Brand: Going Forward

Your brand is part of an ever evolving process

1. Understand your current brand
2. Make decisions about how you want to be positioned and perceived
3. Have a presence where your audience dwells
4. Be relevant
5. Be authentic
6. Choose the right tool for the job



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