Personal Branding for New Librarians: Standing out and Stepping up

Association of College & Research Libraries National Conference 2011

Kiyomi Deards Erin Dorney Bohyun Kim
Our Session: Who & What

1. What is personal branding?
2. Benefits, concerns & questions
   - Bohyun Kim
3. Different platform, different purpose
   - Kiyomi Deards
4. Putting it into practice
   - Erin Dorney
What is Personal Branding?
Which of these apply to you?

- Select ALL that apply -

a) I am NOT sure if personal branding is for me.
b) I am concerned about certain aspects of personal branding.
c) I am interested in building my personal brand.
d) I am unsure how to develop my personal brand.
e) I am uncertain how to manage my personal brand effectively.
Personal Branding: benefits, concerns, and questions
Why Should I Care?
Benefits
Concerns...
Questions
Do you have?

-Select ALL that apply-

a) Facebook page
b) Linkedin Account
c) Twitter Account
d) Personal Website
e) Personal Blog
Social Media v. Personal Websites
Different platform, different purpose
Brand Management Tools

ACRL 2011 Group

ACRL Discussion Group

#ACRL2011
Professional Organization Websites

Residency Interest Group

Headline
Get Out Your Tweed! The Ivy League is Calling!
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-Eugene Garfield Residency in Science Librarianship-

The University of Pennsylvania Libraries is seeking a dynamic, service oriented individual to join its Science Libraries team in this two-year, entry level position. The overall goal of the residency is to encourage the growth and development of underrepresented groups in academic research libraries. The Residency will involve a variety of substantive responsibilities and learning opportunities culminating in a capstone project.

Based in the Biomedical Library, this position will be actively engaged across all six Science Libraries (Biomedical Librarian, Chemistry Library, Dental Medicine Library, ...
Leaders of Tomorrow: Brian Leaf

By Kiyomi, February 28, 2011 10:55 AM

Leaders of Tomorrow is a series of short interviews with new librarians and library school students. These are the people I’m watching and I am sure we’ll see great things from them.

Meet Brian Leaf

Brian is a triple threat who is intelligent, charming, and fun! Brian is currently an Instructional Assistant at the University of North Carolina Chapel Hill where he is also completing a MSLS.

I met Brain through our mutual participation in ARL’s Diversity Programs and can’t wait to see what he does next!

1. How did you first become interested in librarianship?

I’ve always been interested in contributing to society in some way, and many problems seem to revolve around information. Regardless of our field, we make decisions based on the...
Do what works for you!

Your Style:

**Introverts** are refreshed and energized by solitude.

**Extroverts** are energized and stimulated by socializing.

Or A Little Bit of Both?
Putting it into practice
Convinced to Monitor Your Brand?

a) YES
b) No
c) Maybe
d) Show me how!
Don't be an island: Leverage social networks
Be genuine and professional
Listen & monitor the conversation
Focus on your passions...

...not your job
Find your comfort zone
Audience Discussion
Thank you for joining us!

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Suggested Readings:

The CMO’s Guide To: The Social Media Landscape
http://www.cmo.com/sites/default/files/CMO-SOCIAL-LANDSCAPE-R5.jpg

7 Examples of Kickass Personal Branding
http://socialmouths.com/blog/2010/05/17/7-examples-of-kick-ass-personal-branding/

Handout on Personal Branding by ACRL New Members Discussion Group at ALA 2011 Midwinter

The WHY of Your Brand by Steven Bell

For an extended bibliography, download our session handout from the ACRL Virtual Conference website or email us for a PDF version.