



## **Branding Yourself | Fall 2021 | Agenda**

**Week 4 | November 3, 2021**

### ***Communicating Your Brand***

#### **1. Assignment Review**

- Write the first draft of your Elevator Speech.

#### **2. Video and Discussion**

5 Ways to Use Twitter to Build Your Personal Brand (5:52)

- <https://youtu.be/7h06wox-daY>

#### **3. Individual Exercise: Article Analysis**

Read the article “6 Tips for Successfully Communicating Your Personal Brand” and identify three strategies that you most relate to and could envision using to promote your personal brand.

- <https://www.entrepreneur.com/article/369665>

#### **4. Video and Discussion**

How To Build A LinkedIn Profile (5:52)

- <https://youtu.be/2ffdgZFyjUk>

#### **5. Optional Assignments**

How To Use LinkedIn for Beginners - 7 LinkedIn Profile Tips (9:36)

- <https://youtu.be/kwqgtpprrE>

How to Make a Video Intro for YouTube (14:00)

- <https://youtu.be/T8lcC45LRnI>

WordPress Design Tips for Beginners (14:17)

- <https://youtu.be/L1Dc45w6FmE>