

Social Media Toolkit - Welcome!

Thank you for supporting the “Personal Branding: Stand Out and Succeed” course.

In this toolkit, you will find messaging from the “Personal Branding: Stand Out and Succeed” course landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Course Description

In *Personal Branding: Stand Out and Succeed*, you'll explore how the branding strategies used by top-brands can inform your own personal brand, one that's authentically you. Define what a brand is, and explore the overlap between branded products and personal branding in this 4-week course. You'll reflect on your core values, and translate them into an elevator pitch, brand imagery, and brand story. Taught by world-class faculty from the University of Michigan's Ross School of Business, this course provides a foundational understanding of how to create and refine your brand to help you achieve your personal and professional goals, regardless of where you are in your career.

Course Image



[Click on the image to download.](#)

Social Media Toolkit - Media Assets

Social Image



[Click on the image to download.](#)

Quote Cards



"Personal brands are how people know us. Your brand or the brand of a person needs to be authentic and founded in one's own values and goals. People are attracted to others whose brand is true and positive and makes others feel good."

Cheri Alexander
Course Lecturer and Adjunct Lecturer of Management and Organizations,
University of Michigan Ross School of Business



Cheri Alexander Quote Card



"Emotional campaigns work harder in the long run because emotions are tied to our behavior. This requires moving beyond product benefits and thinking more about how we resonate with the hearts and minds of people."

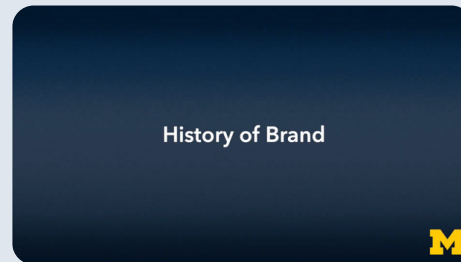
Marcus Collins
Clinical Assistant Professor of Marketing, University of Michigan Ross School
of Business



Marcus Collins Quote Card

Videos

History of Brand



YouTube Link: <https://www.youtube.com/watch?v=Zhfs2HUxXMM>

Course Overview



YouTube Link: <https://www.youtube.com/watch?v=-jv-eVeWWSw>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/Jpzx2>

Recommended Hashtags:

#PersonalBrand

#PersonalDevelopment

#BrandYourself

#CareerAdvice

Reflect on your core values now by using the Reflected Best Self Exercise from @PositiveOrg and learn how to cultivate a personal brand that you can present to peers, professors, or recruiters. Our new “Personal Branding: Stand Out and Succeed” course is available now!

Enroll now: [\[LINK\]](#)

Recommended Content: Cheri Alexander Quote Card

Before you can explore how to create a brand that’s authentically you, you must learn the history of brand. Enroll now in “Personal Branding: Stand Out and Succeed.” Learn more: [\[LINK\]](#)

Recommended Content: History of Brand Video

Are you looking to build a brand that reflects your values, allows you to advance your career and stay competitive in your field? Our new “Personal Branding: Stand Out and Succeed” course is now live!

Enroll now: [\[LINK\]](#)

Recommended Content: Course Image

Learn more about the components of a strong brand and its effects in our latest course “Personal Branding: Stand Out and Succeed.”

Enroll now: [\[LINK\]](#)

Recommended Content: Marcus Collins Quote Card

We all want to present our best selves to the world, but where do we start? Start with our new course “Personal Branding: Stand Out and Succeed” now available on Michigan Online.

Learn more: [\[LINK\]](#)

Recommended Content: Course Overview Video

Copy the text to use for social post promotion.

