

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 series logo, downloads to promotional videos, a shortened link to the course series 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

Series 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.

Series Image



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Social Media Toolkit - Social Graphics

Primary Social Image

OPEN ONLINE COURSE
Personal Branding:
Stand Out and Succeed

REDEFINE your personal brand
centered on your goals and values



- » Define the concept of "brand"
- » Explore strategies to inform your own personal brand
- » Design a personal brand and brand story

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Secondary Social Image

OPEN ONLINE COURSE
Personal Branding:
Stand Out and Succeed

4-Week Course Includes:

- » Introduction to Brands
- » People as Brands
- » You as a Brand
- » Reinventing & Returning

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Social Media Toolkit - Social Graphics

Cheri Alexander Quote Card

Personal Branding:
Stand Out and Succeed

“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
Adjunct Lecturer of Management and Organizations
University of Michigan Ross School of Business

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Marcus Collins Quote Card

Personal Branding:
Stand Out and Succeed

“Emotional campaigns work harder in the long run because **emotions** are tied to our **behavior**. This requires moving beyond product 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

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Social Media Toolkit - Social Videos

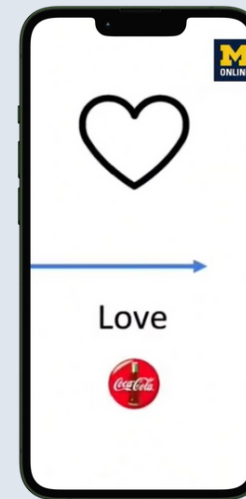
Course Overview



[Download Vertical Video](#)

[Download Square Video](#)

History of a Brand



[Download Vertical Video](#)

[Download Square Video](#)

Download Vertical or Horizontal Versions of Social Videos

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Short URL: <https://myumi.ch/3RMew>

Recommended Hashtags:

#PersonalBrand | #Branding | #Career | #Success

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:

Recommended Content: Social Images

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:

Recommended Content: Cheri Alexander Quote Card

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

Enroll now:

Recommended Content: Marcus Collins Quote Card

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Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/3RMew>

Recommended Hashtags:

#PersonalBrand | #Branding | #Career | #Success

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:

Recommended Content: History of a Brand Video

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:

Recommended Content: Course Overview Video

Copy the text to use for social post promotion.

