Building Your Brand, Influence, Impact

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First things first!

- The number one most important thing in your professional life should be that you are good at what you do

- But that's not enough ... hence the rest of this talk

Why Isn't That Enough?

Accomplishment does not == recognition

Accomplishment + Visibility = Recognition

- Job / promotion opportunities
- Invitations to speak, participate, collaborate
- Award nominations
- Media opportunities
- Opportunity for leadership ... become the person whom others are now trying to impress

But what do you want to be recognized for?

And who do you want to recognize you?

Defining Your Brand

- What is a brand? Why is it important?

- What should your brand be? What do you want to be known for? How is it relevant to the other person?

- What would you want people to say or think about you when asked?

Need a one phrase version, an elevator version, and a story version.

Quality, Consistency, and Accountability

Quality is much more important than quantity

- Select those things that fit with the brand you're trying to build
- Find a nice way to say no to those things that don't fit the brand
  Pro Tip: Have a list of people you can suggest as a "nicer" version of no
- Deliver with quality

Choose carefully but be Consistently Accountable

- Ask lots of questions before you say yes
- Be communicative and Deliver in a timely manner
- Make sure that the profile and reward match the effort required

Building Your Network

Institutional

Within your department
- Learn org processes
- Help Colleagues
- Departmental Service

Outside of department
- Understand institutional structure
- Drive Collaboration
- Strive for the win-win
- Be generous with credit

Professional

Building connections with people in your field
- Industry leaders
- Colleagues who have moved on
- Potential collaborators

Leverage existing venues
- Professional organizations
- Conferences
- LinkedIn
- State / national committees

Public / Other

Sometimes being in the general public's eye is advantages
- Blog posts
- Op ed pieces
- Expert guides
- Connect with domain leaders

Some administrators pay attention to these things

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Gaining Visibility

Why is visibility important?

- Invitations
- Job opportunities
- Award nominations
- Internal evaluation
- External evaluation
- Media opportunities
- Research visibility
- Recruiting

Online Visibility

Personal web page

LinkedIn

Google Scholar

Blogging

Other social media

- Facebook
- Twitter
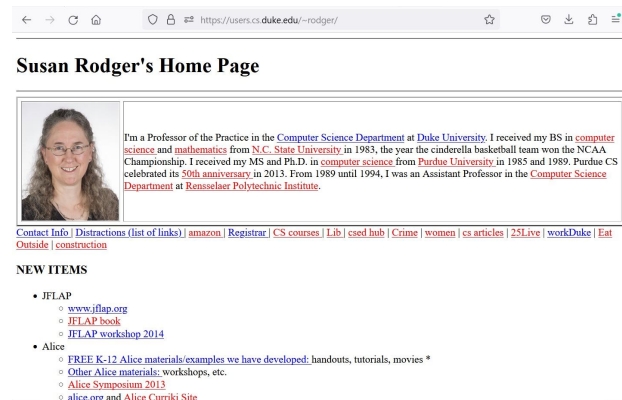
Personal Web Page

Basic information about you - Bio (short & long)

Summary of your research, teaching, and service

Links to other online sources (social media, blogs, etc.)

Your complete CV - make sure it is up to date!

See my CV: www.cs.duke.edu/~rodger

Why is Building Your Brand Difficult?

We often avoid this because

- Self-promotion is cringe-y
- We confuse brand-building with bragging
- We're busy and don't have time for it
- We don't know how to build our brand
- We don't see brand building as an important academic endeavour
- We fear the "public eye"

Getting Started…

- Who are you?
  - What makes you uniquely you?
  - What are your strengths/weaknesses?
  - What are your passions/motivations?

- Let's apply the information above:
  - What is your vision?
    - Think big picture, post-tenure, how do you want to be recognized?
  - How can you leverage the information above to accomplish your vision for yourself?

New Media

- Social Media
  - Follow prominent people in your field, and colleagues
  - Look at your network and who they are following
  - Use hashtags and trending content to bump your posts
  - Join/Start the conversation when your research area is receiving traction
- YouTube/Vlogging/Podcasting
  - Find your niche
  - Post consistently
  - Ask to be a guest on podcasts that cover topics in your area(s) of interest
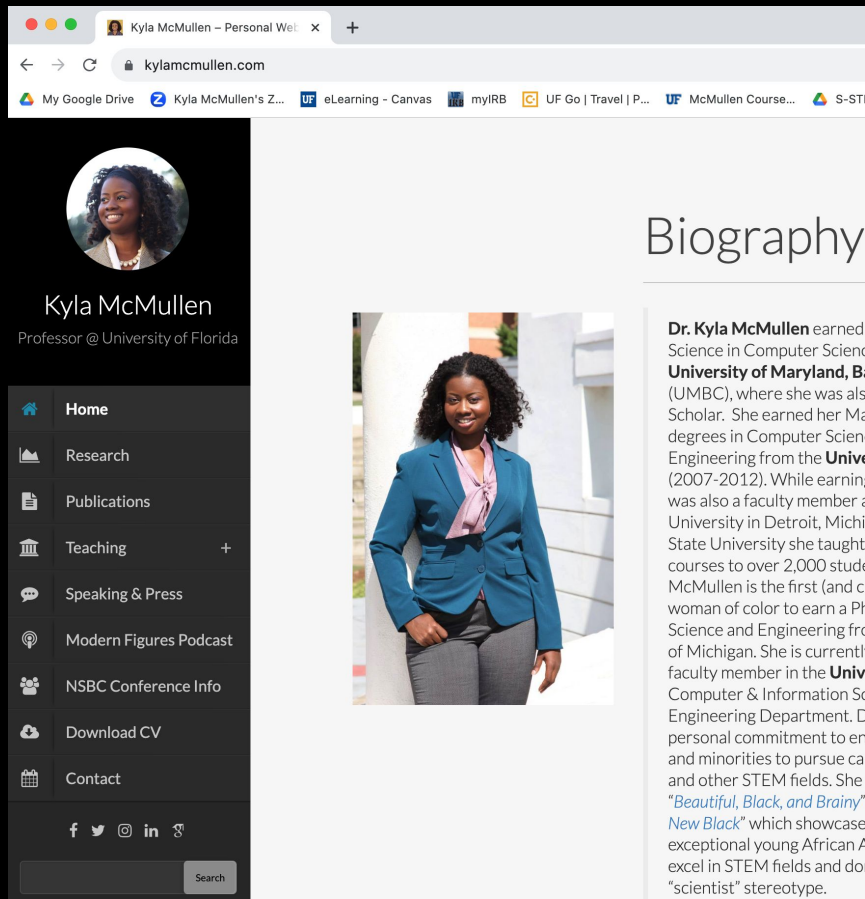
- Be actively discoverable, like a badly secured Bluetooth connection
- Brand each of the sites you use **consistently**
  - Try to use the same username across all platforms, if possible
  - Post content to all platforms (if applicable)
  - You may want to vary the feel of each platform
    - What's good for Twitter may not be great for LinkedIn or Instagram
- Leverage your **department's site** to link to your website
- Notify your institution's marketing/communications team when you have updates.

Document Everything

- **Take photos** during every activity you're engaged in and use them

- As you become more involved add these activities to your personal sites
  - Put your scholarly activities on your CV
  - Ensure you're marketing yourself on your website/social media sites

- **Create your own** features and releases

- Volunteer to **give commentary** to writers and editors for featured stories

- Self-promotion is free and more importantly, **you can control the narrative**
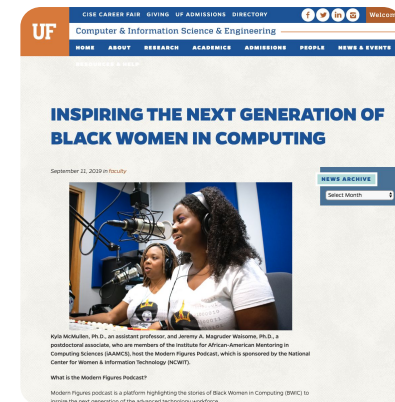
Now it is your turn

- How do you define your brand?
- How visible are you?

Questions?