



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?



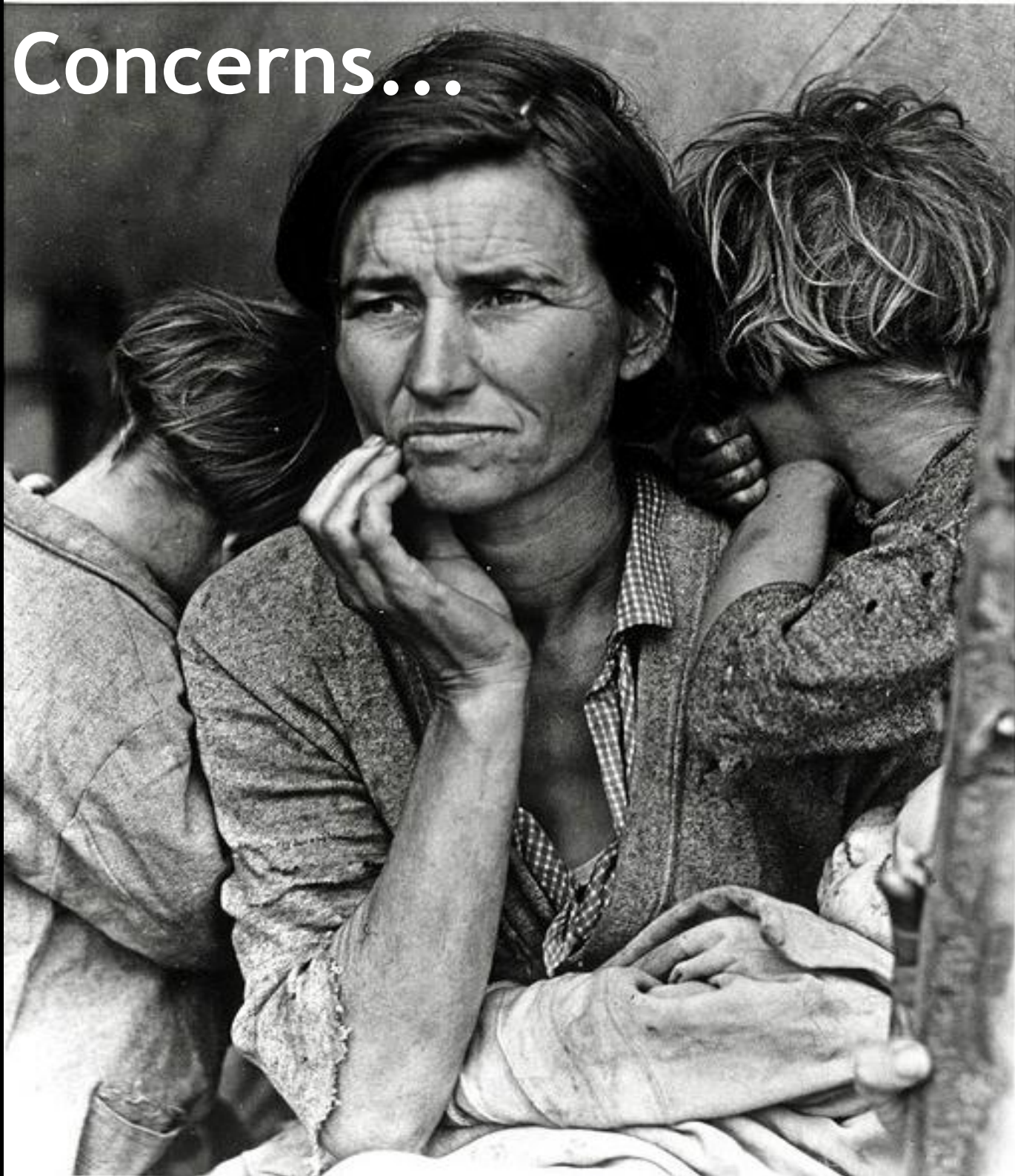
Benefits



19/6/
2010

Dinky Dinos

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



SOCIAL NETWORKS

Different platform,
different purpose

Brand Management Tools



[ACRL 2011 Group](#)



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[#ACRL2011](#)

WORKS
IN
PROGRESS


Professional Organization Websites

Residency Interest Group

An Interest Group of the Association
of College and Research Libraries

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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 Library, Chemistry Library, Dental Medicine Library, ...)

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Towson University Library Residency
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The Ohio State University Libraries: Mary P. Key Diversity Residency Program
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Personal Websites

[The Library Adventures of Kiyomi on Twitter](#) | [Entries RSS](#) | [Comments RSS](#)

The Library Adventures of Kiyomi

~ Libraries, they're addicting.

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Leaders of Tomorrow: Brian Leaf

By **Kiyomi**, February 28, 2011 10:55 AM

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Brian Leaf

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 Brian 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

Science Heroes

- [Jodye Selco](#)
- [Marie Curie](#)
- [Barry Marshall](#)

Science & Technology

- [Beyond Peer Review: Highlights from #Scio11](#)
- [10 Traits of Science Librarians](#)
- [Who Are These Scientists Anyway?](#)

Library Issues

- [A Day In The Life of A Science Librarian #libday6](#)
- [Tips From the Experts: Interviewees & New Workers](#)

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!



Be genuine and professional





**Listen
& monitor
the conversation**

Focus on your passions...



...not your job

Find your comfort zone

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

http://connect.ala.org/files/66007/acrl_nmdg_alamw11_handout_pdf_68737.pdf

The WHY of Your Brand by Steven Bell

http://www.libraryjournal.com/lj/communityacademiclibraries/888893-265/the_why_of_your_brand.html.csp

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