

LinkedIn Training: Personal Branding





Agenda

LinkedIn Training: Personal Branding

Your personal brand

Leveraging social media

Optimising your LinkedIn profile

Content – liking, sharing, and creating

Support

What is a personal brand?

Your personal brand is how you promote yourself.



Why build your personal brand?

1. Career opportunities
2. Recognition
3. Remuneration
4. Work on world-class projects
5. Work with talented people
6. New connections



Famous personal brands



Innovator



Trend setter



Influencer

Circle of influence



Social media guidelines

We recognise the benefits of encouraging you to help us build our brand on social media by becoming positive ambassadors for the business. We ask you to apply the same common sense, logic and sound judgement online as you would in the physical world.

Social media channels

MBB Group uses LinkedIn and we suggest you consider using it for professional purposes and to help you grow your personal brand.

Conduct

When using social media, the MBB Group Code of Conduct applies to everything you publish online.

Responsibilities

You are personally responsible for the content you publish online. Be mindful that what you publish will be public and stored forever.

Sharing

Information from official MBB Group channels is safe to share.

Professionalism

Be aware of your association with MBB Group in social networks. You may want to ensure your profile and related content is consistent with how you wish to present yourself to colleagues and clients.

Privacy

Be mindful of your Privacy Settings and the resulting scope of your audience for any content you publish. We recommend you review your personal social media accounts and their Privacy Settings periodically.

Legal obligations

Respect copyright, fair use, and financial disclosure laws. Do not use copyrighted materials without licence or permission. It is good practice to provide a link to another's work with a short excerpt, rather than copying material in its entirety.

Confidentiality

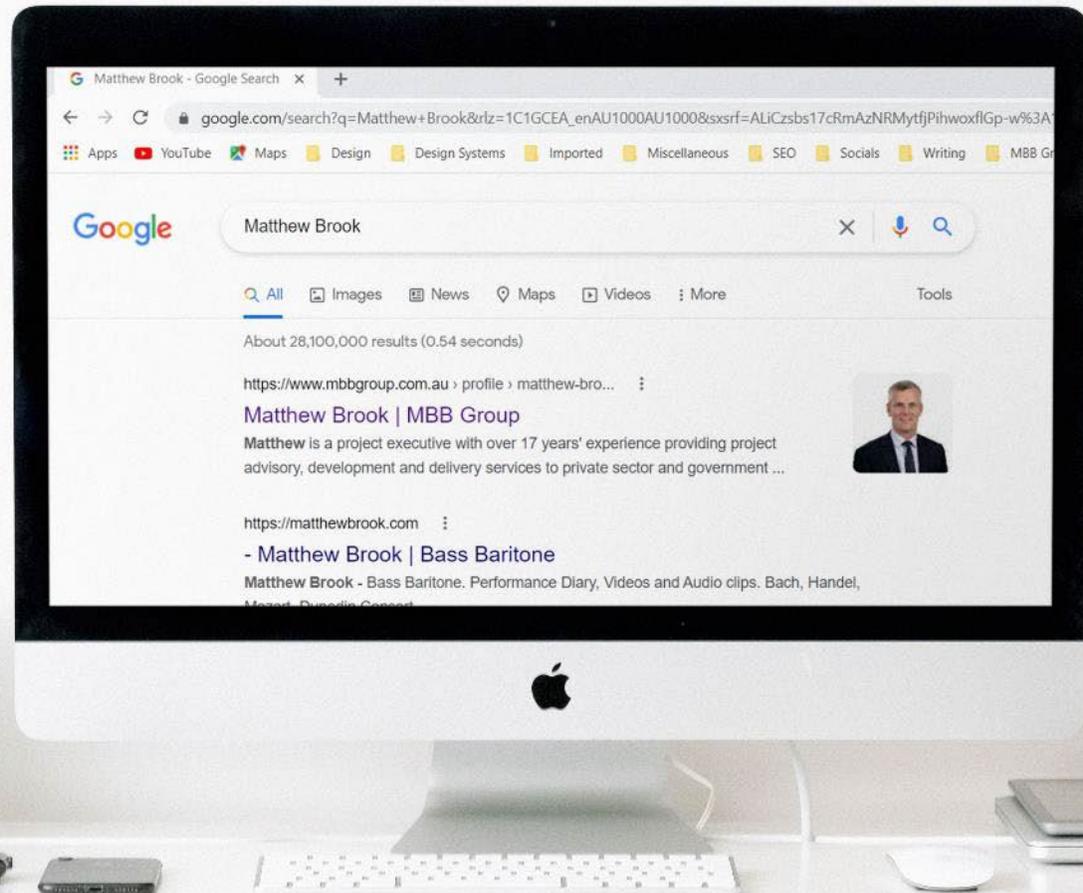
MBB Group is charged with overseeing a great deal of sensitive and confidential information belonging to clients and prospective clients. Matters concerning proposals, client pricing, and design are examples of information which we as a company have an obligation to guard and protect. Please be mindful of our obligations to our clients when making decisions about what to post online.

Reasonable use

Minimise the time you spend on social media during business hours.

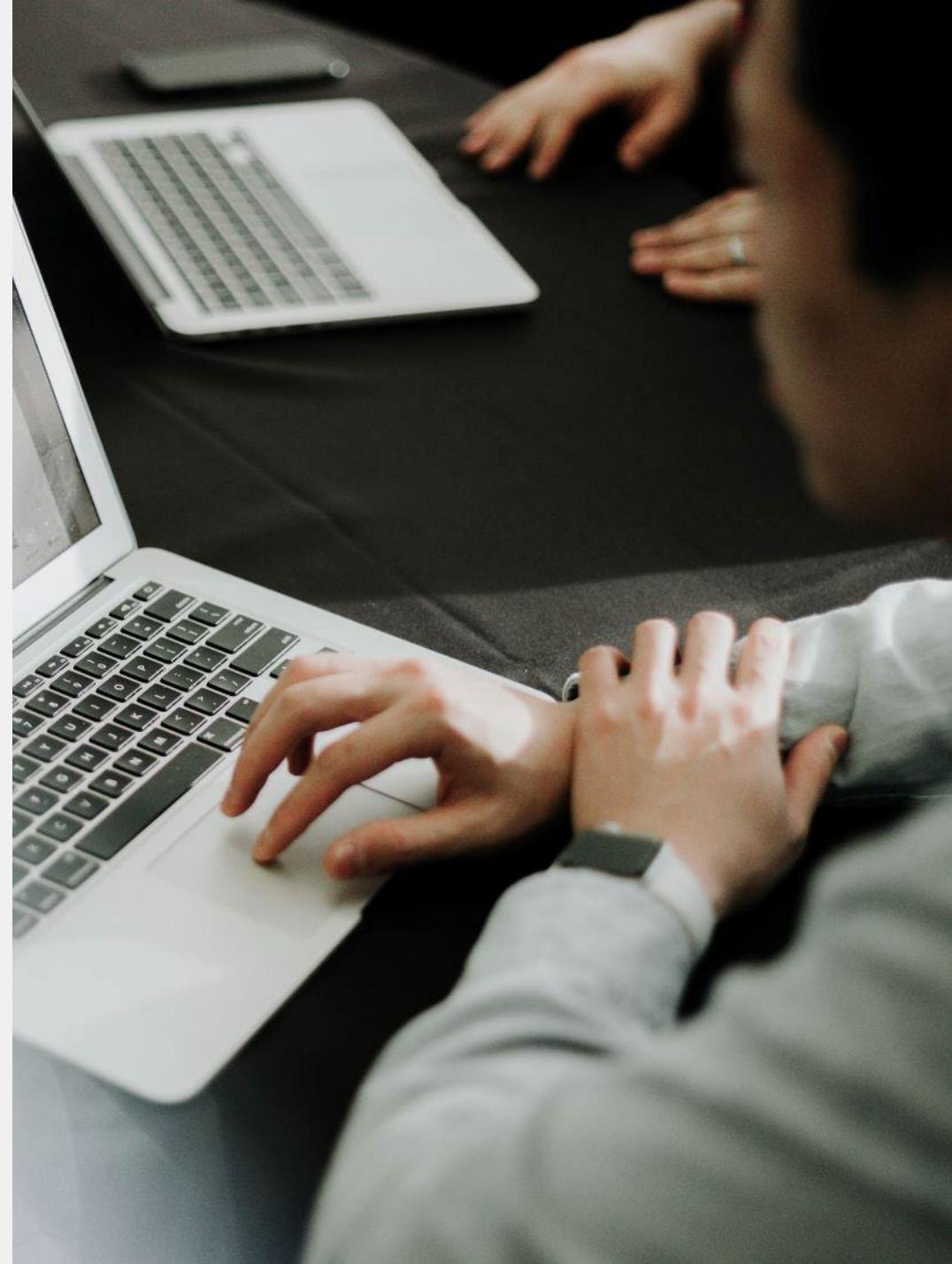
Please forward any comments or concerns about MBB Group and social media to Scott de la Rosa.

Ask Google

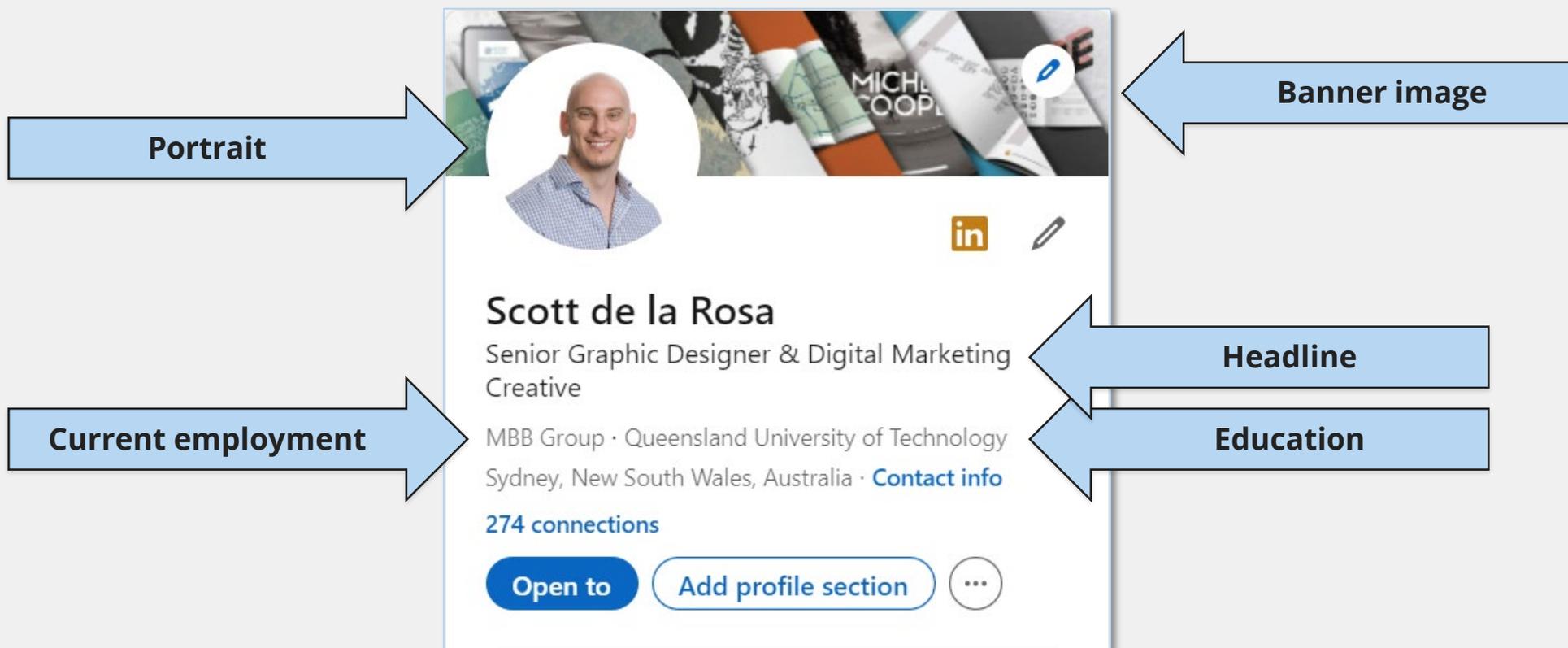


Leveraging LinkedIn

- Get the basics right
- Connect
- Engage
- Follow up



Create a winning LinkedIn Profile



Create a winning LinkedIn Profile



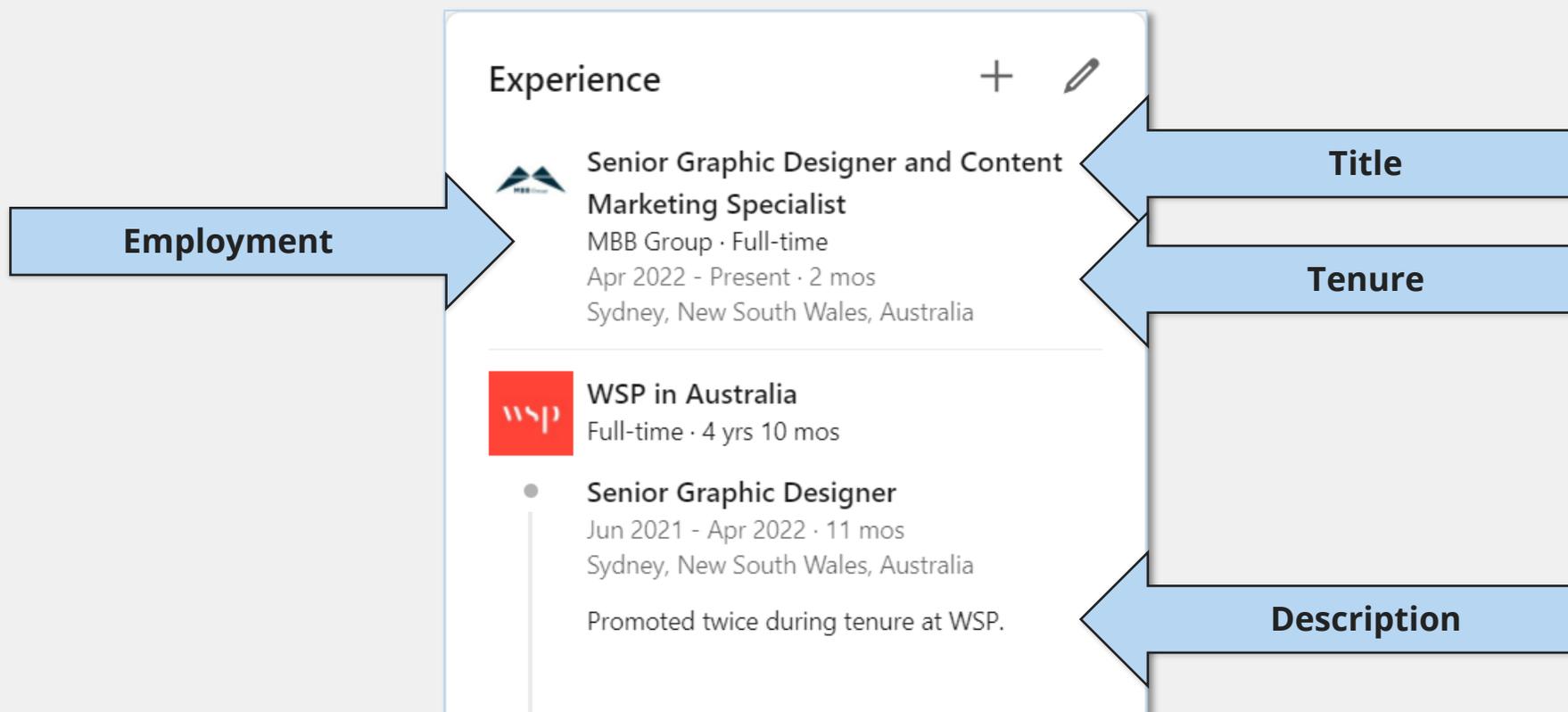
About



I am a Senior Graphic Designer experienced with working inhouse for professional services firms in highly technical fields. I am a creative, dedicated, and motivated and have over ten years of industry

About me

Create a winning LinkedIn Profile



Create a winning LinkedIn Profile



Education + ✎

 **QUT (Queensland University of Technology)**
Masters Degree in Creative Advertising, Business, Management, Marketing, and Related Support Services
2012 - 2013

Joined the intensive advertising postgraduate program to build skills beyond graphic design

 **Curtin University**
Bachelor Degree in Design, Graphic Design
2007 - 2009

Studied how to communicate through a variety of media including print, television, point-of-

← **University**

← **University**

← **Description**

→ **Licenses & certifications**

Licenses & certifications + ✎

 **Advertising on Facebook**
LinkedIn
Issued Apr 2022 · No Expiration Date

Show credential ↗

 **Advertising on Instagram**
LinkedIn
Issued Apr 2022 · No Expiration Date

Show credential ↗

 **Advertising on YouTube**
LinkedIn
Issued Apr 2022 · No Expiration Date

Show credential ↗

Show all 23 licenses & certifications →

Create a winning LinkedIn Profile



Skills

[Take skill quiz](#) + 

Art Direction
Rachelle Forbes has given an endorsement for this skill
 6 endorsements

Graphic Design
 Endorsed by 2 colleagues at WSP in Australia
 17 endorsements

Adobe Creative Suite
 Endorsed by 3 colleagues at Master Electricians Australia
 8 endorsements

[Show all 37 skills →](#)

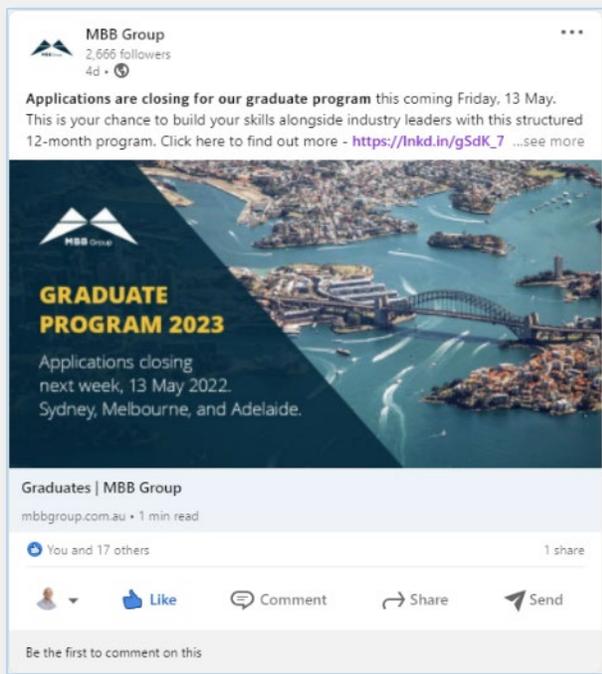
Recommendations

[Received](#) [Given](#) + 

 **George Peat** · 1st
Director at WISE Finance and WISE Financial Planning Advisors
May 16, 2017, George was Scott's client

WISE Group was growing and diversifying and I needed a fresh brand to consolidate the new divisions. Scott designed a contemporary brand that demonstrated the many facets of

Liking and sharing content



MBB Group
2,666 followers
4d • 🌐

Applications are closing for our graduate program this coming Friday, 13 May. This is your chance to build your skills alongside industry leaders with this structured 12-month program. Click here to find out more - https://lnkd.in/gSdK_7 ...see more



GRADUATE PROGRAM 2023

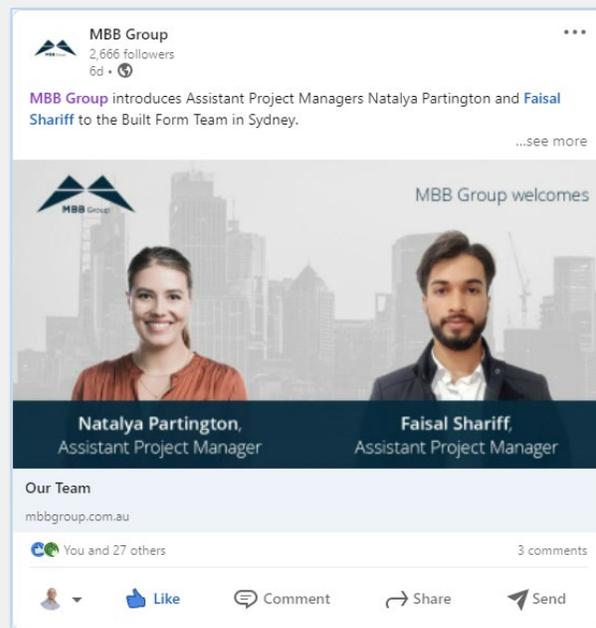
Applications closing next week, 13 May 2022.
Sydney, Melbourne, and Adelaide.

Graduates | MBB Group
mbbgroup.com.au • 1 min read

You and 17 others 1 share

Like Comment Share Send

Be the first to comment on this



MBB Group
2,666 followers
6d • 🌐

MBB Group introduces Assistant Project Managers **Natalya Partington** and **Faisal Shariff** to the Built Form Team in Sydney. ...see more



MBB Group welcomes

Natalya Partington,
Assistant Project Manager

Faisal Shariff,
Assistant Project Manager

Our Team
mbbgroup.com.au

You and 27 others 3 comments

Like Comment Share Send



MBB Group
2,666 followers
1w • Edited • 🌐

MBB Group are thrilled to introduce **Oliver Lindholm**, recently joining the Sydney office as an Associate Director. ...see more



MBB Group welcomes

Oliver Lindholm,
Associate Director

Oliver Lindholm
mbbgroup.com.au • 1 min read

You and 61 others 8 comments

Celebrate Comment Share Send

Top tips

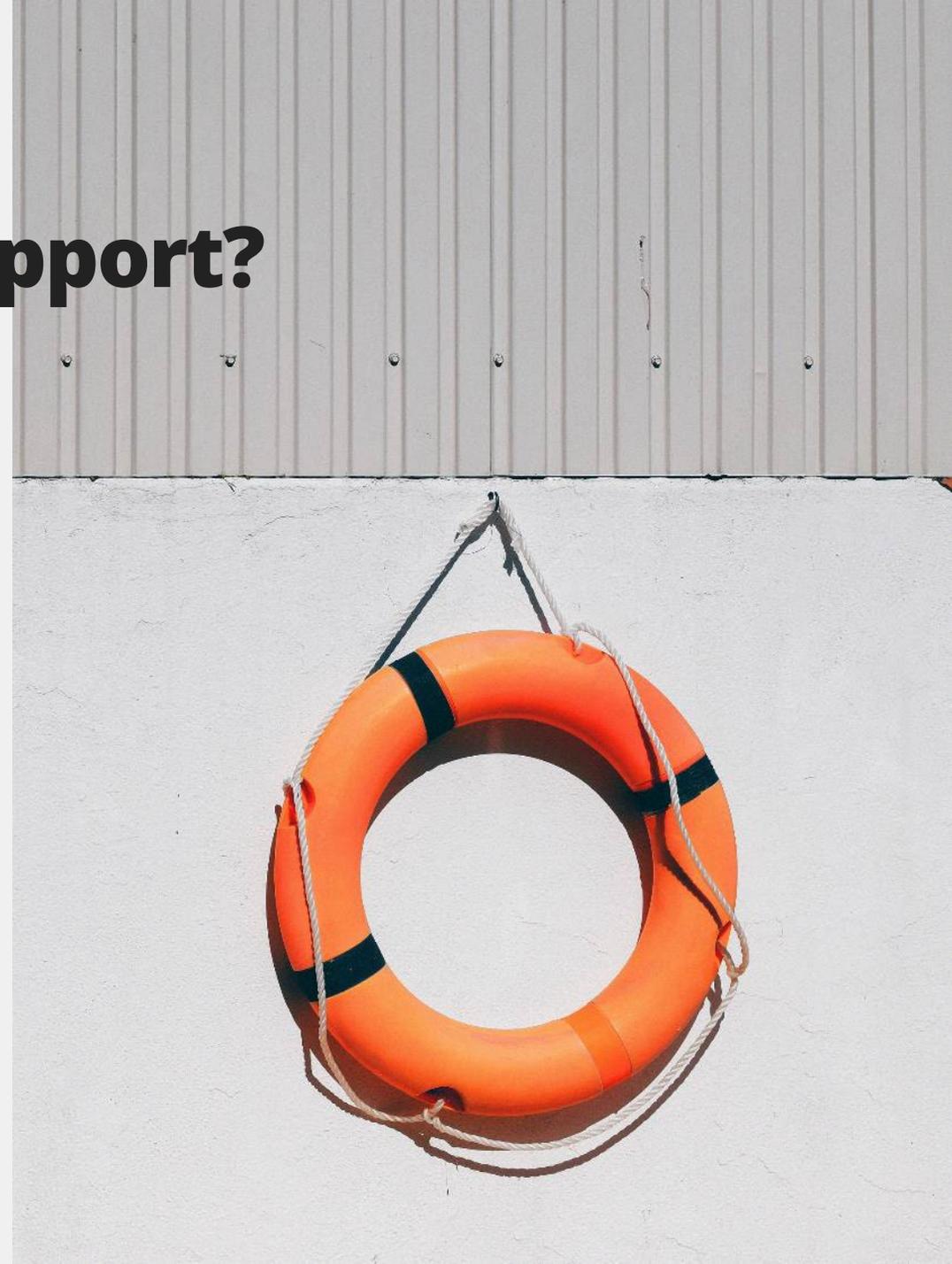
- Remember to **@MBB Group**
- Use hashtags:
 - #MBBGroup
 - #ProjectManagement
- Be empathetic and authentic
- Share positive content
- Send personal messages
- Showcase resilience
- Experiment with content



Where can you find support?



Scott de la Rosa
Senior Graphic Designer and
Content Marketing Specialist



Questions?

