

# Digital Leadership in Higher Education

## *Purposeful Social Media in a Connected World*



### Chapter 7: Solving the Relationship Equation

#### Brand Building

##### APPLICATION EXERCISE 7.1

Now, it's your turn. Use the inspiration and example offered by Patty to build a brand that is true to you in this exercise, which has three parts.

#### ***Part I: Presence, Spark, Drive***

Without editing or evaluating yourself, use the table to write down the very first things that come to you for the following prompts:

- **Presence:** List five descriptor words that you want associated with yourself.
- **Spark:** Write down at least five things that are unique to you, your story, or how people describe you.
- **Drive:** Write down at least five things that are driving forces in your life.

Reflect on your answers. What are the commonalities? How long have you known these things? Who influenced them? Did you write them down because they were the right things to say, or are they really a reflection of who you are?

#### Brand Building Blocks

Presence
Spark
Drive

## ***Part II: Beliefs and Legacy***

The next part of this exercise asks questions that go a little deeper into what matters to you, what you want to be known for, and more. I suggest free writing about these prompts in the table.

- **Beliefs:** Building on your code of ethics, which you created earlier in this book, it's time to more clearly define what your core beliefs are related to faith, identity, education, leadership, and/or humanity. Write down as many as come to mind.
- **Legacy:** Inspired by what you created for leaving your legacy and legacy 2.0, write down at least four wishes you have for your impact online.

## **Brand Building Blocks**

Belief
Legacy

## ***Part III: Your Brand Mission***

Review your answers to all the prompts, then create a two- to four-sentence brand mission statement. It should illuminate your unique presence and approach, as well as the impact you currently will aim to have.

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# Chapter 7: Solving the Relationship Equation

## My Brand Versus My Institution's Brand

### APPLICATION EXERCISE 7.2

First, use the table to review your institution's mission, vision, values, and/or strategic plan (which we also considered in chapter 6). Second, considering these seminal documents, reflect on your campus/organization culture. Third, find out any public branding elements, like colors, mascot, logos, and so on. Fourth, list any clear policies that direct your online presence, which could include whether you can list your institution's name in your bio and whether you can post certain opinions about the campus or take a stance on political issues. Fifth, with all this research and reflection complete, identify where there are gaps, disagreements, or harmony.

### Your Campus Branding

	Campus Research	Your Reflections
<i>Institution Mission/Vision/Values/Strategic Plan</i>	What seminal language does your campus use that guides the institution/campus community?	Are there inconsistencies or disagreements between your current institution's seminal beliefs and your values?
<i>Campus Culture</i>	How would you describe the culture of your campus? What is it known for, both positive and problematic?	Are there inconsistencies or disagreements between your current institution's campus culture and your values?

	<b>Campus Research</b>	<b>Your Reflections</b>
<i>Brand Elements</i>	List your institution's colors, mascot, approved logo, processes for public announcements, and so on.	Does the public brand of the institution appeal to you? Do you want to be tied to this brand?
<i>Policies Related to Social Media and Branding</i>	Are there any policies or guidelines that would influence and hold you accountable as an employee for your actions online?	Are you willing to follow these policies and/or guidelines? In what cases are you willing to stand behind your values that may come into conflict with the institution?
<i>Campus Social Media Presence</i>	How would you describe the current use of social media at your campus/organization? Are there specific campus leaders who are actively engaged? What are the strongest program pages?	Does your organization currently use social media in ways that align with how you do or hope to? Are there differences that concern you? If you have a campus leader active online, does their presence offer you a roadmap?

<p><i>Your Brand Versus Your Institution's Brand</i></p>	<p>Are there discrepancies between what you created in earlier exercises on your brand and the brand of your campus? Are there bigger belief systems or values that are currently in conflict with your institution/organization? What harmonies exist and can be amplified within your brand?</p>
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# Chapter 7: Solving the Relationship Equation

## Your Meaningful Content

### APPLICATION EXERCISE 7.3

Using the table, review the last 3 to 6 months of posts you've contributed on your most active platform. Look for themes, and note observations and opportunities you find.

### Meaningful Content Creation

Content Type	Past Content Observations	Future Opportunities
Educational		
Community		
Inspirational		
Promotional		
Your Story		

Content Type	Past Content Observations	Future Opportunities
Day in the Life		
Advocacy		
Industry		

⇒ Now head to our book community, the Digital Leadership Network found at <http://bit.ly/DigitalLeadershipNetwork>, and find the chapter 7 topic, where you can share a few of your reflections and discoveries on any of these exercises.