Personal Branding: Using SEO and Social Media for Small Business Owners, Job Seekers, and Thought Leaders

PRELIMINARY SYLLABUS

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Course Syllabus / Outline

Day One: 10-4 pm Stanford University

Personal Branding. What is personal branding? What is reputation management? Defining your personal brand – from a person looking for a job or building a career, to a small business owner, to the CEO or other highly visible representative of a non-profit or corporation. Writing a PBS or “Personal Branding Statement.”

Google Thyself. Understanding how Google and search engines work. A “crash course” in SEO (Search Engine Optimization). Creating a list of sites to launch to dominate the “ten blue links” that define your online search results.

Your Website or Blog. Creating a foundational website or blog for personal branding. Using WordPress or Blogger, and choosing a domain. Creating anchor pages, as well as learning how to blog around your keywords and personal brand goals. Understand the importance of content marketing on not only blogs but also image / video sites such as SlideShare, YouTube, and Instagram.

Social Media and Personal Branding. Setting up and using Twitter, YouTube and Google+ effectively. Using LinkedIn as a central point for personal branding online: building a strong profile, growing connections, and researching and reaching out to connections for personal brand purposes.

Day Two: 10-4 pm Stanford University

Amazon and Personal Branding. How to review books online and repurpose that content. Self-publishing books via Creatspace or KDP, and setting up an author page on Amazon.

Twitter. Becoming a power Twitter user, and making sure Twitter positions you as important on the Web. Using Twitter to reach out and contact influencers.

Linkedin. Becoming a power LinkedIn user, with a powerful profile and a strategic posting strategy, including using LinkedIn Pulse. In addition, we’ll investigate how to use LinkedIn to reach out and grow your connection network.
Reputation Management. Monitoring your personal brand online using Google Alerts and canned search technology. Crowding out the possibility for negative attacks, and ensuring that positive information can be easily found about your personal brand.

Creating a Personal Branding Plan. Creating a personal branding plan, and building the foundation. Constructing a monthly and weekly rhythm to enhance your brand.

Course Grading Options

No grade requested. This is the default option. Just show up for class.

Credit. Take and successfully pass a short online exam on personal branding concepts learned in class, no later than one week after class date. Participate in class discussion.

Letter Grade. Take and successfully pass a short online exam on personal branding concepts learned in class, no later than one week after class date. Participate in class discussion. Submit a one page OUTLINE of your personal branding plan, no later than one week after class date.

Course Readings

Required readings (Please read BEFORE class, as this is a short, two-day workshop).


Additional readings and resources will be made available at class.