Encouraging a positive culture around social media through the concept of ‘Brand Me’.
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• Introduction

• Personal Branding and ‘Brand Me’

• Students and social media – research project – Intervention works

• Challenge for Academics in support of students and shaping ‘Brand Me’.
Harper Adams University
Land based (Engineering, Agriculture, Food Sciences, Business, Crop Sciences, Veterinary Nursing and related courses, Animal Behaviour, Entomology, Zoology)
Discuss: How is your institution supporting students to use social media?
• Only relevant to celebrities and business high flyers?

• To build Personal Brand equity by “… differentiating yourself and highlighting the attributes you offer the organisation” (Delves, 2014, p44).

• To ‘stand out’ and also to ‘fit in’
Expectations, values required for the role

Career Capital

**Potential offer**
- Further training, expectations of leadership and personal growth.

**Augmented offer**
- Social and cultural capital, personality, Reputation, background, hobbies, value perceptions

**Specified offer**
Academic and professional qualifications, Income level, Skills – technical, practical, social

**Core**
- Person requiring a position

Personal brand equity ‘Brand Me’

Placement/ career market place
How social media may strengthen / destroy your professional reputation, network and prospects
Encouraging a positive culture around social media through the concept of ‘Brand Me’.
Managing your online digital footprint.
The special case of placement at Harper Adams
The power of social media in placement

– To collect research material
– To launch new ideas and products
– To communicate with colleagues
– To keep in touch with friends and family
We remind students to be careful …

Manage your online footprint.
We have seen problems
Discuss: To what extent should social media mishaps be the concern of the university?
1. How can we support students in their professional use of social media?

2. How can we prepare students for the digital world within the context of our own practice?
1. Short video to capture interest and raise awareness

2. Presentation showcasing problems that have occurred while on placement

3. Offered top tips on how to manage online presence.

4. Captured information from 4 final year students in form of video blog mini case studies showing their experiences on managing social media

5. Collated useful self help materials (such as LinkedIn)

6. Resources on ‘Being a Professional Digital Citizen’

7. Computer help desk to manage privacy settings.
Methodology

1. Pre-test survey student survey
2. Materials shown to students in preparation for placement
3. Post-test survey to the same group

294 (n) in the survey from the following courses:

- Agriculture
- Food
- Countryside
- Vet Nurses
- Animal health
- Agrifood/Agribusiness, Business
Social media used

Facebook – 97% use it and 90% used daily
Twitter- 49% use it and 24% used daily
Instagram- 37% use it and 22% daily
Vine- 3% daily, 87% not at all
LinkedIn – 8.8% use it
MySpace- 99% not at all
Bebo- 98% not at all
How social media was used

Facebook – Personal and both leisure and 25% following businesses
Twitter – Personal and both leisure and following businesses
Instagram – sharing photos
LinkedIn – 5.8% for professional activities
How important are the following in your use of social media? (1= very unimportant, 5 = very important)

Levels of importance - mean average

- Follow celebrities
- Finding accommodation
- Market research
- To help with job hunting
- To have separate personal and business accounts
- Sharing opinions
- Follow businesses
- Create/attend events
- Share photos
- Communicate/socialise with friends

0.00 0.50 1.00 1.50 2.00 2.50 3.00 3.50 4.00 4.50
### Security settings

4. Which of the following best describes how you manage your use of social media?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do not really worry about privacy settings:</td>
<td>7.9%</td>
<td>23</td>
</tr>
<tr>
<td>I have some concerns about privacy settings:</td>
<td>47.9%</td>
<td>139</td>
</tr>
<tr>
<td>I am very concerned and set tight privacy settings:</td>
<td>43.4%</td>
<td>126</td>
</tr>
<tr>
<td>I am so concerned that I do not use Social media:</td>
<td>0.7%</td>
<td>2</td>
</tr>
</tbody>
</table>
Have you reviewed the security or privacy settings on these resources?

Student responses

- Yes: 250 responses
- No: 50 responses
Understanding the term ‘Digital Footprint’

- Do not know / No idea (83)
- Online data trail/traceability of any activity you undertake online that people can follow and see past and present (67)
- Everything we upload/write online stays there forever and can be traced back (42)
- What you post online reflects you, the information/impression you leave about yourself on the internet and with your social media profiles and how you are viewed on the internet (28)
- History of what you have done through photos, profiles and comments etc. (19)
- The photos and personal information you write remain on the internet forever (19)
It's like the carbon footprint – people care but you can't get rid of it easily.

Use the web to create a strategy for networking

It's your personal history which others can view
Having seen the presentation and materials....

✓ Two thirds going to be proactive and make changes
• Review, check and change my privacy settings (143)
• Check through photos/videos/tweets to check appropriateness (32)
• I already have set tight privacy settings and will do nothing (25)
• Be more careful and untag myself from bad pictures (16)
• Think about what I am posting/writing (11)
• Checking what other people can see on the internet and my profiles online which included checking status and picture profiles (11)
• Manage and check who I am friends with and followers 9 (I will not add my boss or colleagues)
• Be aware of what I say about placement/work related issues (5)
• Create a business/professional account for myself/two accounts (5)
• Build on my professional profile going onto LinkedIn, follow twitter agri-talks (5)
• Ask employers permission before uploading pictures from the workplace. (4)
• Check my Facebook profile for anything that would not set a good impression for a potential employer (2)
Student views regarding the presentation and social media

I rarely considered the consequences when using social media

I may need to change my privacy settings when using social media.

This presentation has been useful to me

My approach to using social media will change in light of the presentation

- Strongly agree
- Slightly agree
- Neither agree nor disagree
- Slightly disagree
- Strongly disagree
Social Media and Brand Me

A regular self-search on my online presence is useful to do.

I can see the benefit of using social media to build my professional profile.

I am aware how important it is to manage my online digital footprint.

I am aware how inappropriate use of social media could affect my career.

- Strongly agree
- Slightly agree
- Neither agree nor disagree
- Slightly disagree
- Strongly disagree
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I need to change my privacy settings when using social media.

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Top tips – personal

Always check privacy settings and who you are ‘friends’ with
Be careful what you write
Don’t post anything negative, offensive, inappropriate
Think – about what you are uploading
Google yourself to see what others can view
Manage friends, and what you tag

Top tips – professional

Always check privacy settings and who you are ‘friends’ with
Be careful what you write
Don’t post anything negative, offensive, inappropriate
Think – about what you are uploading
Google yourself to see what others can view
Manage friends, and what you tag
or a strategy in shaping Brand Me?
Building Brand Me

• Managing a culture change in how to use social media
• Be aware of a cluster of values and how you may be perceived.
• Whose attention am I trying to get?
• What tools shall I use?
• Which sites do I want to frequent?
• Who has access to my page?
• Power of networking
Conclusions

• Managing a culture change in how to use social media
• Be aware of a cluster of values and how you may be perceived.
• Whose attention am I trying to get?
• What tools shall I use?
• Which sites do I want to frequent?
• Who has access to my page?
• Power of networking