

Todd Spinner
University of Illinois at Urbana-Champaign

What is a Personal Advising Brand?

Everyone has a personal brand! If you are not branding yourself, you can be assured that others are doing it for you!

RATE MY ADVISOR

Act as if this was real!

Build Your Brand With Gen Z Students

- Provide On-demand Information
- Be Authentic
- Limit amount & length of emails
- Bite Size Info = Right Sized
- Video is a key resource

Building YOUR Brand

- Always Create Content
 - (volume is key)
- Build Relationships (On & off Campus)
- Tag, Mention, & Follow Others
- Ask others about your brand.
- Realize that it can take time to build your brand...aka reputation. Be patient. It can take years.
- Never too late or too early to build your platform.

Pitfalls of Your Brand

- No one reads/views your stuff
- Another with same name becomes notorious or pretends to be you.
- Post or say something regrettable

Great Tools to Build Your Personal Brand

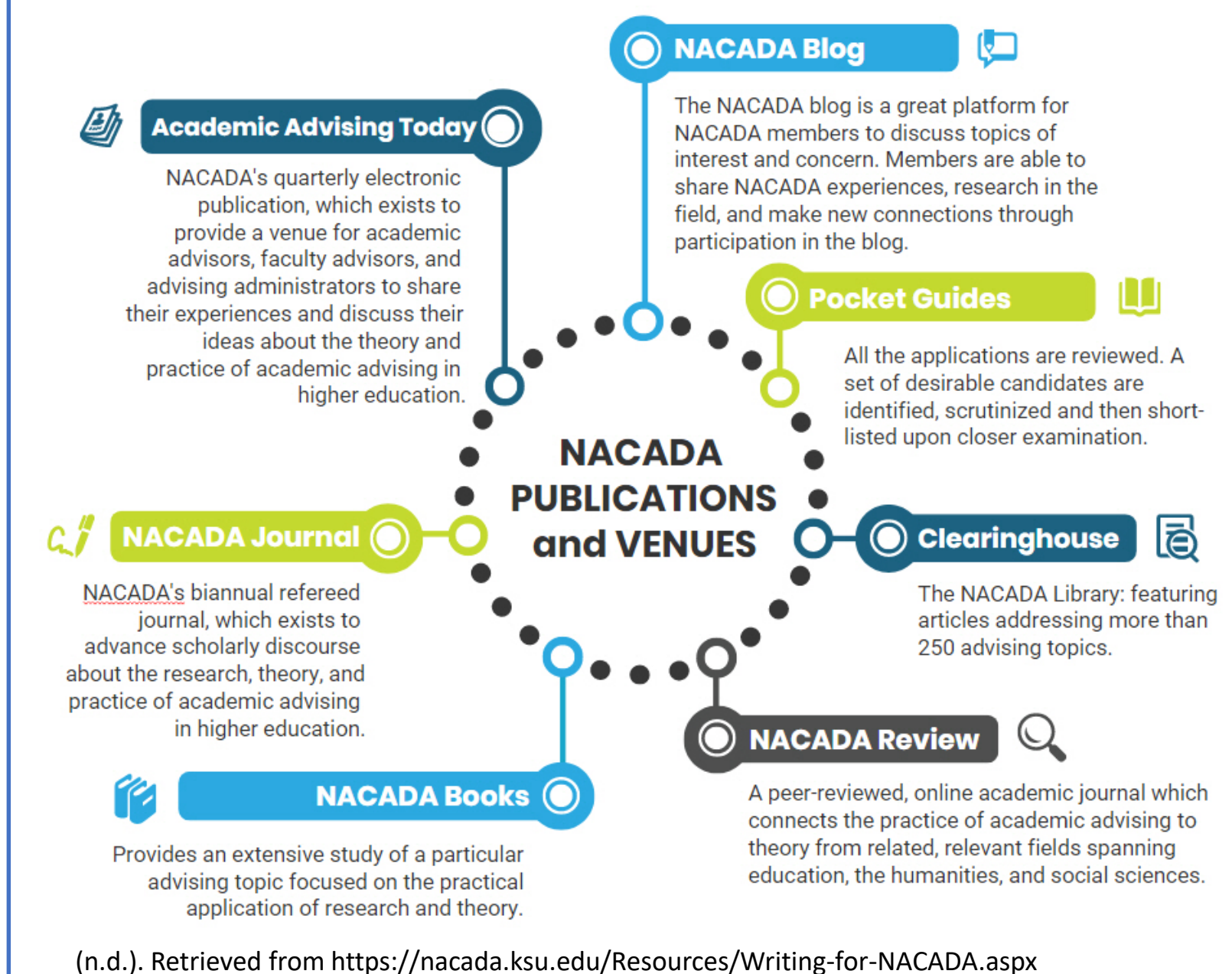
- Social Networks: Twitter, Instagram, Snapchat, Facebook, Linked In, & Reddit
- You Tube – Microblogs, Podcasts
- Cultivate relationships with others & attend events
- Blogs and Websites

Create your own website

The Academic Advising Podcast

See Todd's non-commercial personal blog for more info:
toddspinner.com

Participate in NACADA



#ACADV TWITTER CHAT
A great way to network and learn with other advisors

November 12, 26

December 10

12pm Central