Black Vanilla

Personal Branding

TOP TIPS

> **Your personal brand is what people say about you when you're not in the room.**

01 Know what it is

A considered, consistent impression of your values, skills and personality. Unlike a corporate brand, it showcases you as an individual.

02 Define your UVP

What values drive your decisions? What are your top strengths and skills? What are you passionate about? What do you want to be known for?

03 Build credibility

Your personal brand is your reputation. Show your expertise consistently and people are more likely to trust and believe what you say.

04 Stand out from the crowd

A strong brand lifts your visibility in a crowded field, so people know who you are and what you do, helping your reach more of the right people.

05 Lead with authenticity

Let your personality, values and aspirations show. People connect with those they feel they know and trust, which makes engaging with you easier.

06 Set your goals

Pair short-term aims (your next career or personal step) with a long-term vision: the legacy you want to be remembered for.

07 Live your brand daily

Your actions and behaviours are your brand in practice. Small, consistent habits say more about you than any bio ever will.

08 Audit your digital footprint

Check how your online presence aligns with your brand, optimise your social profiles, and reflect the same values on every platform.

Black Vanilla · PR & Communications 01481 729 229 krista@black-vanilla.co.uk black-vanilla.co.uk

Black Vanilla

LinkedIn

TOP TIPS

2.2M
nonprofits have a LinkedIn presence

22M
nonprofit professionals active on the platform

4 in 5
users drive business decisions

73%
of professionals trust LinkedIn

01 Go All-Star

Add a clear headshot, a branded header and a sharp, keyword-driven headline, and keep experience up to date. All-Star profiles get 1.5x more reach.

02 Write an About that hooks

Open with a hook, state your unique value, tell your story and back it up with real achievements.

03 Set up to be seen

Personalise your settings and make yourself visible. Follow relevant pages, people, companies and hashtags to curate a feed worth engaging with.

04 Keep it native

Favour longer posts over external links. Subtitled video, carousels and PDFs hold attention, and dwell time is what gets rewarded.

05 Format for the scroll

Lead with a strong hook, use simple language and break up long text. Add images, tag people, and use hashtags and emojis sparingly.

06 Never run out of ideas

Try problem/solution posts, stories, opinions, data, trends and questions. Share your knowledge, celebrate others and personalise any corporate content.

07 Engage, don't just broadcast

Comment, repost and react: your activity appears in others' feeds. A thoughtful long comment beats a like every time.

08 Win the first hour

Posts are tested on a small group first; strong early engagement earns wider reach. Check results monthly, adapt, and don't over-analyse.

Black Vanilla · PR & Communications 01481 729 229 krista@black-vanilla.co.uk black-vanilla.co.uk