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NEWS RELEASE

For Immediate Release: Sept. 16, 2011

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University U: Managing Your Own Personal Brand

Advisory Council Members Talk to College of Charleston Students About Reputation
Management in a 24X7 World

"You are the sole arbiter of your own brand," states Steve Cody, managing partner and co-founder of Peppercom. Cody is one of the communication professionals on CofC's impressive list of advisory council members. He joined Hayes Roth, chief marketing officer for Landor Associates and fellow advisory council member, to host a panel for the department of communication on Monday, Sept. 26 from 3:00-4:15 p.m.

This panel's focus was the brand of you. As Cody explained, "You have to look at 'you' as a brand...you are responsible for creating your own intellectual capital. Cody continued by presenting "the good, the bad, and the ugly" with case examples of personal brand management gone right, and gone terribly wrong.

Some creative tools Cody shared for managing your brand include: create a blog and twitter feed, have a point of view, link to others, don't take yourself too seriously, be authentic and transparent, respond quickly and directly, plan for the worst when expecting the best, and it's only a failure if you fail to learn from it.

Though there are many positive things you can do to create your brand, it is important to be wary of what you're putting out there. As Cody warned, "You must think before you hit send." CofC professor, Dr. Mike Reardon, humored the audience by making a play off a popular Katy Perry song, but he also effectively reinforced the message that "there's no more oh well."

Roth discussed the importance of brand strategy. "Brand strategy guides what gets transmitted. What makes a great brand is a great strategy," said Roth. He shared an example of a brand platform that Landor developed for Hartford Healthcare and told students they could develop the same thing for themselves.

A student's brand platform should include their core essence, their promise, reasons to believe, personality, and how the target audience can benefit from them. In Roth's words, "A brand is a promise. It's what you do to keep that promise that matters."

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