Personal PR: It’s not what you say, it’s what you do.

How would you like others to perceive you?

A public relations (PR) manager is in charge of overseeing how a person or company is viewed by others or in the media. Being in ASB makes you an official representative of your school and it is important to take control of your personal branding and online reputation management.

1. You only get one chance to make a first impression

~Always be mindful of how you appear to others~

-Use manners: handshake, please, thank you …
-Body language is important: eye contact, smile, arms uncrossed, don’t play with your hair, gum chewing.
-Appearance counts: sloppy clothing, messy hair, be professional.
-Use positive language: keep negativity out of the conversation, be reassuring and confident
-Be engaged: pay attention, cell phones down, limit distractions

2. Take control of your online reputation

~What “story” does your photos tell about you~

-Use appropriate language: Is your caption, bio or your screen name appropriate?
-Avoid “Me Me Me”: watch number of selfies you post.
-“You are more than the clothes you wear”: watch materialism, being overly brand conscious. Be a person that knows what really matters.
-Be Respectful: No “cheap shots”, avoid sarcasm, if you can’t say something nice, don’t say it!
- Watch what you like: What you “like” or “follow” are reflections of you.

3. Keep up the good work and maintain your reputation

~What you do is a reflection back on your ASB and School~

-Every person matters: make a good impression everyday, to everyone.
-Make your word your bond: Be the type of person others know they can count on.
-Always be kind: Remember, “People will forget what you said. People will forget what you did. But people will never forget how

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