

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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