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Reflection 1- Branding

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In this day in age how we present ourselves is everything. Privacy has gradually been fading away, forcing many people to put on a type of filter to protect their image. Although privacy settings exist there actual protection is often limited. This makes it even more imperative for people to be cautious of what they post so that nothing online places them in poor lighting. Social media has the capacity to be extremely harmful or exceptionally beneficial. Because of this, understanding the message that you want to present to other and who exactly your many audiences are. Everything that people do on social media, even some of the things done off of social media, contributes to their personal branding.

Prior to taking HONS 202 I had a limited understanding of how branding worked for many organizations. This was especially true for myself in regards to social media since I do not frequently participate in social media. When first presented with the idea of company brandings I find them to be almost somewhat sleazy as I imagine that they cherry pick what they want to present to their audience rather than actually being open and honest. After hearing from many of the Longwood staff that work on the universities’ images I got a better sense of how everything I know and love about Longwood is created, whether systematically or naturally. The fact that Longwood pays such close attention to how it is perceived by its audiences was really interesting, especially when noting that Longwood allows people to speak freely and tries to make accommodations in reaction to reasonable critic.

However, branding expands beyond a business or organization as was learned in class. When forming a brand it is essential to note the audience, or in some cases audiences. By realizing that what you are saying and what you are doing goes to an audience it forces you to step back and actually consider the message you are saying about yourself. Personal branding is important for making connections with people and for understanding yourself as well. Taking from all of this, I am now taking steps to form better social media connections and make sure that across all the social media sites that I use there is a similar message.