


#AMIGOSSPEAKUP

*BUILDING YOUR BRAND &
COMMUNICATING FOR
COLLABORATION
IN A BRAND NEW ROLE*

LAURA BIRKENHAUER



*"ENTERING A NEW ROLE, EVEN ONE
THAT YOU HAVE PREPARED FOR
MUCH OF YOUR LIFE, IS GENUINELY
DAUNTING." IT INVOLVES A CHANGE
IN SELF-PERCEPTION.'*



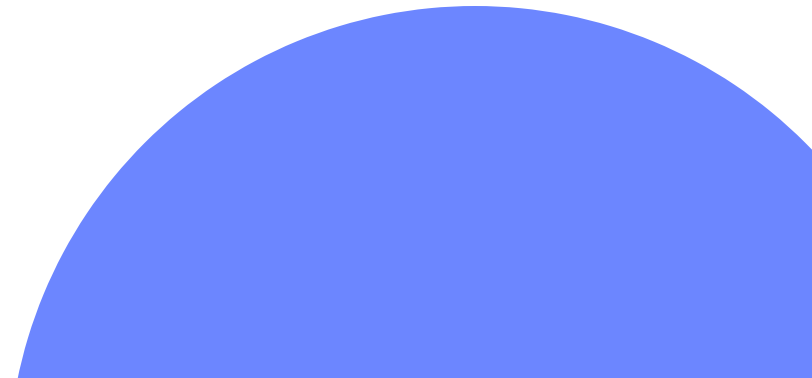
(Still, 2015)

PLAN TO BRAND

Purpose is #1:

What's your goal?

Respond on chat!



TAKE AN INTROSPECTIVE LOOK

UNDERSTAND EXISTING BRAND

DEVELOP BRAND MANTRA

CRAFT PHYSICAL FOOTPRINT

CREATE DIGITAL FOOTPRINT

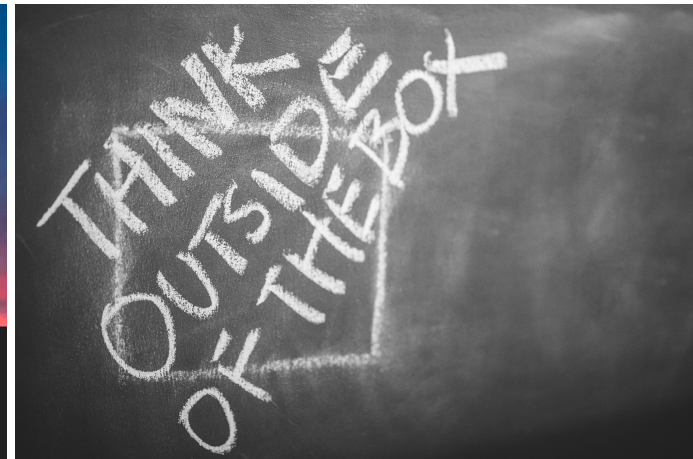
COMMUNICATE MESSAGE

(Philbrick & Cleveland, 2015)

STEP-BY-STEP

STEP 1

TAKE AN INTROSPECTIVE LOOK



S.W.O.T.



Strengths-Weaknesses-
Opportunities-Threats
(SWOT) Analysis

VALUES



What are my values?

UNIQUE IDENTITY



What distinguishes
me from others in
and out of my field?



*DO YOU HAVE AN
EXISTING BRAND?*

A. Yes


B. No

C. Not Sure


STEP 2

BRAND AUDIT

You have a personal brand already, whether you know it or not!



"EVERYONE HAS A REPUTATION, A BRAND, OVER WHICH THEY HAVE ALMOST SOLE AND ABSOLUTE CONTROL [...] MADE UP OF SKILLS, WORK HABITS, INTELLIGENCE AND CREATIVITY, AND ALSO THE ABILITY TO WORK WELL WITH OTHERS, TO BE A SUPPORTIVE AND INTEGRAL PART OF AN ORGANIZATION, SOMEONE OTHERS WANT TO BE OR TO BE AROUND."



(Still, 2015)



*WHAT WORDS WOULD YOU USE TO
DESCRIBE THIS COLLEAGUE?
HOW WOULD THEY MAKE YOU FEEL?*

Jenna is late or absent from nearly every meeting, more often than not cancelling at the last minute. She frequently fails to read or respond to email, and requires repeated, in-person reminders of tasks you are working with her on. She's often overheard complaining about her workload during lengthy lunch breaks or loudly taking personal calls in her office.

Though you were unsure initially about accepting Jenna's Facebook friend request, you ultimately decided to. You've noticed that she posts numerous personal photos and updates during business hours, and has a habit of "liking" and commenting on NSFW images... which you, of course, see in your newsfeed!



*WHAT WORDS WOULD YOU USE TO
DESCRIBE THIS COLLEAGUE?
HOW WOULD THEY MAKE YOU FEEL?*

James has been working in your library for about a year now. There was a lot of excitement when he was first hired into a job that sounded very innovative and trendy, but you're truthfully not sure what he does now that he's here.

The couple times you've talked at length with him about his work, every other word was an acronym or unfamiliar jargon. He's starting to get on your nerves because he's always cluttering up your inbox with forwarded calls for proposals for conferences you've never heard of and, frankly, don't seem relevant to you. He's a nice person, but you aren't exactly sure how you could work with him or when you'd ever send a patron his way... his job definitely doesn't change the way you do your job, that's for sure!


STEP 3

BRAND MANTRA


Summary of your services & duties
in new role

How you fit in & what makes you
stand out


Elevator speech




*"A PERSONAL MISSION STATEMENT
SHOULD ALSO INCLUDE AT LEAST A
NOD TO A LIFE OUTSIDE OF WORK.
[...]
EVERYONE SHOULD HAVE AT
LEAST ONE OUTSIDE INTEREST."*



(Still, 2015)



"THE PHYSICAL FOOTPRINT [YOUR APPEARANCE AND WORKSPACE] MAY SEEM LIKE A SUPERFICIAL METHOD FOR BUILDING YOUR PERSONAL BRAND, BUT ITS IMPORTANCE CANNOT BE OVERLOOKED."



(Philbrick & Cleveland, 2015)



STEP 4

PHYSICAL FOOTPRINT

STEP 5

DIGITAL FOOTPRINT

Social Media

- Curate content
- Variety of delivery methods
- Ask for engagement

Google

Alerts



SocialToaster®



TweetDeck





Laura Birkenhauer

@LMBirkenhauer

All of the hottest beach reads & bestsellers, available in the @miamiulibraries Leisure Reading collection! 📖

🌟 NEW 🌟 this week:

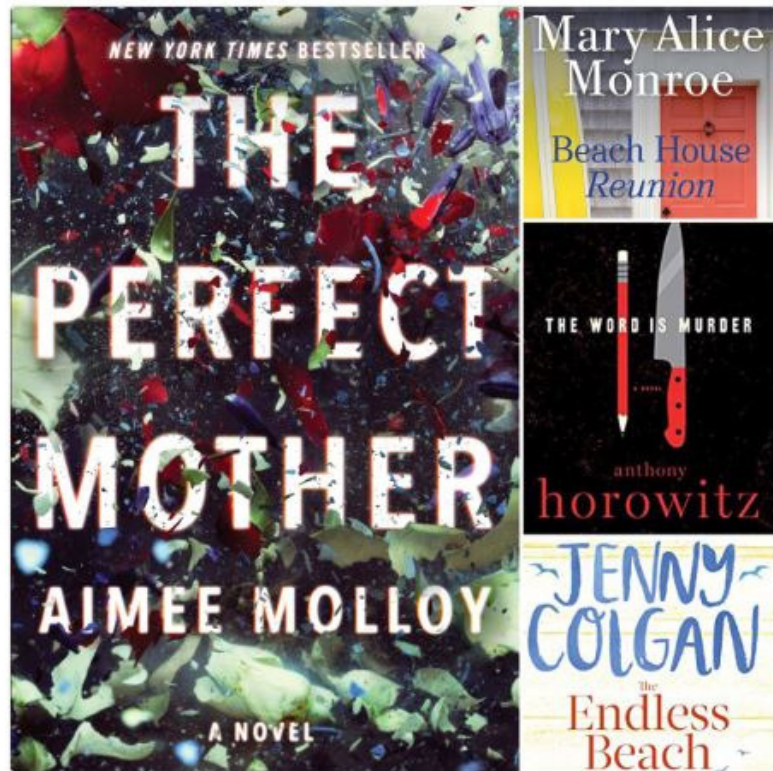
bit.ly/2LvKln8

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bit.ly/2K6QF4I

#FridayReads #FridayFeeling #MiamiOH



2:38 PM - 27 Jul 2018



Laura Birkenhauer

@LMBirkenhauer



Replying to @LMBirkenhauer

I took so many selfies 📷 at PSY Open House today for the PSY 112 extra credit assignment! Did you snap a selfie with me or the @miamiulibraries table? Tweet your pic and @ me so I can hook you up with some Libraries swag!

1:38 PM - Sep 7, 2018



Messaging

- Internally
- Current collaborators
- Potential partners

STEP 6

COMMUNICATE YOUR MESSAGE



Birkenhauer, Laura <crosbylm@miamioh.edu>

to univlib ▾

📧 Thu, Aug 16, 9:56 AM



Today 600 new international students arrive on the Miami University-Oxford campus! 🌍

Wondering how you can best welcome and get to know our incoming international students? 3 quick recommendations from International Students and Scholar Services (ISSS):

1. Read [10 Tips for Welcoming International Students to the Miami Family](#).
2. Join the [Global Neighbors](#) program.
3. Let them know [#YouAreWelcomeHere](#).

Let's roll out the red carpet for these students!

Laura



Birkenhauer, Laura <crosbylm@miamioh.edu>

Tue, Dec 12, 2017, 4:08 PM



to Tiffany, Claire, Vincent, Kevin, Renate, Aaron, Christopher, Colleen, Ellen, Eric, Jayne, Jennifer, Jerome, Katie, Kelley, Lisa, Meghan, Lindsay, Don, Patrick, Robert, &

Good Afternoon,

I would be remiss if I let today pass without also taking a moment to recognize each and every one of you for your contributions to last night's inaugural Late Night Study Breakfast event. Whether you donated your time, resources or expertise, you have my gratitude.

We hosted a huge turnout at King (2,000 students – WOW!) and the event's success is all due to your efforts. I'm thankful for all who adjusted their schedules – and bedtimes! – to serve and appreciate our students.

It was, as always, a pleasure to partner with colleagues from all across our campus. Teamwork makes the dream work!





.....
Your Libraries Liaison



Laura Birkenhauer

Student Success Librarian for
Campus Engagement
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Your Libraries Liaison

Hello Nicole,

I am reaching out to share information about my new role with the Miami University Libraries and propose a meeting in the upcoming months.

As you may have already learned through our [News & Notes](#) blog, **the Libraries have prioritized a renewed commitment to student success and engagement**, as evident in the recent [hiring of two new Student Success Librarians](#).

I began my new role as **Student Success Librarian for Campus Engagement** on June 1, 2018. In this exciting new position, I will focus on collaborating with campus partners for the enhancement of student engagement and success. In addition to other units at MU, I am thrilled to serve as the library liaison to your office, Study Abroad and Away (Global Initiatives).

Though summertime at Miami is a busy time for all, I am writing in hopes of scheduling a meeting with you or a member of your staff in July or early August. Unless you prefer otherwise, I'd plan to meet in your campus building/office for no more than one hour of your time. My goals for this meeting would be to learn more about your office and listen to your thoughts on how the Libraries might partner with your office for the success of our students. I welcome your feedback, questions and ideas!

#AMIGOSSPEAKUP

THANK YOU!

Laura Birkenhauer, Student Success Librarian for Campus Engagement
Miami University Libraries, Oxford, OH
Contact Me: Laura.Birkenhauer@MiamiOH.edu or @LMBirkenhauer

Citations

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