

ALA NMRT Online Discussion Forum – May 2013

Summary by Laura Scott

The discussion topic for May was **professional/personal branding**. There was some really interesting points raised and resources shared.

Thank you to everyone who participated in this month's online discussion! There were a lot of different views on the subject of personal branding.

Some people said personal branding is unnecessary, while others said it is necessary and unavoidable as the product of an online presence. Whether or not you want to be branded, your social media and online presence create an image of you that others see. Therefore, actively managing and maintaining your personal brand becomes necessary.

Some said branding is static, which goes against the dynamic and changing nature of humans. On the other hand, others said that a personal brand can evolve with a person and does not need to be static.

Another topic that came up was the idea of authenticity.

Resources mentioned:

Personal Branding for Librarians -

<http://americanlibrariesmagazine.org/features/11062012/personal-branding-librarians>

Personal Branding is a Leadership Requirement, Not a Self-Promotion Campaign -

<http://www.forbes.com/sites/glennllopis/2013/04/08/personal-branding-is-a-leadership-requirement-not-a-self-promotion-campaign/>

CPD23 (23 Things for Professional Development) blog post on 'Consider your personal brand' -

<http://cpd23.blogspot.co.uk/2011/06/thing-3-consider-your-personal-brand.html>

Further Questions: Does Personal Branding Help?

<http://hiringlibrarians.com/2013/05/24/further-questions-does-personal-branding-help/>