



Personal Branding for the Digital Era

Proposed trainer activities

Activity	Objective	Method
Brand Self-Assessment Exercise	Participants define values, strengths, unique selling points	Trainers provide worksheets or questionnaires; guided discussion to clarify brand identity
Social Media Presence Lab	Build or optimize digital profiles	Step-by-step guided workshop where participants set up LinkedIn, Instagram, or other professional pages; trainer gives tips on visuals, tone, and consistency
Storytelling Workshop	Learn to communicate brand through narrative	Participants craft their “personal story” in 2–3 minutes; trainer facilitates peer feedback and refinement
Content Calendar Planning	Teach planning & strategy	Trainer guides participants to create a 4–8 week content calendar for their professional posts, ensuring brand alignment and consistency
Networking Simulation & Feedback	Improve online engagement	Role-play professional networking: joining groups, commenting, connecting; trainers monitor interactions and give real-time feedback

PARTNERSHIP



PROJECT



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

PROJECT NUMBER 2022-2-EL02-KA220-YOU-000100001