



Personal Branding for the Digital Era

Training calendar

Week 1 — Brand Foundation & Self-Discovery

- **Day 1:** Introduction — What is personal branding, why it matters today. Define module goals.
- **Day 2:** Self-assessment: identify your core values, strengths, passions, unique qualities.
- **Day 3:** Define your unique value proposition (what you offer, your niche) + target audience.
- **Day 4:** Craft your “brand story”: personal narrative, mission, what you stand for.
- **Day 5:** Create a personal brand statement + brand identity brief (tone, style, visuals, core messaging).

Week 2 — Digital Identity & Online Presence Setup

- **Day 1:** Overview of digital presence: why social media / online profile matters; platforms overview (LinkedIn, Instagram, etc.).
- **Day 2:** Build or optimize professional profiles: e.g. LinkedIn, social media — set up headline, summary/bio, work/skills, professional photo, contact info.
- **Day 3:** Set visual identity for your brand: photos, color scheme/graphics, style guide (visual & tone).
- **Day 4:** Plan content strategy: what to post, how often, which platforms, content pillars aligned with your brand identity.
- **Day 5:** Create a content calendar (e.g. next 4–8 weeks): schedule posts, topics, formats (text, image, video).

Week 3 — Content Creation & Communication Skills

- **Day 1:** Basics of content creation: writing posts/articles, visuals, storytelling techniques, authenticity.
- **Day 2:** Practice: write first content piece (post, article, profile update) — aligned with your brand story.
- **Day 3:** Digital communication & etiquette: how to engage professionally — comments, messages, networking, tone, boundaries.
- **Day 4:** Build relationships & network: how to connect, engage in groups/communities, interact meaningfully, build visibility.
- **Day 5:** Publish content & networking exercise: share your content; reach out to peers/industry contacts; gather feedback.

Week 4 — Advanced Branding & Long-Term Strategy

- **Day 1:** Thought-leadership & authority building: what it means, how to do it (e.g. writing longer-form content, sharing insights, contributing to discussions).
- **Day 2:** Public-facing skills: preparing for interviews, media, speaking opportunities, personal presentations.
- **Day 3:** Reputation and crisis management: how to handle negative feedback, maintain authenticity, manage digital footprint responsibly.
- **Day 4:** Brand growth & monetization (if relevant): exploring ways to leverage your personal brand for career, freelancing, consulting, entrepreneurship.
- **Day 5:** Long-term planning: review progress; set next 3–6 month goals; refine content calendar; strategy for evolving brand, continuous learning.

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PROJECT



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