

# Student Learned How to Build Personal Branding



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Department of Biology and Department of Chemistry in collaboration with Biology Student Association and Chemistry Student Association, Faculty of Mathematics and Natural Sciences, IPB University held a webinar on Improving Softskill Living In Present (LIPS) Chapter 3 with theme Social Media for Personal Branding 9 Saturday, 25 September 2021).

Alfiroos Joluwin, A Duta IPB Batch V was invited as a speaker in this event. He shared his experiences how to manage his social media profile for personal branding. In this opportunity, he also shared tips and tricks how to find a unique talent for each individual which potentially to be developed as a personal brand.

Personal brand is an accumulation of achievements, characters, activity, personal look, and journey of an individual. A personal brand could not be developed in a short period, but it needs longer time to build it.

There are 5 ways to build our personal branding in social media. First, find and identify your talent. The second, improve that talent by joining training or other activities supporting your talent. Third, don't forget to set your goals. The fourth, determine the social media platform that suitable for your brand. The last, try to create a creative content and the way how to interact with your followers engagingly.

Overall, this event was participated by students from IPB University, University of Indonesia, and Public Society. In the last session, Deswita Aulia, a student from MAN 9 Jakarta gave her opinion about this event "This event was so fantastic, and giving me more knowledge about how to build our personal branding".