

Katie Hough

Professor Spilde

Social Media Marketing

9 December 2018

Personal Branding Project

This semester, I took a course on social media marketing. This course covered the basics for creating and maintaining an influential presence for a business on the major social media platforms, including Facebook, LinkedIn, Twitter, and Instagram. Throughout the course, I also had the opportunity to explore proper personal branding tactics. With all the new information I learned about personal branding, I was able to evaluate the online presence I had already established and apply new methods to present a more professional persona online.

Step One: Assessing My Online Presence

The first step I took in accomplishing my goal of having distinguished online presence was to Google myself and examine the results. When I Googled “Katie Hough”, the search results did not include anything related to me. I tried again, this time searching “Katie Hough Kansas City” and found two related results on the first page.

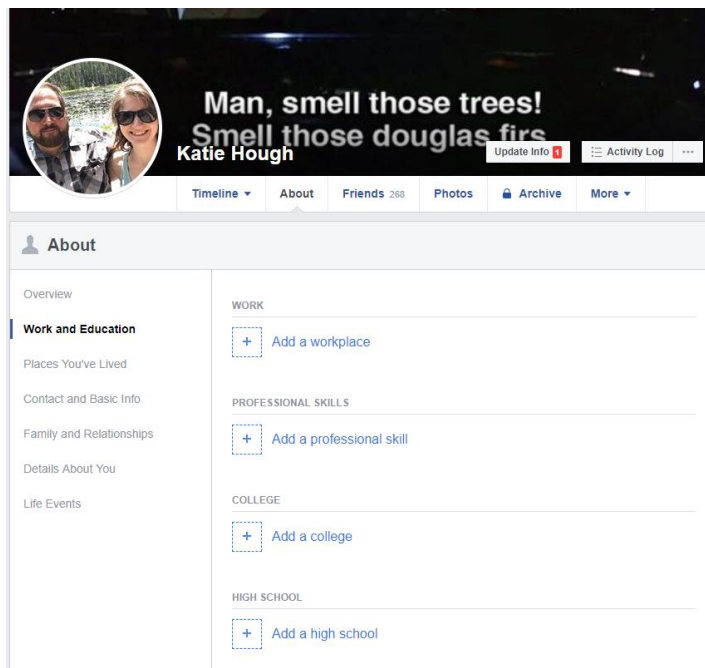
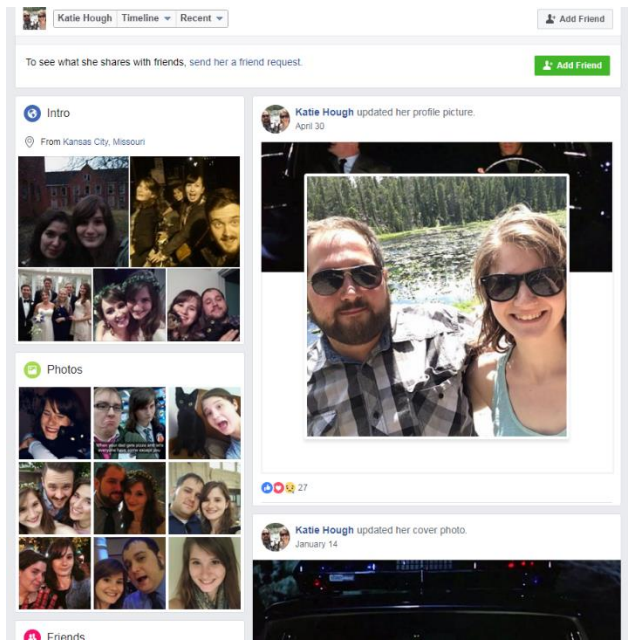
The screenshot shows a Google search for "katie hough kansas city". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar, there are tabs for "All", "News", "Images", "Videos", "Maps", and "More", along with "Settings" and "Tools". The search results are listed below, starting with "About 359,000 results (0.76 seconds)".

The first result is a news article titled "Waldo couple disturbed after home is ransacked, thieves even helping ..." from fox4kc.com, dated Jan 26, 2017, in Kansas City, Mo. The second result is a LinkedIn profile for "Katie Hough - Customer Service Representative - Cosentino's Market ..." with the URL https://www.linkedin.com/in/katiehough. The third result is another LinkedIn profile for "Katie Hough | LinkedIn" with the URL https://www.linkedin.com/in/katie-hough-80828b7a. The fourth result is a LinkedIn profile for "Katie Hough - Executive Assistant To Cleveland City Councilman ..." with the URL https://www.linkedin.com/in/katie-hough-15891145. Below the text results, there is an "Images for katie hough kansas city" section showing a row of six small profile pictures. The second picture from the left is circled in green. Below the images, there are links for "More images for katie hough kansas city" and "Report images".

The fifth result is "Katie Hough's Phone Number, Email, Address, Public Records - Spokeo" with the URL https://www.spokeo.com/Home/People/Last Name (H) /Katie Hough. The sixth result is "Take a tour of the new Union Berkley Riverfront luxury apartments in ..." with the URL https://www.kansascity.com/story/news/article/315871688.html.

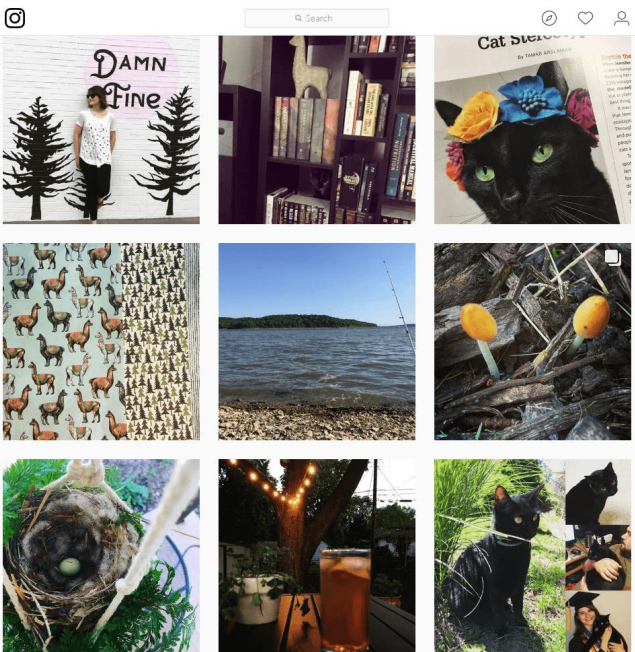
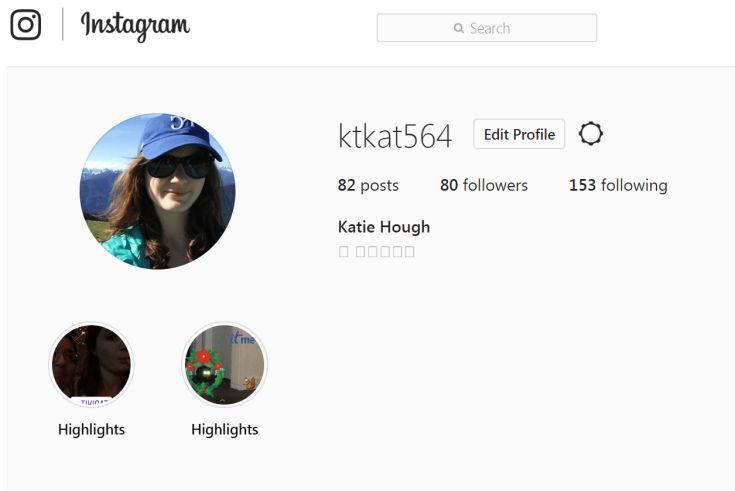
The Google results included a news article posted in January of 2017 and my LinkedIn profile and profile picture.

Next, I assessed my Facebook profile using the “view as public” option.



The only categories that I had made visible to the public were my profile pictures and cover photos. Everything else including information about me and posts I had made were not visible.

My Instagram profile had a few photos uploaded. My bio was an emoji that is only visible on the Instagram mobile app.



The profile had already been set for public view. An unfamiliar viewer may have been able to find out a little more about me that they could not learn from my Facebook profile, but their biggest impression of me would probably be that I love cats. At the beginning of this project, I had 80 followers.

Next, I looked at my LinkedIn profile.

Katie Hough
Marketing Major at Johnson County Community College
Kansas City, Missouri Area

[Add profile section](#) [More...](#)

[Cosentino's Market](#)
[Johnson County Community College](#)
[See contact info](#)
[See connections \(19\)](#)

Profile Strength: **Intermediate**

Your Dashboard
Private to you

2 Who viewed your profile	0 Article views	3 Search appearances
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Career Interests
Let recruiters know you're open [On](#)
Choose the types of opportunities you'd like to be connected with

[Salary Insights](#)

I had already put a lot of time and effort into making my LinkedIn profile look professional. The only item I was missing was my summary. At the beginning of this project, I had 19 connections.

Katie Hough
Marketing Major at Johnson County Community College

Experience

Customer Service Representative
Cosentino's Market
Aug 2010 – Present · 8 yrs 2 mos
Kansas City, Missouri Area
As a Customer Service Representative, I focus on leading a department of over 40 employees to provide the best service possible for our customers. My daily responsibilities include addressing customer requests and complaints, encouraging employees to be friendly and helpful, and performing various administrative tasks to ensure the business runs smoothly.

Education

Johnson County Community College
Associate's degree, Marketing
2018 – 2019

Metropolitan Community College-Penn Valley
Associate's degree, Biology, General
2012 – 2016
Activities and Societies: Member and Recording Officer of Phi Theta Kappa Academic Honor Society

Volunteer Experience

Co Organizer of Donation Drive
Rose Brooks Center Inc.
Oct 2015 – Dec 2015 · 3 mos
While serving as a leadership officer for Phi Theta Kappa, my chapter organized a Christmas donation drive to provide clothing, personal hygiene products, toys, small gifts, and monetary donations to assist the women and children seeking refuge from abuse at the Rose Brooks Center.



Katie Hough
Marketing Major at Johnson County Community College

Experience +

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+

✎

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+

✎



Katie Hough
Marketing Major at Johnson County Community College

Skills & Endorsements Add a new skill ✎

Customer Service · 3

Thomas Diggs and 2 connections have given endorsements for this skill

Leadership · 2

Thomas Diggs and 1 connection have given endorsements for this skill

Communication · 3

Thomas Diggs and 2 connections have given endorsements for this skill

Industry Knowledge

Research · 2	Project Management · 2
Social Media Marketing · 2	Event Planning · 3
Social Media · 2	Marketing · 2
Event Management	Strategic Planning
Job Evaluation	Public Relations
Sales	Retail

Tools & Technologies

Microsoft Office · 2	Microsoft Excel · 2
Microsoft Word · 2	Microsoft PowerPoint · 2
Adobe Photoshop	

Katie Hough
Marketing Major at Johnson County Community College

Interpersonal Skills

Management · 3	Public Speaking · 2
Training · 2	Team Leadership
Team Building	Time Management
Employee Training	

Other Skills

Social Media Outreach · 2	Constructive Feedback
Supervisory Management	Adobe Creative Cloud





[Show less](#) ^

Accomplishments +

1 **Honor & Award** -

Graduated with Honors



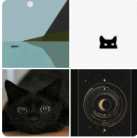









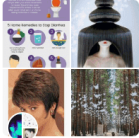


Interests

 MMGY Global 12,583 followers	 Johnson County Community College 39,776 followers
 University of Missouri-Kansas City 67,064 followers	 ADWEEK 991,667 followers

Lastly, I viewed my Pinterest profile.

Katie H
3 followers · 3 following

Boards Pins Tries Topics Last saved to

 Create board	 Abode 83 Pins	 Pleasing to My E... 32 Pins	 Wedding day 70 Pins	 I need to organi... 7 Pins	 FOOD + DRINKS 304 Pins	 Places to Visit 37 Pins	 Maybe I'll Make ... 22 Pins
 DECOR. 97 Pins	 Pacific Nort... 9 Pins	 Cocktail Party 15 Pins	 Random 31 Pins	 DP+MJ 243 Pins	 I'd totes wear this 58 Pins	 Exterior 12 Pins	

My Pinterest boards were mainly concerned with things I found visually appealing. One may have been able to learn a little about my personal style preferences and foods I like but it would be difficult for them to discover details about my personality and professionalism.

Before starting this project, I did not have a Twitter account or Youtube channel.

Even though I have several different social media accounts, I have always been conservative about posting personal details because I thought that the less information I display, especially publicly, the better. However, once I began learning more about personal branding from this course, I decided that I should make more information about me available to the public in order to give potential employers the opportunity to learn more about me and hopefully determine that I am a good fit for their business.

Step Two: Defining My Personal Brand

Before I could begin making meaningful changes to my social media profiles, I had to consider how I wanted to present myself and how I wanted to be perceived by others. To do that, I took time to think about why having a personal brand is important.

To me, personal branding is important because it helps you differentiate yourself from others in your career field. It allows potential employers to learn more about you before inviting you in for an interview, and it is what drives you in both your personal and professional life.

One method I used to create my personal brand was to think of words that I would like people to use to describe me. A few words that I would like to be described as include “creative”, “strategic”, “fun”, and “analytical”.

With this in mind, I developed a personal branding statement:

“I use strategy and creativity to produce work that stands out.”

Step Three: Developing a Personal Social Media Strategy

I developed a personal social media strategy to use as a guide to build an influential online presence.

My personal social media strategy:

- Make more connections with individuals in my career field
- Make more posts that are relevant to my career field and my passions
- Make myself more accessible on search engine results pages

Step Four: Optimizing my Social Media Profiles

In order to become easily discoverable on search engines as well as social media platforms, I had to ensure that each of my profiles were fully-optimized. To achieve this goal, I made several additions and changes to the profiles.

Facebook:

I had never felt that it was necessary to include my place of employment, job title, or education on my profile. I have always been conservative about posting my personal information for anybody on the internet to see because I thought that the less information I display, especially publicly, the better. However, taking this course has certainly changed my mind about this method of thinking.

I decided that I want to give myself the best chance possible at being hired for any job I may apply for. I now believe that it is a good idea to give potential employers the opportunity to learn more about me, so they may consider me as an ideal candidate for a job position. So, I finally added my education and employment information on my Facebook profile.

The image shows a screenshot of a Facebook profile for Katie Hough. The cover photo features a man and a woman in a car with the text "Man, smell those trees! Smell those douglas firs". The profile picture shows a man and a woman. The 'About' section is visible, listing the following information:

- Overview**
 - Work and Education
 - Places You've Lived
 - Contact and Basic Info
 - Family and Relationships
 - Details About You
 - Life Events
- Work and Education**
 - Customer Service Representative at Cosentino's Markets (August 2010 to present)
 - Studied Digital marketing at Johnson County Community College (Past: Metropolitan Community College-Kansas City)
 - Lives in Kansas City, Missouri (From Kansas City, Missouri)
 - Engaged (Engaged since June 30, 2018)

I also began posting more frequently about topics related to marketing and things that I am passionate about.

Katie Hough shared a post.
September 26 at 1:01 PM · 🌐

I got to hold the black kitten on Monday ❤️❤️ somebody adopt him for me!




FMA Animal Hospital
September 25 at 12:14 PM · 🌐

Adopt us! #kittens #kc #bestpetvet #adopt #rescuekittens

Katie Hough shared a post.
October 4 at 12:13 PM · 🌐

I got to see these little stinkers again yesterday! How have they not been adopted yet???



918 Views

FMA Animal Hospital
October 4 at 10:05 AM · 🌐

Katie Hough
November 4 · 🌐

This company is doing great things and striving to make a difference in our KC community!



FOX4KC.COM
Metro nonprofit delivers fresh produce to urban areas considered 'food deserts'

Katie Hough shared a post.
November 28 at 2:36 PM · 🌐

ADWEEK
November 28 at 2:00 PM · 🌐

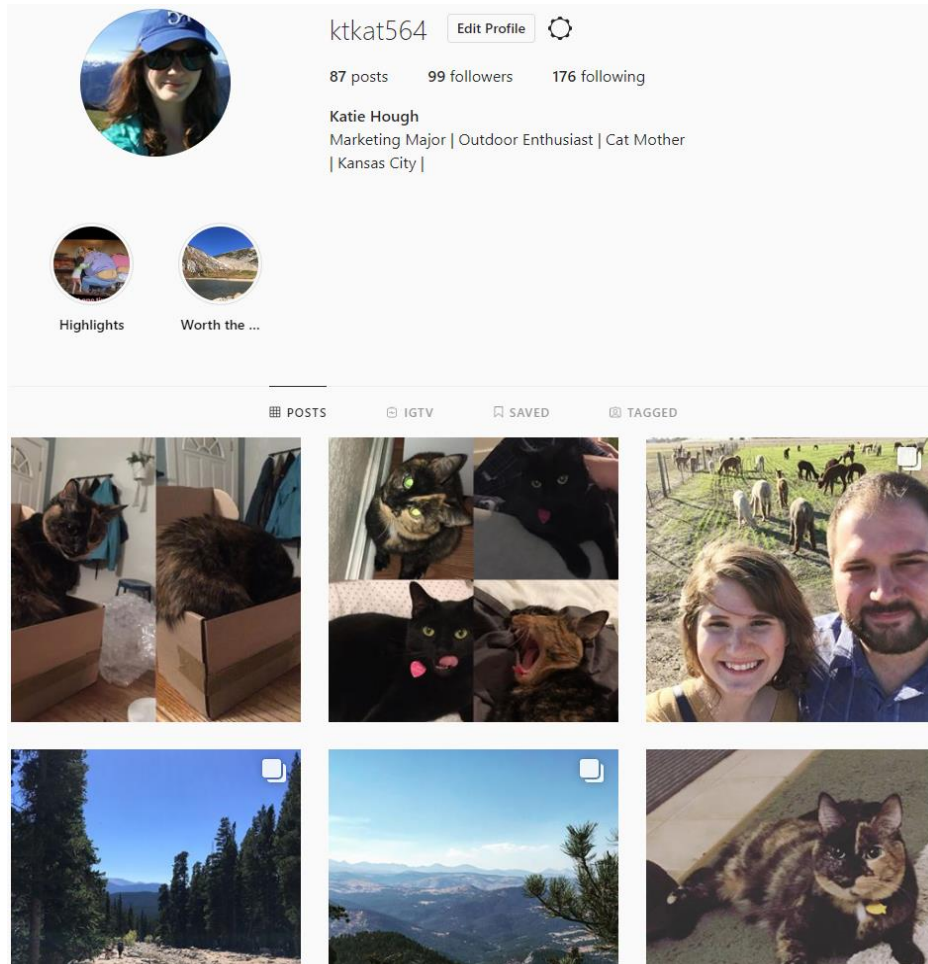
One pair went for \$640, an 1,800 percent markup. (Yes, the money was returned.)



ADWEEK.COM
Payless Opened a Fake Luxury Store, 'Palessi,' to See How Much People Would Pay for \$20 Shoes

Instagram:

To better optimize my Instagram page, I included a brief summary about myself and where I am located. I also made sure to post more frequently about things I am passionate about, such as cats, alpacas, and exploring the great outdoors.



Twitter:

Before this project, I did not have a Twitter account. I deleted my account years ago because I felt that Twitter was outdated and unnecessary. Having created a new account and explored the community, I discovered that Twitter is a useful platform for many business professionals, not just celebrities, corporations, and public figures. I found a few marketing professionals and businesses that I would have never found out about if I hadn't given Twitter a second chance. Going back to creating a Twitter account in the first place, I added a profile picture, cover photo, my location, and a short bio for all to see when they visit my profile. I also Retweeted a few posts that I felt were relevant to marketing and my interests.



Katie Hough @tkkat564
Marketing Major | Outdoor enthusiast
Finding joy in creativity
Kansas City, MO
Joined October 2018
Born May 5, 1994

Tweets **Tweets & replies**

You Retweeted

Marketing Week @MarketingWeekEd · 15h

Marketing's biggest skills gaps

Skill Gap	Percentage
Digital	60%
Content marketing	19%
Brand & strategy	9%
People management	6%
Customer insight	6%

1 comment, 4 retweets, 4 likes

Show this thread

Katie Hough @tkkat564 · Oct 10
"You can never make it, you're just constantly striving to be better and make something new." @wetransfer

I have put a lot of myself into this art. The minute you think you've arrived is the minute t...
wepresent.wetransfer.com



Katie Hough @tkkat564 · Oct 10

A lot of important questions on the ballot this year. Do your part to ensure that Missouri continues to move forward! @ColleenMNelson

Colleen Nelson @ColleenMNelson

Today's the last day to register to vote in Missouri. It's easy. And we'll walk you through where to go and what you need.
kansascity.com/opinion/editor...



Additionally, I created took advantage of the Twitter Lists tool and constructed a list of various marketing businesses and professionals to keep an eye on and gain some industry knowledge from.

Marketing
A public list by [Katie Hough](#)

Never stop learning

Members **11** Subscribers **0**

[Edit](#) [Delete](#)

Tweets >










List members >

List subscribers >

More lists by @kktkat564 · View all

[Kansas City Marketing](#)
[Create new list](#)

List members

	Bernstein-Rein @Bernstein_Rein We're an independent agency that does more than create ads. We invent a better way.	Follow	0/0
	Adweek @Adweek The leading source for news, insight and community for marketers, media and agencies. Join #AdweekChat each Wednesday at 2 p.m. ET.	Following	0/0
	Marketing Week @MarketingWeekEd News, views and @Jobs_MW from the world of marketing. We're also on linkedin.com/company/market... and facebook.com/MarketingWeekE...	Following	0/0
	The Drum @TheDrum As the global home of media, marketing and advertising, we believe marketing can change the world.	Follow	0/0
	Digiday @Digiday Authority, insight and honesty on digital media and marketing.	Follow	0/0
	AAF-Kansas City @aafkc Kansas City's central hub for advertising, design & marketing professionals and students. RTs = not necessarily endorsements.	Following	0/0
	MBB Agency @mbbagency We're a collection of creative beings united in doing one thing - solving marketing problems with a passionate belief that anything is possible.	Follow	0/0
	Jessica Best @bestofjess Director of Data-Driven Marketing (email, mobile, customer marketing) @barkleyus in Kansas City. Speaker. Strategist. Lover of a good story. Views are my own.	Follow	0/0
	smckc @smckc Social Media Club of KC 🇺🇸🇯🇵 was founded in June	Following	0/0

LinkedIn:

I had already added most of my professional information on LinkedIn before beginning this project. To complete my profile, I added a brief summary. By doing so, I was able to achieve All Star status.

Katie Hough
Marketing Major at Johnson County Community College
Kansas City, Missouri

[Add profile section](#) [More...](#)

- Cosentino's Market
- Johnson County Community College
- See contact info
- See connections (22)

Marketing major with experience in retail and customer service. Specializing in social media and digital marketing strategies.

Your Dashboard
Private to you All Star

I also added new skills that I had learned over the semester and the Hootsuite Platform Certification.

Industry Knowledge	
Research · 3	Project Management · 2
Social Media Marketing · 2	Event Planning · 3
Social Media · 2	Marketing · 2
Event Management · 1	Strategic Planning · 1
Job Evaluation · 1	Public Relations · 1
Sales · 1	Retail · 1
Marketing Strategy	Digital Marketing
Search Engine Optimization (SEO)	Customer Satisfaction
Office Administration	Bookkeeping
Tools & Technologies	
Microsoft Office · 2	Microsoft Excel · 2
Microsoft Word · 2	Microsoft PowerPoint · 2
Adobe Photoshop · 1	


Interpersonal Skills	
Management · 4	Public Speaking · 2
Training · 2	Team Leadership · 1
Team Building · 1	Time Management · 1
Employee Training · 1	Problem Solving
Team Management	
Other Skills	
Social Media Outreach · 2	Constructive Feedback · 1
Supervisory Management · 1	Adobe Creative Cloud · 1

[Show less](#) ^

Accomplishments

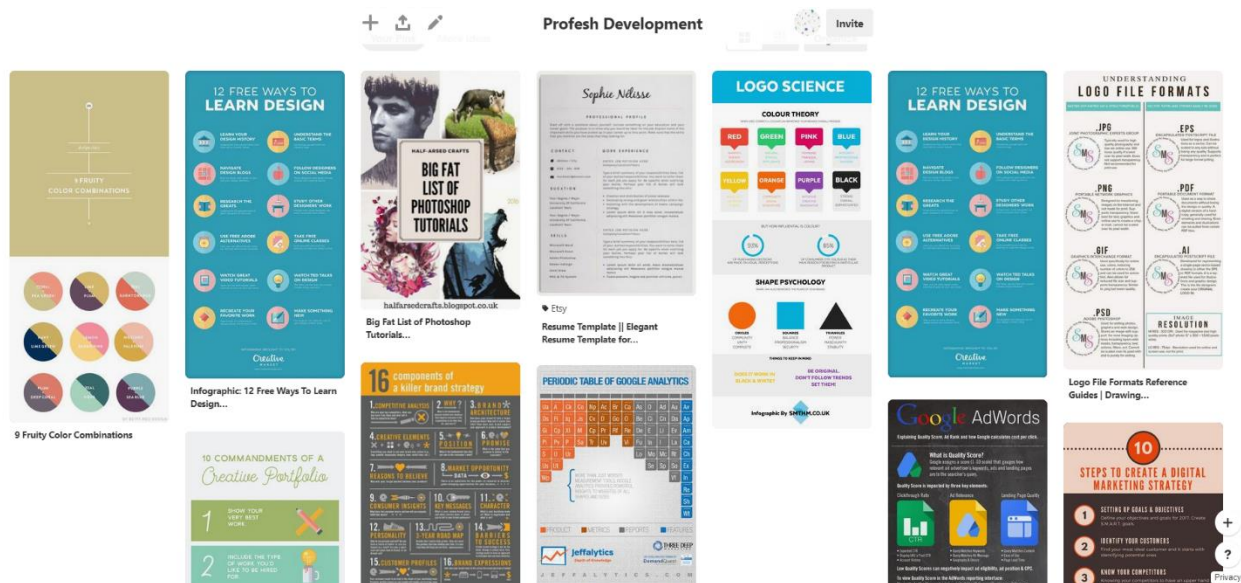
1 Certification

Hootsuite Platform Certification
Nov 2018 – Present

 Hootsuite

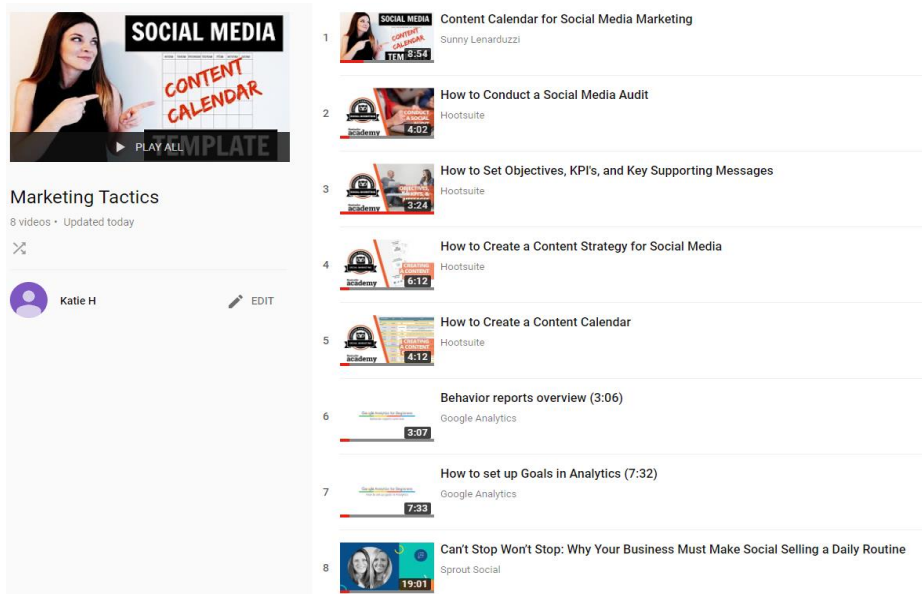
Pinterest:

For my Pinterest profile, I created a new board with tips and ideas to aid me in my professional development. If a potential employer viewed my Pinterest profile, I would want to give them impression that I am always looking for new ideas to ensure my work is creative, original and effective.



Youtube:

Much like Pinterest, my goal for my Youtube channel is to display my eagerness to learn and find new ways to create original and effective work. I created a playlist of marketing videos to expand my knowledge of my career field.

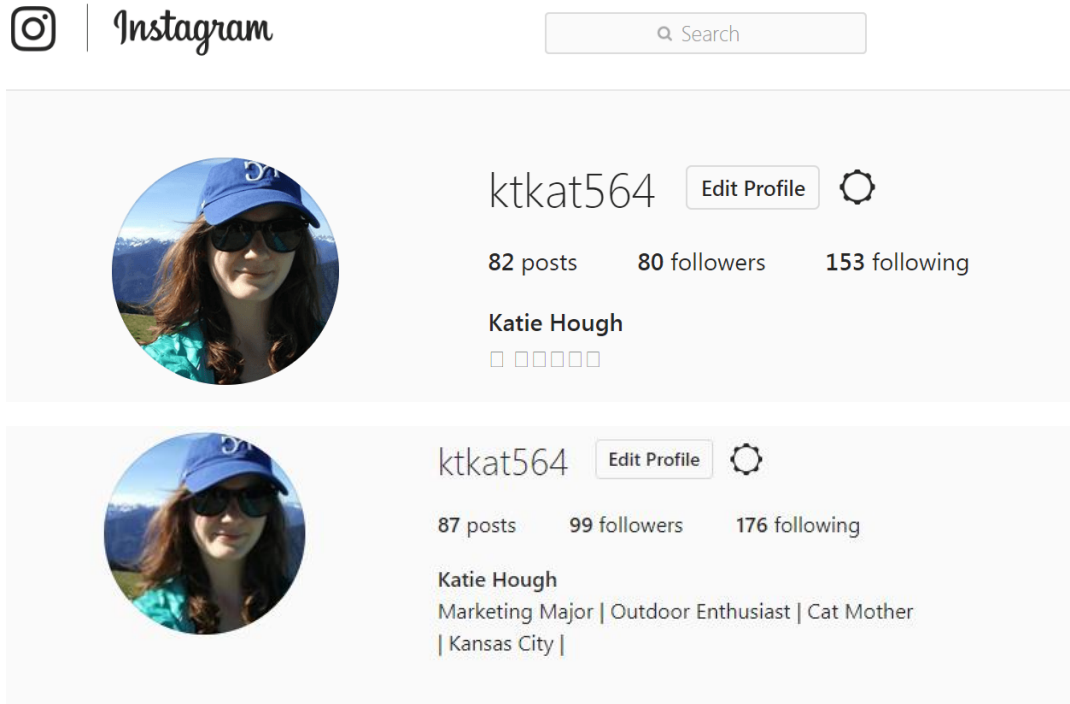


Results and Reflection:

This project encouraged me to step outside of my comfort zone. Before taking this course, I was not interested in frequently posting on social media and I did not feel comfortable exposing so much of my personal information for everyone to see. Although I attempted to make myself more accessible and post more regularly, I only saw a significant difference on some of my profiles. I did not see a noticeable difference concerning increasing in followers, engagement, or other factors on Facebook, Youtube and Pinterest. Although optimizing each of these profiles did not produce impactful results, I am confident that the changes I made will be beneficial for me in the future.

The changes made to Instagram, LinkedIn and Twitter appear to be more effective.

For Instagram, my follower count rose from 80 to 99 between the months of September and December, which is a 19% increase.



The image shows two screenshots of an Instagram profile for 'ktkat564'. The top screenshot shows 80 followers and 153 following. The bottom screenshot shows 99 followers and 176 following. The bio in the bottom screenshot reads: 'Marketing Major | Outdoor Enthusiast | Cat Mother | Kansas City |'.

Metric	Top Screenshot	Bottom Screenshot
Posts	82	87
Followers	80	99
Following	153	176

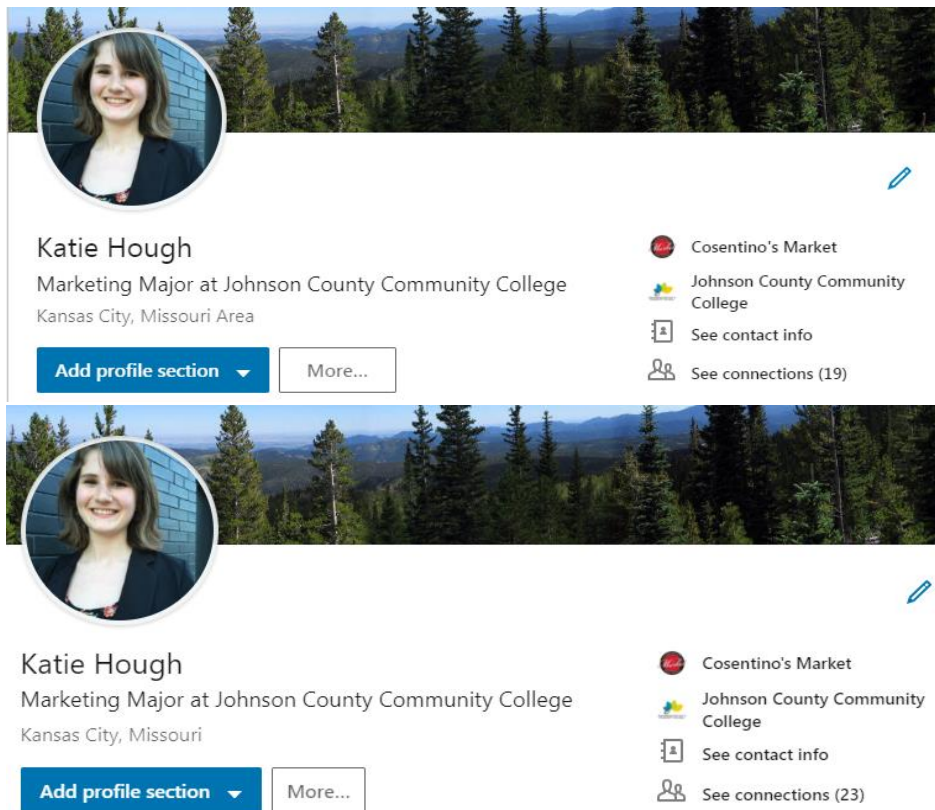
Taking into consideration that I had created my Twitter account during this project, my follower count grew from 1 follower in October to 8 in December, a 700% increase.



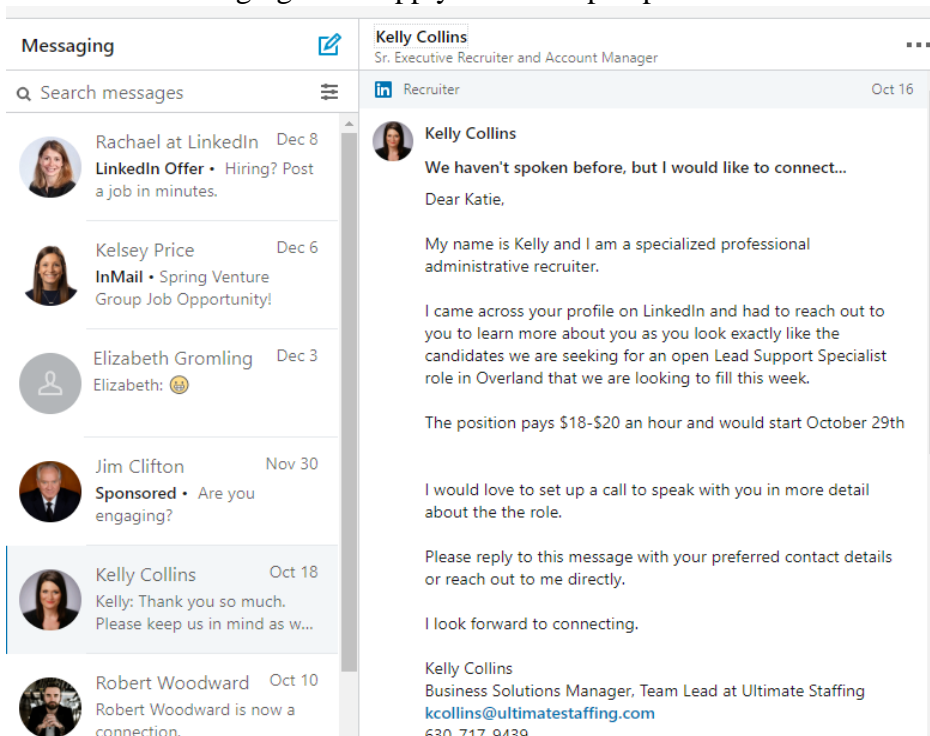
The image shows two screenshots of a Twitter profile for 'Katie Hough' (@ktkat564). The top screenshot shows 1 follower and 7 following. The bottom screenshot shows 8 followers and 23 following. The bio in the bottom screenshot reads: 'Marketing Major | Outdoor enthusiast Finding joy in creativity'.

Metric	Top Screenshot	Bottom Screenshot
Tweets	3	8
Following	7	23
Followers	1	8
Likes	3	7
Lists	0	2
Moments	0	0

On LinkedIn, I made 4 new connections after beginning this project, an increase of 17%.



The additional information that I added to my LinkedIn profile brought a few messages from job recruiters encouraging me to apply for their open positions.



The final Google Search:

Although I had made several changes to better-optimize my online presence, this Google search result yielded similar results to the search I had performed three months prior. One notable change is that my Twitter account is a result on the first page of results.

The screenshot shows a Google search for "katie hough kansas city". The search bar is at the top with the text "katie hough kansas city" and a search icon. Below the search bar are navigation tabs for "All", "News", "Images", "Videos", "Maps", "More", "Settings", and "Tools". The search results are as follows:

- Result 1:** "Katie Hough - Customer Service Representative - Cosentino's Market ..." with a URL to a LinkedIn profile. A green circle highlights the name "Katie Hough".
- Result 2:** "Waldo couple disturbed after home is ransacked, thieves even helping ..." with a URL to a Fox 4KC news article. A green circle highlights the name "Katie Hough".
- Result 3:** "Katie Hough in Missouri | 19 Records Found | Spokeo" with a URL to a Spokeo page. A green circle highlights the name "Katie Hough".
- Image Results:** A row of six small images. The fourth image from the left, showing a woman with blonde hair, is circled in green.
- Result 4:** "Katie Hough's Phone Number, Email, Address, Public Records - Spokeo" with a URL to a Spokeo page. A green circle highlights the name "Katie Hough".
- Result 5:** "Katie Hough (@tkkat564) | Twitter" with a URL to a Twitter profile. A green circle highlights the name "Katie Hough".

Overall, I felt that this was a particularly challenging project for me due to the fact that I have never been someone who is eager to expose so much of myself to everyone who uses the internet. Additionally, I had never taken the time to think about what it is that I stand for and how I want to be perceived by others. My goal has been to just get through school, get a degree, get a job, and then figure myself out. I now understand that this approach would not have been beneficial for me in the long run. I am glad that I have been given the opportunity to reevaluate my goals and ambitions.

This project helped me to realize how important it is to begin preparing for the career I want now instead of waiting until I am almost finished with my degree. Moving forward, I am excited to continue learning about how to define my personal brand and discovering new ways to improve how I am perceived by others. I will continue to build connections with other marketing students and professionals. I look forward to using this knowledge to put forth my best creative and strategic strengths to stand out from the rest of my peers, and to continue to grow both personally and professionally.