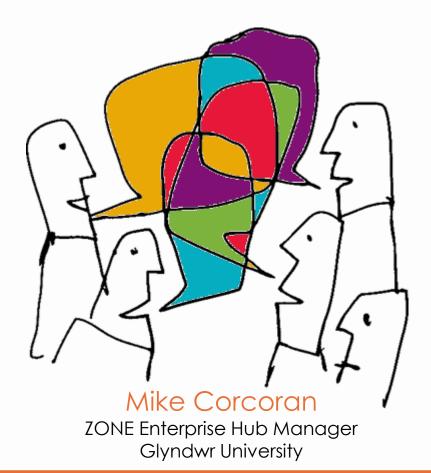
# BEING HEARD





### **BEING HEARD**



Communication

Personal Branding

Social Media







The Principles Behind Effective Communication

**Clear Structure** 

Appropriate Tools

Powerful Delivery



Clear Structure...

Know your objective (Why am I talking?!)

Stick to what you know

Find a narrative



Clear Structure...





### Clear Structure...







### Appropriate Tools...

#### Use tools to make it easier for everyone

#### Be creative!

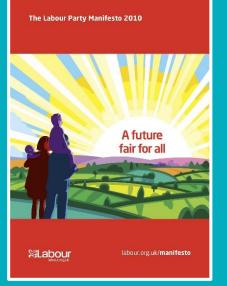


### Appropriate Tools...





### Appropriate Tools...







### Pictures & Videos



Slideshows



### Appropriate Tools...



#### Notes and Cue Cards



### Props and Guest Speakers







### Appropriate Tools...

Use tools to make it easier for everyone

Be creative!

Don't forget why you're using them! (Why are you talking?!)









Pyanotopin Corre North Courtement

Powerful Delivery...

Care about what you're saying Talk at the right speed Use the right language and tone



Powerful Delivery...

How would you describe what you do to a . . .

5 year old Classmate or colleague Grandparent



Powerful Delivery...

Care about what you're saying Talk at the right speed Use the right language and tone Speak with your body too





### What do I want my name to represent?

What words do you associate with the following . . .































### What do I want my name to represent?

What words do you want people to think of when they hear your name?

Are your communications consistent with your beliefs and values?

What is your 'personal brand'?





### **Putting Theory Into Practice**

Why am I talking? What is the objective of the post? Have I used tools to make it easier for everyone? Have I delivered my message as clearly as possible?

What do I want my name to represent? Is the post consistent with my brand and values?

Is it being shared where my audience is looking?





#### **Objective:** To sell jewellery!









Meg Darlington Contemporary Jewellery added 2 new photos.

12 April at 07:33 - 🙆

Here's a new necklace I've been working on, these can be made from a champagne or wine cork from any special occasion! Or n you saved because you liked the design on it. This partic with the cork from when my fiancé proposed to me, the d is on the back, but you could have anything you can drea onto the back (2)



Like - Comment - Share

▲ 27 people like this.

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Consistent with brand (personalised / bespoke / handmade)

Effective use of tools A clear narrative



Most Relevant -







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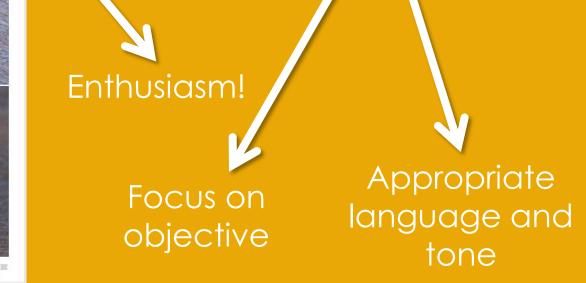
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### BEING HEARD

Post about today on your own social media platforms

Why are you talking?

Is it consistent with what you represent?

Is it where it will be seen?







