

# Brand Management

Weekly Report 9: 10/14 - 10/20

As a passionate individual in the field of computer science, I often forget about the more professional aspects of the ISM program. However, in order to find success in the future, brand management is an absolute must going forward.

This past week in ISM I had the chance to continue to improve and grow my current brand. In doing so, I was able to create meaningful connections with local professionals while improving my community presence.

As someone who has never been heavily involved in social media, brand management was the first time I truly had any involvement in social media. Since this was a rather new experience for me, a major challenge that arose was knowing what exactly to say. In order to overcome this, I did a bit of research over other successful brands and individuals and looked for a pattern of tweets. Through this, I was able to deduce what exactly to tweet in order to best benefit my professional brand.

Reflecting for the future, brand management may not seem like the most urgent aspect of professionalism at this point in my life; however, like many other things in life, brand management is something that is a slow growing process that make take months upon years to fully perfect. By starting now, I can get a head start into the professional world as more people find my online presence because of my brand management. Collectively speaking, brand management is something that is often overlooked but is in fact be one of the most meaningful ways to share your work to the world.

A circular logo with a light gray background and a dark gray border. Inside the circle, the letters 'SS' are written in a bold, blue, sans-serif font. The logo is centered at the bottom of the page, between two horizontal lines: a thick black line on top and a thick blue line on the bottom.

SS