

EXPLORING THE MOST EFFECTIVE PLATFORM FOR PERSONAL BRANDING AMONG ORGANIZATIONAL STUDENTS

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ABSTRACT

This study explores the most effective social media platforms for personal branding among students involved in campus organizations. The research aims to identify which platform—Instagram, LinkedIn, or others—is most influential in helping students establish their personal brand. The method used in this research involved distributing an online Google Forms survey to organizational students at several universities. The survey collected data on the social media habits of students, particularly focusing on which platforms they believe are most effective for showcasing their skills, achievements, and leadership roles. Results indicate that Instagram and LinkedIn are the most widely used platforms for personal branding, with Instagram being favored for its visual appeal and reach, while LinkedIn is preferred for its professional networking advantages. These findings highlight the importance of choosing the right platform depending on the branding goals and audience. Further studies could explore the impact of combining both platforms for a stronger personal brand.

INTRODUCTION

In recent years, social media has transformed from a tool for casual interaction into a significant platform for personal branding, especially among students involved in campus organizations. These platforms enable individuals to craft and showcase their unique identities, skills, and achievements. For students who take on leadership roles or engage in organizational activities, social media has become essential for building a reputation that aligns with their academic and career goals. As highlighted by Jones (2018), "Social media platforms are now pivotal in shaping personal brands, with many using them as a strategic tool for career advancement."

Students who are part of organizations are constantly looking for ways to differentiate themselves, and personal branding through social media provides an accessible and dynamic approach. Social media allows them to reach wider networks, showcase their leadership experiences, and connect with potential mentors or employers. The effective use of these platforms is crucial for students seeking to establish a

professional and influential online presence. According to Davis (2020), “The role of social media in personal branding is no longer optional but necessary for anyone who aims to build a visible and impactful reputation.”

This research aims to explore which social media platform is most effective in helping organizational students build their personal brand. By gathering data through an online survey, this study will analyze students' social media preferences and how they use these platforms to shape their public image. The results will provide valuable insights into the current trends and best practices for leveraging social media in personal branding.

LITERATURE REVIEW

1. Personal Branding

Personal branding refers to the process of creating and promoting a distinct public image that represents an individual's skills, values, and experiences. It is essential for career development, particularly in competitive environments like universities, where students involved in organizations aim to distinguish themselves from their peers. As discussed by Peters (2020), "Personal branding allows individuals to communicate their unique value propositions to a targeted audience, which is increasingly important in the digital age." For students, personal branding offers an opportunity to demonstrate leadership, academic accomplishments, and organizational involvement in a strategic and deliberate manner.

Recent studies emphasize the importance of personal branding for young professionals and students as they transition into the workforce. Thompson (2019) notes that "individuals who actively engage in personal branding are more likely to be recognized by employers, as it shows a clear alignment between personal values and professional goals." This highlights the role of personal branding not just as a marketing tool but as a reflection of one's authentic self. Moreover, Rice and McKay (2021) found that individuals with well-developed personal brands experience higher levels of career satisfaction and success due to the clarity and direction their brands provide.

In the context of student organizations, personal branding is particularly significant. Organizational involvement often requires students to take on leadership roles and participate in extracurricular activities that need to be highlighted in their personal brand. As evidenced by Fisher and Barnes (2019), "students involved in organizations benefit from creating a personal brand that communicates their leadership capabilities and dedication to teamwork, setting them apart from their non-organizational peers."

This reinforces the idea that personal branding can greatly enhance a student's visibility and reputation.

2. Social Media

Social media plays a critical role in shaping personal branding efforts, especially for students looking to establish a professional online presence. These platforms have grown beyond social interaction, becoming vital tools for self-promotion and career advancement. According to Martin and Daniels (2019), "social media is now a key factor in personal branding as it allows individuals to share their achievements, network with professionals, and build a curated digital identity." Social media enables users to strategically present themselves in a way that aligns with their personal and professional goals.

Various platforms offer distinct advantages for personal branding, with each catering to different aspects of a student's brand. Ward (2020) notes that "while some platforms are more casual and focus on creativity and engagement, others are designed to highlight professional achievements and networking." This versatility is particularly important for students, as it allows them to tailor their online presence based on their specific goals. For instance, Johnson (2022) found that students who use social media actively for branding purposes often have better job opportunities due to their increased visibility and online credibility.

Moreover, studies suggest that the effectiveness of social media for personal branding largely depends on how individuals use these platforms. Carter and James (2021) argue that "students who understand how to use social media strategically—by posting relevant content, engaging with professional networks, and maintaining consistency—are more successful in building their personal brand." This strategic use of social media has been shown to significantly improve students' professional prospects, particularly those in leadership roles within campus organizations.

METHODOLOGY

3.1 Research Question

How does social media usage help students develop their personal branding, and in what ways does it impact their leadership effectiveness in campus organizations?

3.2 Participants

The participants in this study were university students who are actively involved in campus organizations. These students were selected as they are more likely to engage in personal branding efforts due to their leadership roles and involvement in extracurricular activities. The participants came from various universities and academic disciplines, ensuring that the data reflects a wide range of personal branding strategies across different organizational contexts.

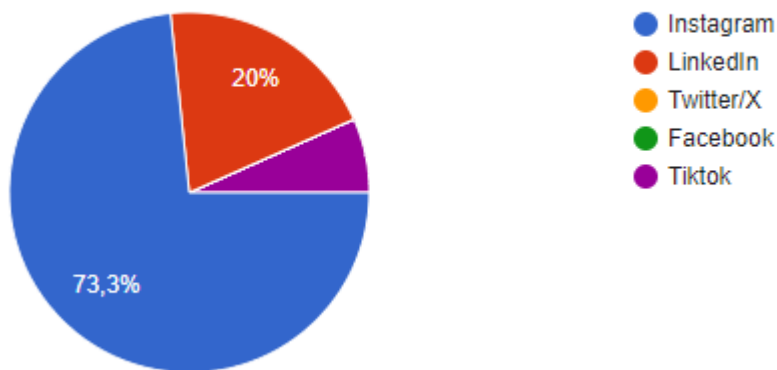
3.3 Data Collection

The data for this study was collected through an online survey distributed via Google Forms. The survey was specifically targeted at university students who are actively involved in campus organizations, as these students are more likely to engage in personal branding efforts. The questionnaire was designed to gather information on the social media habits of these students, focusing on which platforms they use most frequently for personal branding purposes.

RESULTS AND DISCUSSION

The final result based on the Google Form are illustrated in the diagram below

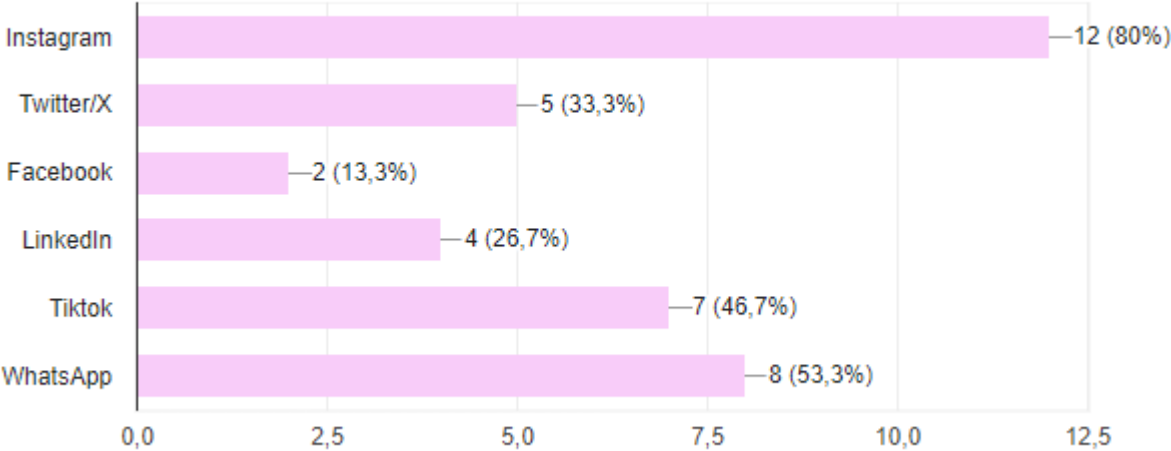
4.1 The most effective social media



Based on the diagram, Instagram stands out as the most popular social media platform among the respondents, with 73.3% indicating it as their primary choice for personal branding. This high percentage reflects Instagram's appeal due to its visually engaging format and extensive reach, allowing users to showcase their achievements and

connect with a broad audience. LinkedIn follows as the second most favored platform, with 20% of respondents selecting it, highlighting its importance for professional networking and career development. Additionally, TikTok has emerged as a notable contender, attracting interest from students seeking to engage with a younger audience through creative content. In contrast, Twitter and Facebook received significantly fewer selections, suggesting that these platforms are less favored for personal branding among organizational students. This trend indicates a shift towards more visually oriented and professional platforms in the pursuit of personal branding.

4.2 The most frequently used social media



The data further reveals that Instagram and WhatsApp are the most frequently used social media platforms among the respondents, with 80% and 53.3% usage rates, respectively. Instagram's high usage rate underscores its role as a central hub for students to share personal and organizational content, while WhatsApp is crucial for communication and collaboration within student organizations. Following these two platforms, TikTok has gained traction among students, with 46.7% indicating its usage, reflecting a growing interest in short-form video content as a means of engagement. In contrast, Twitter and Facebook received considerably lower usage rates, indicating that these platforms are less popular among organizational students. This trend suggests a preference for platforms that offer more interactive and visually appealing experiences, aligning with the current social media landscape.

CONCLUSION

This study aimed to identify the most effective social media platforms for personal branding among university students involved in campus organizations. The results show that Instagram and WhatsApp are the most frequently used platforms, with Instagram standing out as a preferred choice for its visual and creative capabilities. However, when it comes to personal branding effectiveness, students identified Instagram and LinkedIn as the top platforms. Instagram is favored for its broad reach and ability to showcase personal achievements in a visually appealing way, while LinkedIn is valued for its professional networking opportunities and focus on career development.

These findings suggest that students use different platforms depending on their personal branding goals. While Instagram serves as a versatile tool for both casual and professional self-presentation, LinkedIn remains essential for establishing a formal, career-oriented brand. Future research could explore how these platforms can be integrated for a more comprehensive branding strategy, allowing students to maximize their online presence across different social media channels.

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