

# USE THE POWER OF AUTHENTICITY TO STRATEGIZE FROM THE 'INSIDE OUT'

What does it take for a brand to be authentic? PR and marketing professionals play an integral role in communicating their organizations' humanity across social media channels, and that starts with you. As a communicator, you become an extension of your brand's identity. You also have the power to increase your organization's reputation and brand image by working from the inside out. Brand authenticity begins with self-awareness and asking yourself these three questions -- from the 'Inside Out'

1. Are my personal values aligned with the brand values?
2. Is my personal voice an extension of my brand's voice online?
3. Am I following my calling while contributing to my brand's mission?



Master's in Global Strategic Communications