

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