**Social Media / Branding Assignment**

**Marketing**

**Twitter**

Based on your understanding of branding; tweet your personal brand in the space below. From what you write; a reader should be able to gain insight into your personality, values, likes, & even dislikes. It should be short and concise but convey your image to whomever reads it.

**Tweet: \*140 characters or less**

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**Explain what your tweet means in the space below.**

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**Logo**

As you have developed your brand over time; you need to develop a logo that complements your entity (your logo will help develop your brand association).

Your logo should contain the following

1. Keep it simple (Easy to recognize)
2. Make it Memorable (Think of you when see logo)
3. Keep it timeless (Should be long-term)
4. Make it versatile (looks good in black & white; grayscale, etc…)
5. Make it appropriate (font type, color, & graphics need to convey your personality)

**Explain how logo connects to your brand.**

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**Take an existing celebrity (Athlete, entertainer, politician, musician, actor, etc…) that struggles with their image and rebrand them.**

**Ideas:**

Justin Bieber, Taylor Swift, Alex Rodriguez, Anthony Weiner, Amanda Bynes, Miley Cyrus, Tim Tebow, President Obama, Kobe Bryant, Rex Ryan, Lamar Odom, Kayne West, Monte Te’o, etc…

* Choose a celebrity and write a paragraph that provides background information on them.

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* List all the ways in which they use social media
* Define what their current image & brand is
* Explain what you would do to alter the way people perceive them
  + Change their name
  + Create or Alter their logo
  + Use or do away with social media
  + Change their actions, interests, habits so that they are perceived more positively or popularly

Create a visual aid that depicts both your information and the celebrity you have chosen. You can do a slideshow, Prezi, Flickr, etc…

Assignment will be due \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.