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DEVELOPMENT OF THE PERSONAL BRAND OF TEACHING STAFF

Summary

This article analyzes the state of development of the personal brand of teaching staff using a questionnaire created in Google Form in May 2023. The research was carried out within the scope of scientific cooperation between the SIHE «University of Education Management» of the National Academy of Pedagogical Sciences of Ukraine and the Communal Institution «Prylutsk Center for Professional Development of Pedagogical Workers» of the Prylutsk City Council of Chernihiv Region. More than 200 teachers took part in the survey by age: under 30 years - 8.5%, 31-40 years – 22.1%, 41-50 years – 33.2%, over 50 years – 36.2%; by qualification category: specialists – 13.1%, teachers of the second category – 6%, teachers of the first category – 16.1%, teachers of the highest category – 24.6%, senior teachers – 21.1%, methodical teachers – 19, 1%; by teaching experience: 0-3 years – 5%, 4-10 years – 9%, 11-20 years – 25.1%, over 20 years – 60.8%; by area: urban - 100%.

Key words: personal brand, personal brand development, teaching staff.

Introduction

Today, more and more people are thinking about developing a personal brand, regardless of their field of activity: marketing, PR, industry, sports, art, psychology, education, science, and others. Today, in the era of digital technologies, the Internet, and artificial intelligence, the main feature of personal brand formation and development is the ability for everyone to create a personal brand using social media and other communication channels. An important task in this context is to form a new generation of highly qualified specialists, teachers and scientists who are competitive and in demand in the global market. The newest guidelines of Ukraine's educational policy have resulted in a set of requirements for the professional qualities of a teacher: systematic self-education work on professional development, deepening of theoretical knowledge and practical skills, taking into account the main provisions of the Concept of the New Ukrainian School.

A teacher is always in the center of attention. It is influenced by internal needs (satisfaction, competitiveness, career, self-realization) and the external environment (constant changes, societal demands, scientific development, digitalization). The most difficult thing is to follow the plan of intended goals and its implementation. The modern era puts new demands on the teacher: to think about one's success and competitiveness. Already now, there must be changes in the personal position of the teacher from the status of an ordinary civil servant, passively waiting for the state to pay attention to his professional findings, to the position of an active subject in the market of educational services, capable of managing his professional capital in the best way and finding the most profitable areas of his application both in your educational institution and in other institutions. The main competitive advantage for a modern teacher is his personal brand. In the conditions of martial law, the personal brand has an overarching mission: to present Ukrainians on the world stage as a nation that knows how to act and get out of crisis situations.

At the end of January 2023, research teams from Meltwater and We Are Social prepared a comprehensive report Digital 2023, in which they shared information about the most significant trends in the digital space of today, as well as

trend forecasts for the following months of 2023. The most popular social networks by the number of active users (in millions): Facebook — 2,958; YouTube — 2,514; WhatsApp — 2000; Instagram — 2000; WeChat — 1309 [9].

Both domestic and foreign scientists were interested in the issue of personal brand development, namely: T. Peters, who as early as 1997 used the concept of «personal brand» in his article and offered advice on how to turn your name into a brand [5]; R. Pera, G. Viglia and R. Furlan [4] investigated the use of storytelling tools for self-positioning on the Internet; V. Tarnovskaya studied the phenomenon of personal branding in social networks and, in particular, studies how You Tube users create their personal brands on the Internet [8] J. Philbrick and A. Cleveland studied personal branding as a path to professional success [6], L. Labrecque, E. Markos and G. Milne [2], L. Harris, and A. Rae investigated the development of a personal brand through social networks [1]; O. Moroz and O. Pashchenko studied the theory of modern branding [3]; D. Pinchuk and S. Lutsenko studied the professional branding of a modern teacher [7] and others.

Personal branding of a teacher is the teacher's performance of his work at the level of high standards and standards, worked out in practice and already described in methodological developments. A personal brand clearly defines the core of the personality. A brand that reflects the true values of a teacher creates a clear communication space between him and the target audience, that is, the class [7, p.25].

So, based on the analysis of scientific and methodological literature, we can state that the personal brand of a teacher is a set of personal qualities and a unique combination of a teacher's professional experience that distinguishes him from others and gives him exclusivity in his activity.

However, significant research on the development of the personal brand of pedagogical workers does not exhaust all aspects of this problem, but requires further consideration and study, which explains the relevance of this article.

Purpose, subject and research methods

The purpose of the research: to analyze the state of development of the personal brand of teaching staff (on the basis of the Communal Institution «Prylutsk Center for Professional Development of Pedagogical Staff» of the Prylutsk City Council of Chernihiv Region).

The subject of the research: development of the personal brand of teaching staff.

Materials and methods of the research: an analysis of the state of development of the personal brand of teaching staff was carried out with the help of a questionnaire created in Google Form in May 2023, and appropriate conclusions were drawn based on the results. The research was carried out within the scope of scientific cooperation between the SIHE "University of Education Management" of the National Academy of Pedagogical Sciences of Ukraine and the Communal Institution "Prylutsk Center for Professional Development of Pedagogical Workers" of the Prylutsk City Council of Chernihiv Region.

Research results

In order to study the state of development of the personal brand of teaching staff in May 2023, a survey was conducted using the proposed questionnaire created in Google Form (on the basis of the Communal Institution «Prylutsky Center for Professional Development of Pedagogical Staff» of the Prilutsk City Council of Chernihiv Region) and more than 200 teaching staff were covered by age: under 30 years – 8.5%, 31-40 years – 22.1%, 41-50 years – 33.2%, over 50 years – 36.2%; by qualification category: specialists – 13.1%, teachers of the second category – 6%, teachers of the first category – 16.1%, teachers of the highest category – 24.6%, senior teachers – 21.1%, methodical teachers – 19, 1%; by teaching experience: 0-3 years – 5%, 4-10 years – 9%, 11-20 years – 25.1%, over 20 years – 60.8%; by area: urban – 100%.

Analyzing the results of the questionnaire, it was found that the majority of teaching staff (90.1%) believe that the topic «Development of the personal brand of teaching staff» is relevant in today's conditions.

To the question «What do you understand by the term «personal brand?» teachers' opinions were divided into the following positions: 9.1% of teaching staff associate the concept of «personal brand» with a person's image; 30.5% of teachers – with their own style of professional activity; 33.9% of teachers – with their own experience and achievements; 25.5% – with the image formed about a person by other people; 1% is difficult to answer.

To the question «Does a teacher need to develop his personal brand in the conditions of martial law in Ukraine?»: 71.9% of teachers answered «yes»; 27.1% of teachers find it difficult to answer; 1% answered «no». As we can see, the majority of teachers (71.9%) believe that a teacher needs to develop his personal brand in the conditions of martial law in Ukraine. This gives reason to claim that in the conditions of martial law in Ukraine, the personal brand of teachers has a higher mission: to present Ukrainian specialists in the field of education on the world stage as a nation that knows how to hold the educational front and get out of crisis situations.

To the question «Why does a teacher have a personal brand?»: 31.7% chose the option «to declare yourself as an expert and expand your circle of contacts»; 65.3% – «desire to pass on their knowledge and help others develop»; 19.6% – «opportunity to influence (authority, self-esteem)»; 38.7% – «identification of strengths that open up new opportunities»; 70.9% – «building one's own work style».

Based on the obtained results, we can say that the importance of a personal brand for teachers is based on building their own work style (70.9%) and the desire to transfer their knowledge and help others develop (65.3%).

To the question «Which social network do you use most often?»: 55.8% of teachers chose Facebook; 12.1% – Instagram; 27.1% – You Tube; 4.5% – TikTok.

As you can see, the most popular social network among the majority of teaching staff is Facebook (55.8%).

To the question «Do you have your own blog?»: 82.4% of teachers answered «no» and 17.6% answered «yes».

The received answers to the question suggest that the majority of teachers (82.4%) do not have their own blog, which may indicate a lack of need to create

their own blog or a lack of theoretical knowledge and practical skills to create their own blog.

To the question «Which platforms do you use to develop your personal brand?»: 6% of teachers use Blogger; 1.5% – Wix; 68.3% – Facebook; 24.6% – Instagram; 41.7% – YouTube; 5% – Tik Tok; 4% – other platforms; 7% do not use it at all.

As you can see, more than half of teachers use the social network Facebook (68.3%) to develop their personal brand.

To the question «Do you need a checklist for personal brand development?»: 67.5% of teachers answered «yes» and 32.5% answered «no».

The generalization of the obtained results allows us to conclude that the majority of respondents consider the topic «Development of the personal brand of teaching staff» to be relevant, which indicates the need of teachers for in-depth study of this problem, which is necessary for the successful implementation of professional activities in the conditions of the New Ukrainian School, as well as the need to ensure continuous development personal brand of pedagogical workers in the system of professional development.

Conclusions

Therefore, a personal brand is an important competitive advantage in modern realities.

Based on the results of the survey of teaching staff, we can state that teaching staff have a need to develop their personal brand, as evidenced by the request of the majority of teachers to develop a checklist for personal brand development (67.5%).

We see the prospects for further research in the development of a checklist for the development of the personal brand of teachers.

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