

LinkedIn for ELT Teachers

Building your Personal Brand for Career Success



SCHOOL MARKETING
Helping language schools and independent
ELT trainers grow their social media presence.

#grschoolmarketing

By Gina Rodriguez
ELT Marketing & Educational Consultant
GR School Marketing

Meet Gina



Mum of two
Based in Treviso, Italy
Gen X with a Millennial heart



Gina Rodriguez
ELT Marketing & Educational Consultant
Treviso, Italy



SCHOOL MARKETING

Helping **language schools** and independent
ELT trainers **grow** their **social media** presence.

"I consider social media a crucial **employability skill**.

I envision a language education industry where every brand operates with the mindset of a successful business, supported by a solid, future-focused strategy.

I believe that successful language schools are the ones that teach the language as a tool that empowers students .

My services are designed to foster a culture of continuous improvement and innovation so that schools can thrive and every unique offer can be **showcased effectively online.**"



First things, first!



Understanding Personal Branding

Guess the
brand!



Guess the
brand!



Duolingo

Guess the
brand!



Guess the
brand!



Moodle

What's your first
thought when
you see this:



Who comes to your mind?

Pioneer in the
personal
computer era

Passionate

Think different

Creative and
Technical mind

Brought innovation
into information
technology



Steve Jobs

Pioneer in the
personal
computer era

Passionate

Think different

Creative and
Technical mind

Brought innovation
into information
technology



Brand

Company
Brand



Personal
Brand



Personal Branding is:



“A personal brand is a
widely recognized and
largely-uniform
perception or
impression of an
individual based on
their experience,
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Personal Branding is:



“A personal brand is a widely recognized and largely-uniform perception or impression of an individual based on their experience, expertise, competencies.”



“It’s how you present yourself to the world. Effective personal branding will differentiate you from the competition and allow you to build trust with prospective clients and employers.”

Personal Branding is:



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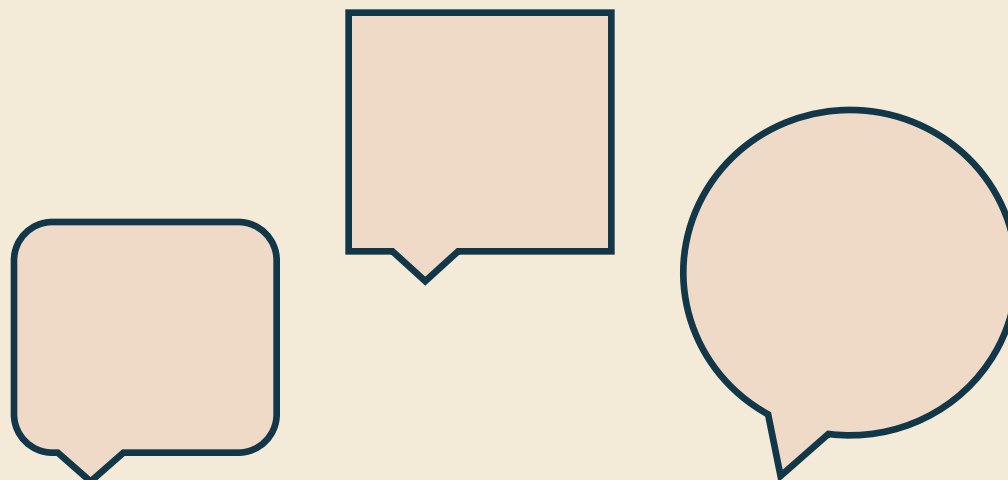


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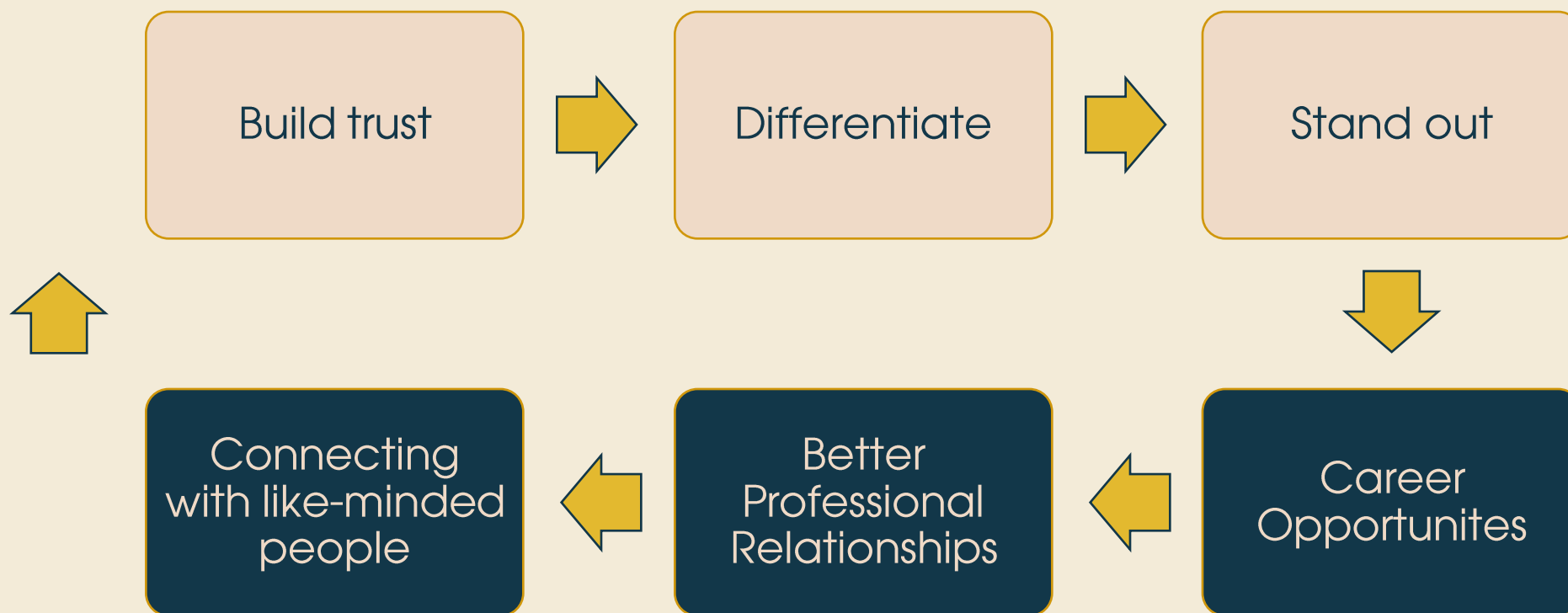
“Your personal brand defines who you are and what you stand for and describes your skills and experiences. Personal branding is a way of showcasing your strengths and personality as well as telling your story.”

Why is building a personal brand important in ELT?



Discuss with a colleague

The importance of Personal Branding





"Your brand is what people
say about you when you're
not in the room"

Jeff Bezos

Building a Personal Brand online



LinkedIn for ELT Teachers

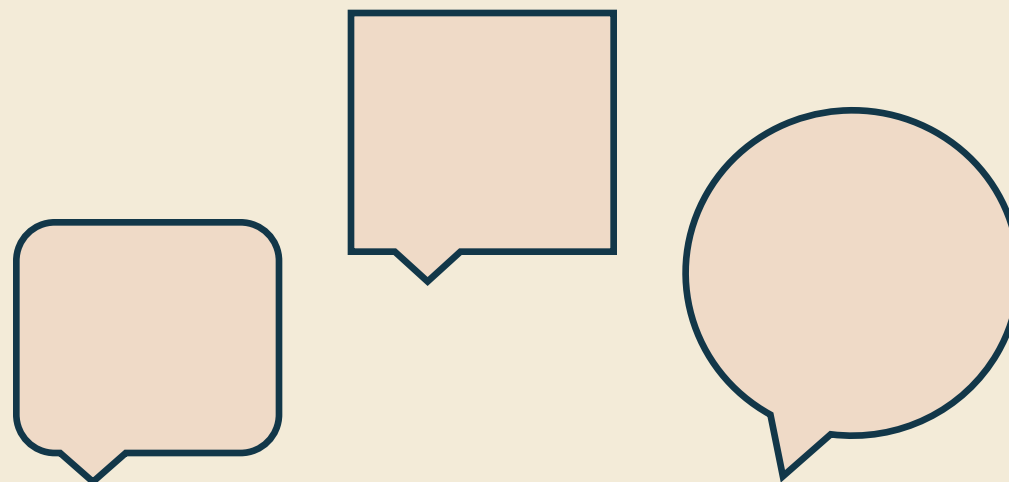
700 million users on LinkedIn

1.7 million teachers

300k English language teaching professionals



LinkedIn



What's your experience?

Concerns?

Results?

Why LinkedIn



1

- Professional Platform

2

- ELT Players are present

3

- Potential Students & Stakeholders

LinkedIn Action Points



Profile

- Optimized banner
- Profile photo of you
- Optimized headline
- Call to Action in summary
- All sections complete



Content

- Experience, expertise, competencies.
- Differentiate
- Build trust
- Who you are and what you stand for
- skills and experiences
- Showcases strengths
- Showcases personality
- Tells your story



Connections

- Past and present colleagues
- Reps and consultants from publishing
- Exam boards reps
- Professionals around your sector
(writers, editors)
- Conference Speakers
- Trainers
- Past and present students & parents

1. LinkedIn Profile



Banner

GR SCHOOL MARKETING

HELPING LANGUAGE SCHOOLS AND INDEPENDENT
TRAINERS GROW THEIR SOCIAL MEDIA PRESENCE



SERVICES
STRATEGY
CONTENT
TRAINING
CONSULTANCY

www.grschoolmarketing.com

Gina Rodriguez [Inizia la verifica](#)

ELT Marketing & Educational Consultant | Grow your social media presence | Supporting language schools and professionals move forward through personalized digital marketing strategies|

Parla di #elt, #educationtrends e #languageschoolmarketing

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[Grab Social Media Post Ideas](#)

1.450 follower · Più di 500 collegamenti



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Optimizing your LinkedIn Profile



Banner

Profile Pic

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Optimizing your LinkedIn Profile



Banner

Profile Pic

Headline

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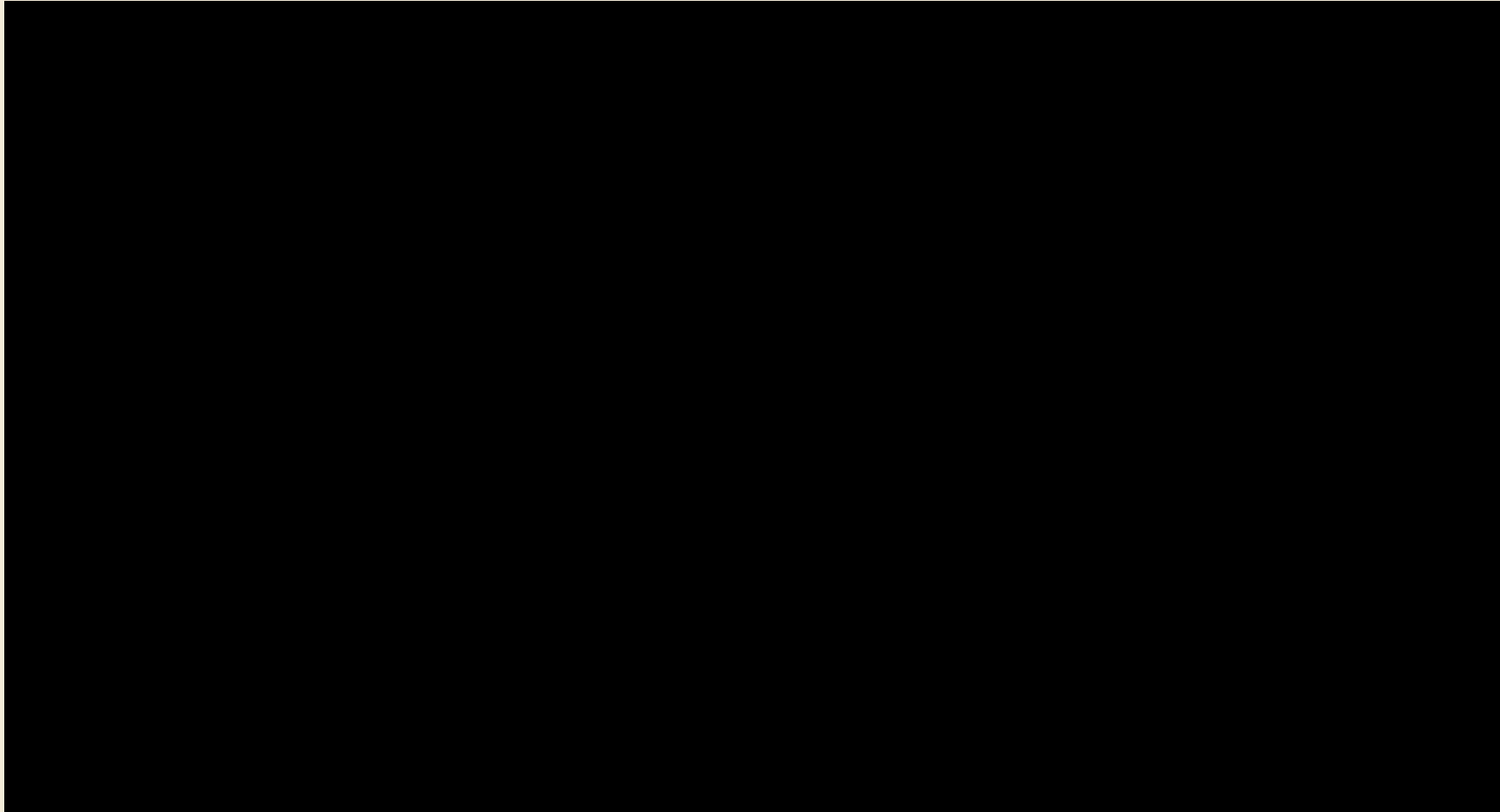
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Optimizing LinkedIn Sections



2. Showcasing strengths & personality



Your own values,
story, expertise,
aspirations,
achievements

Content curation
with your point of
view

Dates &
celebrations
relevant to the ELT
sector

FAQs from
colleagues, parents
& students

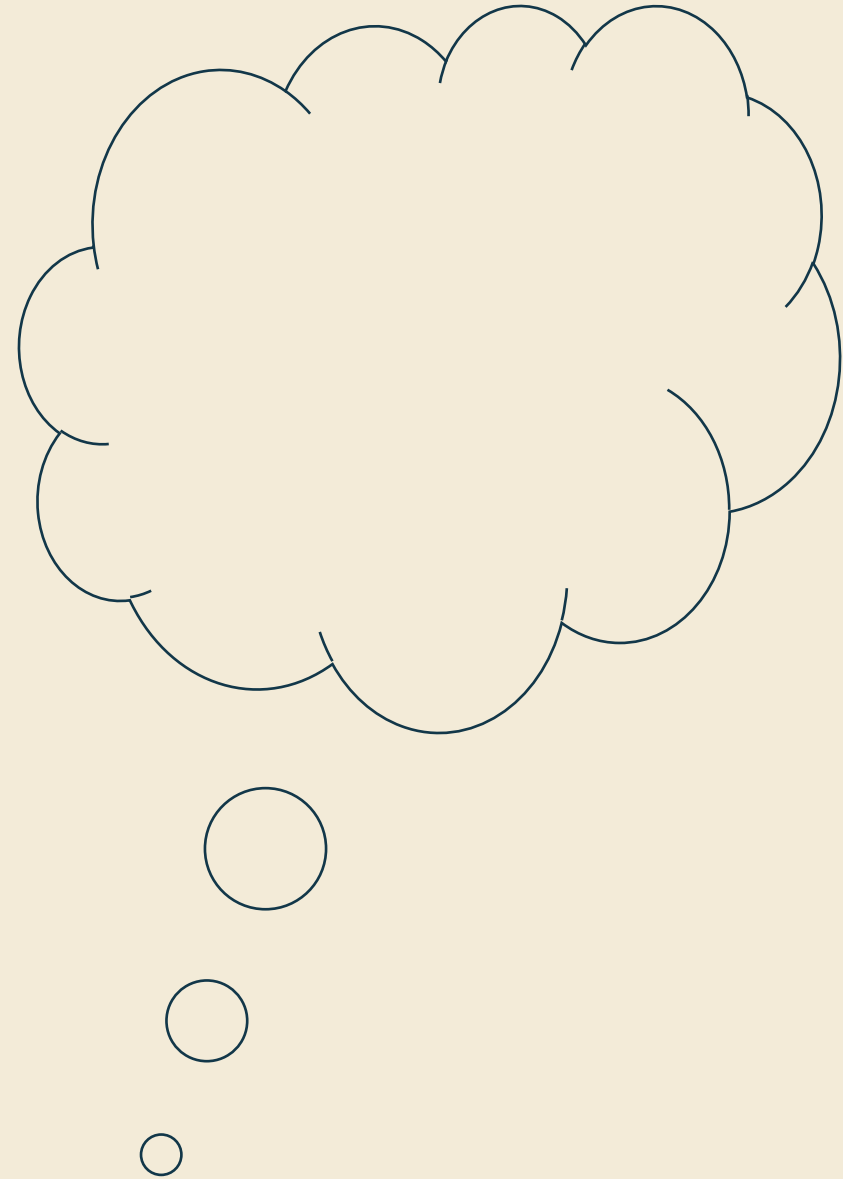


istockphoto

Activity

What
perception do
you want to
create about
yourself?

Think, Pair, Share



Activity

Self-assessment

Think, Pair, Share

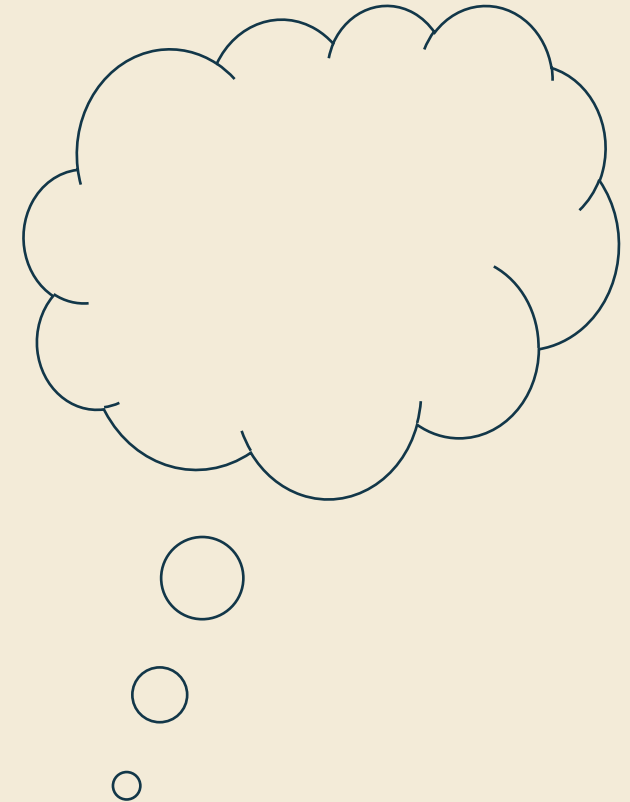
What are my passions in ELT?

What are my qualifications?

What are my biggest interests in ELT?

What do I want people to associate my name with?

What can I do really well?



Open your LinkedIn and check:

	YES	NO	HOW	WHAT YOU NEED
Are there posts that show your 3 distinctive qualities				
Are there posts that show the transformation of your students (results)?				
Are there posts that show the 3 results your offer brings to the student?				
Are there posts explaining how you ensure quality?				

3. Connections



Your Network Is Your Net Worth

“I believe that your **social capital**, or your ability to build a network of **authentic personal and professional relationships**, not your financial capital, is the **most important asset in your portfolio**”

Porter Gale, author of “Your Network Is Your Net Worth»

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3. Connections



Past

Students
Employers
Colleagues
Professionals met at events



Present

Students
Colleagues
Publishers
Examiners
Exam boards
Associations



Future

Potential students
Potential employers
Potential collaborators (exam boards,
publishers, associations,
complementary businesses)

Start being visible now!

Connect with
me!

Take a pic or
shoot a video
clip

Share the photo
or video with a
comment:
opinion, your
take-away,
impression, etc

Tag ETAS and
myself

Use hashtags

#etas
#grschoolmarketing



Gina Rodriguez ELT



@gina_elt_consultant

Remember

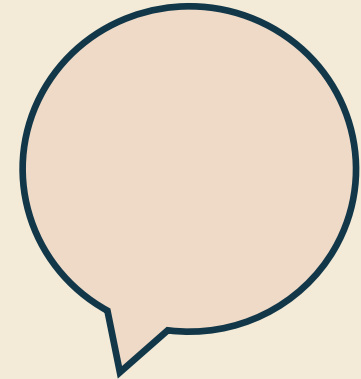
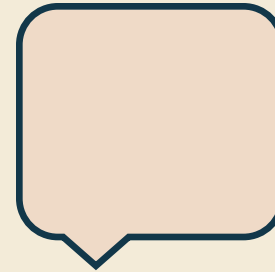
Personal Branding

- Widely recognized perception or impression
- Based on experience, expertise, competencies.
- How you present yourself to the world
- Differentiate
- Build trust
- Who you are and what you stand for
- Describes your skills and experiences
- Showcases your strengths
- Showcases your personality
- Tells your story





Reflecting



I will start....

I will stop....

I will keep...

Learn more

BLOG



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Get started today

Social Media School Marketing

Facebook for Schools

Instagram for Schools

Linkedin for Schools

WhatsApp for Schools

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How I can help you further



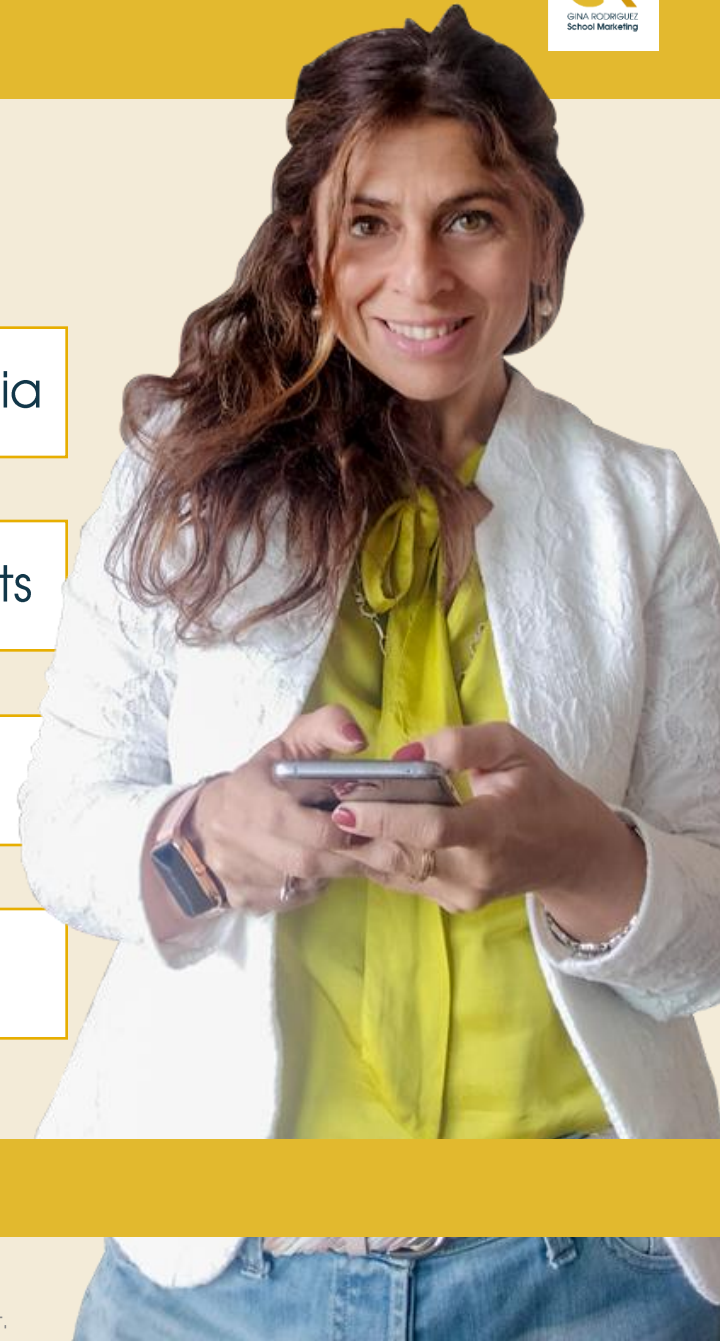
GINA RODRIGUEZ
School Marketing

Upskill yourself or your team with social media

Gain a roadmap to attract more students

Treat yourself to a Consultancy session

Get your social media content ready to go



www.grschoolmarketing.com



Thank you!



Keep in touch:



hello@grschoolmarketing.com



www.grschoolmarketing.com



[@gina_elt_consultant](https://www.instagram.com/gina_elt_consultant)



Gina Rodriguez ELT

NEWSLETTER



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