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COACHING AND CONSULTING: BASICS OF PERSONAL BRANDING

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The article discusses the problem of forming a personal brand for journalists during the educational process. It characterizes the specifics of a journalist's personal brand through the research of Ukrainian and foreign scientists. Various aspects of the conceptual foundations of personal brand formation and development are presented. The article highlights the peculiarities of scientific research based on the application of an information approach, which has great heuristic potential for studying the specifics of information flows and information needs in the field under study through knowledge of the laws, functions, characteristics, properties, methods, and means of information as the content of messages or a means of social communication. During training, significant importance is attached to the use of modern approaches to understanding communication processes, including the so-called "theory of cultural literacy", in the formation of a journalist's personal brand. As society is witnessing a transition from verbal means of information transfer to visual communication, cultural literacy produces the formation of visual literacy, which is the ability to understand cultural essence based on visual signs. Therefore, cultural literacy acts as a normative social reality in all spheres of activity, which is a prerequisite for the formation of the personal brand of future journalists during their studies. It has been noted that the formation of a journalist's personal brand during training, as a complex communication process, requires the use of modern approaches to understanding communication processes, among which the "theory of cultural literacy" stands out. It is emphasized that the formation of a journalist's personal brand during training will be effective when the process begins during the professional training of students at an educational institution, as well as when its improvement process begins at the state level. Fundamental methodological and worldview training, thorough humanities training, theoretical and practical training in specialized disciplines, creative

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training in the profession, and the formation of independent work skills and personal brand and worldview are important in the field of research. In summary, the formation of a personal brand for journalists is a laborious task that requires a systematic approach combining the educational process with the self-development of media professionals.

Keywords: personal brand, formation of a personal brand for journalists, cultural literacy, information culture, educational process, information approach, media professionals.

КОУЧИНГ ТА КОНСАЛТИНГ: ОСНОВИ ФОРМУВАННЯ ОСОБИСТОГО БРЕНДУ

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У статті розглянуто проблему формування особистого бренду журналістів під час навчального процесу. Охарактеризовано специфіку особистого бренду журналіста через площину досліджень українських та зарубіжних науковців. Презентовано різноманітні аспекти щодо концептуальних основ формування та розвитку бренду особистості. Зазначено особливості наукового пошуку, ґрунтуються на застосуванні інформаційного підходу, який має великі евристичні можливості щодо дослідження специфіки інформаційних потоків та інформаційних потреб досліджуваної галузі через знання законів, функцій, ознак, властивостей, методів і засобів інформації як змісту повідомлень чи засобу соціальної комунікації. Вагомим значення у формуванні особистого бренду журналіста під час навчання надається використанню сучасних підходів до пізнання комунікаційних процесів, серед яких, так звана, "теорія культурної грамотності". Оскільки суспільство є свідком переходу від вербальних засобів передачі інформації до візуального повідомлення, то культурна грамотність продукує формування візуальної грамотності, що являє собою здатність розуміння культурної суті на основі візуальних знаків. Тому культурна грамотність виступає як нормативна соціальна реальність у всіх сферах діяльності, що є умовою формування особистого бренду майбутніх журналістів під час навчання. Зауважено, що формування особистого бренду журналіста під час навчання, як певний процес складної комунікації, потребує використання сучасних підходів до пізнання комунікаційних процесів, серед яких виділено "теорію культурної грамотності". Наголошено, що ефективним буде результат формування особистого бренду журналіста під час навчання, коли процес розпочнеться ще під час фахової підготовки студентів у навчальному закладі, а також з удосконаленням його на державному рівні. Вагомим у площині дослідження є фундаментальна методологічна й світоглядна підготовка; ґрунтовна гуманітарна підготовка; теоретична і практична підготовка з профільних дисциплін; творча підготовка за фахом; формування навичок самостійної діяльності та розвитку особистого бренду. Резюмовано, що формування особистого бренду журналістів – це копітка справа, яка потребує системного підходу у поєднанні навчального процесу із саморозвитком медіафахівця.

Ключові слова: особистий бренд, формування особистого бренду журналістів, культурна грамотність, інформаційна культура, навчальний процес, інформаційний підхід, медіафахівці.

Introduction of the issue. The rapid development of communication, coaching, and consulting is prompting media professionals to take on new challenges in publishing materials. Today, journalists not only fill the information space with news, analytics, and journalism, but also shape public opinion through their own life principles and values. The continuous growth of the flow of facts creates a need to optimize the sources of information culture in general and to form the personal brand

of journalists in particular. Information technologies and information wars are giving rise to a new understanding and implementation of the concept of "personal brand of a journalist" in society. The need to form one's own brand as a media professional is becoming particularly important, requiring the development of modern strategies for development in education and practice. Accordingly, the issue of improving the training of future journalists as an important factor

influencing the improvement of the quality of information culture is becoming increasingly relevant.

Current state of the issue. An analysis of scientific literature and experience in teaching and journalism has shown that, at the stage of editorial transformation, the current level of journalists' personal branding, as a component of the professional activities of media specialists, does not correspond to their real potential in solving the current problem. The outlined tasks can be solved by improving the professional training of journalists through the formation of their personal brand based on the orders of the Ministry of Education and Science of Ukraine "On the approval of the standard of higher education in the specialty 061 Journalism for the second (bachelor's) level of higher education" (№ 864 of 20.06.2022), "On the Approval of the Higher Education Standard for Specialty 061 Journalism for the Second (Master's) Level of Higher Education" (№ 994 of 08.11.2022) and the legal basis for the activities of journalists: the Constitution of Ukraine, the laws of Ukraine "On Information", "On Print Media (Press) in Ukraine", "On Information Agencies", "On the Procedure for Covering the Activities of State Authorities and Local Self-Government Bodies in Ukraine by the Media", "On Television and Radio Broadcasting", "On State Support for the Media and Social Protection of Journalists", the Code of Ethics for Ukrainian Journalists, and other regulatory and legal acts.

Theoretical, methodological, and professional aspects of researching the personal branding of future journalists are examined in the works of O. Bilovodska, O. Varenysia, O. Vynnytska, F. Kotler, I. Montrina, N. Pirang, T. Peters, V. Rizun, N. Tsaplina, O. Sheptukha and others.

Outline of unresolved issues brought up in the article. Identification of previously unresolved parts of the general problem, which is the subject of this article. However, there are practically no works in the modern industry literature on the formation of journalists' personal brands during the educational process. An analysis of scientific works has shown that

the range of applications for journalism professions is constantly expanding, as are the requirements for the qualification level of their practitioners, which necessitates a detailed study.

Aim of the research. The purpose of the article is to substantiate the foundations for the formation of journalists' personal brands during the educational process.

Results and discussion. Domestic and foreign scientists and practitioners present various aspects of the conceptual foundations of the formation and development of a personal brand: the structure of a personal brand, models for building a personal brand (including the professional training of journalists as a new strategy for building and developing a personal brand). Usually, the first components of a brand are appearance and style. Ukrainian scientist O. Sheptukha notes that the basis of a personal brand is character, integrity, trust, and reputation [12]. D. McNally writes that the structural elements of a personal brand are style, competence, and standards [13]. Y. Hres argues that the components of a personal brand are visual image, face-to-face communication, public communication, community or circle of like-minded people, online communication, and all social networks [11].

In her book "Find Your Style: How to Create a Personal Brand on Instagram", E. Song emphasizes the ability to tell stories and share facts about your life in an appealing way [10]. The author provides step-by-step instructions on how to create a personal brand, but in our opinion, the book only considers the technical aspects of brand building.

It should be noted that V. Anisimov defines the main elements of personal brand building as follows:

Self-identification (Who are you as a person, personality, professional? How do you position yourself, what desires and beliefs guide you?).

Expertise (What are you good at? What is your "superpower", what area do you really understand?).

Values (This is about your philosophy, your guidelines not only in business, but also in relationships, family, etc.). Goals

(should be focused on society, not on you personally).

Originality (What makes you unique, how do you differ from your competitors and colleagues? What unique offer/product/service can you provide to your audience?).

Image (how others perceive you as a person; primarily visual impressions: style, mannerisms, gestures, speech, etc.).

Story / Legend (your history, your path to success, the point you are at now). These can be important, turning points, even failures, personal shocks [1].

Authentic personal brand researcher H. Ramperad believes that building a personal brand has four structural components: 1) Defining a personal goal, which consists of an idea, mission, and key roles. At this stage, the personality itself, its uniqueness, and values are analyzed. 2) Formulating an authentic personal brand based on general personal goals, brand goals, distinctive and unique features, and areas of activity/interests. 3) Formulating an individual balanced scorecard. At this stage, the author suggests creating a comprehensive action plan. 4) Implementing the plan and improving goals, developing a personal brand. This stage involves carrying out certain activities to develop the brand, as well as support (promotion) [7].

In study "Personal Branding on Social Media", researcher I. Petruka noted that the following aspects should be taken into account when working on a personal brand:

- Identification through the brand. Others will perceive us through the prism of the brand, so first we determine what perception we need, then we build a strategy. This identification must be transparent and clear. If we build a strategy around different aspects of personality, it can confuse the audience and the perception of the brand will deteriorate.

- Awareness. Most actions related to personal brand development take place in the information space, so it is important to maintain a positive online presence.

- Purpose of information presence. All online activities and interactions must fulfill specific tasks, as all disseminated

information, status changes, or content complements the personal brand.

- Association with other brands. To strengthen your personal brand, it is important to collaborate with other brands, as this increases media coverage and reinforces associations related to the brand [9].

Scientists S. Smerichevsky, S. Petropavlovskaya, and O. Radchenko claim that by the time a person becomes recognizable as a brand, they go through the following stages: *awareness* (recipients receive information about the brand; recognize it among others); *familiarization* (recipients follow various stories, events, and situations involving the human brand and begin to trust it); *sympathy* (recipients have emotional benefits), *preference* (recipients become active supporters of the human brand), *conviction* (recipients recommend the human brand in their social circles), and *acquisition* (recipients consider the human brand to be their own and may become part of their environment).

Professor E. Bastianelli argues that marketing strategies used to build and develop brands of large companies can also be applied to personal brands [8]. Drawing on practical experience, the researcher identifies three stages for creating and developing a personal brand:

I. Self-analysis and self-awareness. At this stage, it is important to identify the key elements of the brand: the strengths and weaknesses of the personality, and to define the reputation and image. The main result should be an image that the personal brand will support and develop. However, this must be truthful information, because a fictional image unrelated to the personality will eventually fail.

II. Telling a story through your own life. This stage involves interacting with the audience and gradually revealing the image created in the first stage. All interactions with stakeholders, the consolidation of a certain social status in society, and any media events influence the construction and development of a personal brand. In order to successfully complete this stage, the story of a personal brand must be noteworthy and memorable.

III. Deepening relationships. This stage is often neglected, but it is important for building a personal brand. The stage involves active interaction with the audience, openness and honesty in communication, and confirmation of values that are important to the audience [10].

In his book *Marketing 3.0: From Products to Consumers to the Human Soul*, Philip Kotler notes that for a brand to be successful, it must have three components: identity, integrity, and together these form the right image, where the soul of consumers takes center stage, i.e., companies or individuals must try to understand the needs and desires of their customers and then, in the words of Stephen Covey, "unlock the code of the soul" [8]. Without this, the brand will not be able to win over the masses, so companies (editorial offices) should view consumers of information as full-fledged people with minds, hearts, and souls.

It should be noted that social networks are platforms for the formation and development of a personal brand, as they are a tool for presenting oneself and one's activities, helping to expand relationships with recipients and retaining the attention of the target audience. Therefore, working on a personal brand involves the professional publication of media content, the effective use of digital communication tools, etc. Thus, the creation and management of brand communications (according to S. Smerichevsky) involves: developing a concept for brand marketing communications, creating a system of brand communication channels depending on the chosen promotion methods. If the target market and brand positioning determine the brand strategy, then brand communications implement it [2: 42].

Since working with information is an integral part of a journalist's professional activity and one of the main means of achieving their goals and objectives, the specifics of scientific research are based on the application of an information approach. As a fundamental methodology, it is actively spreading due to objective factors: the "cross-cutting" nature of information, which is becoming one of the most important categories of social development;

the growth of information volumes, solving problems of its accessibility and effective implementation; the development of information technology and technologies; the formation of an information society, the main intellectual product of which is documents, information, and knowledge [6: 8]. In addition, the information approach has great heuristic potential for studying the specifics of information flows and information needs in the field under study through knowledge of the laws, functions, characteristics, properties, methods, and means of information as the content of messages or a means of social communication [11: 11].

The formation of a journalist's personal brand during training, as a complex communication process, requires the use of modern approaches to understanding communication processes, including the so-called "cultural literacy theory". Its developers (D. Barton, M. Hamilton, J. Collins, S. Lanksher, M. Nobel, S. Scraiber, B. Street, E. Hirsch, E. Hall, and others) have proven that literacy is a multifaceted phenomenon. Thus, in the works of D. Barton and M. Hamilton, it is argued that people use their literacy skills not only in organizing their own lives, but also in their professional activities [5: 13]. Accordingly, "literacy" is a certain component of personal brand formation. J. Bommert notes that literacy in the general sense enriches the world of globalization with new opportunities for conceptualizing literacy [4: 246]. As society witnesses a transition from verbal means of information transfer to visual communication, cultural literacy produces the formation of visual literacy, which is the ability to understand cultural essence based on visual signs. Thus, the ability to "read" images is an important element of visual literacy. Therefore, cultural literacy acts as a normative social reality in all spheres of activity, which is a prerequisite for the formation of the personal brand of future journalists during their studies.

It should be noted that the formation of journalists' personal brands in the process of professional training creates a stable level of motivational and goal-oriented basis for learning – educational motivation,

which consists of students' assessment of various aspects of the educational process, its content, forms, and methods of organization from the point of view of their personal, individual needs and goals. The very structure of learning motivation is multifaceted in terms of content and forms: professional motivation (students want or do not want to obtain a profession); cognitive motives (to gain new knowledge and satisfaction from the process of learning itself); pragmatic motives (to have a higher salary); social motives (to benefit society); motives of social and personal prestige (to establish oneself and occupy a certain place in society as a whole and in one's immediate social environment in the future).

It should be noted that the presence of professional knowledge in students does not indicate their ability to reproduce it, but rather their ability to apply the knowledge they have acquired in practice. Therefore, the formation of a personal brand for journalists during their studies requires modern thinking: the ability to adequately and independently analyze phenomena and processes, to see the main and special features, to reject clichés and inertia of thinking. Basic professional education is the foundation that lays the groundwork for the general and professional culture of a specialist in general and the formation of a personal brand in particular.

During training, it is important to encourage students to develop critical thinking skills for effective personal branding and high-quality performance of professional duties, which involves: accurately identifying the problem or situation (What exactly is the essence of the problem?); gathering sufficient information about the situation or problem or collecting evidence from several sources; examining the reliability of sources of evidence (Are the author or company that provided certain information biased?); checking the logic of the evidence (Are the arguments presented convincing enough? Are the conclusions acceptable?); considering different types of information – facts, statistics, information from primary sources, etc.; considering all points of view, all aspects and opinions

(Could you include a certain point of view in your evidence?).

The theoretical and methodological basis for the formation of a personal brand for journalists during the learning process is also a set of characteristics of a successful personal brand for journalists based on an internal worldview:

- The ability to find a balance between authority and flexibility. A personal brand must be consistent in its views, as this is a prerequisite for long-term trust. It is important to remember that it exists only within society, and if society expresses a need for something, then the personal brand will need to find ways to satisfy that need.

- Marketing and media literacy. It is necessary to choose the right platforms for promotion, identify the target audience, set up targeting, and constantly analyze engagement metrics. With the appropriate education, experience, and a lot of free time, you can do this yourself, but as practice shows, for the effective development of a personal brand, it is better to create a team in which professionals will deal with the various components of a specific strategy.

- Systematization and broadening horizons. It often happens that at first a person is enthusiastic about an idea, having inspiration and a lot of interesting material to share, but then "fades away" because it turns out to be insufficient. It is important to understand that behind every successful personal brand of a journalist lies continuous work, sometimes by an entire team of people. You need to be prepared to regularly produce interesting and unique content that engages the audience in active discussion through both direct feedback and distribution through other communication channels. It is necessary to think through and create stories and legends in detail, never stop working on yourself, setting an example for others, checking statistics, and analyzing audience preferences. And most importantly, do not forget about your own physical and mental health, because all of this is transmitted to society.

- Openness and willingness to take responsibility for your words and actions.

When forming and developing your personal brand, it is important to remember that the world is currently experiencing two major crises: an attention crisis and a trust crisis. Everyone has only three seconds to attract attention, and in most cases, recipients do not believe anyone because the world is flooded with fake news and fake people. As a result, so many of those you would like to emulate turn out to be fake. It has been proven that even if a person-brand has made a mistake that is already being actively discussed, the right decision would be to explain what happened, admit your guilt, and show how you resolved it. Such actions minimize the negative consequences for your reputation and, in some cases, can elicit a positive response.

- Adaptability to new conditions. This includes monitoring globally important events and expressing your opinion on these events, mastering new technologies that can be useful for promoting your personal brand, and a certain personal transformation, which is an integral part of your own growth. One of the functions of a journalist's personal brand is the ability to inspire and motivate, which is possible if you have an inner core that helps you not to give up in uncomfortable situations, but to perceive them as experience.

- Ability to receive feedback. A journalist's personal brand will not be successful if the professional limits themselves to words and loud statements. It is necessary to confirm one's effectiveness with real cases that will inspire recipients to follow the person-brand, which will lead to positive feedback. In the event of negative feedback, the journalist must correctly establish relationships with recipients.

- Psychological stability and maturity. A personal brand has challenges, including reputational ones: the more successful the brand, the more competitors and haters it will have who will "contribute" to its development. It is in such crisis situations that trust is tested and a person's true nature is revealed. Therefore, it is necessary to anticipate challenges and be prepared for various situations.

- Distinguish between information as facts, as a commodity, and as a tool for

manipulation. A journalist's personal brand has an impact on recipients, so the journalist himself determines the purpose of his reporting based on his own professional mission. A specialist must be familiar with the textual and subtextual materials that he reads and publishes, as well as be able to correct information for his own safety.

- Develop the ability to be objective. Thinking recipients prefer objectivity and balanced coverage of events, so a journalist's personal brand gains trust and emulation through its neutrality toward events, phenomena, and situations. Journalists need to constantly develop their objectivity skills to maintain their reputation, which is valuable in the formation and development of their personal brand.

- "Fit into" the conveyor belt. The production process of modern media requires journalists to rationalize their professional activities as much as possible, as it resembles a conveyor belt. Everything is scheduled down to the minute, and under no circumstances can the schedule be neglected, because as a result, the entire news broadcast will be at risk, and thus the reputation – the personal brand – will be damaged.

- Do not lose your individuality (authenticity). Journalists need to know and develop their strengths and not succumb to the false trends of modernity, especially in their professional activities. Recipients sense the sincerity of the communicator and recognize their unique qualities among others, so a personal brand should convey their values and not be part of the mass movement.

- Remember about security. In today's information space, in times of information warfare, journalists need to be concerned about their own safety on the Internet. It is better to create several email accounts, different addresses for registering on websites and services, and different passwords for different addresses; each social network should have a different password (change it every six months). It is not worth accepting people you do not know personally into your circle of friends,

as bot friends can pose a danger to brand formation.

During the training process for the formation of a personal brand for journalists, the values of the student (the person-brand) play an important role, which can be interpreted as "the beliefs that the company (editorial office, journalist) values above all else". This makes the position of the human brand ethically impeccable and attractive to consumers of information who understand that such a brand will not deceive its recipients for the sake of short-term gain. Therefore, values serve to build human relationships, a kind of friendship between the human brand (student) and their target audience. They are manifested and promoted through one's own philosophy, guidelines, and global ideas, clearly defined goals focused on the "common" ideas of society. Usually, journalists are opinion leaders in society, so personal brand values help to form a circle of like-minded people and, consequently, expand the target audience. Therefore, we highlight the following characteristics of an effective personal brand for journalists: integrity; authenticity (sincerity); distinctiveness (uniqueness); significance (expertise); consistency (systematicity).

It should be noted that in order to define the foundation of a personal brand, it is necessary to specify: your niche/field; competencies (I help, teach, create, inform); core competencies (tangible and intangible parameters); personal mission (to combine niche, competencies, and core competencies); values (what is important to you that you multiply?); personal qualities (describe the character of your brand: emotionally through essence, practicality); segmentation of recipients (description of your target audience); analysis of competitors (strengths and weaknesses of competitors); brand boundaries (What are you ready to show the world? What personal boundaries will you demonstrate: hobbies, relationships); brand history (What inspired you? What was the

decision?); positioning (What is your unique selling proposition?); supportive environment (Where and from whom do you get support?).

Based on our research, we are convinced that the foundation of a personal brand is: personality (values, emotions, energy, source, IQ), professional competence, and personal vision (understanding the stages of achieving goals). Mistakes in forming a journalist's personal brand include incompetence in their expertise, copying (appearing to be more than they are), unsystematic actions, etc.

The formation of a personal brand for journalists also involves: fundamental methodological and worldview training; thorough training in the humanities; theoretical and practical training in specialized disciplines; creative training in the profession; and the development of independent work skills and a personal brand. Therefore, the formation of a personal brand for journalists is a laborious task that requires a systematic approach. Thus, for students, combining the educational process with self-development is systematically the basis for the formation and successful implementation of their own brand.

Conclusions and research perspectives. The material presented allows us to conclude that the formation of a journalist's personal brand during training will be effective when the process begins during the professional training of students at an educational institution, as well as with its improvement at the state level.

In summary, the formation of a journalist's personal brand during the educational process is a step-by-step strategic process that requires familiarizing the audience with external attributes, establishing effective communication and conscious promotion of the formed image, as well as full-fledged personal development.

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