



IDENTIFYING VALUES & MISSION STATEMENT

REFLECT ON THE FOLLOWING QUESTIONS TO DEFINE YOUR CORE VALUES AND CREATE YOUR MISSION STATEMENT:

WHAT ARE 5 VALUES THAT GUIDE YOUR DECISIONS AND BEHAVIOR?

WHEN DO YOU FEEL MOST ALIGNED WITH YOUR WORK OR PURPOSE?

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WHAT IMPACT DO YOU WANT TO HAVE ON OTHERS IN YOUR INDUSTRY OR COMMUNITY?

HOW DO YOUR VALUES SHOW UP IN YOUR PROFESSIONAL LIFE?

WHAT'S A MISSION STATEMENT YOU CAN LIVE BY THAT ALIGNS WITH YOUR VALUES?



SHARING YOUR STORY

USE THE IDEAS BELOW TO SHARE YOUR STORY ACROSS YOUR SOCIAL MEDIA PLATFORMS:

KEY TAKEAWAY - BE AUTHENTICALLY YOU!

- **SHARE HOW YOU GOT INTO YOUR INDUSTRY OR ROLE.**
- **POST A PHOTO FROM YOUR EARLY CAREER AND TALK ABOUT YOUR GROWTH.**
- **HIGHLIGHT A LESSON YOU LEARNED FROM A MENTOR OR LEADER.**
- **TALK ABOUT A FAILURE THAT TAUGHT YOU SOMETHING IMPORTANT.**
- **CELEBRATE A WIN AND WHAT IT TOOK TO GET THERE.**
- **EXPLAIN WHAT YOUR ROLE LOOKS LIKE DAY-TO-DAY.**

Tips:

Post once a week

Engage with others by liking, reposting, resharing, and commenting on their posts.



SHOWING UP CONSISTENTLY

START BUILDING YOUR PRESENCE BY CHOOSING ONE OR TWO PLATFORMS TO POST WEEKLY.
RECOMMENDED PLATFORMS INCLUDE:

- **LINKEDIN**
- **INSTAGRAM**
- **FACEBOOK**
- **TIKTOK**

Sample Posting Guide:

DAY	PLATFORM	POST TYPE	CONTENT IDEA EXAMPLE
MONDAY	LINKEDIN	TREND / INSIGHT	HIGHLIGHT AN INDUSTRY TREND OR NEWS UPDATE AND ADD YOUR PERSPECTIVE.
TUESDAY	INSTAGRAM	PERSONAL STORY	SHARE A MOMENT FROM YOUR CAREER JOURNEY OR A BEHIND-THE-SCENES PHOTO FROM YOUR WEEK.
WEDNESDAY	LINKEDIN	ENGAGEMENT / QUESTION	ASK A THOUGHTFUL QUESTION (E.G., “WHAT’S ONE THING THAT’S HELPED YOU GROW IN THIS FIELD?”).
THURSDAY	INSTAGRAM STORY	REAL-TIME UPDATE / POLL / TIP	SHARE A QUICK TIP, POLL, OR STORY UPDATE – ENGAGE YOUR AUDIENCE IN REAL TIME.
FRIDAY	LINKEDIN	HIGHLIGHT A WIN / COLLABORATION	CELEBRATE A RECENT SUCCESS, GIVE A SHOUTOUT TO A PEER, OR HIGHLIGHT A GUEST INTERVIEW.

Tips to stay consistent:

- Start with one post per week—choose a day and time that works for you.
- Batch-create content ahead of time.
- Repurpose content (e.g., a blog can become quotes or a reel).
- Schedule ahead of time
- Track engagement and adjust what resonates.



GIVING BACK

EXAMPLES OF WAYS TO GIVE BACK TO YOUR COMMUNITY OR INDUSTRY:

- **SHARE AN INDUSTRY TIP OR TOOL YOU USE REGULARLY.**
- **HIGHLIGHT NEW DATA OR TRENDS IN YOUR FIELD.**
- **TAG AND SUPPORT OTHERS' POSTS WHO INSPIRE YOU.**
- **OFFER ADVICE TO SOMEONE NEW IN YOUR FIELD.**
- **POST TAKEAWAYS FROM A RECENT CONFERENCE OR EVENT.**

Recommended Travel & Research Organizations:

- SKIFT Travel
- Phocuswire
- IRF - Incentive Research Foundation
- SITE - Society for Incentive Travel Excellence
- World Travel & Tourism Council
- U.S. Travel Association

Tips:

Follow subject matter experts in the industry you are in.



BE A CONNECTOR

WAYS TO SHOW UP AS A CONNECTOR, ESPECIALLY AT INDUSTRY EVENTS:

- **INTRODUCE YOURSELF TO SOMEONE WHO'S STANDING ALONE.**
- **CONGRATULATE SOMEONE ON A WIN - PUBLICLY OR PRIVATELY.**
- **ENGAGE WITH OTHERS' POSTS BY COMMENTING OR RESHARING WITH YOUR INSIGHTS.**
- **MESSAGE SOMEONE YOU ADMIRE AND START A CONVERSATION.**
- **FOLLOW UP AFTER A TRADESHOW OR EVENT WITH A THANK-YOU OR NEXT STEP.**

Tips:

1. **Follow Up with Intention**
After a networking event or virtual meeting, send a personalized message or comment on their recent post within 48 hours.
2. **Engage Weekly with 3 Industry Contacts**
Like, comment, or share insights on posts from clients, planners, or hotel peers to stay visible and supportive.
3. **Give Shoutouts or Celebrate Wins**
Tag someone in a post when you're inspired by their work or want to celebrate their success.
4. **Schedule Monthly Connection Touchpoints**
Create a reminder to reconnect with key contacts once a month through a DM, comment, or tagged post.

Congratulations on completing the Personal Branding Series!

You did it! You've taken the time to invest in yourself and now have extra tools in your toolkit to help you thrive in the world of personal branding. Whether it was identifying your values, sharing your story, or learning how to show up consistently, every step you took matters.

For all video content, head over to **Hotel Industry Talk on YouTube**

For audio episodes, find us on **Spotify at Hotel Industry Talk**

We're on this personal branding journey **together**, and I couldn't be more grateful for your support. Thank you for showing up. Keep going, keep growing because the world needs your voice, your story, and your brilliance.

I'm always cheering you on.

With gratitude,

~ **Lizette Castaneda**

Hotel Industry Talk

