

Online Presence and Confidence

GROWING THROUGH IT AS YOU GO THROUGH IT

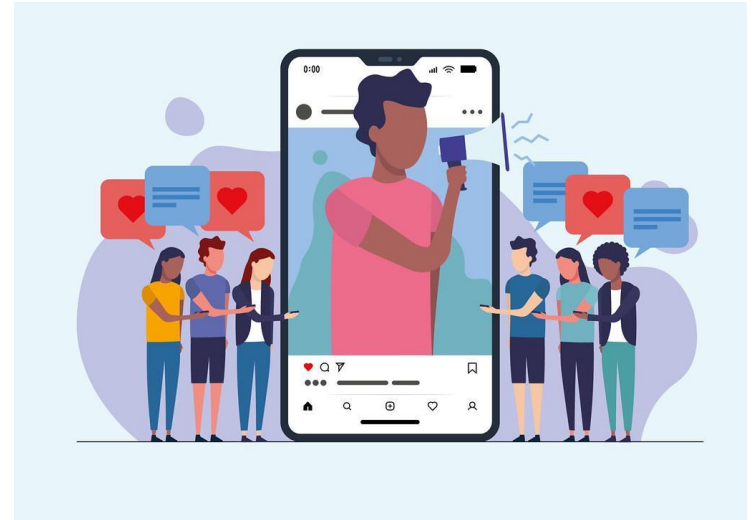


WELCOME

In order to start posting our content online we have to
gulp record ourselves and then post it for the world to see.

Which statement most accurately defines your thoughts about posting yourself online?

1. Challenge accepted- “Bring it on!”
2. Little Engine That Could- “I think I can, I think I can.”
3. Infamous Bartleby- “I would prefer not to.”



OVERVIEW

Today we will discuss these four points to guide our workshop:

- Understanding Confidence
- Common Challenges to Confidence
- Strategies to Build Confidence
- Practical Tips



Understanding Confidence

- Confidence, in the context of online content creation, is the belief in your ability to produce valuable content and engage effectively with your audience.
- It involves trusting your gut, ideas, and skills while creating content and adapting as you grow.
- Confidence is about being comfortable in your style and voice, taking creative risks, and being authentic.

Internal v External Confidence



Common Challenges to Confidence

Imposter Syndrome

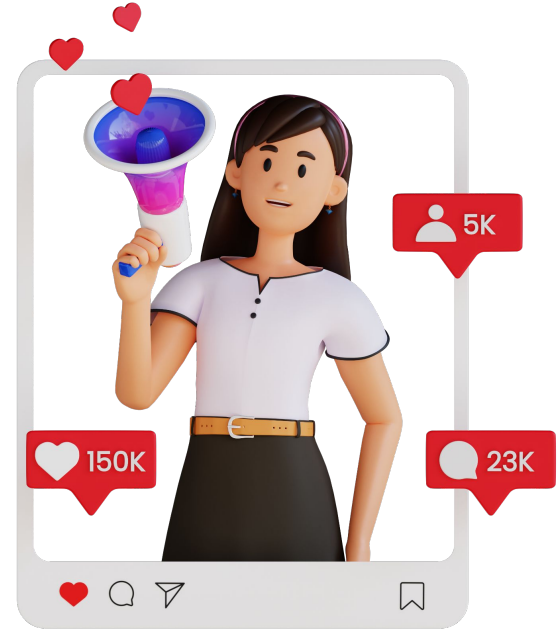
Imposter syndrome is a psychological pattern where people doubt their accomplishments and worry about being exposed as a "fraud." Even if they are really good at what they do, people with imposter syndrome often feel undeserving of their success.

Tip: the old adage "fake it till you make it" really does apply to social media.



Strategies to Build Confidence

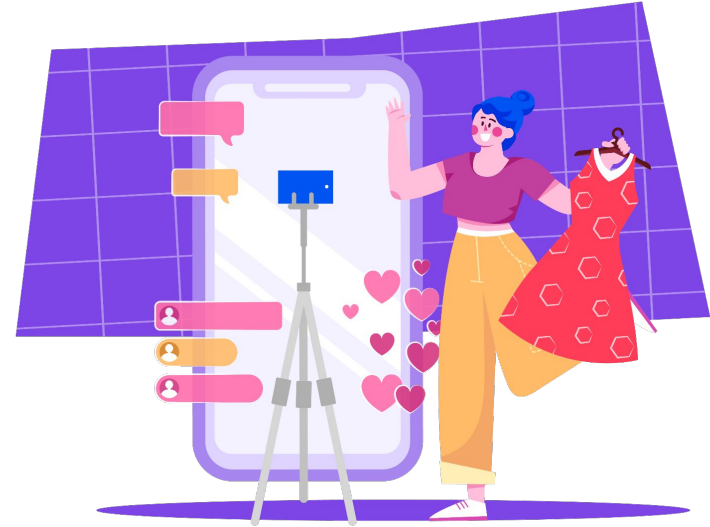
- Self-Awareness and Mindset
- Give Permission to be Your Authentic, Human Self
- Preparation and Planning
- Practice and Experimentation
- Audience Interaction and Feedback
- Community Support



Practical Tips

Tools and Techniques to Enhance Confidence

- Practice on Camera Presence
 - Awareness, breathwork, articulation.
 - Practice speaking to the camera.
- Dress/Prep for Success
 - Wear what makes you feel confident.
- Dealing with Negative Comments
 - Strategies for handling criticism.
- Learning from Mistakes
 - Viewing mistakes as learning opportunities.



Your Turn to Practice

Based on what we've discussed, **take the next 10 minutes to create a short video post** sharing your reflections and takeaways about our workshop.

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Consider the following prompts:

Your Initial Thoughts: Share your initial thoughts on confidence and how it relates to creating video content.

Key Insights: Discuss key insights you've gained about internal and external confidence, and how they can impact your content creation journey.

Action Steps: Share one or two specific action steps you will take to build your confidence as a content creator.

Remember to keep your video authentic and personal. **The goal is to practice speaking on camera confidently.** Keep the video between 1-2 minutes in length. We will watch and offer feedback.



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