

Taking control of your digital first impression.

Make every online moment count with Kylie Chown.

For attendees to master the art of shaping their digital first impression to resonate powerfully. Ensuring it not only aligns with their goals but leaves a lasting, positive impact that works 24/7 and becomes their ever-present ambassador.

Understand the importance and consequences of first digital impressions in today's interconnected world. Identify the impact of various digital platforms, such as social media, personal websites, and digital publications, on one's online image. Develop strategies to use these platforms effectively to enhance or correct one's digital first impression. Understand the significance of consistency in messaging, visuals, and engagement across various digital touchpoints.

"Kylie gave us practical and actionable steps to build each of our social media profiles, integrate them into the business and collaborate as a team. It was fun, interactive, clear and practical. I look forward to working with Kylie to further up skill the team."

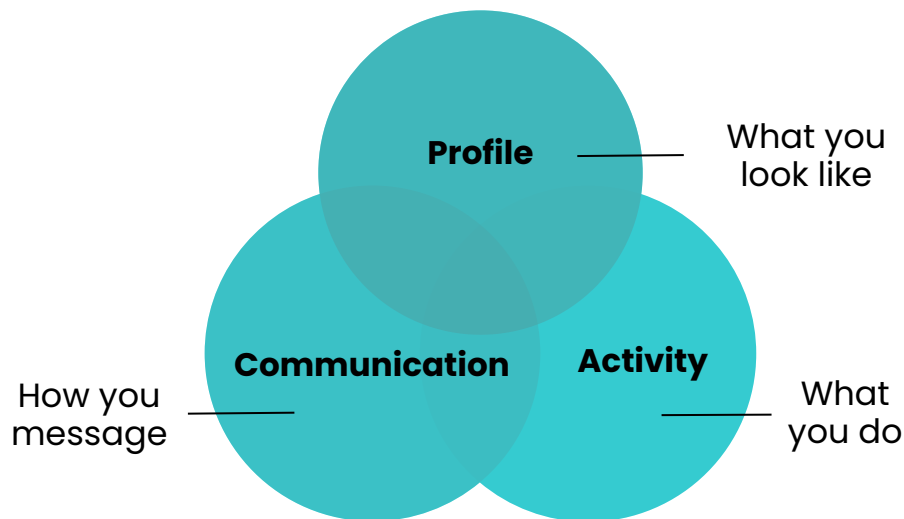
- Inhouse Training Client

Delivery Model

Audience Professionals, Business Owners & Leaders
Genre Business practices and social media

Duration 30 minutes to full day
Platform Virtual or in person

This presentation is based on Kylie's Unlocking LinkedIn for Impact framework.



What previous event organisers have said.

"APSAA engaged Kylie to present a professional development session as part of our 2023 Conference. Her in-depth knowledge and the useful strategies presented ensured Kylie was one of our most popular presenters. A fun, engaging and very professional experience – thanks Kylie!" Sonia Daniels, Conference Manager, APSAA.

"In the planning stages she was so flexible and understanding and really worked with us to tailor the workshop to the needs of our target audience. The workshop itself was very informative and many attendees mentioned how beneficial they found the session. I highly recommend Kylie and couldn't thank her enough for what she did for our workshop. We will definitely be contacting Kylie again for future events. Translational Research Institute Australia" - Renae Denman, Translational Research Institute Australia.

About Kylie Chown

Speaking for Industry Conferences, Professional Associations, Events and Corporates



Kylie facilitates educational training sessions, presentations and workshops for professional associations, member groups, events and conferences across the areas of LinkedIn, Social Media and Social Media Crisis Management.

Kylie is Australia's first Certified Social Media Crisis Advisor and founder of My Digital Brand, helping professionals, businesses and corporates create a world-class digital brand.

She is the current #2 LinkedIn expert in Asia-Pac, in 2021 was awarded Best Use of LinkedIn from the Social Media Marketing Institute, and Mentor of the Year - Social Media Silver in the Stevie Awards.

Having worked with thousands of businesses and professionals in Australia, Asia, NZ and the USA, she has found that while people are great at what they do, they often don't have a strategy or struggle with sharing this confidently online.

Kylie has spoken at and delivered workshops across Asia-Pacific, USA and the UK.



Awards and Accolades

- Australia's first Certified Social Media Crisis Advisor
- Certified LinkedIn Marketing Insider, LinkedIn
- Finalist, Australian Women's Small Business Champion Awards, 2023, 2022
- Mentor or Coach of the Year - Social Media, Bronze Stevie Winner, 2023, 2022
- Awarded Best Use of LinkedIn, Social Media Marketing Institute, 2021
- Finalist - Social Media Educator, Social Media Marketing Institute, 2020 // 2021 // 2022
- Finalist - Best use of LinkedIn, Social Media Marketing Institute, 2019 // 2020 // 2021 // 2022
- Number 2 LinkedIn Expert for the Asia Pacific and Number 1 for QLD, 2019
- Certified as a Social Branding Analyst by Reach in the USA
- Co-author of CONNECT: Leverage Your LinkedIn Profile for Business Growth and Lead Generation

Kylie has been featured in publications that include.

THE
HUFFINGTON
POST

theAustralian
corporatelawyer



HRM
ONLINE
committed to HR news, opinion and analysis

business
woman
media

[LinkedIn Profile](#) | kylie@kyliechown.com.au | 0400 324 914