

The Art of Authentic Self-Promotion

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Professional Development Seminar Series

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What do you feel or think when you think about engaging in self-promotion?

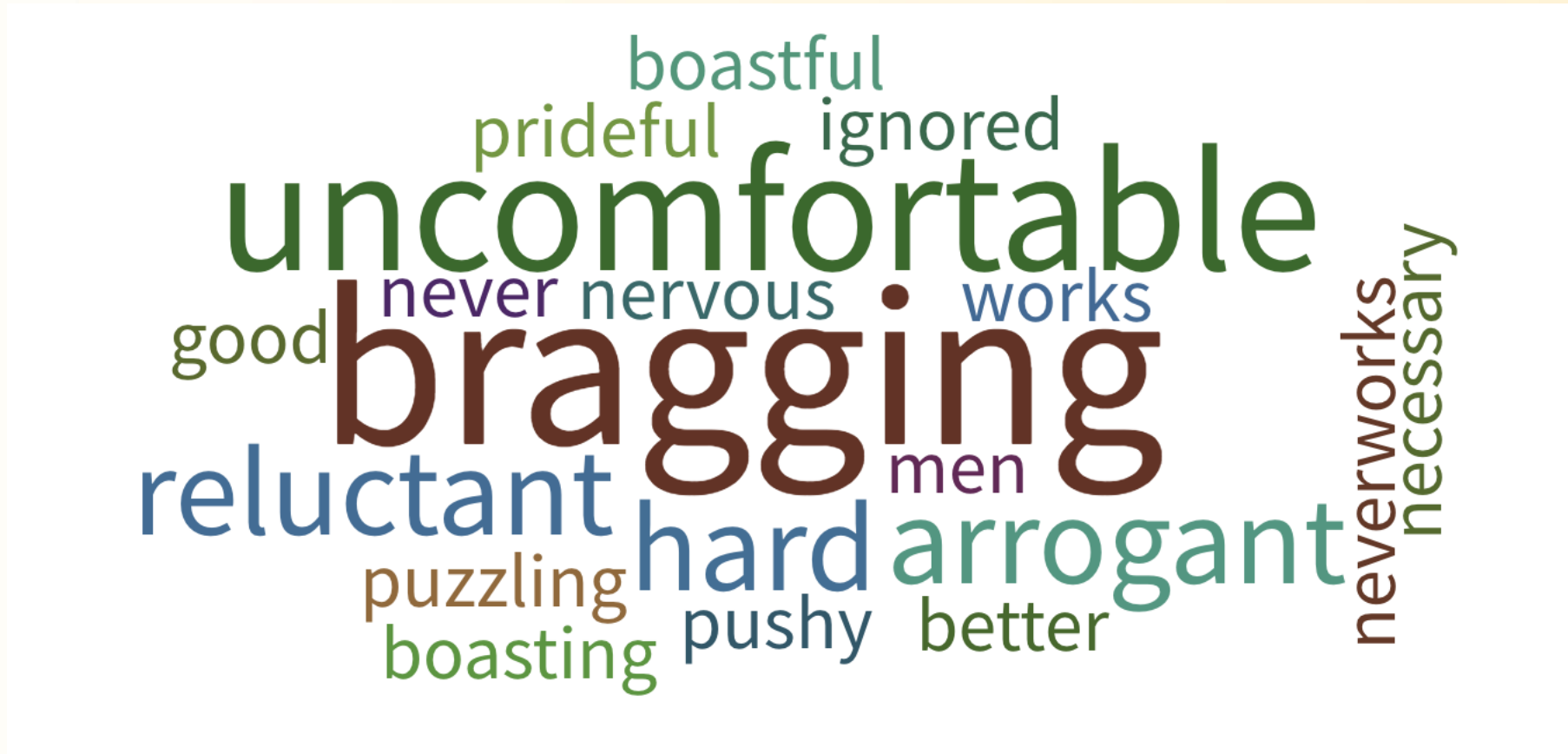
- 1) To join the poll, send a text to this number: 37607**
- 2) The text should say: ANNMARIECANO710**
- 3) Then TEXT YOUR RESPONSE to the question above
(We'll make a word cloud so text one word)**

If texting doesn't work, go to:

Pollev.com/ANNMARIECANO710



Wayne Women Lead Results



Have you promoted yourself in the last month?

Text:

A for YES

B for NO



My Story



**MOST
CONCEITED**

Maybe I need
to keep my
mouth shut!



Is my story your story?

- Many of us have learned to be modest and humble
 - Gender, racial, cultural, religious socialization and family norms
 - (Humility is good but...)
- What happens (or doesn't happen) when we wait to be recognized?
- And when we are recognized-How does that feel?



Celebrate yourself!



<https://www.youtube.com/watch?v=U1DNfLVFvVc>



Why self-promote?



- Self-promotion is a form of self-advocacy
- Self-promotion can be courageous
- New opps for you: new connections, collaborators, even jobs

***Feeds greater courage for you to pursue
what matters most to you***



Still feel uncomfortable? I feel your pain

- Use yourself to give others more opps and props
- Lift up your community, students, colleagues, boss





Methods

- In-person (water cooler chat; one-on-one checkins)
- Email
- LinkedIn or other social media (Choose the right platform for your audience):
<https://www.insidehighered.com/blogs/student-affairs-and-technology/digital-engagement-update>
- Others?

Have you seen good examples or bad examples?

What made them good or bad?



Role play!

You've just won a regional award in your field. Your colleagues and your boss do not yet know that you won this award. How do you phrase your self-promotion in these different circumstances:

- What do you say to your colleagues when you run into them?
- What do you put into an email? What do you post on social media?
- Would you do it differently if it was not an award but successful completion of a project?

(Let's also think about how to do this if:

You think your boss or colleagues are jealous of you;

You are perceived as arrogant because of your intersectional identities)



Authentic self-promotion

- It's about the team:
 - I'd like to share some great news with team! This recognition will help us do this great thing...(will help us get funded, will gain attention for our team)
- Frame the promotion with gratitude
 - Thank you for supporting me or encouraging me—look at the outcome!
 - I feeling grateful for the privilege of contributing to X...
- Contextualize promotion with higher value of knowing about it
 - Thrilled to receive the XXX award from YYYY, an amazing organization that supports ZZZZ. I highly recommend that more of us get involved with them!
- Consider a balanced approach to self-promotion:

<https://www.fastcompany.com/3032287/the-art-of-self-promotion-on-social-media>



How will you promote yourself in the next month?

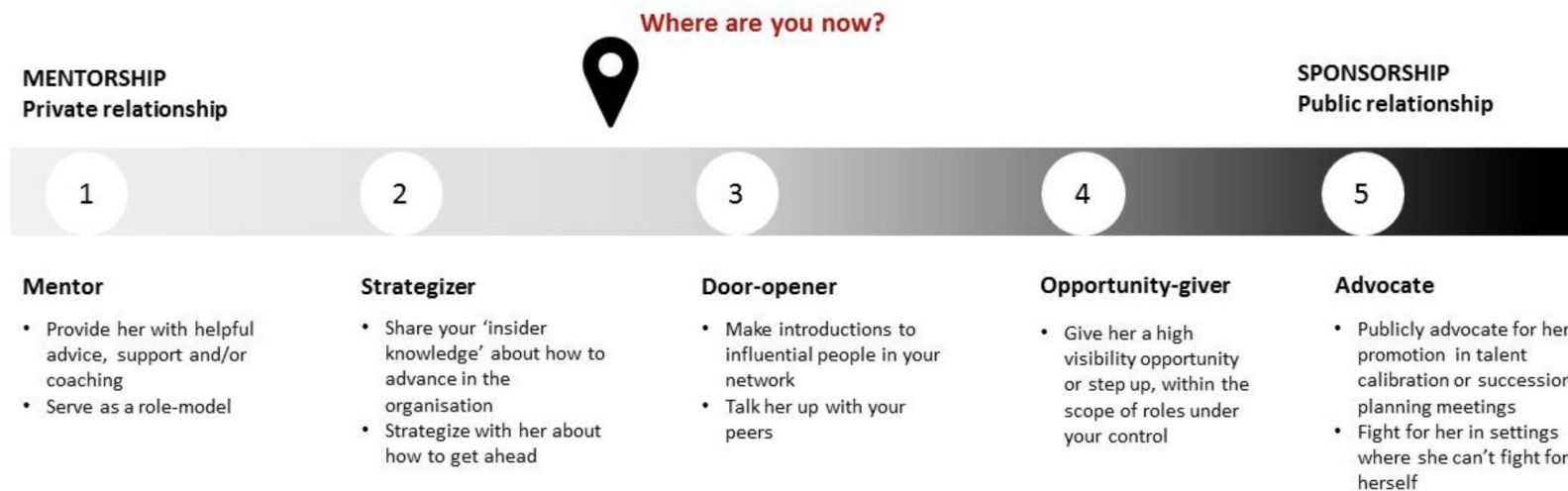
- A Tell a colleague or boss about my accomplishment.**
- B Ask a colleague or boss to share news about my accomplishment.**
- C Post about my accomplishment on social media.**
- D I have nothing to promote so I will not promote myself.**



Think you've got nothing to promote? Think again!

The sponsorship spectrum: How far are you willing to go?

Sponsorship is either/or. It's a spectrum of different kinds and degrees of support. As you get to know the high potential women that you already mentor, ask yourself: Where am I on the sponsorship spectrum? What would it take for me to move up the spectrum?



***Ask a
friend,
colleague,
mentor or
sponsor***

Credit: Herminia Ibarra

<https://hbr.org/2010/09/why-men-still-get-more-promotions-than-women>



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BUILDING YOUR INCLUSIVE MENTORING NETWORK

Moderator: Annmarie Cano,
Associate Provost for
Faculty Development and
Faculty Success

THURS., NOV. 21, 2019 | 12 - 1:30 P.M.
150 PURDY/KRESGE LIBRARY

Join Associate Provost Cano for an interactive session
to learn how to build an inclusive mentoring network
to support your success.

[RSVP.WAYNE.EDU/MENTORING/](https://rsvp.wayne.edu/mentoring/)



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SOCIAL MEDIA ENGAGEMENT

DECEMBER 4, 2019 | 12 - 1:30 P.M.

150 PURDY/KRESGE LIBRARY

Learn the benefits of social media engagement from an experienced panel of faculty who are active on social media. Topics include the use of social media to promote research, creative, and scholarly work, stay engaged with scholarly communities, and to educate others.

PANELISTS



**SUSAN
DAVIS**
Professor-
Clinical,
Pharmacy
Practice



**JENNIFER
HART**
Associate
Professor,
History



**KEVIN
KETELS**
Lecturer,
Marketing &
Supply Chain
Management



**RAHUL
MITRA**
Associate
Professor,
Communication



**KIDADA
WILLIAMS**
Associate
Professor,
History

rsvp.wayne.edu/social-media

Need help self-promoting?

- Follow me and I'll follow you back and join in celebrating your successes:



@WSUFacSuccess for official WSU communications, including awards and professional development opportunities

OR

My “personally professional” Twitter account: @annmarie_cano
You can also find me on LinkedIn

- Enlist the people sitting with you right now!
 - Make a pact and/or follow each other on social media



Other opportunities

- Look for emails about professional development opportunities from facultysuccess@wayne.edu
- Or search the Provost's website: <https://provost.wayne.edu/resources/faculty/professional-development>
- National Center for Faculty Development and Diversity
 - WSU is an Institutional Member
 - Activate your free account at www.facultydiversity.org
 - use your wayne.edu email address
- Email me with suggestions and questions: acano@wayne.edu



SUCCESS
→ go get it →

