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LAYER 1

Map out all that you are

LAYER 2

Map out your abilities

LAYER 3

Think of your Vision and Mission

LAYER 4

What are your Brands/Purpose Activities

LAYER 5

Short-term Plans for Social Media Use

LAYER 6

Long-term Plans for Social Media Use

LAYER 1

Map out all that you are

**WHO ARE YOU?
(IDENTITY)**

**WHAT IS YOUR VALUE
SYSTEM?**

WHAT ARE YOUR PASSIONS?

WHAT ARE YOUR INTERESTS?

LAYER 2

Map out all your abilities

PROFESSIONAL SKILLS

HOBBIES

SOFT SKILLS

LAYER 3

Think of your Vision and Mission

WRITE OUT YOUR VISION

WRITE OUT YOUR MISSION

LAYER 4

What are your brands/Purpose Activities

ACTIVITY 1

ACTIVITY 2

ACTIVITY 3

ACTIVITY 4

LAYER 5

Short-Term Plans for Social Media Use

YOUTUBE

INSTAGRAM

X

BLOGPOST

LAYER 6

Long-Term Plans for Social Media Use

YOUTUBE

INSTAGRAM

X

BLOGPOST