

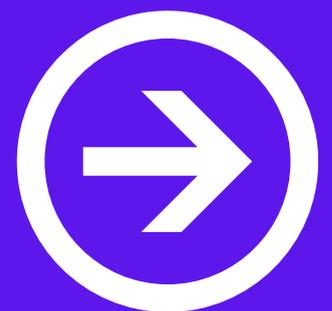
Vishal Ramlal

**Different social
media platforms.**

**Same personal
brand.**

Your personal brand
**does not reset when
you change apps.**

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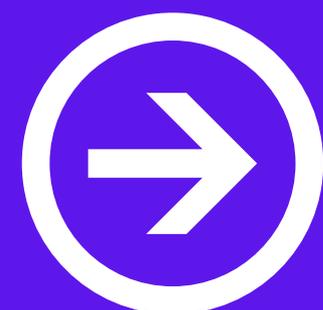
LinkedIn

Your professional voice.

- How you think
- What you stand for
- The standards you promote
- The network you build

Credibility is tested here.

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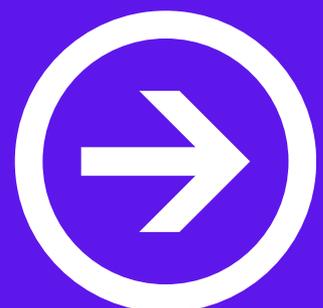
Instagram

Your visual identity.

- The lifestyle you display
- The circles you associate with
- The tone you project
- The interests you highlight

Images communicate even without words.

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Facebook/x

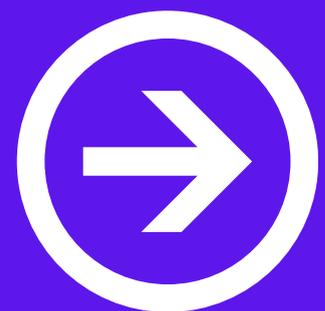


Your public engagement patterns.

- What you engage with
- The debates you join
- The ideas you amplify
- How you handle disagreement

Engagement reveals perception.

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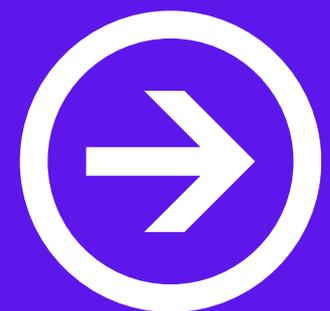
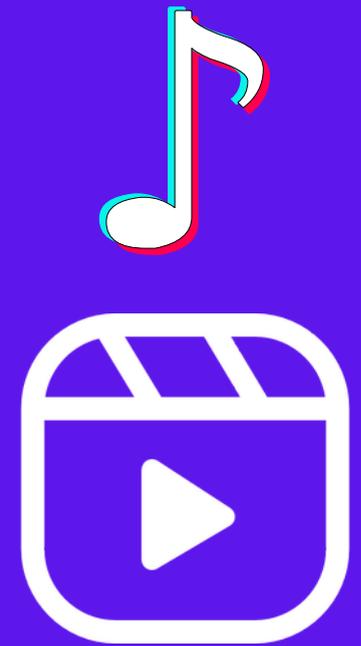
TikTok/Reels

Your unfiltered tone.

- The humour you share
- The reactions you post
- The commentary you add
- The tone you default to

Instant reactions leave lasting impressions.

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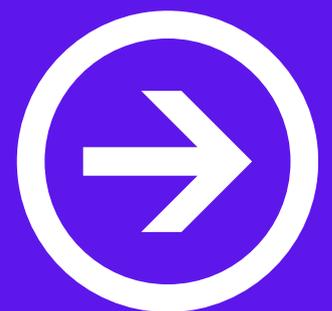
Spotify/Podcasts

Even your consumption signals identity.

- What you consume publicly
- The voices you follow
- The views you endorse
- The tastes you align with

Taste creates association.

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Personal branding **is alignment.**

If your values, tone and behaviour shift dramatically across platforms **that inconsistency becomes part of your brand.**

Different platforms. Same personal brand.