

MODULE 3

Personal Branding

For Mission-Driven Leaders

How to build an authentic digital voice, rooted in integral ecology

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Plataforma de Acción
LAUDATO SI'

Wednesday, July 22, 2026

8:00 am Mexico City · 4:00 pm Rome

A 2-Hour Journey

8:00 – 10:00 am Mexico City · 4:00 – 6:00 pm Rome

Block 1 — What Personal Branding Is (and Isn't)	8:00 – 8:25	25 min
Block 2 — Define Your Digital Identity	8:25 – 8:55	30 min
Block 3 — Building a Coherent Digital Presence	8:55 – 9:25	30 min
Block 4 — Voice, Tone & Consistency	9:25 – 9:45	20 min
Closing & Final Activity	9:45 – 10:00	15 min

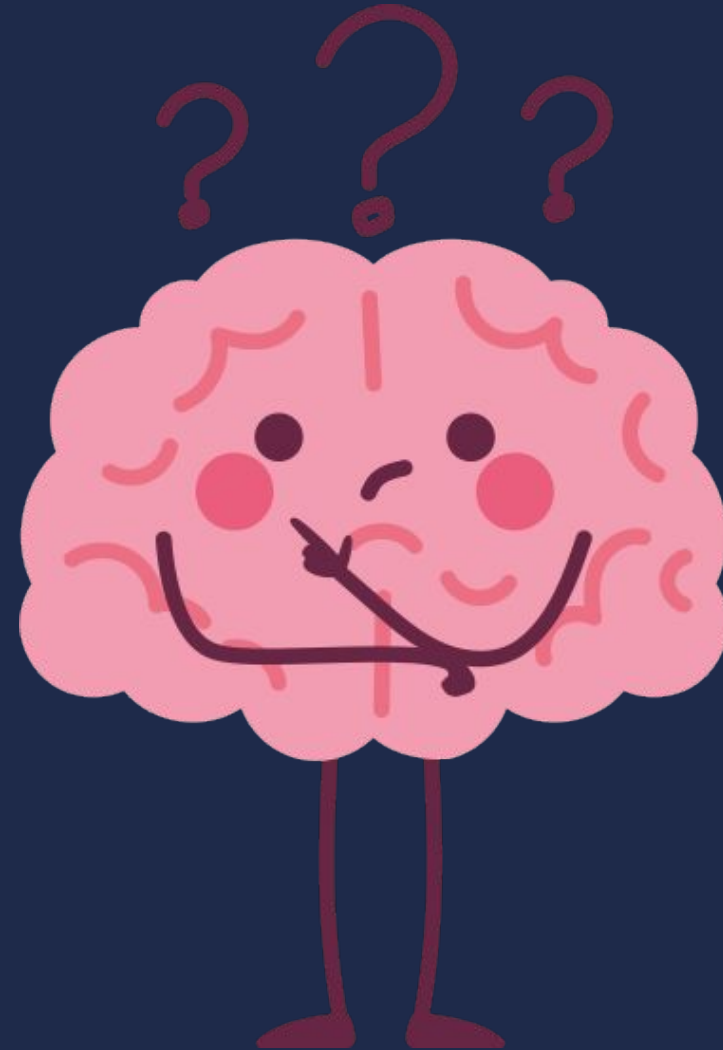
MODULE OBJECTIVE

Enable Catholic leaders to define and build an **authentic digital personal brand** — one that communicates their mission, values, and commitment to integral ecology with **clarity and consistency**, so that their digital presence amplifies their impact.

Rooted in Laudato Si' §217–221 — the call to personal responsibility and vocation in caring for creation.

BLOCK 1 • 25 MINUTES

What Personal Branding Is (and Isn't)



Branding as Testimony, Not Performance



Branding as testimony, not performance

Personal branding is often misread as self-promotion or acting a part. For mission-driven leaders it means something different: **making visible what you already stand for**. A personal brand doesn't invent a persona — it gives shape and consistency to a conviction that already exists, so the people who need to find your mission can find it.



Why consistency builds trust — and trust builds influence

Audiences don't follow accounts, they follow people they **trust**. Trust is built through repetition: the same values, the same voice, the same care, showing up again and again. For Catholic leaders, this consistency is not a marketing tactic — it is an extension of their vocation of service, made visible in a digital space.



Key idea: a personal brand is not a mask. It's a frame that makes your mission visible.

A Tradition Older Than Personal Branding



How the Church has always given a mission a face

Long before platforms and profiles existed, the Church already understood that a mission needs a face and a voice to travel — through the witness of the saints, through pastors known by name in their communities, through the personal credibility that gave weight to a message. Digital branding for Catholic leaders is not a new skill to import; it is an old instinct, translated for a bio and a grid.



The cost of getting it wrong

Two extremes damage credibility equally: an over-produced, performative brand that feels like marketing, and an inconsistent, unclear presence that never lets anyone know who you are or why you matter. The middle path — clarity without performance — is what this block, and this module, is built to help each participant find.



Key idea: audiences forgive imperfection. They rarely forgive inconsistency.



OPENING ACTIVITY

When you think of a leader whose digital presence you trust, what makes them feel credible and consistent to you?

5 minutes · open floor

BLOCK 2 • 30 MINUTES

Define Your Digital Identity

The Three Pillars — and Your Unique Angle



The three pillars of digital identity

Every clear digital identity rests on three questions answered at once: **who you are, what you do, and whom you serve.** Leaving any one of them vague is what makes a profile forgettable — visitors need all three within the first seconds of arriving.



Finding your unique angle

A **differentiator** is rarely a brand-new idea — it's the specific intersection where faith, role, context, and cause meet in one person. What do you see that others in your circle don't? What lived experience do you carry that few others do? That intersection belongs at the center of your positioning.



Common mistakes in digital self-presentation: promising too much, sharing too little, and — the most damaging — being inconsistent from one post to the next.

The Identity Compass

A simple framework to locate your mission before you write a single word.



BLOCK 2 · PRACTICAL ACTIVITY

Complete Your Identity Compass

-  Individually, write one sentence for each direction of the compass.
-  10 minutes · use the Identity Compass worksheet.
-  Then share with us.



5-MINUTE BREAK

BLOCK 3 · 30 MINUTES

Building a Coherent Digital Presence



First Impressions and the Working Bio



The elements that build a first impression

A digital presence is judged in seconds, through a handful of elements: profile photo, username, bio, featured content, and visual palette. Each one either confirms or undermines the identity defined in Block 2 — coherence across all of them is what makes a presence feel trustworthy rather than accidental.



Writing a bio that does its job in three seconds

A working formula for a mission-driven bio: 'I help [audience] to [transformation] through [what you do].' It isn't the only way to write one, but it forces clarity on audience, transformation, and method before a single stylistic choice is made.



Key idea: your bio is a handshake. It happens in three seconds, and it either invites someone in or lets them scroll past.

Visual Identity, Platform Choice & Integral Ecology

Visual identity for non-designers

Consistency in color, typography, and image style communicates professionalism without requiring a design budget — a repeated palette and a recognizable way of framing photos are often enough to make a feed feel intentional rather than random.

Choosing where to show up

Being present on every platform is not a strategic choice — it's a way to be everywhere shallowly. Choosing one or two platforms to inhabit deeply, aligned with where your specific audience already is, is almost always the stronger strategy.



Integration with Laudato Si': communicating ecological commitment without reducing it to a slogan — letting a presence reflect a lifestyle of integral ecology, not just a cause tag. Vulnerability matters too: showing the real, ongoing path, not only finished achievements.

PRACTICAL ACTIVITY

Profile Audit

What's clear?

What's missing?

**What would make you
trust or follow this person?**

In breakout pairs · share your main profile with a partner

BLOCK 4 • 20 MINUTES

Voice, Tone & Consistency Over Time



Voice, Tone, and the Three-Word Test



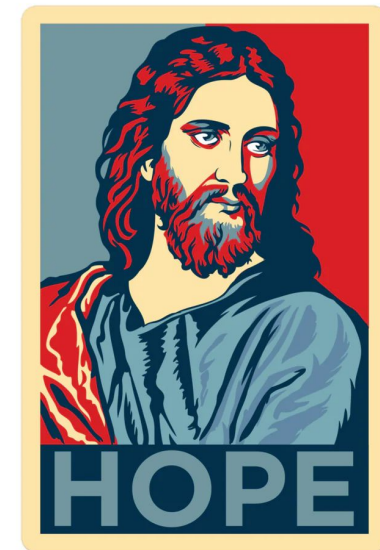
Voice vs. tone

Voice is the personality that comes through in everything you publish — it stays constant. **Tone** is how that voice adapts to a given moment: celebratory, prophetic, educational, or vulnerable. Confusing the two is what makes some accounts either monotonous or unrecognizable from post to post.



The three-word exercise

Reducing an entire digital identity to three words — the words you'd want people to use to describe you after finding your account — is a fast way to test whether a presence is actually communicating what it intends to. If those three words aren't visible anywhere on the profile, something in the presentation needs to shift.



Consistency is a discipline, not a personality trait: showing up recognizably, week after week, without becoming repetitive.

Voices Worth Studying

Suggested cases

-  A young ecological leader whose brand is at once scientific and spiritual.
-  A pastoral leader who communicates the everyday beauty of creation.
-  A Catholic organization that speaks with institutional weight and human warmth.

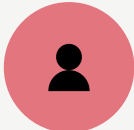
Group reflection: What three words would you want people to use to describe you after finding your account? Are those words visible in your profiles today?



CLOSING & FINAL ACTIVITY • 15 MINUTES

“My Digital Brand Declaration”

Each participant writes a 3–5 sentence declaration answering:

1		Identity	Who am I? (Identity & vocation)
2		Values	What do I stand for? (Values & mission)
3		Audience	Whom do I serve?
4		Voice	How do I show up? (Voice & tone)
5		Invitation	What transformation do I invite?

Deliverable: this declaration, plus a revised or newly written bio ready to publish — the foundation for the Personal Digital Influence Plan in Module 6.

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The leaders who shape how their community sees itself are rarely the loudest — they are the most recognizable.

A personal brand is not a performance for an audience. It's a public commitment to being the same person, in the same mission, wherever you show up.

THANK YOU

Every leader has a voice worth recognizing.

What you leave with today:

- The Identity Compass framework for locating your mission
- A first draft of your digital brand declaration
- A revised or newly written bio, ready to publish
- A foundation to build on in Module 4: Creating Content that Connects

Diana María Lozano

Module Facilitator · Bootcamp on Digital Influence for the Care of Our Common Home