

PEDAGOGY

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Telegram channel as a tool for forming a personal brand of a university teacher in a digital environment

The article considers the potential of the Telegram channel as a tool for forming a personal brand of a university teacher in the context of the digital transformation of education. The necessity of overcoming the communication gap between the teacher and modern students, for whom the digital environment is natural, is shown. Using the example of the Spanish con Julia channel case, a step-by-step algorithm for creating and developing an expert community is described in detail.: from audience segmentation and positioning to content strategy development and promotion. The result of this project is presented: the formed community of more than 700 subscribers and the strengthening of the teacher's expert status in the eyes of students and colleagues. The conclusion is made about the effectiveness of the Telegram channel as a structured tool for building a personal brand of a university teacher, contributing to professional development and expansion of educational impact.

Key words: personal brand of the teacher, TG-channel, digital environment, digital transformation of education, digital tools.

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