How To Brand YOU!

Who are you? What do you do? What do you want to do next?
Be "found" by colleagues, clients, recruiters and hiring managers.
Share your story!

Make your best "first impressions" by building the digital footprint – to Brand YOU!

LinkedIn ---------- **linkedin.com** ----------

- ☐ Your LinkedIn Profile! Explore and Review **ALL** Account Settings – Know what will be seen & shown about you!   *["Privacy & Settings"]*
- ☐ Customize Public Profile URL (use on your resume, business cards & email signature block)
- ☐ Become an "All Star"! Appear higher in searches. Complete the following:
  - ✓ Photo (professional headshot of yourself!)
  - ✓ Headline (what you do)
  - ✓ Summary "About" (your feature story)
  - ✓ Location (area where you work)
  - ✓ Industry (select from the industry list)
  - ✓ Education (if more than one, select featured)
  - ✓ Skills (5+ in the Skills List – 50 maximum)
- ☐ Professional Headline: Brand YOU! Who are YOU?
- ☐ Summary: What is your expertise? What makes you unique? What are some key accomplishments?
- ☐ Contact? Show email address (Settings & Privacy > Who can see your email address > 1st & 2nd at least)
- ☐ If not employed – consider "In Transition" or your Key Words (what you want to do) as your current company
- ☐ Positions / Companies: What have you done / accomplished? (Key words, Key words, **Key words**!)
- ☐ Add Sections as appropriate: Volunteer Activities, Languages, Projects, Certifications
- ☐ Join Groups: relevant to your professional field and alumni groups (past employers, colleges attended)
- ☐ Give & Request "Recommendations"
- ☐ Customize Public Profile: Make Searchable & Viewable to Everyone outside of LinkedIn
- ☐ Follow Target Companies, Find people you know (1st & 2nd degree contacts) at companies of interest
- ☐ Search for Jobs, Save Searches, create Daily Alerts
- ☐ Jobs: (Career Interests: Switch to "On" - Let Recruiters know you are Open to being contacted). Complete custom choices for what and where you are seeking
- ☐ Reach out to Recruiters identified on postings
- ☐ Connect / Grow your network – Re-connect with past business associates and friends

  LinkedIn updates FREQUENTLY – watch for new features in job search and the profile – visit LinkedIn "Help Center" for information.

Facebook ---------- **facebook.com** ----------

- ☐ Review **ALL** Account & Privacy Settings – Always changing, so be aware / guard your information!
- ☐ Customize Facebook URL
- ☐ Profile Picture (Recommend LinkedIn photo)
- ☐ Make Profile Searchable & selected parts viewable by "Everyone" or "Public" (The Earth Globe setting)
  - ✓ To Search for you
  - ✓ To Send you a message
  - ✓ To See your Work, Education & Summary
  - ✓ To See your Profile & Timeline Cover Photos
  - ✓ **Include your LinkedIn URL to "redirect" readers - in the "About" section**
- ☐ Recap Work experience with companies, titles & dates
- ☐ Include Education – Schools, Degrees
- ☐ **Lock Down** this information: Select "Friends Only" or "Only Me" for:
  - ✓ Birthday (don't display year)
  - ✓ Private information (address, family, dates)
  - ✓ Pages "Liked" or "Followed"
  - ✓ Friends List
  - ✓ Photos and Videos
  - ✓ Wall Posts
- ☐ *Caution on **ALL** you post & comment on! When In Doubt, Leave It Out!*

Twitter ---------- **twitter.com** ----------

- ☐ Profile Picture (Recommend LinkedIn photo)
- ☐ Headline & Brief Bio of Expertise, Interests, Key Words
- ☐ Use hashtags to find those to follow: #job, #jobs, #hiring, #career, #apply, #careeradvice
- ☐ Find Companies and People to Follow - Don't Tweet, just "Follow". *Caution on **ALL** you tweet & re-tweet!*

Email Branding --

- ☐ Use email address with your name (first.last@provider.com)
- ☐ Include "Signature Block" – to communicate your brand in every email you send. Include: Name, Branding Headline, phone, email, LinkedIn URL and any sites you want readers to see