CAREERS AND EMPLOYABILITY SERVICE

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GUIDE TO: Building your online personal brand

What is your online personal brand?

'Your brand is what people say about you when you are not in the room!'

(Jeff Bezos, founder of Amazon)

Your online brand is what people think about you from what they see about you online.

Why is your brand important?

A survey by CareerBuilder found the following:

★ Your personal brand helps you stand out from the crowd which can lead to opportunities.

70% of employers use social networking sites like Facebook and Instagram to research prospective employees before hiring them.

33% were impressed with the candidate's professional image.

34% thought a candidate displayed excellent creativity.

★ Your online brand can affect your success in the job market

58% of employers conduct social screenings to look for information supporting a candidate's qualifications for the job.

50% want to ensure the candidate has a professional online persona.

34% want to see what other people are posting about the candidate.

24% of those surveyed check social media to search for reasons not to hire someone.

How do I use the building your online personal brand tool?

This page provides a summary of where your online personal brand exists and what influences it. On Page 2 there is a template for you to try reviewing your current online personal brand and set some initial actions to develop it and boost your chances of success.

Assessing your current online brand

★ What would you want your online brand to say about you? Think about key words for this.

★ Review the spaces you can be found in

Search your name on Google and other search engines—do you show up in the results and what shows in the results?

★ For each platform, do the search results reflect what you want to show to different audiences?

What can friends, family, potential employers and/or University connections see?

★ What sort of content is visible? Does it reflect what you want it to reflect?

★ For the gaps in your online visibility—which platforms can you start using / increase your use to address gaps?

Where can I get help if I'm not sure what I want my online brand to convey?

For help on establishing what qualities, values and skills employers are looking for in career areas of interest to you, try browsing these Prospects Profiles to research the skills required for a wide range of job types. You can also discuss your career aspirations in a careers appointment.

Other guides in this series : ★Completing a Skills Audit ★SWOT Analysis ★Setting SMART Goals

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TO COMPLETE:
Brand review and plan

STEP 1: What do you want people to think about you based on your online profile?:

Write some key words you would hope people who view you online will associate with you:

STEP 2: What will people searching for you online find to inform their view of you?

1) Do you appear in the first page of search results on a major search engine? Yes ☐   No ☐

2) Which of the following types of content appears in the first few results pages?

   Social Media Account(s) ☐ LinkedIn Account ☐ Personal Website(s) ☐ Blog(s) ☐ Vlog(s) ☐ Images ☐

3) How happy are you about the content which appears about you?

   It's all great and relates to my key words ☐   Some content needs adjusted (out of date/inappropriate) ☐

Note any immediate adjustments you need to make:

STEP 3: Which of the following platform types are you currently visible on?

Social connections: Facebook ☐   Twitter ☐   Other ☐…………………………….

Professional connections: LinkedIn ☐   Other ☐…………………………….

Visual creative content focus: Instagram ☐ YouTube ☐ TikTok ☐ Pinterest ☐   Other ☐…………………………….

STEP 4: How are each of your key words from step 1 shown in your online results

Key word:	Clearly demonstrated	Could be visible	Not visible/Contradicts	Actions could take:
EG: Creative	Videos (YouTube) Evidence of creative work (LInkedIn links)	Text describing how you've been creative in your activities (Facebook)	Poor visual use of customised sections of platforms (LinkedIn profile background)	Review all platforms to check all show high quality creativity

What do I do once I have reviewed my online brand?

Use the notes you have made and actions you have identified to assist you to make a plan for developing your online brand. The SMART Goal Setting tool gives you a format to follow for setting goals.

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