

Personal Branding



Introduction to Branding

What exactly is... "branding"?









What is a Personal Brand?

YOU! packaged as a professional product when expressing your honest, genuine professional self

<u>and</u>

How you market and present this professional self as a commodity to others

Why is a personal brand important?

- Helps determine "fit"
- Distinguishes you from the competition
- Gives you control over your impression



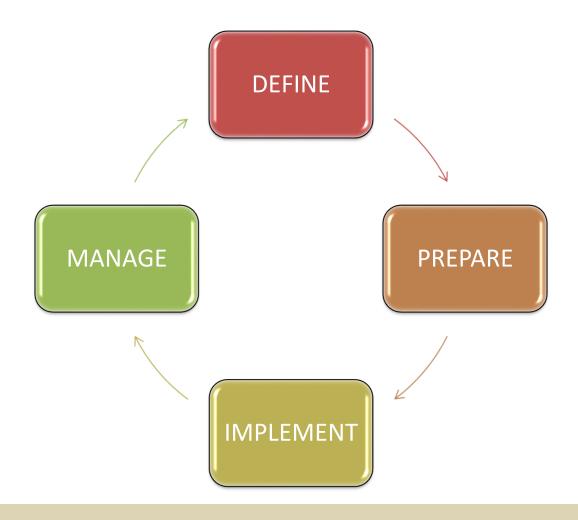


Where does branding happen?





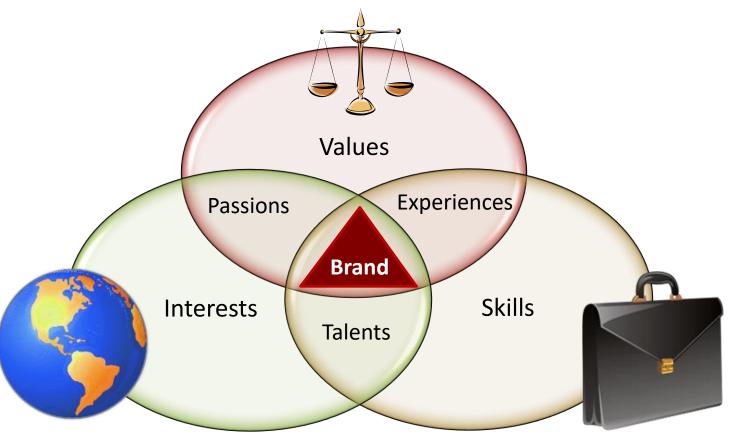
How to Create/Build a Personal Brand





DEFINE: Become an Expert on Yourself

What are your...



DEFINE: Become an Expert on Your Audience

- Identify qualities that make you unique and valuable to employers and incorporate them into your brand.
 - Skills
 - Interests
 - Values
- Research occupations, industries, and employers you want to include in your career path. What do you bring that is special to these?





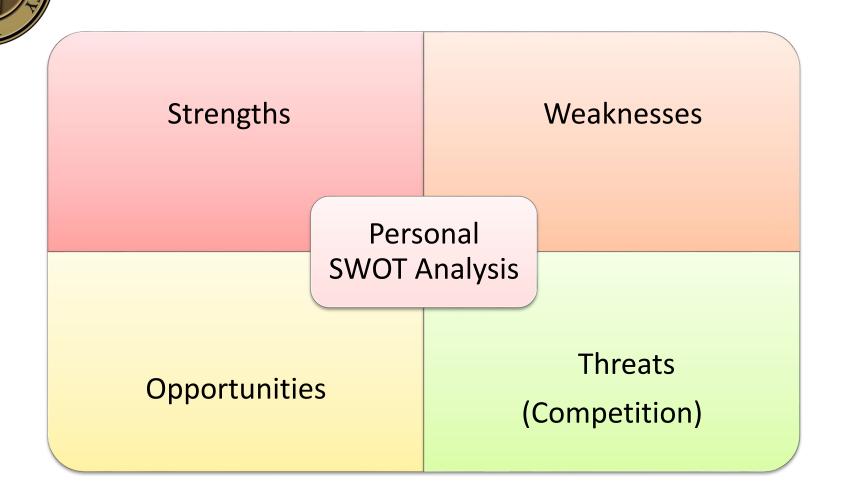
Prepare: Assess Your Baseline

Take stock of current perceptions of you by:

- Taking a look at the branding areas we identified earlier. How successfully is your brand being expressed in each area?
- Creating your own "Board of Directors" to give you feedback on your brand and its effectiveness
 - Friends
 - Parents
 - Mentors
 - Professors
 - Colleagues
 - Industry Contact
- Get help from the Career Center!









Prepare: Creating an Action Plan

Create an action plan with a list of MEASURABLE goals and objectives for each brand area.

EXAMPLE

Goal: Streamline internet presence to evoke my brand by end of the Spring Semester

Objective – Google myself to see what comes up/fix any issues

Objective – Create LinkedIN profile highlighting transferable skills using language that evokes my brand

Objective - Create an FSU Career Portfolio tailored to my brand

Objective – Go through my social media applications and remove any non-brand-related content/monitor public access

Goals should be **SMART** – Specific, measurable, achievable, realistic and time-bound.

Create Action-Plan Items for Each Area





Implement: Execute your Plan!

Some tips to help implement your brand:

- Create a 30-second elevator pitch
- Create a meaningful logo
- Ask to keep in touch- offer a branded business card!
- Offer your help— even if there is no "pay"
- Join professional organizations
- When you land a new job/internship, tell your networking contacts
- Promote your brand on your internet pages (blog, website, social media, FSU Portfolio)
- Contribute to professional discussion forums
- Tailor all professional documents to reflect your brand
- Incorporate your brand into how you answer questions in interviews



Social Media and Branding

There are hundred of social networking web sites, including Facebook, Twitter, Pinterest, Tumblr, LinkedIn, Instagram, Vine, Google+





Social Networking & the Job Hunt

 A 2016 Career Builder poll indicated that 60% of employers use social networking sites to research candidates, and 49% have found information online that has kept them from hiring a candidate.







Social Networking &

the Job Hunt

The majority of employers are using social media as a resource to get a more holistic view of the person they're thinking of bringing into their organization.

 Note – Employers are advised to NOT Google or search for potential candidates in social media until after the interview process...but that doesn't mean it won't happen.

Things That "Turn Off" Employers

Provocative or inappropriate photographs, videos or information (46%)

- Information about candidate drinking or using drugs (43%)
- Discriminatory comments related to race, religion, gender, etc. (33%)
- Candidate bad-mouthed previous company or fellow employee (31%)
- Poor communication skills (29%)

Tips

Google your name to see what information comes up about you!

- Limit personal information that can be viewed by anyone by applying all privacy feature options.
 - Keep in mind that even with privacy tabs applied some agencies (e.g., state agencies) can access your profile under the Patriot Act.
- Search friends' Web sites and social networking accounts to see if you are in any photos they have posted.

Tips (continued)

good judgment when creating online profiles.

Think about...

- 1) Would you be willing to have the information viewed by the public?
- 2) Could you justify the information to others if they question your post?

Simple rule of thumb: If you don't want information about you known by an employer, **DO NOT** post it online.

Tips (continued)

Do not post inappropriate pictures of yourself.

- Be cautious when writing in online blogs/journals.
 - Avoid naming employers or individuals with whom you had bad experiences/encounters.

(e.g., writing a blog about having a bad interview)

 Consider what the names of any online groups with which you are affiliated convey about you.

(e.g., FSU Party Tutor, NoleHottie\$)

Tips (continued)

Once you post information online, you lose control over where it is stored or who it might be shared with.

- Although some employers do not view applicants' online profiles, it is safer to assume they might.
- Be aware that even if an employer doesn't view your site potential colleagues or clients might.
- Note: even though you think you may have "cleaned up" everything, certain items may still exist in cyberspace and may not be easily removed.

Ruild a Positive Online Presence

Employers generally like to see some type of online presence.

- To create a positive online presence:
 - Join professional social networks like LinkedIn.
 - Post professional content to "smother" less professional posts.
 - Make your posts useful and relatable to your desired career field.
 - Avoid joining online groups that could restrict your opportunities.
- Building Your LinkedIn Presence:

http://career.fsu.edu/Resources/Career-Guides



Manage Your Brand!

- Branding is an on-going process that is constantly evolving.
- Keep up with the latest advances in technology, current events, and critical trends relevant to your occupation or field of interest.
- Revise your brand as you grow and gain experience



Visit the Career Center for Additional Help!



Location:

The Career Center

Dunlap Success Center (DSC) 100 South Woodward Avenue Tallahassee, FL 32306-4162 850-644-6431

http://career.fsu.edu/

Drop-In Advising Hours:

Monday – Friday: 9:00 a.m. to 4:30 pm Extended Hours (limited advising) on Tuesdays until 8:00 p.m.

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