



Branding & Social Media

PERSONAL BRANDING AND UTILIZING SOCIAL MEDIA IN YOUR JOB SEARCH

PERSONAL BRANDING

What is Personal Branding?

Personal branding is a way for you to set yourself apart from other job-seekers. To brand yourself for your job search means that you develop a consistent and concise definition of yourself in your résumé, cover letters, social media, and networking conversations. Personal branding is having a clear message as to who you are, what you bring for skills, values, interests, personality, etc., and what direction you are going.

Develop Your 60-Second Elevator Pitch

Keep these things in mind as you develop your one-minute pitch to employers:

Personal Attributes

Reflect on the important attributes that you bring to a position or company. (e.g. integrity, accountability, creativity)

Skills

These are the job and personal skills that you bring (e.g. computer skills, communication skills, problem solving)

Values

These are the things that drive you and hold meaning in your life (e.g. helping people, making decent income)

Interests

Interests come down to what you like to do and how you would like to spend your time at work (e.g. designing graphic art, teaching, investigating scientific questions)

Sample Elevator Pitch

"My name is Casey and I am a recent graduate of Husson University. My degree is in Business Administration with a concentration in International Business. Through my four-year position with Shaw's, I have developed very strong customer service skills, teamwork skills in finishing projects, and problem solving skills from working on certain projects by myself. With my educational background, I have developed a strong passion for the field of supply chain and logistics management. I have done a major research project on the country of Spain and how it has marketed its wind industry and became a major supply chain for that industry worldwide. My goal is to work in a public sector role helping market U.S. products overseas. I bring a strong work ethic, ability to learn quickly, and a desire to pursue a career path in logistics or international marketing."

HUSSON
UNIVERSITY

Office of Career Services

201 Peabody Hall | Monday - Friday 8:30 am - 4:30 pm |
careerservices@husson.edu | 207.404.5618 | husson.edu/careerservices

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Where to Promote Your Personal Brand

- LinkedIn Profile: Being clean and consistent is crucial, but you can really tell people what sets you apart with a strong headline and personal summary. These are the most important parts in the LinkedIn profile.
- Résumé: Share examples of your skills
- Cover Letter: Share some of your personality and strengths through short stories.
- Business Cards: This is not only for contact information, but you can put brief skills here.
- Portfolio/Personal Website: Be professional, and showcase your individuality here.

The Truth About Your Personal Brand

- A personal brand is all about being authentic, genuine, and real. It is your unique promise of value to who you are and what you bring to a particular situation in regards to your personality, skills, values, and interests.
- Ultimately, this will help you find work that you can be passionate about!

***Resource Tip:** Utilize our Focus2 online assessment tool to help you explore more about yourself so you can build a strong brand.*

CREATING A DIGITAL PORTFOLIO

A portfolio is your own personal website that you can use to promote your personal brand and market yourself to employers. It can also help build your reputation and enhance your network.

Where to Start

Common free websites used to build portfolios:

- Wix
- Google Sites
- Wordpress
- College Central

The free basic accounts on these websites is usually adequate for your online portfolio.

What to Include

- Résumé and cover letter for that specific employer
- Professional references
- Examples of work or projects
- Certifications and professional memberships
- Career goals and relevant skills
- Contact information (email, LinkedIn profile, etc.)

Tips on Creating Your Portfolio

Understand Your Audience

Since your primary audience will be employers and hiring managers, you will want to include examples of your work that are related to the field in which you are applying.

Tell a Story

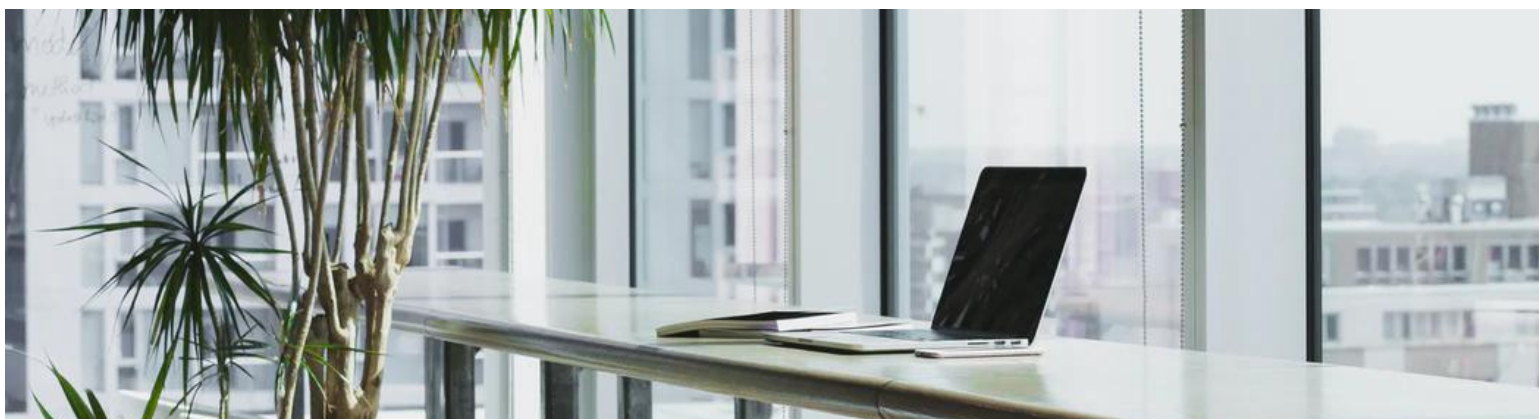
In your portfolio, explain why you decided to choose your career, give information about your work experience and provide insight into your daily life.

Keep it Simple

The more you try to pack into your portfolio, the more messy it becomes. Be clear and concise with your descriptions and sections.

Update Often

Your portfolio should be changing with you as your experience grows.



UTILIZING SOCIAL MEDIA

Social media can serve a purpose in your job search. You must use it strategically and professionally for this venture to be successful and benefit you.

The Most Effective Social Media Sites



LinkedIn

This is the best site to find networking connections in almost all fields. Research shows that over 90% of companies are using LinkedIn to find potential candidates. LinkedIn is a completely professional networking site where you can search for jobs, make connections, follow companies of interest, join professional groups, and develop job leads. See the next page on how to create a LinkedIn profile.



Facebook

This site is more personal; It's less about making professional job search connections and more of a communication tool to let people know where you are and what you are doing in your job search. You can also use it to follow company pages or join groups. If you decide to utilize Facebook, make sure your profile is on high security and completely clean.



Twitter

Twitter is becoming a very popular place for companies to share job openings, for leaders to network with each other, and for people to discuss industry updates and trends. In addition, you can find hashtags for certain industries, careers, and jobs (i.e., #marketingjobs or #engineeringcareers).

Important Tips

- Keep your social media account clear of profanity, bias, and politics. If you are a budding professional in your field, it may be worth it to make separate personal and professional accounts for yourself.
- Keep your privacy settings high. Review photos and posts before people tag you in them.
- Never give away personal information like your address, birth date, banking information, etc. If someone is hiring you, they will have you fill out paperwork in person.
- Remember that it is still important to develop contacts face-to-face. Social media can only go so far!



HOW TO USE LINKEDIN

Features of LinkedIn

- Connect and keep in touch with people in your professional network
- Promote your personal brand
- Search and apply for jobs and internships
- Join professional groups and conversations
- Follow companies and trending hashtags

Profile Checklist

Photo

It doesn't have to be fancy, just use your cell phone camera in front of a plain background. Wear professional clothes.

Headline

Tell people about what you're excited about now and what you would like to do in the future. (e.g. "Psychology major seeking BHP position")

Summary

Describe what motivates you, what you're skilled at, and what's next. This should be around 50-150 words.

Experience

List the jobs you held, even if they were part-time and don't forget to include with what you've accomplished at each.

Organizations

Have you joined any clubs or professional organizations? Add them and describe what you did with each one.

Education

Starting with college, list all the educational experiences you've had, including summer programs.

Volunteer Experience

Admissions officers and employers often see volunteer experience as just as valuable as paid work.

Skills and Expertise

Add at least five key skills - and then your connections can endorse you for the things you're best at.

Honors and Awards

If you earned a prize in or out of school, don't be shy.

Courses

List the classes that are relevant and show off the skills and interests you're most excited about.

Projects

Whether you led a team assignment in college or built an app on your own, talk about what you did and how you did it.

Recommendations

Ask managers, professors, or classmates who have worked with you closely to write recommendations. This gives extra credibility to your strengths and skills.

Other Tips

- Use keywords in your sections and set your profile to public so that you are easily found by hiring managers and recruiters.
- Claim a unique LinkedIn URL (e.g. [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname))
- Share relevant articles and engage with other posts on LinkedIn. This is a form of social media; if your account lays dormant, others will be less likely to connect with you.

Using LinkedIn

- Personalize your connection requests with a friendly note and, if necessary, a reminder of where you met.
- Join groups in industries of interest so you can share ideas and ask questions with others in the field.
- Follow and research companies to see new hires and what people are saying about the company.
- Learn about people that will be interviewing you or that you will be networking with by searching their LinkedIn profiles.
- Do advanced searches by location, company, or college to find relevant people
- Create and share engaging content and brush up on your writing skills!
- Remain professional in all of your interactions on LinkedIn. Observe others' professional etiquette on LinkedIn to see what is expected.