**FSW-110: CAREER READINESS TASK #2 – Personal Branding**

Directions: Complete Steps 1-4 and answer the questions that follow. Save and submit via Portfolium in Canvas.

**Step 1: Google yourself**

To ‘Google’ yourself, do the following:

1. Be sure you are logged out of Google.
2. Clear your cache.
3. Go to [www.google.com](http://www.google.com/) and type in your name & city.
4. Review the results.
5. Note any problematic results: pictures, complaints, records, etc.
6. Take necessary steps (if possible) to remove problematic issues with your appearance online.

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| **What did you find when you Googled yourself? Did any of the results surprise you? Why or why not?** |
| When I Google myself I find all sorts of Giselle’s.. too many to count. Too many Giselle’s, too many Giselle Martinez; and too many Giselle Sanchez. Giselle Martinez-Sanchez just jumps to both or either of the previous cases and back into no luck, or more like, too much luck.  I am not surprised though: I had a teacher whose name was Giselle, and have met so many Giselle’s in my 19 years of life- without even trying. |

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| **Was there anything in your Google search results that could be deemed unprofessional? If so, how can you rectify it?** |
| I couldn’t find myself - so nothing? |

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| **If you were a recruiter and you Googled an applicant, what are some things in the search results that would make you not want to hire them?** |
| In the reading it said that employers don’t often hire applicant’s that they find no background about; however, if I was a recruiter, I would personally not let that stop me from hiring someone who might seem like a good candidate for the position.  I personally dislike social media. I don’t see what can be professional about any of those that spend hours in social media; yet I have met many great people that do and are still great and excel in their works and studies regardless. Hence, I don’t think a social media profile should define an individual as long as their behavior and/or their image does not portray hostility or possible frauds.  Criminal records are another story, of course; yet, the lack of I believe should give assurance. |

**Step 2: Update privacy settings on social media**

Updating your Facebook page is especially important while you’re job searching. So, until you get a job, tighten up the security! (this also applies to Instagram or other social media sites where you may have publicly searchable content).

To update your privacy settings on Facebook, go to your Account Settings and select Privacy, adjusting as needed. Adjust your privacy on other social media sites as well (e.g. make your Instagram private if contains any pictures you wouldn’t want an employer to see). Content that’s okay to be left public includes:

* Neutral- professional pictures
* Work related information
* Volunteer information

Items that should remain private include:

* Incriminating pictures
* Social life
* Messages and posts from friends

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| **What settings did you change on your Facebook and/or other social media accounts and why?** |
| I don’t have social media accounts. I think I had some practically empty ones a couple of years ago but I couldn’t really remember the password OR email for them.  Instead, I think I should start placing a proffesion picture of me as my profile picture in github, slack and/pr gmail. Maybe I’ll consider to create a facebook account with it too. |

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| **What does your social media presence say to potential employers?** |
| Perhaps that I don’t have a strong social media presence. I mean, I really don’t.  I love the concept of connecting with individuals regardless of the distances that might separate them; however, most of social media is recently turned into chats of people that barely know each other and much less show legitimate interest on knowing and appreciating each other, in many cases, it is the whole opposite. |

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| **Imagine you’re a recruiter and you look at an appilcant’s Facebook page. You think their profile is unprofessional. What’s on it?** |
| If it is some inappropriate or generally offensive content.  I would also be unencouraged if the person spends all day making new posts if these are irrelevant to important topics related to the industry to be hired into, or related either directly or indirectly to the specific position, or some other educational, professional, inspirational content that can portray proper moral code, passion, harmony or wisdom within the individual. I would not double think before automatically discarting those so-many users that post a selfie for every breath they take in, and then take another selfie for every they breath out. I am not saying they are bad, but unless the job listing for model and/or photographer and/or something related to styling, it shows lack of maturity from my perspective. |

**Step 3: Create or update LinkedIn account**

Make sure you have a LinkedIn presence.

1. Go to[LinkedIn](https://www.linkedin.com/).
2. If you don’t already have a LinkedIn account, sign up for one. It’s free!
3. If you already have a LinkedIn account, update and refine it so that it’s current with your career and educational goals. Make sure you are using keywords that may appear in a search, and you have an appropriate photo.
4. Find me (your instructor) on LinkedIn and send me a Connect request.

For instructions on how to do all of the above, go to: <https://www.linkedin.com/help/linkedin>

For LinkedIn tips for developers, [read this article](https://medium.com/@samanthaming/tips-to-optimize-your-linkedin-profile-for-developers-77777c1e2c2e).

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| **How does your LinkedIn profile align with your career goals?** |
| It remains under development, since I have just created it. I intend to add it a profile photo of myself. A background image that is code-related. When I get some more time on the weekend I will explore the hashtag options to see if I can find any that are in the field of technology, and specifically in Web Development; and in the education field as well, which I have been finding more and more welcoming than when I was in highschool, as well as to try to connect and meet with more individuals from Bryan University through here. If I should really create a profile for employers to be able to contact me with, I think I would feel comfortable with just a LinkedIn profile instead of other social network options out there. |

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| **What are some ways you can use LinkedIn to further your career?** |
| From what I have learnt about LinkedIn, a LinkedIn profile can be used to connect and explore a wider network of a professional setting that includes all the professional individuals that you have encountered on your career and the chance of meeting new interesting individuals that might be more similar to you than you’d expect.  Furthermore, it can be used to find and contact job opportunities, schools/universities for further education. And apparently it has a service that facilitates the freelancing opportunities within its own network.  I am aware that there are furthermore features of LinkedIn, but I have yet to explore them. |

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| **What keywords/phrases related to web development did you use in your profile?** |
| I am new to hashtags.. I intend to explore all related meanings from web development, web design, software development, javascript development, MERN; and I’m sure I’ll have more by the weekend when I add the finishing touches to the profile. |

**Step 4: Professional email & voicemail**

Make sure you have a professional email address (e.g. firstname.lastname@gmail.com) listed in your contact information, whether it’s on your LinkedIn page or your resume.

And when an employer does contact you via email, apply these [email etiquette rules.](https://www.themuse.com/advice/25-email-etiquette-rules-that-are-worthy-of-a-reminder)

Be sure to check your outgoing voicemail message and change it if necessary! Make sure it follows some [simple voicemail etiquette guidelines](https://www.thebalance.com/how-to-give-a-professional-voicemail-greeting-2533703).

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| **What is your ‘work appropriate’ email address? Why did you choose this one?** |
| My work and school related email, aside from my personal email, is [gmtnezschez@gmail.com](mailto:gmtnezschez@gmail.com)  At first sight it might not be my name, but mtnez is short for Martinez and Schez is short for Sanchez. I thought it’d be best for my email to have both my last names to give it a more personalized touch, yet I did not want it to be too long either, so I used their abbreviations.  As is, Giselle.martinez and Giselle.sanchez are both non-avaliable emails anyways. |

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| **Did you need to change your outgoing voicemail message? Why or why not?** |
| Change is not the right word- I had never added a voicemail message to this phone; hence, I created the first one for it:  Hello, this is the number of Giselle Martinez-Sanchez.  Please leave me a message after the tone so I can know you called and contact you back as soon as possible. For a quicker response, you may feel free to send me a text message to this number - which is 786-636-5669. In both cases, please inform me of your Name and the reason for this call so I can greet you accordingly on my reply.  Thank You in Advance for contacting me; Have a Great Day. |