**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?** |
| Did not find anything on myself, which I was already aware of. I am fairy good at keeping privacy settings high. I was surprised at the results of many people with same name. |

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| **Was there anything in your Google search results that could be deemed unprofessional? If so, how can you rectify it?** |
| The only thing I see that could be deemed unprofessional that I see is of other people that hopefully I do not get mistaken for. |

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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?** |
| Pictures of them out partying, criminal background or pictures that show criminal activities. Also seeing pictures of the person in an unprofessional manner. |

**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 have it on top security settings, which includes blocking the abilities to search. I also deactivated my old one a while ago for personal reasons and only have one for contact with family along with only pages/groups that are revolved around programming. |

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| **What does your social media presence say to potential employers?** |
| A mom, and maybe someone very interested in the career choice. |

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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?** |
| I see pictures of them blowing smoke into the camera, I see them with group photos of what seems to be them at a party. |

**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?** |
| I keep search related to career goals, and I follow people such as Bill Gates. I also follow companies I would like to work for. |

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| **What are some ways you can use LinkedIn to further your career?** |
| Keep up with the industry and being able to keep an eye on all the job opportunities out there within the career as well. |

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| **What keywords/phrases related to web development did you use in your profile?** |
| Software engineer college student is my headline, and I also listed the skills I have related to the field. |

**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?** |
| I do not exactly have one per say yet, but I use [Colosimo.LeDoux@gmail.com](mailto:Colosimo.LeDoux@gmail.com) and I have been using one for a few years. I feel it is okay as it is just my two last names. |

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| **Did you need to change your outgoing voicemail message? Why or why not?** |
| I do not believe that my voice mail needs to be changed, I have to check it though. |