**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?** |
| I found my linked in profile when I googled myself. This did not surprise me. I have googled myself before. |

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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 did not find anything unprofessional. However I did find personal information such as old phone numbers and addresses I’d like to have removed from public databases. |

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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?** |
| Criminal history, social media profiles with inappropriate posts. |

**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?** |
| My personal social media accounts are all private |

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| **What does your social media presence say to potential employers?** |
| My social media presence says I am a student of web development and a doting mother to my child. |

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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?** |
| Personal conversations in public message threads, inappropriate photos, posts about personal issues. |

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

Make sure you have a LinkedIn presence.

1. Go to[LinkedIn](https://www.linkedin.com/). If you don’t already have a LinkedIn account, sign up for one.
2. [Watch this video](https://bryanuniversity.instructuremedia.com/embed/1678a9d3-8782-4f79-ace0-5718cd9dd9ce) from Career Services and follow the steps for setting up and/or refining your profile.
3. Find me (your instructor) on LinkedIn and send me a Connect request.

For more LinkedIn tips for web 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?** |
| My linked in profile simply says I am a student at bryan university, studying web development and interested in advancing in the web dev field. |

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| **What are some ways you can use LinkedIn to further your career?** |
| Linked in is a great place to network in all kinds of fields of work. It is a great place to meet recruiters and scope out potential employers. |

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| **What keywords/phrases related to web development did you use in your profile?** |
| None as I am not ready to be recruited just yet. |

**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?** |
| Solivares704@gmail.com - My professional email is my first initial and last name. I do not use this email for anything other than work related needs. |

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| **Did you need to change your outgoing voicemail message? Why or why not?** |
| No. My outgoing voicemail is an automated message and I prefer it this way. |