Developing your Personal and Online Brand

COL 499
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Personal Branding

"If you don't brand yourself, someone else will and it probably won't be the brand you want" - Glory Borgeson

Branding Points of Visibility

Visual

- Resume
- Website
- Physical appearance

Intrinsic

- Blogs or articles
- Status updates
- LinkedIn posts
- Information gathering

Tips for Developing your Personal Brand

Be authentic and intentional
- What do you want to be known for, known as, and what do you stand for?

Learn how to introduce yourself *confidently*
- Elevator pitch

Build strong application materials, both physical and online

Ask for feedback

Practice public speaking!

Create a "visibility plan"
- Plan of action to network with professionals

How NOT to Develop your Personal Brand

Bombarding yourself or the listener with corporate lingo
- E.g. "Results oriented professionals driven to succeed in a dynamic environment"

Relying too heavily on accolades, degrees, or certifications
- "When you make your alma mater the biggest part of your brand, you're saying I need Harvard's brand to represent me, because my brand isn't sturdy enough"

Focusing on tasks and duties rather than living, results driven actions

Overselling yourself
- Let your story/background/experience speak for you

Being too abstract with your pitch
- "I solve complex problems at a high level working with multiple stakeholders"

Personal Branding Exercise: SWOT Analysis

Strengths - Skills, knowledge, abilities, that are of value to an employer

Weaknesses - Honestly express perceived areas of improvement

Opportunities - Look for openings in companies that need your specific set of skills

Threats - List out potential obstacles that hinder you from your goal

Online Branding

Finding your Online Personal Brand

Your offline brand should mirror your online brand

Do the Google test!

Sources to check yourself
- LinkedIn
- YouTube
- Twitter
- Personal Portfolio/Blog
- Reddit

Building your Online Personal Brand

Strictly for professional purposes: LinkedIn

To get your voice or name out there: Twitter

To get your name, voice, and work out there: Personal blog or online portfolio

To get your name out there as an expert in a particular field: Industry Forums

DO NOT FACEBOOK RANT

LinkedIn: Profile Optimization

Update profile and status frequently
- "Posts" function
- Shows activity

Write in first person

Maximize use of headline

Manage your content
- Is there anything missing that would be of value to an employer?

Make your strengths known throughout the profile
- Repetition = Branding

LinkedIn: Branding Opportunities

Cover & Profile photo choice

Summary

Companies and professionals you follow

Posts and reposts

Thumbnails

Branding Resources

- [Glory Borgeson - Personal Branding for College Graduates: 10 Tips for Success](#)
- [Rebecca Tapp - Personal Branding and the Bottom Line](#)
- [Liz Ryan - The Five Deadliest Personal Branding Mistakes](#)
- [Valeria Kholostenko - Fierce Online Branding with LinkedIn](#)
- [Personal Branding Worksheet](#)
- [SWOT Analysis](#)
- [4 Must Reads for Developing your Personal Brand](#)

LinkedIn Resources

- [LinkedIn Profile Building Checklist](#)
- [Publishing on LinkedIn](#)
- [Building your Personal Brand on LinkedIn](#)