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

Directions: Complete Steps 1-4 and answer the questions that follow. Save and submit via Port folium 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 LinkedIn account, my Facebook account. Also has one option to get background check on. The result surprised me, because I never knew google will find me that quick. |

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| **Was there anything in your Google search results that could be deemed unprofessional? If so, how can you rectify it?** |
| No, I didn't find anything, which can be deemed as unprofessional. |

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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?** |
| If I was a recruiter. The LinkedIn account was one information source for me to look into more basic information on the person. Some projects shared on LinkedIn account was a greater help to make a decision of hiring. |

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

Updating your Facebook page is especially important while your 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 checked my Facebook setting. All my pictures are only open to my friends. Also, I don’t really have anything on their which can be deemed unprofessional. Overall, this is good to know about, How I can do so much with setting. |

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| **What does your social media presence say to potential employers?** |
| I don’t really have a lot of presence on social media. I will be keeping this in mind to keep up with have a good and clear. Social media prances. |

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| **Imagine you’re a recruiter and you look at an applicant's Facebook page. You think their profile is unprofessional. What’s on it?** |
| If I find something which can be a hint for being aggressive or unprofessional. For example: Having videos of doing wild things with friends out in the streets or any fights video. Also, if there is anything shared like guns or smoke pictures on background etc. |

**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 its 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 always share my projects on LinkedIn profile as well. Just so recruiters can also see my skills growing. And I think it is good to have LinkedIn profile active to find and know more about the career. |

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| **What are some ways you can use LinkedIn to further your career?** |
| I believe building a good connection network on LinkedIn can be used to further career. As there is a lot of professional people out there. Who are very welcoming to new career or just to help find the better one? |

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| **What keywords/phrases related to web development did you use in your profile?** |
| Full Stack Web Development. |

**Step 4: Professional email & voicemail**

Make sure you have a professional email address (e.g., first name.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 appropriate email is: [Aimal7270@gmial.com](mailto:Aimal7270@gmial.com)  I choose this email because I think it is always better to have your name in email address. I couldn’t find any better than this one. |

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| **Did you need to change your outgoing voicemail message? Why or why not?** |
| No, I didn’t need to change my outgoing voicemail, because I have kept very simple. Just have my introduction and time table I will be able to reply back. |