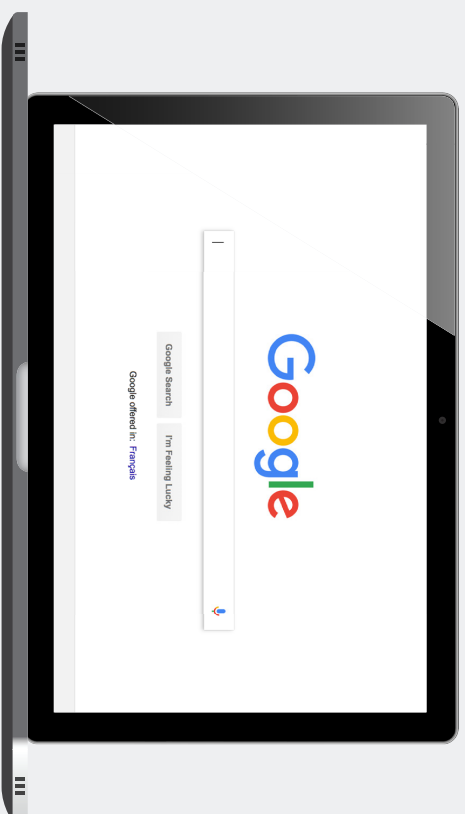# Personal Branding

Google Yourself

What are your top results?

You are developers now

- It's time for us to make your Google results (and personal brand) match that reality.
- Don't quite feel ready? Too bad! It's time to "fake it 'til you make it!"

Domain Names

Tips for choosing the right one

1. firstnamelastname.com rules them all.

2. If that's not available, go for .ca, .co, .io, .dev or similar

3. If you have a first or last name that's hard to spell or remember, or a very common name, consider doing something like this:

   - yournamecodes.com
   - mandymadethis.com or kristencodes.com
   - Or show your sense of humour! E.g. getgarrett.work or jessplease.com

Twitter

It's time to get on the Twitter bandwagon.

1. Choose a handle. Make it similar to your domain name if you can. If you want to change your handle, you can easily do so without losing your followers.

2. Brand your page. If you have a website, use images and colours from your site for your profile. Use your new headshot. Write a great bio.

3. Connect with the HackerYou Alumni community.
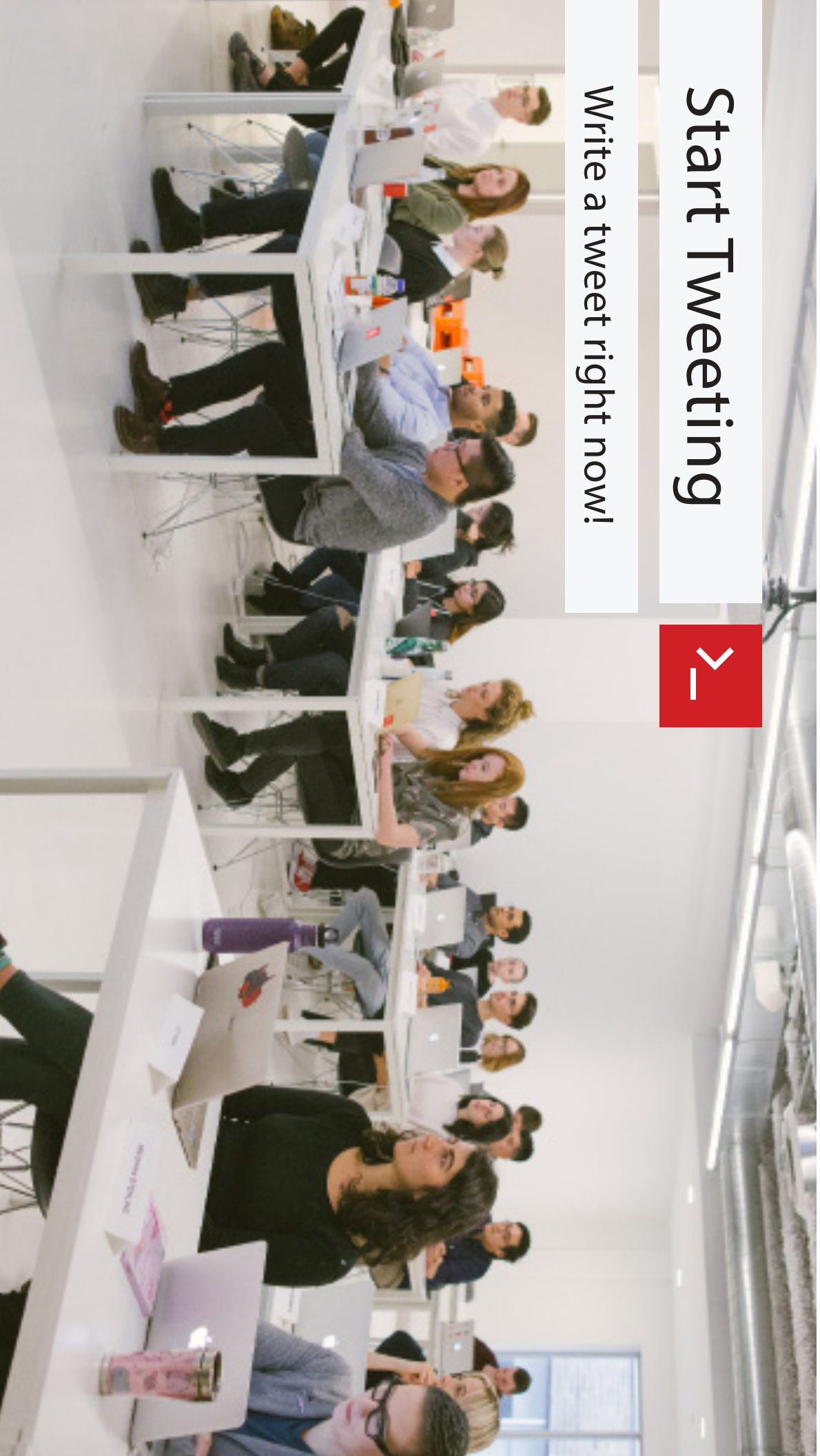
Twitter

How to tweet

1. Your goal is three tweets per day from now until the end of the bootcamp. I've set up a slackbot to remind you once daily. You might want to set up your own reminders.

2. Rotate between three tweet types:

   - Informational
   - Personal
   - A reply

Start Tweeting

Write a tweet right now!

Twitter

Best Practices

1. Starting tweets with "@"

2. Using a link shortener like bit.ly

3. You get out of it what you put into it.

Other Social Media

Facebook, Instagram, etc.

- The world should know that you're now a developer. Work on blending your current brand with your new brand.

- Also, use your new headshot everywhere.

Blogging

You're also a blogger now

Start a new blog. You are going to write three blog posts between now and the end of bootcamp. The first one is due on Monday. Due dates for 2 & 3 are in your calendar!

Blogging

- Unless you have a strong preference otherwise, go with Medium.com.
- 400-ish words is enough.
- Posts about entering the tech industry (why you decided to, how you made the switch, how your life has changed since, etc.)
- Posts about your experience at HackerYou (why you decided on HackerYou, why you like it, how you made the decision to come here, etc.)
- Posts about a technical topic (include screenshots and code snippets)
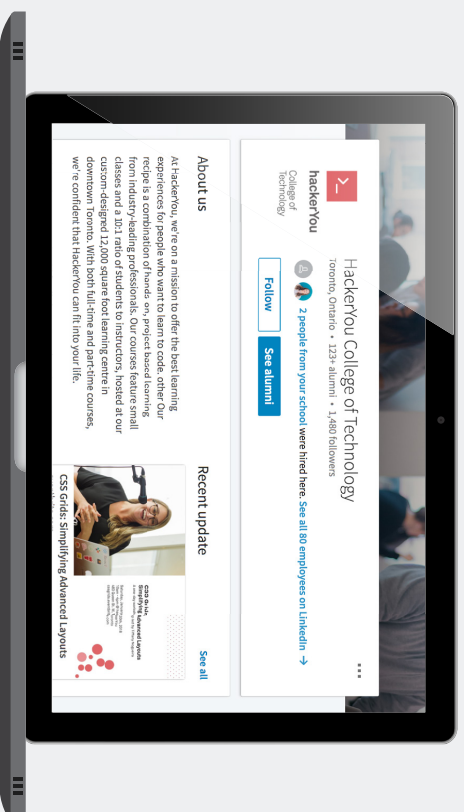
Blogging

Share your posts

- You should share the posts you write on your own social media!

- If you're proud of your post, please also share it with Brandon. He'll share some of them through HackerYou's social channels.

- We also offer $25 giftcards for good quality posts that we can transfer to the HackerYou blog.

LinkedIn

We're overhauling the whole thing

You have to have a LinkedIn profile.

It's one of the first places potential

employers or potential clients will

look when they're determining if you

might be a good fit for them.

LinkedIn

Here are some tips for making your profile perfect

LinkedIn

- Make your headline "Front-End Developer"

- If you're switching from an unrelated industry, add Student at HackerYou as your most recent experience (until you land a job).

- Include a summary. This can be the same longer bio that you're using on your website "About" page.

- Include a few bullet points about all of the jobs you're listing. If any of your previous jobs related to tech/digital at all, emphasize those points.

- Don't include any jobs you had prior to graduating from your highest level of education attained.

- Have your peers upvote your skills.

LinkedIn

List your skills. Here's a list of skills you'll have by the end of your nine weeks at HackerYou (just add them now):

- JavaScript fundamentals, jQuery and using APIs
- React
- Firebase
- HTML5, CSS3, Sass and responsive design
- Workflow automation and Javascript tooling with Gulp

- Version control and open-sourcing code using Git and Github
- Paired programming & working in teams
- Sublime Text
- Best practices for modern web development
- Website accessibility requirements

LinkedIn

Make these changes THIS WEEKEND

You will kick yourself later if you don't.

That includes writing your summary and adding bullet points about each of your previous positions.

Email Address

yourname@yourdomain.com

hello@yourdomain.com

Google it. Better yet, write a blog post about it that I can use in this presentation for the next cohort.

Email Signature

Make one

Have you seen our new email signatures? You should have one, too! Include your full name, "Front-End Developer", your website link, your email and phone number. Social icons are optional but encouraged!

Volunteer

Become a CLC Mentor

- Plan to volunteer for Canada Learning Code at least once between now and the end of bootcamp so that we can include this experience on your developer resume.

- Volunteer for any of the HackerYou Web Dev 101 Workshops!

Your Challenge

Make a plan so you're ready for Week 9

- Three tweets per day
- Three awesome blog posts
- An up-to-date and perfected LinkedIn profile
- A professional email address
- An email signature
- One "shareable" project

Other Things to Note

Just so you're aware that these will be required

- Portfolio: You must use a PSD template design for your portfolio.

- PSD templates can be purchased from places like Themeforest for $10-12.

- PSD template MUST not include any code files, and your choice must be approved before you purchase it.

- Resume: You'll be creating a resume – it will be due in week 9. You will want to use a template for this as well.

Any Questions?