**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:

• Be sure you are logged out of Google.

• Clear your cache.

• Go to www.google.com and type in your name & city.

• Review the results.

• Note any problematic results: pictures, complaints, records, etc.

• Take necessary steps (if possible) to remove problematic issues with your appearance online.

**What did you find when you Googled yourself? Did any of the results surprise you? Why or why not?**

**Was there anything in your Google search results that could be deemed unprofessional? If so, how can you rectify it?**

**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?**

**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

**What settings did you change on your Facebook and/or other social media accounts and why?**

**What does your social media presence say to potential employers?**

**Imagine you’re a recruiter and you look at an appilcant’s Facebook page. You think their profile is unprofessional. What’s on it?**

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

Make sure you have a LinkedIn presence.

• Go to LinkedIn.

• If you don’t already have a LinkedIn account, sign up for one. It’s free!

• 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.

• 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.

**How does your LinkedIn profile align with your career goals?**

**What are some ways you can use LinkedIn to further your career?**

**What keywords/phrases related to web development did you use in your profile?**

**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.

Be sure to check your outgoing voicemail message and change it if necessary! Make sure it follows some simple voicemail etiquette guidelines .

**What is your ‘work appropriate’ email address? Why did you choose this one?**

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**Did you need to change your outgoing voicemail message? Why or why not?**