

Personal Brand and Social Media

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A practical career guide from Halecroft Recruitment Limited

Your personal brand is the impression people form from your skills, values, actions and communication. This guide helps you understand what you offer, present it clearly and use social media thoughtfully during your job search.

Work through the exercises at your own pace. Use your answers to create a consistent, honest message across your CV, applications, conversations and online profiles.

1 Start with your personal brand

Think about what you want to be known for and the evidence that supports it. You do not need to adopt a particular personality or appearance to demonstrate your professional value.

Area	Examples and prompts	Your notes
Values	Honesty, respect, independence. What matters to you?	
Motivation	Learning, helping others, solving problems. What gives you energy?	
Behaviour	Calm, organised, approachable. How do you work with others?	
Skills and strengths	Technical knowledge, communication, qualifications. What can you demonstrate?	
Professional impression	Reliable, thoughtful, creative. What do you want people to remember?	

Your career direction

The role or type of work I am targeting:

My starting point

Identify your values

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Values guide your choices and the way you work. Some stay important throughout your career; others may change as your circumstances and priorities develop.

Circle the words that resonate with you. Add any that are missing, then choose your five most important values. There are no right or wrong answers.

Acceptance	Freedom	Philanthropy
Achievement	Fun	Pride
Action	Generosity	Productivity
Adaptability	Gratitude	Profit
Belonging	Growth	Recognition
Camaraderie	Happiness	Reputation
Caring	Harmony	Respect
Challenge	High standards	Responsibility
Charity	Honesty	Results
Commitment	Honour	Security
Community	Humour	Self-belief
Compassion	Independence	Selflessness
Contribution	Innovation	Self-reliance
Courtesy	Integrity	Sensitivity
Creativity	Joy	Service
Decisiveness	Justice	Success
Democracy	Kindness	Synergy
Dignity	Loyalty	Teamwork
Duty	Modesty	Trustworthiness
Efficiency	Open communication	Truth
Empowerment	Optimism	Unity
Enthusiasm	Partnership	Vision
Ethics	Participation	Vitality
Fairness	Performance	Wisdom

My top five values

Value	How this influences my work or career choices
1.	
2.	
3.	
4.	
5.	

Understand your motivation

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Motivators are the conditions, activities and outcomes that encourage you to do your best work. Understanding them can help you assess whether a role and working environment suit you.

Circle the motivators that matter to you. Add your own examples and identify your priorities for your next role.

Caring for others	Success
Supporting others	Balance
Comfort	Energy
Relaxation	Influence
Fun	Leadership
Career development	Possessions
Family	Learning
Health	Power
Discovery	Knowledge
Recognition	Praise
Security	Acceptance
Popularity	Status
Prestige	Reputation
Accomplishment	Problem solving
Achievement	Teaching
Doing the right thing	Winning

My main motivators

Motivator	What this would look like in my next role
1.	
2.	
3.	
4.	
5.	

What is essential and where can I be flexible

Recognise how you work

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Reflect on the behaviours people see when they work with you. Choose words that describe your usual approach, then support them with examples. This exercise is a reflection tool, rather than a personality test.

Adaptable	Decisive	Motivated
Adventurous	Deliberate	Open-minded
Agreeable	Disciplined	Organised
Ambitious	Dynamic	Patient
Analytical	Empathetic	Persistent
Approachable	Energetic	Polite
Articulate	Enthusiastic	Positive
Balanced	Ethical	Practical
Calm	Fair	Quiet
Capable	Flexible	Reliable
Careful	Focused	Resilient
Collaborative	Friendly	Resourceful
Committed	Honest	Responsible
Competitive	Humorous	Thoughtful
Confident	Independent	Tolerant
Considerate	Insightful	Understanding
Courageous	Knowledgeable	Warm
Creative	Methodical	Willing to learn
Curious	Modest	

Five words that describe me best

Word	A situation where I demonstrated this
1.	
2.	
3.	
4.	
5.	

A behaviour I would like to develop and one step I can take

Turn your strengths into a clear message

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A useful personal brand connects what matters to you with what you can contribute. Choose strengths that are relevant to the work you want and explain them using specific examples.

Strength or skill	Evidence and outcome
Technical or specialist skill	
Communication or teamwork	
Organisation or problem solving	

Write your personal brand statement

Use this prompt: I am a [role or professional focus] with strengths in [two relevant skills]. I help [team, clients or organisation] to [outcome], drawing on [experience or evidence].

Example: I am an HR professional with strengths in employee relations and practical problem solving. I help managers handle people matters fairly and clearly, drawing on experience supporting busy operational teams.

My personal brand statement

Check the impression you create

Ask a trusted colleague, friend or adviser for honest, constructive feedback. Different views can reflect different situations; they do not automatically mean your self-image is wrong.

- Which three words would you use to describe how I work?
- What do you see as my strongest contribution? Can you give an example?
- Is there anything in my CV, profile or communication that could be clearer?

What I have learned and what I will change

Review your online presence

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Your public profiles, posts, comments and shared content can influence how people understand your experience and interests. Focus on accuracy, respect and the level of visibility you are comfortable with.

Carry out a digital review

- Search for your name, including previous names or professional usernames, and check that results relate to you rather than someone with a similar name.
- Review the public view of your profiles where available. Check biographies, photographs, contact details, older posts, comments and tagged content.
- Keep job titles, employment dates, qualifications and achievements consistent with your CV. Explain career changes and gaps honestly where relevant.
- Decide which accounts you want to use professionally. You do not need a public presence on every platform.
- Remove or update inaccurate material you control. Where someone else controls content, consider asking them to correct or remove it.
- Check audience, tagging and profile visibility settings. Privacy controls reduce exposure, but screenshots and onward sharing can still occur.

Before you post or share

- Is it accurate, respectful and relevant to the audience?
- Could it reveal confidential information about an employer, client, candidate or colleague?
- Do I have permission to share another person’s details, photograph or work?
- Would I be comfortable explaining this post in a professional conversation?

Account or search result	What needs attention	Next step

Make LinkedIn work for you

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LinkedIn can help you explain your experience, research employers, build relationships and find opportunities. Start with a clear, accurate profile that reflects the work you want.

- Keep your profile up to date and use a professional name that people can recognise. If you choose to include a photograph, use a clear image you are comfortable sharing.
- Write a focused headline using relevant role and skill terms. For example: Accountant | Financial Reporting | Management Accounts. Only include expertise you can support.
- Use your About section to explain your experience, strengths and target work in plain language. Include a few relevant achievements.
- List experience in reverse chronological order. Describe responsibilities and results without revealing confidential business information.
- Include relevant skills, qualifications and training. Keep dates and claims consistent with your CV.
- If you use Open to Work, check its visibility options. LinkedIn says it cannot guarantee complete privacy, including when you choose recruiters only. [1]
- Ask people who know your work for genuine recommendations or skills endorsements. Only offer a recommendation you can honestly support.
- Connect thoughtfully with colleagues, recruiters and relevant contacts. Personalise messages and ask before using someone's name for an introduction.
- Follow employers and professional communities relevant to your interests. Use job searches and alerts, and check application details carefully.
- Share useful insights or comment constructively when you have something to add. Regular, relevant contributions are more useful than posting for its own sake.

Optional ways to show your work

Where appropriate, include a portfolio, project summary or brief introduction video. A video is optional; use it only if it helps explain your experience and you are comfortable being on camera. Check permissions and confidentiality before sharing examples.

My three LinkedIn priorities

Use other social platforms thoughtfully

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Choose platforms that fit your interests and target sector. Personal accounts can remain personal; review what is publicly visible and decide where you want to engage professionally.

Facebook

- Check your public profile information, photographs and the audience for your posts.
- Review tagging and profile review controls. Reviewing a tagged post helps control whether it appears on your profile; it does not necessarily remove the original post or control its audience. [2]
- Follow relevant employers and use their updates to support interview research. Confirm vacancies and application routes through trusted channels.
- Join relevant communities where useful. Follow group rules and avoid sharing private information in public discussions.

X formerly Twitter

- Use a clear biography and an appropriate profile image if you choose to include one. Review old posts, replies and reposts.
- Follow relevant organisations and industry voices. Check facts and the context of material before sharing it.
- Consider your audience settings. Protected posts are limited to approved followers, but followers may still capture and share them. [3]
- Contribute respectfully and avoid feeling obliged to respond to every discussion.

Instagram TikTok and other platforms

- Use these platforms professionally only where they support your goals, for example by showing a relevant portfolio or creative work.
- Keep descriptions and claims accurate. Share examples you have permission to use and credit other people's work appropriately.
- Review public visibility, comments, tags and direct message settings. Keep personal contact information off public posts.

Platforms I will focus on and why

Build your personal brand toolkit

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Bring your materials together so that your applications, conversations and online profiles communicate a consistent message.

Toolkit item	What to prepare or check
Personal brand statement	A short explanation of your focus, strengths and contribution.
CV and covering letter	A clear CV and a letter tailored to the opportunity, with accurate evidence of your experience.
LinkedIn profile	An up-to-date headline, summary, experience and relevant skills.
Other profiles or portfolio	A considered public presence and examples you have permission to share.
Personal network	Relevant contacts, thoughtful introductions and a simple record of follow-up actions.
Interview examples	Specific examples of your actions and outcomes that support your strengths.

Protect your information and reputation

- Use strong, unique passwords and enable two-step verification where available.
- Check unexpected recruiter messages, links and requests for personal information. Verify who you are dealing with before sharing sensitive documents.
- Avoid posting your home address, identity documents, financial information or confidential work material.
- If you use AI to help draft a profile or post, check the wording and every claim yourself. Do not upload private candidate, client or employer information without appropriate authorisation.

The most important gap in my toolkit

Your personal brand action plan

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Choose a few achievable actions. Set a deadline and decide what completion will look like. Review your progress and update your materials when your experience or career goals change.

Area	Current position	Action and success measure	Target date
Personal brand			
CV and covering letter			
LinkedIn profile			
Other social profiles			
Personal network			

My first action and review date

Further guidance

Platform settings can change. Use the official help pages below to check current options. References checked on 28 October 2026.

- [1] [LinkedIn Help - Let recruiters know you are Open to Work](#)
- [2] [Meta Safety Centre - Protect your information](#)
- [3] [X Help Centre - About public and protected posts](#)

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