

PERSONAL BRAND AND SOCIAL MEDIA

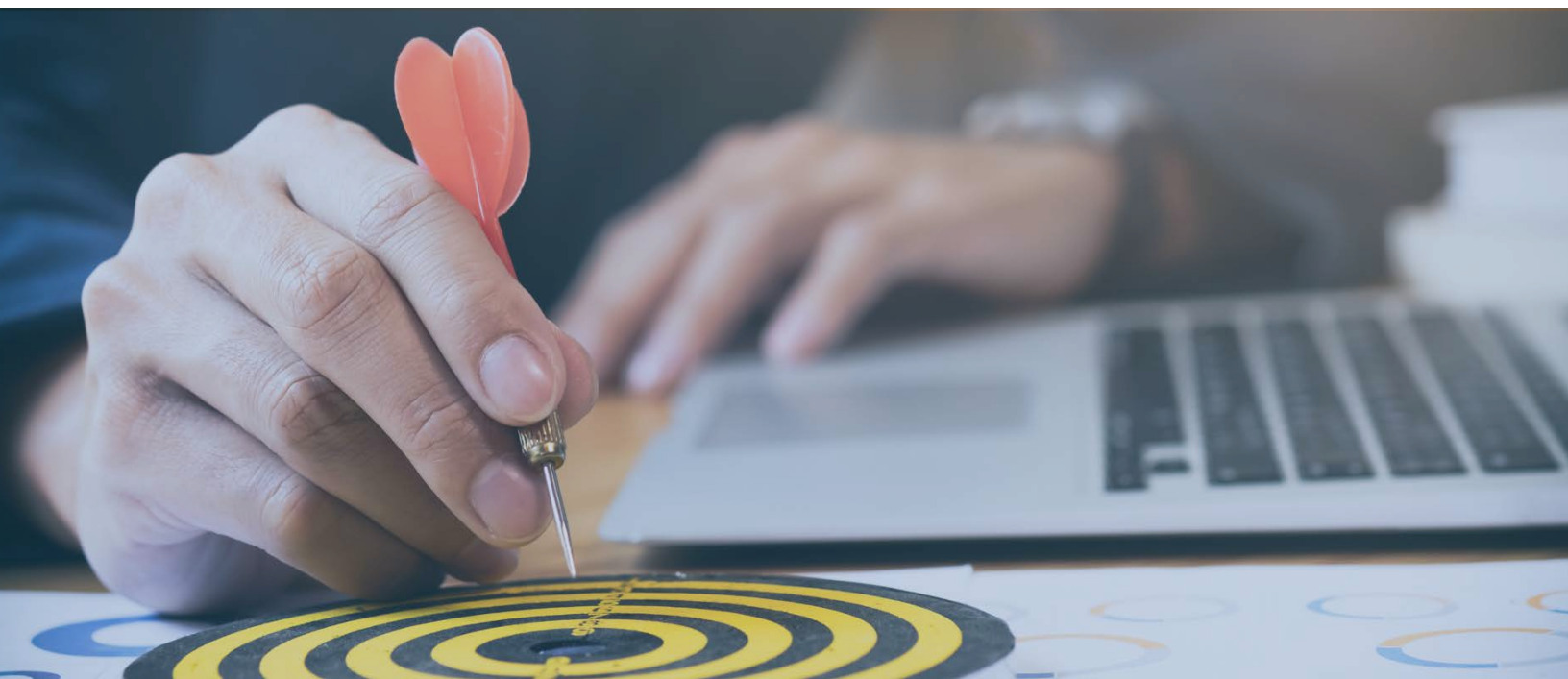
PERSONAL BRAND

TRANSITION

When we use the term 'brand' we probably think of Apple, Virgin, Nike or any other company that comes to mind. You are probably not thinking of yourself. However, today almost every individual has a personal brand. Not many of us have consciously cultivated these brands, but they exist nonetheless.

So, what is your personal brand? It is how you choose to present yourself. It is how you appear to the world. What does your personal brand say about you? What do you want it to say? The way you look, the way you speak, the way you act make up your personal brand. Each of these are influenced by your values, motivation, personality, behaviours, skills, strengths and image.

Use the table on the next page to capture your thoughts as you begin to think about your personal brand.



Values	e.g. Independence, Honesty, Joy, Respect
Motivations	e.g. getting results, doing what I love, learning
Behaviours and personality	e.g. friendly, professional, funny, confident
Skills and strengths	e.g. creative, communication skills, qualifications
Image	e.g. approachable, down to earth, corporate, smart, relaxed

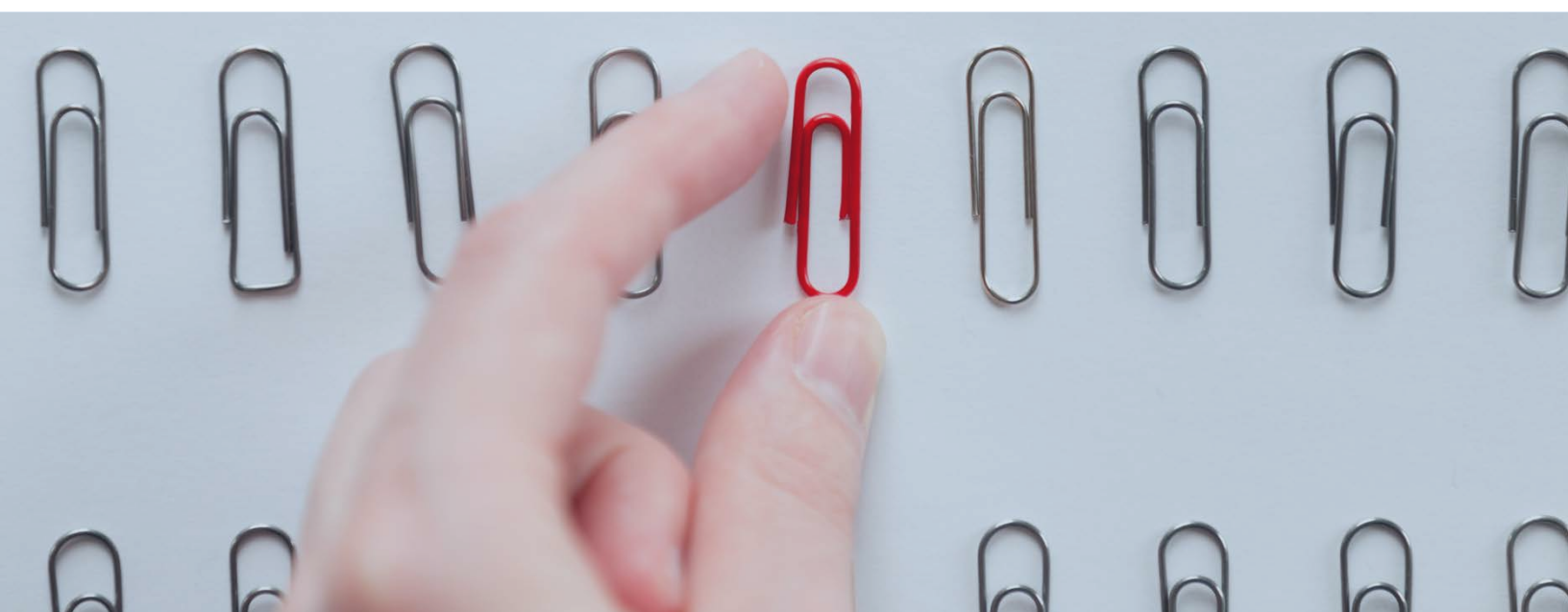
IDENTIFYING YOUR PERSONAL BRAND

Many people don't know what their personal brand says about them; and few do something positive to build it, enhance it, and leverage it to support their career success. Identifying your personal brand starts with understanding and knowing yourself.

VALUES

Your values are the essence of who you are. They are a set of standards that determine your attitudes, choices and actions. If you have felt angry recently, the chances are one of your values has been violated. Values can change as you change, some are lifelong values.

To help you identify your values, use the list below. Start by crossing out those which have no resonance with you. Then circle those words which feel like they are truly you. If there are any missing values, add them to your list.



- | | | |
|--------------|--------------------|-----------------|
| 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 |
| Ethical | Participation | Vitality |
| Fairness | Performance | Wisdom |

What are your top five values?

1	4
2	5
3	
3	

MOTIVATION

What motivates you will be different to what motivates another person. Think about what motivates you. You can use the list below to help you identify some of your motivators and add any which are missing. Start by crossing out the ones which do not resonate with you and circle those that do.

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

What are your personal motivators?



BEHAVIOURS AND PERSONALITY

Identifying our behaviours and personality will help inform our personal brand. From the list below cross out any which do not resonate with you and circle those that you feel describe you. Add any words you feel describe your behaviour and personality which are not listed.

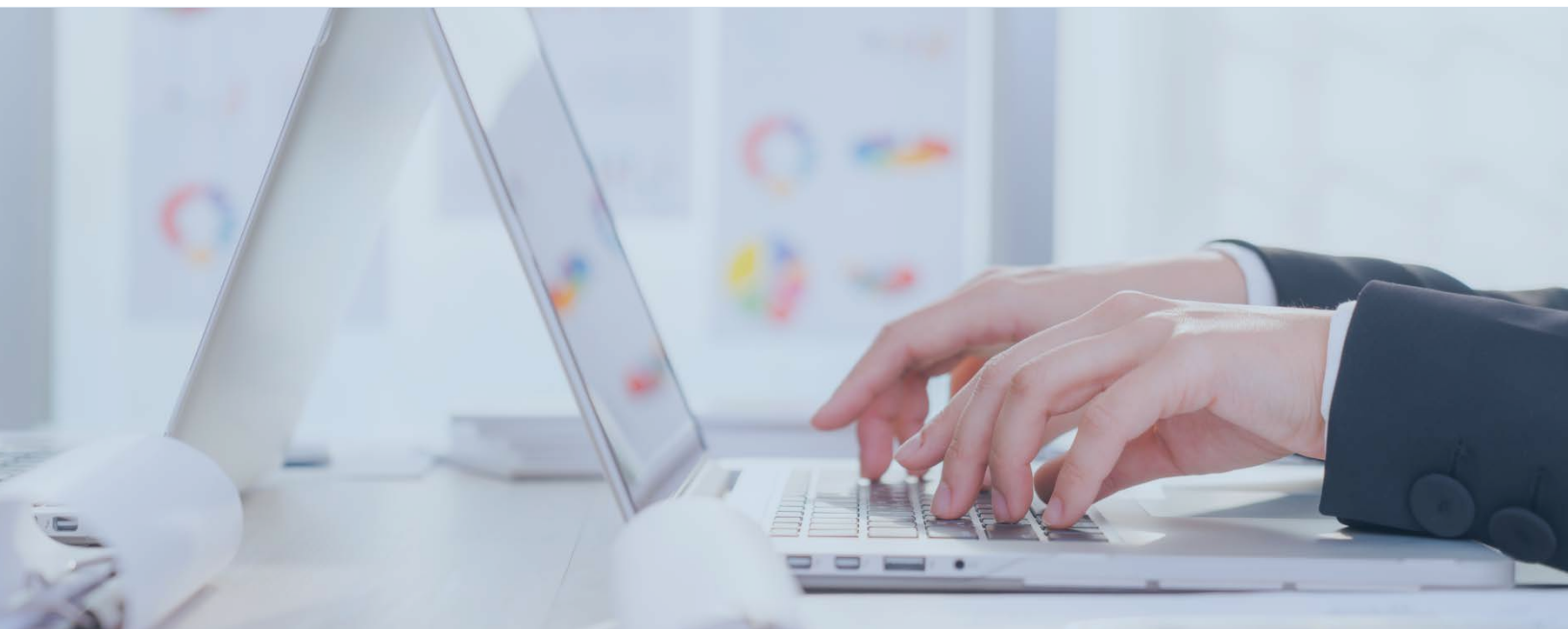
Aggressive	Decisive	Lazy
Angry	Dramatic	Literate
Agreeable	Disciplined	Limited
Adaptable	Dependent	Lighthearted
Admirable	Energetic	Motivated
Adventurous	Enthusiastic	Manipulative
Articulate	Ethical	Modest
Amiable	Emotional	Mature
Big-head	Exciting	Moody
Brash	Empathetic	Negative
Balanced	Egotistical	Nervous
Blaming	Fair	Natural
Creative	Fantast	Open
Calm	Frivolous	Organised
Capable	Free-thinker	Obsessive
Challenging	Friendly	Perfectionist
Courageous	Forceful	Polite
Curious	Flippant	Positive
Chaotic	Gossip	Quiet
Controlling	Grave	Resolute
Competitive	Honest	Remarkable
Considerate	Humorous	Resourceful
Careful	Hurried	Stern
Condescending	Inconsistent	Shy
Competent	Imperfect	Stable
Chatterbox	Impatient	Spontaneous
Cautious	Impulsive	Trusting
Cynical	Incisive	Tolerant
Deliberate	Insightful	Understanding
Devious	Independent	Vivacious
Dynamic	Just	Warm
Dutiful	Knowledgeable	Witty

Choose the five which you feel describe you best:

1	4
2	5
3	

YOUR PUBLIC IMAGE

The above exercises have focused on your self-image and what you feel you project to the world. This may not be the image which others see. Other people will have a definite image of you. Complete the exercises with a trusted friend or family member. Tell them to be honest, even if it is brutally honest as it is their insight you want. Compare the lists you created with those of your friend/family member. Do you agree? If the lists are totally different, you have identified that the image you project is not the image you think you are projecting. Talk to friends and family to see if you can understand why the image you project is different. It is important to resolve this as potential recruiters and employers will only see the image you project.



SOCIAL MEDIA

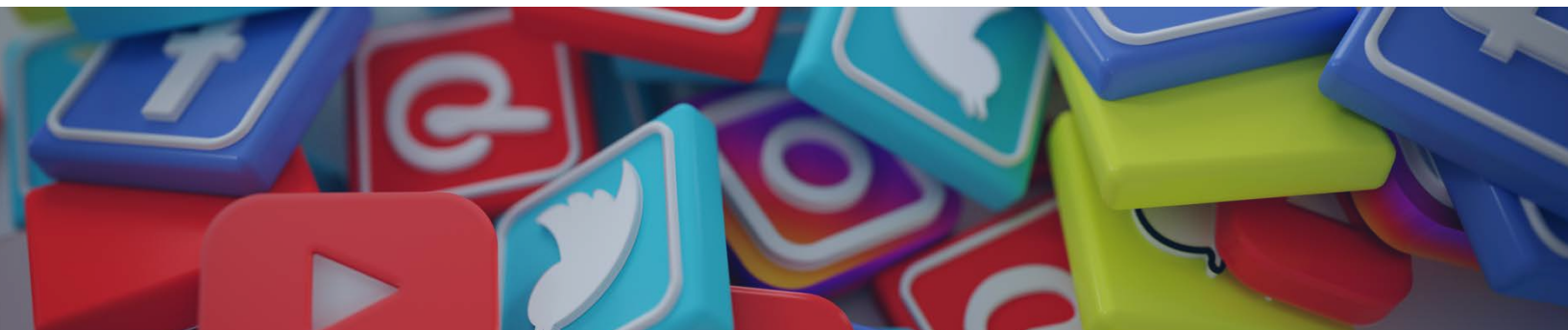
Do you know how you're appearing and coming across online? This is something you're going to want to monitor on an ongoing basis, and improve upon whenever and wherever possible.

How you show up online is just as important than how you show up in person. It can literally make or break you, in terms of others' perception and your reputation. If you haven't done a Google search on yourself recently, then you need to do one. Knowing what is out there on the web when people are looking for you, whether it is a future employer, a new manager or a client, is critical to managing your brand. Think about your social media presence, how and where you comment online, then look at what you are saying and how people are responding.

Every tweet you send, every status update you make, every picture you share, contributes to your personal brand. It is an amalgamation of multiple daily actions. Do they present you in the best light possible, and make you look professional? The next few sections of this booklet consider LinkedIn, Facebook and Twitter and provide some useful advice about how to maximise each platform when job searching.

LINKEDIN

A [LinkedIn](#) profile is a combination of a resume, cover letter, references document and a moving and living database of your network. This is probably the most important profile to get right when job searching as potential recruiters can search for suitable candidates. A new job might just find you.



LinkedIn can also be used to search for jobs and make new connections. To make the most of your profile see the tips below:

- Keep your information up to date
- Make sure you have a photo - a head and shoulders shot is ideal. Make it searchable
- Use the headline – use keywords you want to be searched and found for and separate them with a pipe. E.g. Accountant | Tax Specialist | Financial Auditor | Tax Advice
- If you are immediately available, make sure this is clear
- List your jobs in reverse chronological order
- Create a video resume - a short video of you talking about why you are the best at what you do. Keep it short, about 1 minute is perfect. You can provide a link in your covering letter when applying for a role
- Speak to colleagues (past and present) and ask for an endorsement or recommendation. Do not feel embarrassed or shy, you can reciprocate
- Use your connections for introductions
- Join groups which are relevant to your sector/role and be active within the groups – like, comment and share
- Create and publish relevant content
- Be professional and respectful

FACEBOOK

Over 160 million people have Facebook profiles so your next potential employer, interviewer and recruiter will be on Facebook. Whilst LinkedIn is a professional networking site, Facebook is a more personal social network, however you should still consider this as part of your Personal Brand toolkit.

- Look at your profile photograph – does it convey the right image to a potential employer?
- Review your privacy settings, especially the one which allows people to tag you in photos
- You want to have full control of what appears in your feed

- Follow company pages of organisations where you would like to work. They will publish vacancies to their social media, and you can use their status updates and content when preparing for interviews
- Join relevant groups and actively participate – like, share, comment and create content
- Carefully consider what you post and ensure it shows you in a positive light

TWITTER

Make sure you monitor your Twitter feed in the same way as your Facebook feed. You want to ensure that your twitter profile is presenting you in the best light to future employers and recruiters so:

- Make sure your photograph conveys the right image
- Consider what you tweet and retweet
- Follow the twitter feeds of organisations where you want to work. They will tweet job vacancies as they are advertised
- Follow thought leaders within your industry
- Be active – like, tweet, retweet, share content, follow and be followed
- Monitor your following and what is appearing in your feed

YOUR PERSONAL BRAND TOOLKIT

- A clear understanding of my personal brand
- CV and cover letter
- LinkedIn profile
- Social media profiles
- Personal network



ACTION PLAN

	Current State	Action
My Personal Brand		
CV		
LinkedIn profile		
Other social media profiles		
Personal network		