

TEACHING STUDENTS TO USE SOCIAL MEDIA FOR PERSONAL BRANDING

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AGENDA

- What is a Personal Brand & Why is it Important?
- Promoting Personal Branding
- Strengthening a Personal Brand to Promote Career Development
- Create a Social Media Plan
- Social Media Do's and Don'ts

WHAT IS A PERSONAL BRAND?

Personal branding is a popular buzz word, but what does it really mean?

“Your brand is what other people say about you when you’re not in the room.”

~Jeff Bezos, Amazon

WHAT IS YOUR PERSONAL BRAND??

- Brand 'You'
- What do you want to be known / remembered for?
- Your external 'image' is important
- Manage your personal reputation!
- Part of Candidate Screening
- Online Presence Counts!



What is your professional brand?

Assessment: <https://www.selfbrand.com/tools/assessment/short-test.html>



PERSONAL BRANDS... **WHICH ONE ARE YOU?**

- Altruists
- Careerists
- Individualists
- Boomerangs
- Connectors
- Selective



THINK OF YOURSELF AS A PRODUCT...

We all have attitudes and beliefs about brands based on our experiences.

The strongest brands are:

- Powerful
- Authentic
- Consistent
- Visible
- Valuable



**The same qualities apply to personal brands.

WHY IS YOUR PERSONAL BRAND IMPORTANT?

We now have greater control of our own destinies.

- With that comes increased responsibility and competition.

To get ahead, we must manage the impressions others have of us.

With a strong brand, you:

- Differentiate yourself from others.
- Maximize your career potential.

ASK YOURSELF...

- What makes you special?
 - What are your greatest strengths?
 - What differentiates you from others?
- How does your uniqueness translate to value?
 - What are your most significant accomplishments?
 - What do people come to you for?
- What do you want to be known for?
 - What do you want others to think when they hear your name?

SEEK FEEDBACK...

Is the perception of others consistent with your perception of yourself?

- Talk to trusted colleagues.
- Use 360-degree surveys, if possible.
- Review past performance reviews.



PROMOTING PERSONAL BRANDING

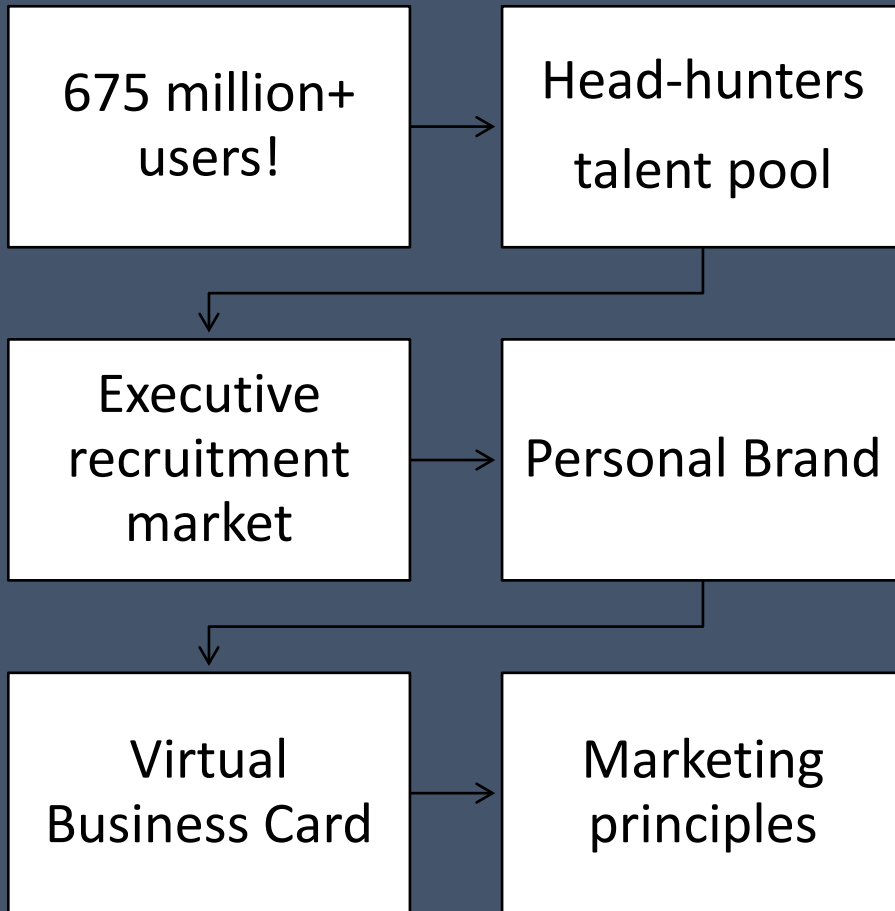
“A brand is a story always
being told.”

~Scott Bedbury (Nike and
Starbucks executive)

- One powerful social media tool to communicate your personal brand is LinkedIn.



WHY SHOULD YOU EMBRACE LINKEDIN?



Amazing statistic: 85% of people that shortlist you from your CV will check you out on LinkedIn before doing so. Is your LinkedIn profile up to scratch?



PERSONAL BRANDING: BUILD A PROFESSIONAL LINKEDIN PROFILE

1

Create an Informative Profile Headline

2

Pick an Appropriate Photo

3

Show Off Your Education

4

Create a Professional Summary

LINKEDIN PROFILE GUIDELINES

- **“Skills & Expertise” – Fill in Key Words**
- **Show Your Connectedness**
- **Share Your Work**



Student LinkedIn Headline Examples...

If you have experience with the job you want (e.g. an internship), mention the job title. If you don't have experience yet, you can use 'Entry-Level [Job Title]' or 'Aspiring [Job Title]'

Mention industry-specific keywords that you expect recruiters to search for (e.g. 'Programming',

Matilda Sampson

Aspiring Freelance Writer | Blogger at Resume Worded | Experience writing press releases, blog posts and research
New York City Area

Add additional hard skills and keywords that prospects or recruiters may search for

STUDENT LINKEDIN HEADLINES (EXAMPLES)

Kathy Wilbert

Freelance Software Developer | Experience building apps in Java, Rails, C# | Full Stack Engineer

New York City Area

Annette Cleopatra

Aspiring Project Manager | Senior at New York University | Experienced with Scrum, Agile and Kanban

Madrid, Spain

Peter Yeadon

Financial Analyst Seeking New Role | CFA Level II | Statistics Major Graduating in 2020

Barcelona, Spain

USING FACEBOOK FOR PERSONAL BRANDING

FACEBOOK FOR JOB SEARCHES



BRANDING YOURSELF ON FACEBOOK

What does your Facebook say about you?

Are you representing yourself in a positive manner?

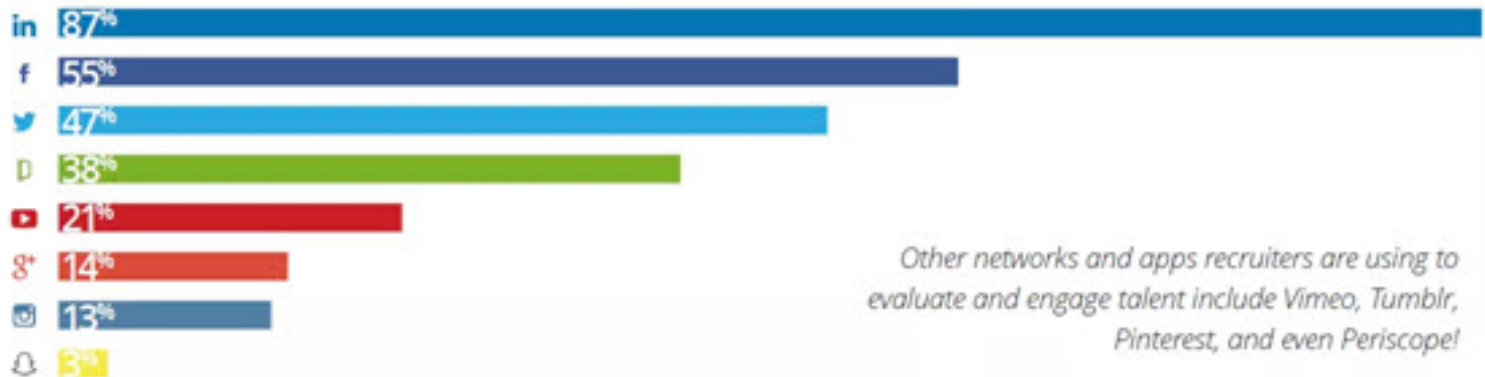
What would an employer have as a first impression?



FACEBOOK RANKS SECOND IN RECRUITING

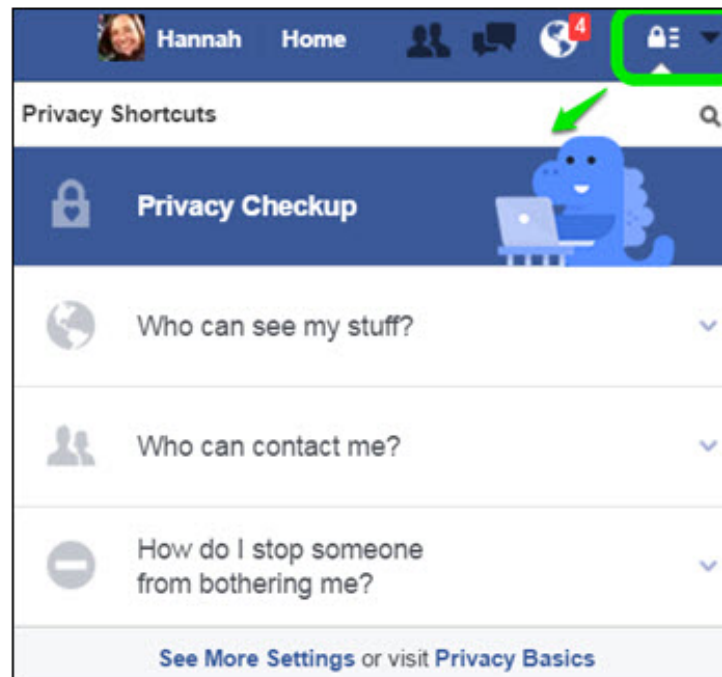
SOCIAL

Only 4% of recruiters DON'T use social media in the recruiting process. 4% aren't sure, but the 92% of recruiters that do use social media cast a wider net than ever:



CHECK YOUR PRIVACY SETTINGS

Facebook has a reputation for changing privacy setting criteria. If you haven't looked at yours in awhile, it would be wise to do so. You can change privacy settings by clicking on the lock icon on the top right of your screen. You'll see the option for a "Privacy Checkup," "Who can see my stuff," "Who can contact me" and "Who can look me up." Click through each of these areas and make sure you have selected the best option for your situation. If you do decide you don't want your information in your profile to be included in search results, be sure you select that option.



COMPLETE YOUR PROFILE

Many of the same “rules” used when completing your LinkedIn profile apply to your Facebook profile too. If you want people to find your profile on Facebook, one way to enhance your profile is to add past work history and professional skills to your “About” section.

You don’t need to set up a separate Facebook profile for your job search, in fact, it is against Facebook’s terms of use to do so. Instead, learn how to adjust your settings and monitor your account more closely.

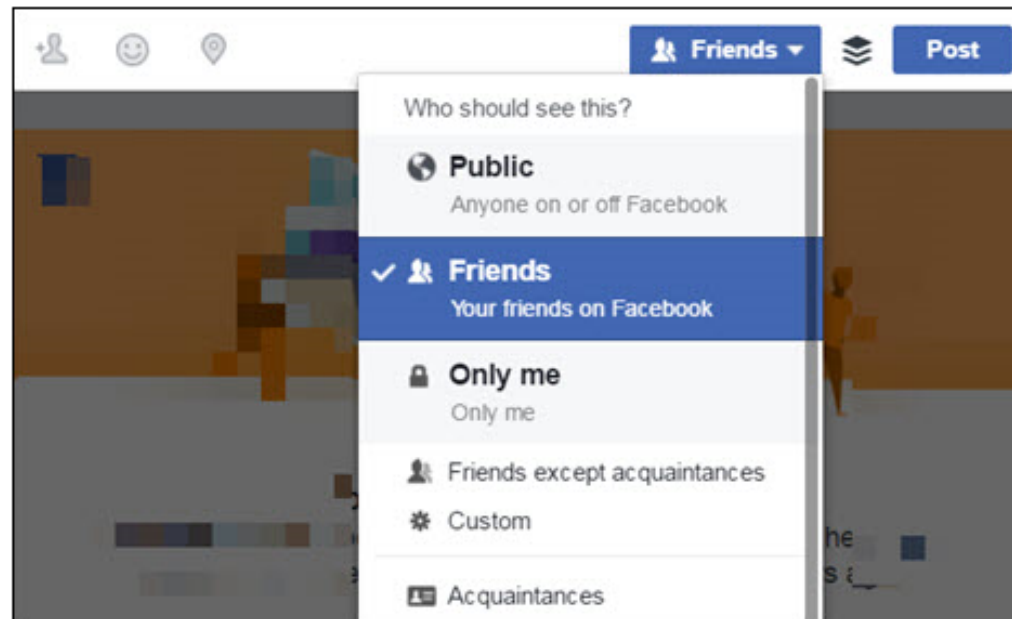
It is a good idea to see what your public profile looks like when someone you don’t know views it. Click on the three dots after “View Activity Log” from your profile to select the public view. This only works from the desktop version of Facebook, not your mobile device.

Take note of the parts of your profile you want to make private or enhance.

USE FACEBOOK LISTS

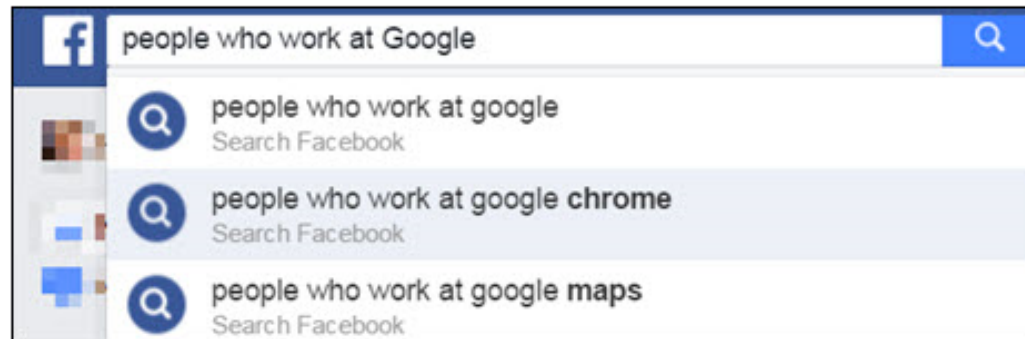
When you add a status update, you can select who you want to see your update. It works like an email distribution list. Facebook sets up several lists for you already or you may decide to set up a list for your job search friends. Some list settings include:

- **“Close Friends”** are friends you’re more likely to share personal information with;
- **“Acquaintances”** are people you are friends with but may not want to share family or personal information with;
- **“Custom”** allows you to select criteria so that specific people see the update you want to share with them.



SEARCH WITHIN FACEBOOK

To search for people you know on Facebook, go to the search bar within Facebook and type their name. You can also search for anyone who has included their place of work in their profile and have allowed their profiles to be searchable. Use “people who work at [insert any company you are interested in]”. This is a good way to find someone who works inside a company you are targeting.



FOLLOW PEOPLE, DISCOVER OPPORTUNITIES

You can follow the posts of people you're interested in and will see their public status updates in your news feed. Consider following employees who work in target companies, recruiters or other people you are interested in.

Facebook isn't a job board, but you can use its Groups feature to find people posting jobs in your field and geographic area. Chris Russell -- Job-Hunt's Facebook Expert, recruiter, and founder of CareerCloud -- recommends searching Facebook using your city and the word "jobs" to find groups that share job leads.

You can also "Like" company career pages. Companies create these pages to establish a talent community which serves as a pool of potential candidates and to improve the flow of information to interested candidates.

CONNECT & ENGAGE WITH NETWORK

As with any social network, it isn't enough to lurk, you will want to use the platform to nurture and expand your connections. Facebook makes it easy to search for college classmates. Be sure you've added your college and even high school information if you want others to know what schools you attended. Consider joining Facebook groups for alumni as well.

Participate in discussions in groups or communities by your occupation and "like" a company's page or join its career group to interact with employees managing those accounts.

Post status updates related to job search and your career interests so your Facebook friends and followers know you are actively and publicly looking for a new role.

**HOW DO YOU STRENGTHEN
YOUR PERSONAL BRAND?**

DETERMINE...

- What is your goal?
- Who is your target audience?
- How does your current brand position you to achieve your goal?
- Do you need to make any changes?

MAKE RELEVANT ADJUSTMENTS...

- Fill in the gaps on:
 - Education
 - Experience
 - Relationships
- Begin to act the part by:
 - Introduce yourself
 - Speak the language
 - Share your story



SHOWCASE YOUR BRAND...YOUR BRAND

Some other actions you can take to expand your brands reach are:

- **Build influential relationships.**
- **Get involved in cross-functional projects.**
- **Use volunteering to strengthen or develop skills.**
- **Take on a leadership role in a relevant organization.**
- **Start a relevant website or blog.**

CREATE A SOCIAL MEDIA PLAN

- Commit to consistent activity.
- Manage your time.
 - For example, spend 15 minutes per day on social media activity.
- Track your activity.



BE PROACTIVE

- Promote your accomplishments.
- Maximize your participation in meetings and groups.
- Communicate effectively.
- Stay relevant.



BE STRATEGIC

- Choose your associates wisely.
- Have a positive attitude.
- Dress and act the part.
- Maintain a professional image online.

Strategic thinking

seeks hard,
fact-based, logical
information

questions
everyone's
unquestioned
assumptions

is characterized by
an all-pervasive
unwillingness to
expend resources

is usually indirect
and unexpected
rather than head-on
and predictable

GET EVERYTHING SQUEAKY CLEAN

- Make sure any public information on your various profile is super clean
- This doesn't just mean profanities and party pics
- You should also consider removing articles that are politically divisive or could be considered offensive, random posts, long rants, etc.

DON'T HAVE AN ACCOUNT ON EVERYTHING...

- Being “active on social media” doesn’t mean opening an account on every platform possible.
- Create a well-crafted and up-to-date account on one or two platforms;
- Information should be current!
- Every job seeker should have a LinkedIn account, and a Facebook or Twitter to show that you’re a real person.

USE YOUR REAL NAME...

- No Punchy Nicknames!
- Use Professional Name
- Be Consistent
- Real Name

JACK O'NEILL
PAT ANTOINE
IAN BLOOM
BRADLEY COOPER
SHALIKA JONES
SUSAN SMITH

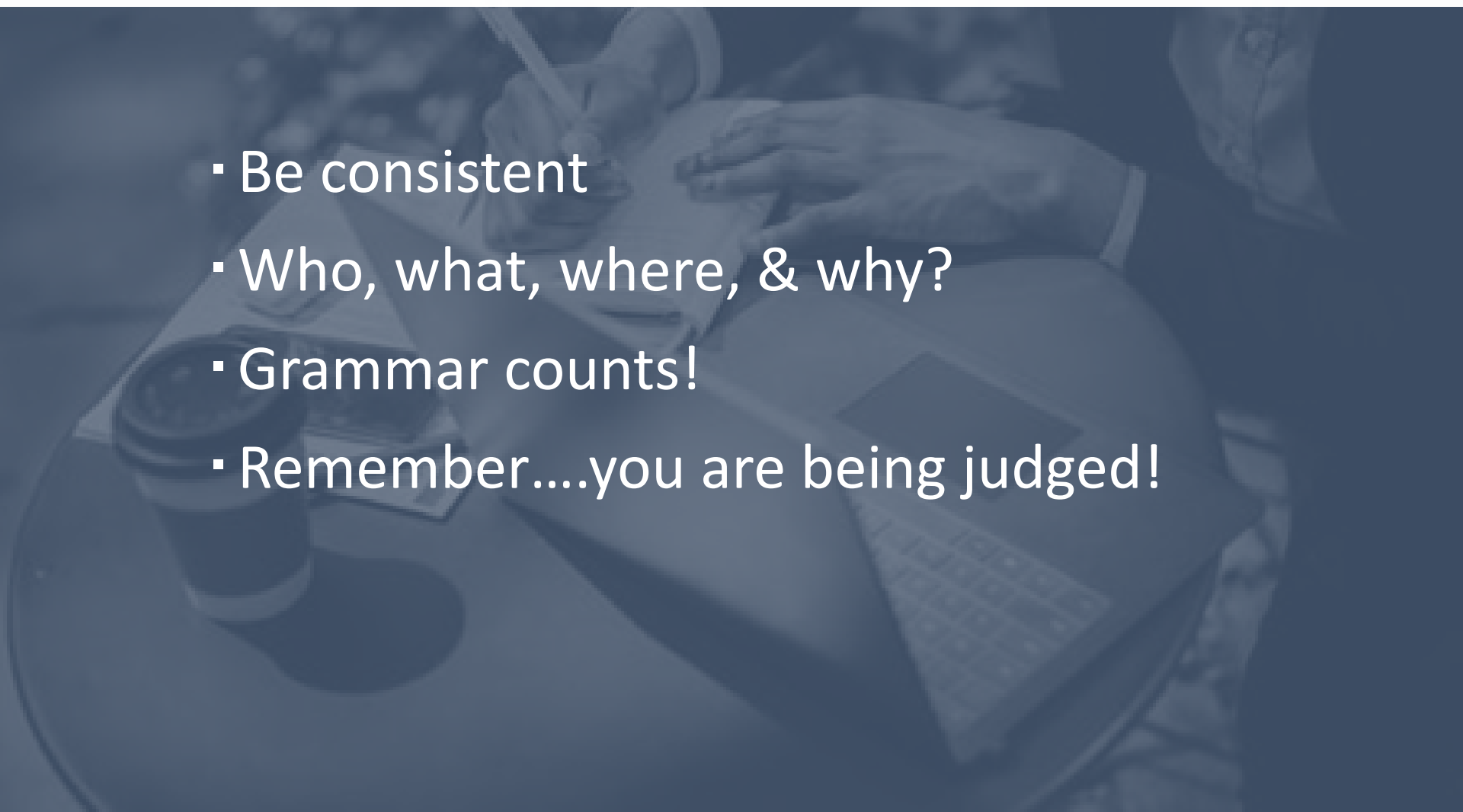
KEEP YOUR IMAGE PROFESSIONAL AND CONSISTENT

Use Professional Images Only!

Dress Appropriately



GET YOUR PERSONAL BRANDING DOWN

- Be consistent
 - Who, what, where, & why?
 - Grammar counts!
 - Remember....you are being judged!
- 
- A blue-tinted photograph of a person sitting at a desk, writing on a notepad with a pen. A laptop is open in front of them, and a coffee cup is on the desk to the left. The image is semi-transparent and serves as a background for the text.

USE YOUR SOCIAL ACCOUNTS AS JUMPING OFF POINTS...

- A social media account should never live in isolation
- What can I learn about you?



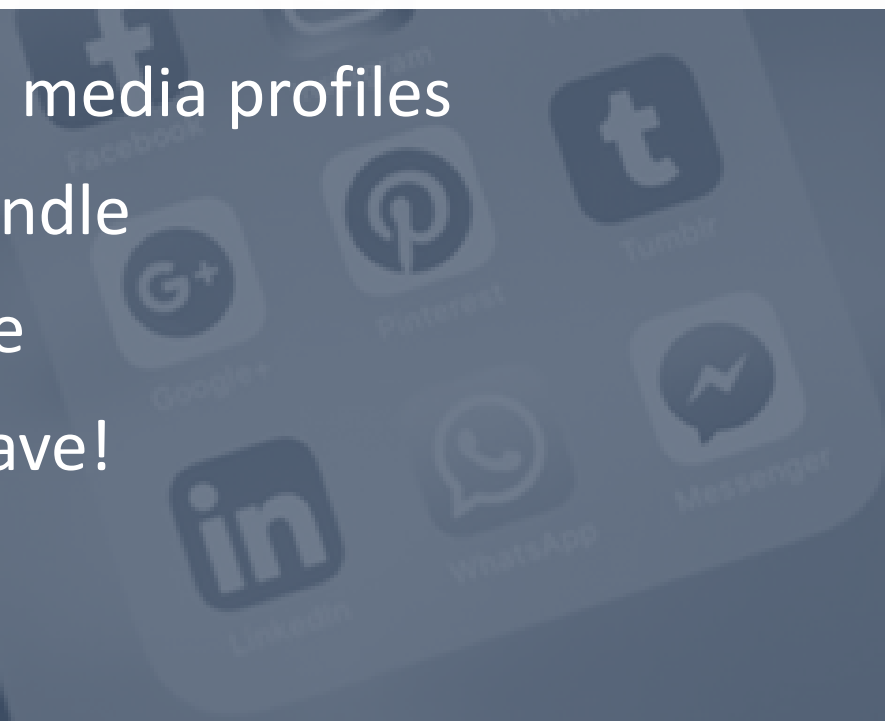
BRING ALL YOUR ACCOUNTS TOGETHER IN ONE PLACE

- Use a central hub
- Personal web page?
- Easy of use!



INCLUDE YOUR SOCIAL MEDIA PROFILES IN YOUR JOB SEARCH

- Polished social media profiles
- Use Twitter handle
- Email signature
- Be bold, be brave!

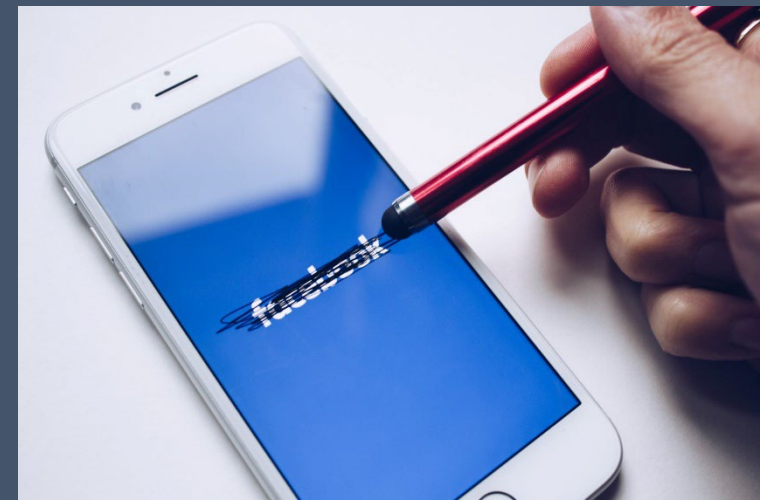


DON'T USE SOCIAL MEDIA FOR PROFESSIONAL COMMUNICATIONS

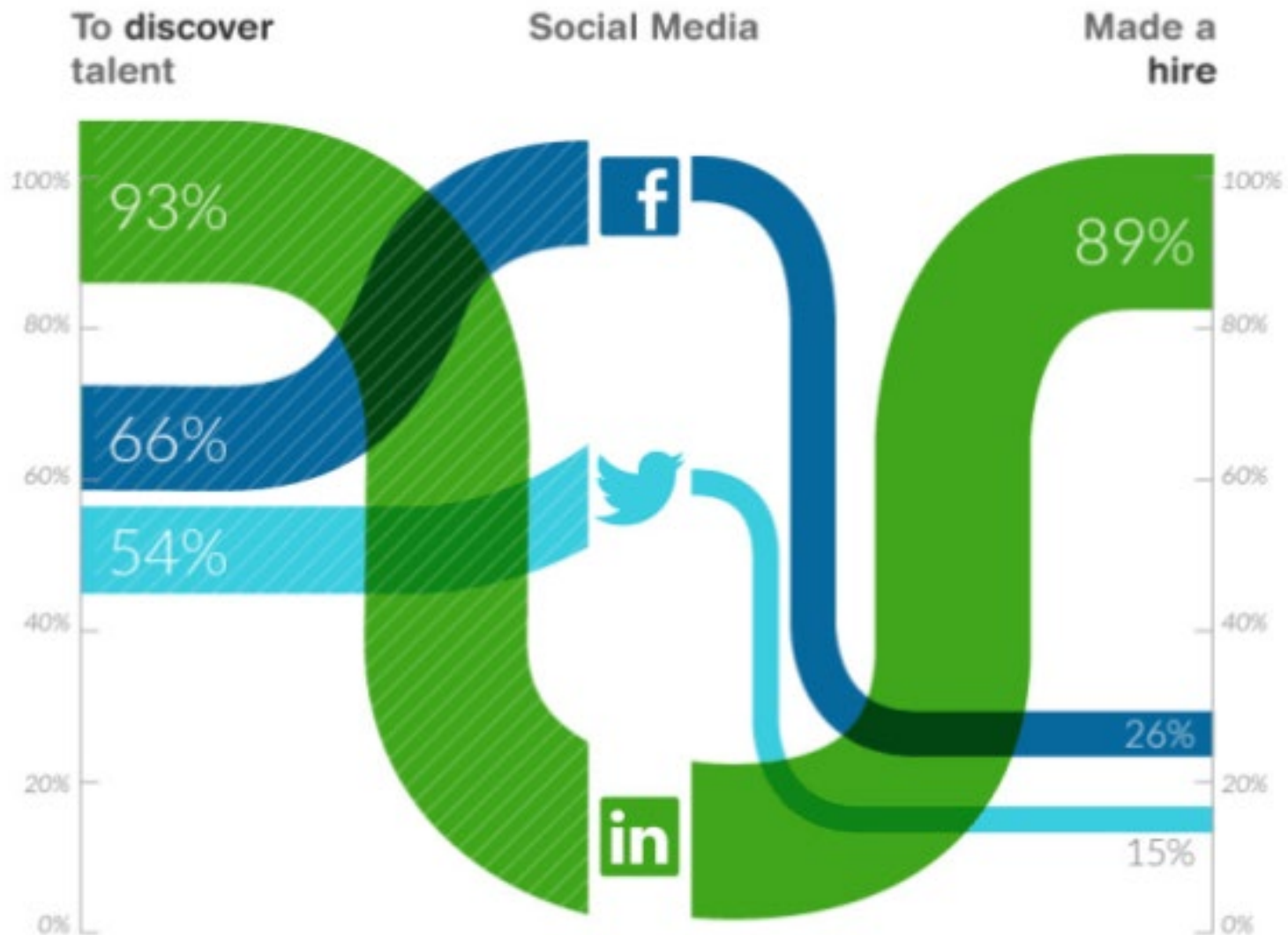
Although it is positive to promote your professional social media profiles in your materials when searching for jobs...

...Don't use it for job-search related communications

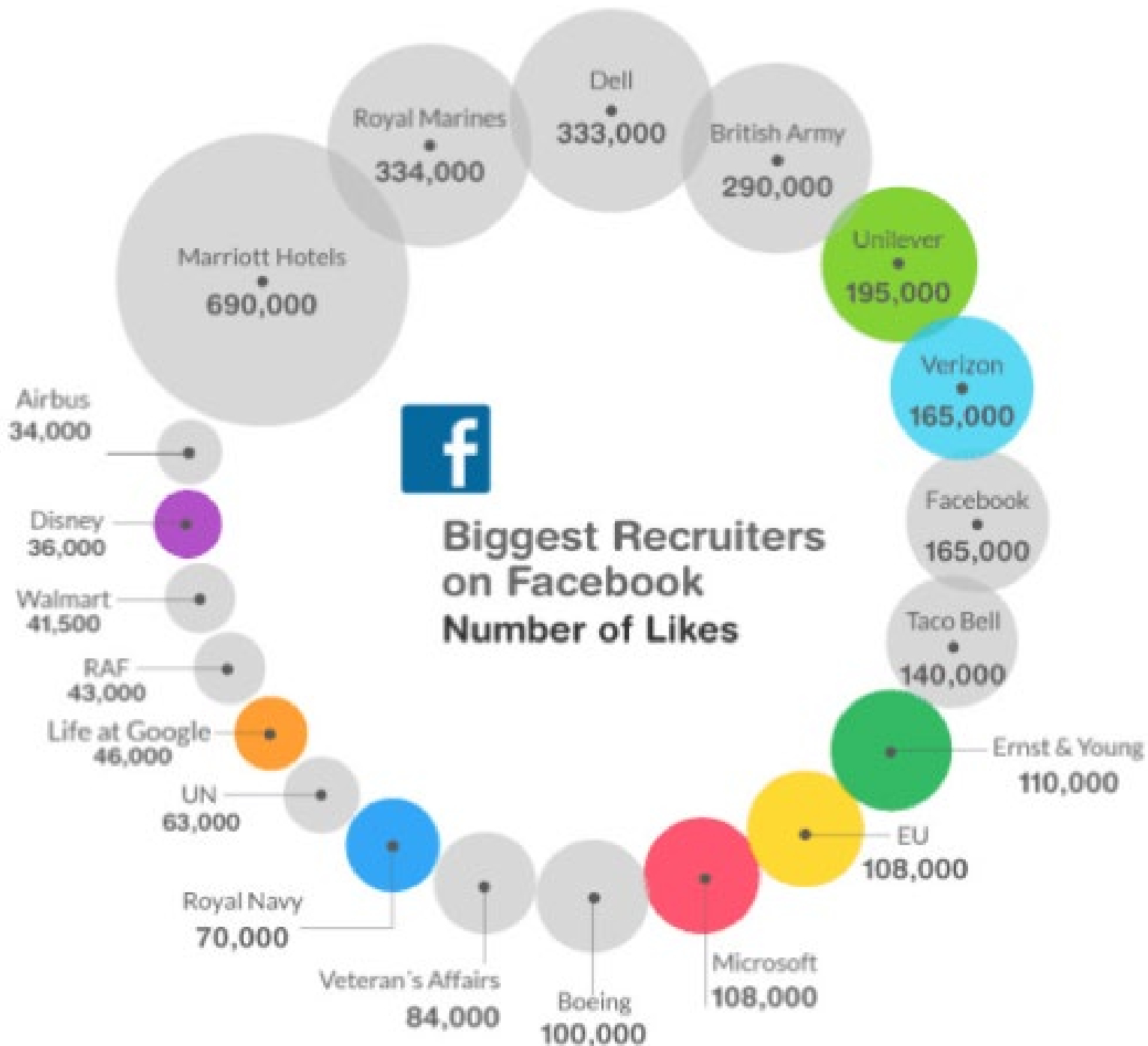
Don't bother companies you're applying to on Facebook or following up with recruiters after an interview on Twitter.



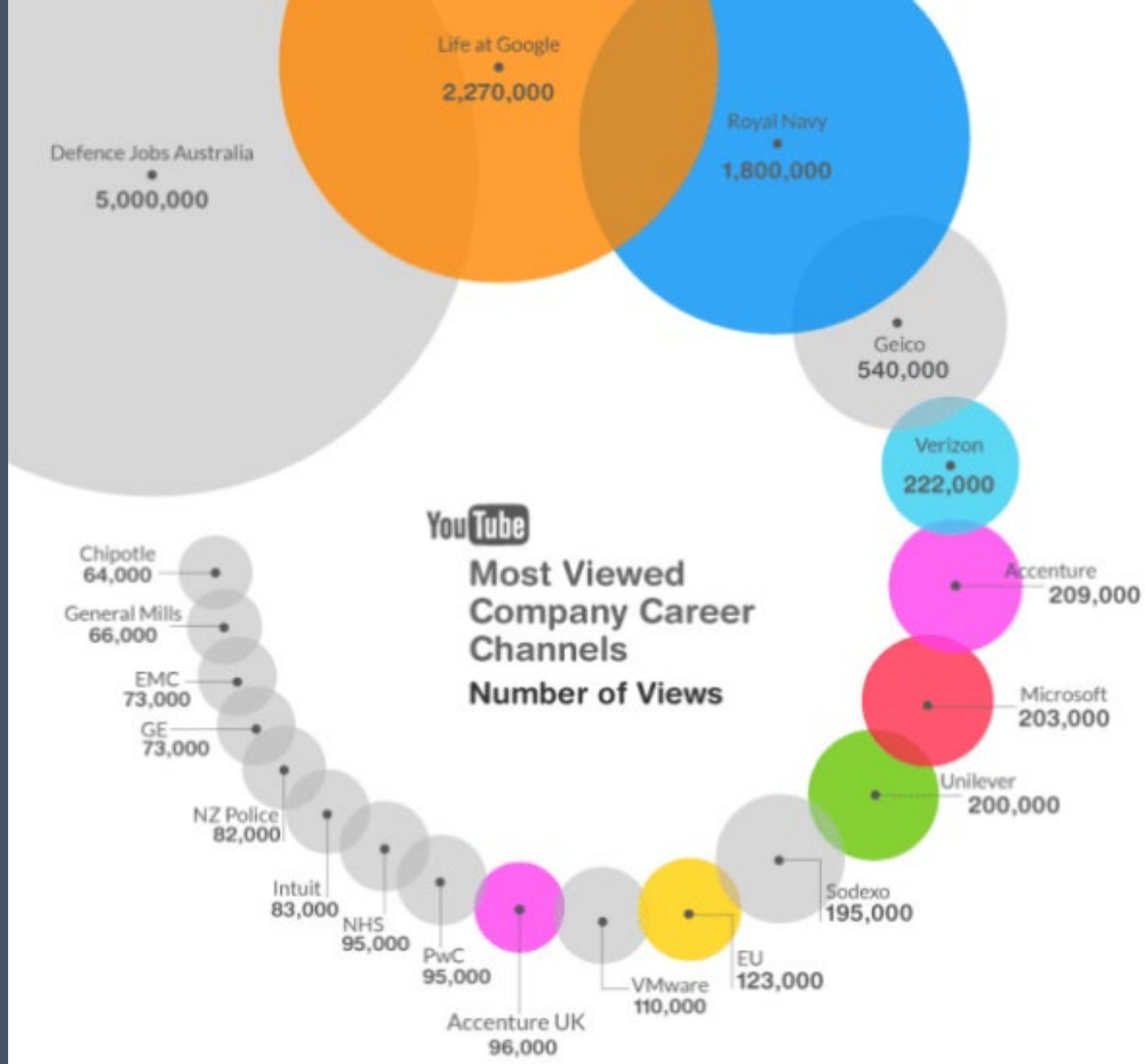
How Recruiters use Social Media



FACEBOOK



YOUTUBE



TWITTER RECRUITER TACTICS



- 95% Showcase employer brand
- 95% Post jobs
- 93% Generate employee referrals
- 93% Search for candidates
- 92% Vet candidates post-interview

SOCIAL MEDIA DO's AND DON'Ts

SOCIAL MEDIA DOs & DON'Ts

Be Respectful



Post About Politics or Religion



SOCIAL MEDIA DOs & DON'Ts

**Have a Presence
on LinkedIn**



**Overshare Personal
Information**



SOCIAL MEDIA DOs & DON'Ts

Learn to Love Your Privacy Settings



Trash Talk Your Employer



SOCIAL MEDIA DOs & DON'Ts

**Keep Sensitive
Company Info
Under Wraps**



**Post During the
Workday**



SOCIAL MEDIA DOs & DON'Ts

Contribute to the Discussion



Feel You Must Post Constantly



WHAT'S YOUR ONLINE PROFESSIONAL PRESENCE?

Google yourself... Is everything that comes up professional?

LinkedIn



Your Resume

facebook



Your Society

twitter



Your Broadcasts to your Network



Social Media
Describes
Who You Are

BUILDING A STRONG PROFESSIONAL PRESENCE

- Use your LinkedIn profile as your personal billboard
- Add a great headshot
- Let recruiters become aware that you are conducting a job search
- Provide details in your LinkedIn about your job history and tailor it to align with the position you want



BUILDING A STRONG PROFESSIONAL PRESENCE (CONT.)

- Request LinkedIn reviews from those who know you well and have worked closely with you
- Make an effort to interact regularly on LinkedIn to maintain your visibility
- Use a great headline that aligns with the position you are seeking



HOW TO KEEP YOUR BRAND RELEVANT



- Request LinkedIn reviews from those who know you well and have worked closely with you
- Make an effort to interact regularly on LinkedIn to maintain your visibility
- Use a great headline that aligns with the position you are seeking

QUESTIONS



THANK YOU



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