Skills for success: crafting your professional & personal online brand

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Table of Contents:

For your convenience, the chapters are clickable. Please check the *navigation bar* *at the top*

Introduction

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Introduction

Welcome to a guide on building confidence, clarity and credibility in how you present yourself online and in writing. Crafting your personal brand isn't about boastful self-promotion – it's about being visible, understood and aligned with your core values. In today's fast-paced professional world, especially in public service and other sectors, communicating your value and impact effectively is essential for career growth. This guide will take a practical, action-focused approach to help you enhance your professional and personal online brand.

About Orchard Talent Group

Orchard Talent Group is the **largest social purpose search and selection firm in Australia**; we possess deep expertise across the social purpose sector, from board director and executive appointments to managerial and frontline staff. We are proud to influence policy pertaining to the betterment of the social economy and we have fast established one of the most trusted brands through consistently delivering on client expectation.

Clients served by Orchard Talent Group include a diverse range of government and non-government organisations who are commercially driven and focused on delivering community impact.

We **operate at the nexus of government, private and community sectors** and intimately understand the nuances of developing candidate value propositions in areas where there may be candidate shortages and remuneration constraints, compared to the broader market. We focus on the intrinsic opportunity offered by our client organisation encompassing the operating environment, organisational values, company culture and the opportunity for impact.

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Why personal brand matters

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Why your personal brand matters

Your personal brand is essentially how others experience you – it's the reputation and image that comes to mind when people think of you. A strong personal brand builds trust, expands your influence and can open doors to new opportunities. It should authentically reflect your strengths, values and leadership potential. In the modern workplace (public sector included), visibility plays a big role in career progression. Colleagues, hiring managers and stakeholders form perceptions based on what they see and hear about you.

Importantly, recruiters and talent teams are proactively looking online for candidates. Search firms and internal HR teams commonly use LinkedIn as a tool to assess and approach professionals – in fact, around **95% of recruiters regularly use LinkedIn to find or vet job candidates**. If you're not actively shaping your own narrative, you risk being overlooked or misinterpreted. Building your brand is about communicating the value you bring and the impact you make in a way that resonates with others.

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The value of a strong online presence

In an age where first impressions are often digital, a strong online presence ensures that the first things people learn about you are positive and professional. Long before an interview or meeting, someone may search for your name online. Surveys show that about 80% of employers will Google potential employees before even inviting them to an interview. Moreover, professionals themselves recognise this trend – 65% say that an online impression can be just as significant as an in-person one. This means your LinkedIn profile, professional bios and other public information can shape opinions before you ever get a chance to speak for yourself.

A polished profile or online footprint can "open doors before you walk through them." When your online presence clearly conveys who you are and what you offer, opportunities are more likely to come your way. **The keys are to be findable, credible and consistent.**

- **Being findable** means using the right keywords and platforms so that people searching for someone with your skills can easily discover you.
- **Being credible** comes from having a professional, up-to-date profile that aligns with your real-world achievements (including a professional photo, accurate titles and no typos).
- **Being consistent** is critical for trust – your LinkedIn, resume and bio should all tell a coherent story. In fact, consistency across your professional documents and profiles promotes credibility and trust, whereas any discrepancies can raise red flags. If your online presence sends a consistent message about your values and abilities, others are more likely to view you as authentic and reliable.
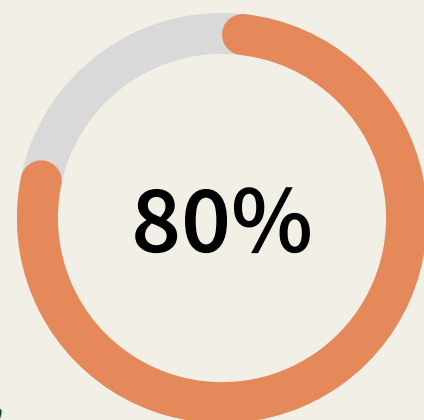
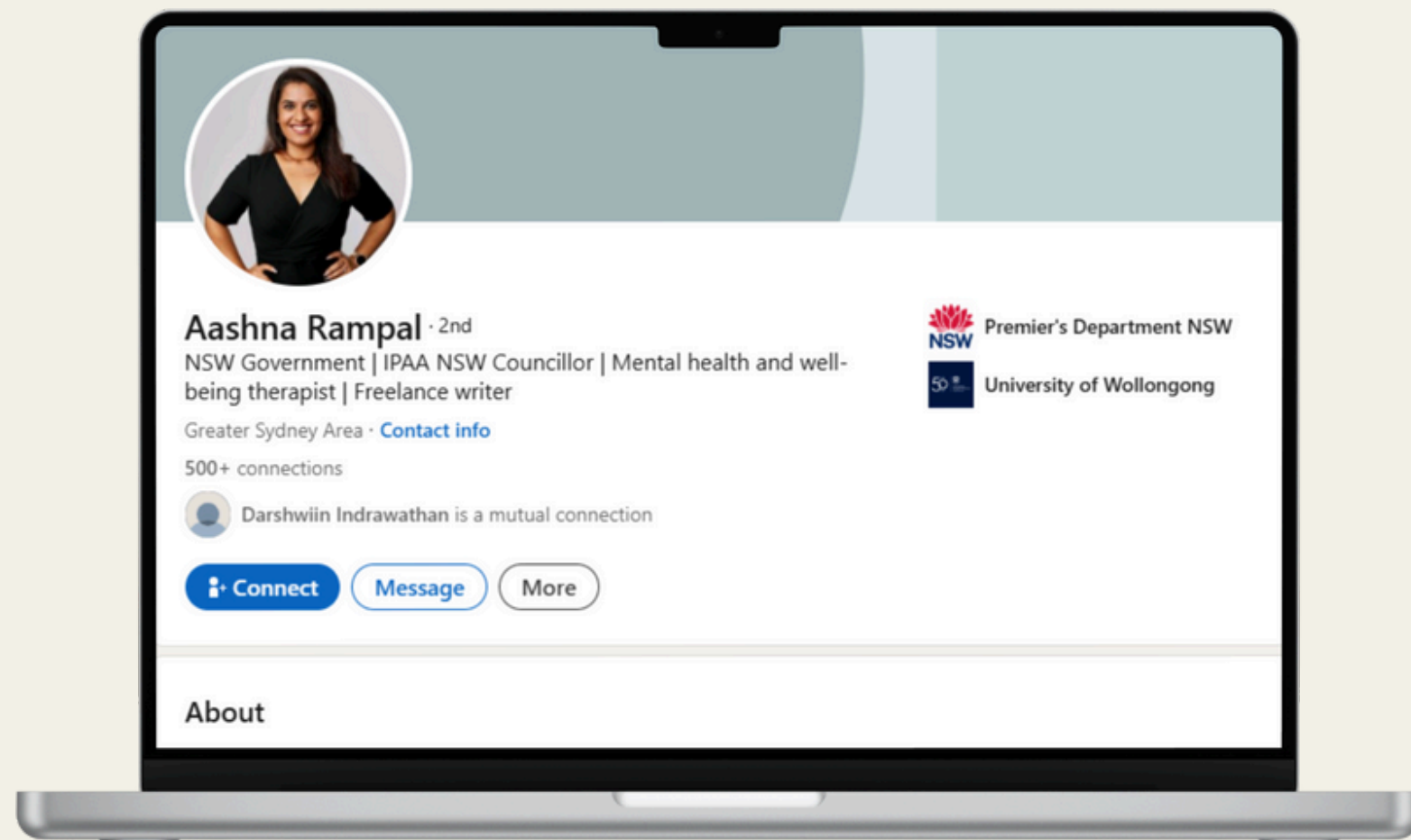**80%** employers will Google potential employees before inviting them to an interview
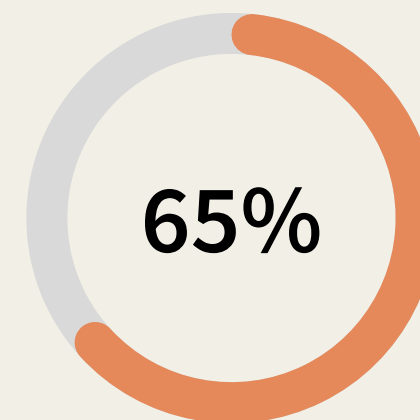
65% professionals say that an online impression can be as significant as an in-person

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Audit your online presence

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Audit your current online presence

Before you start enhancing your personal brand, take stock of where you stand.

1. A good first step is to Google yourself and see what comes up.
This is exactly what a potential employer or stakeholder might do. Are the results showing your professional achievements and profiles, or are they outdated (or worse, inappropriate)? Given that most hiring managers will research candidates online, ensure that what they find truly represents you. If you discover old bios, unsavoury pictures or inactive profiles, it's time to clean those up.

2. Next, critically review your primary profiles (especially LinkedIn)
Is your profile current and accurate? Check that your job titles, employment dates and descriptions are up-to-date and match your actual resume. Even minor inconsistencies or typos can undermine your credibility. Many recruiters admit they would dismiss a candidate over something as simple as a typo or poor grammar – one analysis found 77% of hiring managers will reject resumes with spelling or grammar mistakes. The same attention to detail should apply online. So, fix any errors in your profiles and ensure your information is correct.

Audit your current online presence

Before you start enhancing your personal brand, take stock of where you stand.

3. Ask yourself: Does your content reflect your professional values?

Scroll through your LinkedIn activity, your public tweets, or any blog posts or articles you've written. Do they reinforce the image you want to project? Remove or rephrase any content that might be misaligned with your values of professionalism, service, integrity, etc. Also, review your privacy settings on personal social media accounts – you might decide to keep some platforms private or limit what strangers can see.

4. Would you hire you, based on your online presence today?

Try to view your LinkedIn profile through the eyes of a hiring manager or a client. Is it immediately clear who you are and the value you bring? If not, note what needs improvement. By "getting your house in order" through this audit – tidying up profiles, fixing errors and highlighting the right content – you lay a strong foundation for an appealing personal brand.

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Optimising your LinkedIn profile

Your LinkedIn profile is often the centrepiece of your online professional brand. It's worth investing time to optimise it, as LinkedIn is a platform where you can be easily discovered by colleagues, recruiters and industry peers. Here are some **do's** and **don'ts** for a compelling LinkedIn profile:

DO's

Use a professional photo

- Profiles with a high-quality, friendly headshot get far more attention – on average, adding a profile photo can get you 14 times more views.
- Make sure it's a clear, recent photo of you dressed in work-appropriate attire, with a simple background.

Craft a clear headline

- Your headline (the line right below your name) should be more than just your current job title.
- Use it as a personal brand statement.
  - For example, instead of "Project Officer at Department X," you might say "Project Officer | Passionate about community engagement & policy impact."
- This brief line should encapsulate your role and what you stand for, making you immediately identifiable.

Keep your About section short and authentic

- The About (Summary) section is your chance to introduce yourself in your own voice.
- Aim for a few short paragraphs (or a list of key points) that answer who you are, what drives you and what value you offer.
- Be genuine – write in first person and share a bit of your professional journey or philosophy.

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DO's
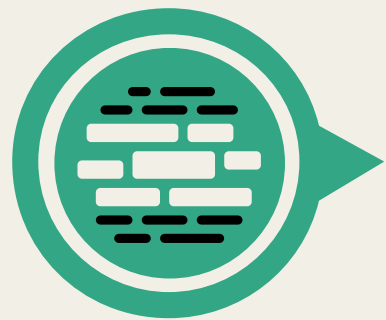
Include relevant keywords

- Think about terms that are important in your field (skills, tools, certifications, sector-specific keywords) and naturally incorporate them into your headline, about section and job descriptions. This improves your searchability on LinkedIn.
- For example, if you are in public policy, keywords might include "policy analysis," "stakeholder engagement" or "program evaluation." LinkedIn's search algorithm and recruiters' searches rely on keywords, so this increases your chances of being found.

Keep experience concise and relevant

- Under each role in your Experience section, focus on your major achievements and responsibilities in bullet points. Highlight measurable results (e.g., "Implemented a new workflow reducing processing time by 30%") rather than generic duties.
- This not only shows impact but also keeps your profile reader-friendly. You can provide more context than a formal CV might allow, but avoid overwhelming readers with too much text.

5×

more connection requests by listing a current position

31x

more likely to be discovered and contacted by listing at least 5 skills

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Optimising your LinkedIn profile

DON'Ts

Overuse buzzwords or clichés

- Terms like "results-driven team player," "innovative thinker" or "hard-working professional" are so overused that they become meaningless.
- Show your qualities through concrete examples in your accomplishments, rather than empty buzzwords.
- Stand out with specifics, not platitudes. (LinkedIn annually publishes lists of overused buzzwords – try not to feature on that list)

List inconsistent information

- Make sure the dates, titles and details on your LinkedIn match your resume exactly. Any mismatch (like overlapping employment dates or different job titles for the same role) can raise questions.
- Consistency signals integrity. As mentioned earlier, consistency between your LinkedIn and CV promotes trust, whereas discrepancies might suggest a lack of attention to detail or honesty.

Overdo visuals or emojis on your profile

- LinkedIn is a professional platform, not a place for flashy graphics or excessive emojis in your text. While you might use an occasional ✅ or ⭐ to make a point in a post, keep your profile sections themselves clean.
- Avoid using profile background images or formatting that distracts from your content. Simplicity and readability are more important than gimmicks, especially since many recruiters use LinkedIn on mobile devices or export profiles to PDFs.
- In short, keep the tone and content professional – unlike Facebook or Instagram, LinkedIn isn't the venue for memes, political rants or personal diary entries.

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By following these guidelines, your LinkedIn profile will project a credible and polished image.

Remember that LinkedIn also has features like **Recommendations** (where colleagues can endorse you – it's great to have a few strong recommendations) and **Skills endorsements**. Leverage these, but only in honest ways (endorse skills you truly have and consider asking trusted colleagues for recommendations).

An optimised profile not only helps others understand you but also works for you in your absence – often serving as a first "introduction" to people who come across you online.

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Writing a clear, professional bio

Beyond LinkedIn, you will often need a **short professional bio** – for conference programs, speaking engagements, company websites or even your team's intranet. A strong bio is another pillar of your personal brand. It should answer a few key questions: Who are you? What do you stand for? What drives your work? What makes you different? All in a concise paragraph or two.

To craft a compelling bio, keep it **short, clear and consistent** with the rest of your branding. One handy formula is: **Role + Passion + Impact + Values**.

For example, *"I am a [Your Role] with a passion for [X]. I have [Y years] of experience driving [positive impact] in [your field]. I'm committed to [a couple of your core values], which guide my approach to work."*

In those blanks, plug in specifics like "policy innovation," "improving access to education," "collaboration and integrity," etc. This formula ensures you cover the basics (what you do, why you do it, and how you do it differently).

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Writing a clear, professional bio

A few additional tips for bios:

Tailor the tone to the context
- If it's for a formal publication or your CV, you might write in third person ("Jane Doe is a project manager…").
- For LinkedIn or a company blog, first person is more personal ("I am a project manager…").
- Either way, be professional and avoid jargon that laypeople wouldn't understand.

Highlight what's unique
- You might mention a signature accomplishment ("led the launch of a $5M program affecting 10,000 residents") or a unique combination of skills ("blending a legal background with data analysis expertise"). This differentiator can make your bio memorable.

Be authentic
- As with your LinkedIn About section, authenticity is key.
- Share what genuinely motivates you – whether it's community service, innovation, problem-solving, etc. People connect with sincerity and clarity.
- You don't need grandiose claims; a humble, honest statement of what you care about is often most effective.

Keep it consistent across platforms
- While you can tweak wording for each use, the core message of your bio should align with your LinkedIn profile and resume summary.
- Consistency reinforces who you are. Someone reading your website bio and LinkedIn in sequence should feel they're reading about the same person (just in different formats).

Lastly…
- Once you've written your bio, have a friend or mentor read it.
- Do they come away with a good sense of you?
- Does it sound like a human (and not a robot spitting out clichés)?
- Revise until it's crisp and true to your voice.

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CV tips – tell a coherent story

CV tips – tell a coherent story

Your resume or CV remains a crucial tool in career advancement. Its primary **purpose is simple: to get you the interview.** To achieve that, your CV needs to present a coherent, clear and compelling story of your career that makes the reader want to learn more.

Here are key focus areas for your CV:

Coherence

Ensure your career progression makes sense at a glance. If you've made unusual career jumps or have gaps, consider a brief note or reordering to emphasise a logical narrative (for example, grouping relevant experience together). The reader should quickly grasp how one role led to another and how your skills have evolved. Use a reverse-chronological format (most recent job first) which recruiters expect and find easy to follow.

Clarity

Format your CV for easy reading and scanning. Use a standard, clean layout on A4 paper size. Avoid overly creative designs or graphics that might confuse both the human reader and the applicant tracking system (ATS) software.

Stick to simple fonts (Calibri, Arial, Times New Roman, etc.), consistent headings and bullet points for achievements. A busy or unconventional layout can be distracting – or worse, an **ATS might fail to process it**.

For example, many Canva-designed resume templates use text boxes and graphics that ATS software cannot parse, leading to your resume being rejected by automated systems. So, it's safer to use a traditional format with a clear hierarchy of information.

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CV tips – tell a coherent story

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Here are key focus areas for your CV:

Relevance

- Tailor every line of your CV to add value for the role you're pursuing. This means you might have to tweak your CV for different applications.
- Focus on accomplishments and skills that align with the job requirements. Recruiters spend mere seconds on an initial scan of your CV, so front-load it with relevant content.
- Use measurable achievements rather than generic job duties. For instance, say "*Managed a team of 5, delivering X project 2 months ahead of schedule,*" instead of just "*Managed a team.*" Numbers and concrete results help your accomplishments stand out.

A few additional tips

- Avoid using personal photos or headshots on your CV (can even trigger bias filters in ATS).
- Keep the length reasonable – contrary to old beliefs that a CV must be one page, 2-4 pages are fine (even preferred by many hiring managers) as long as every detail is pertinent.
- Use a **cover letter** to complement your CV, not repeat it. Cover letters should be individually written for each position, briefly explaining why you're a fit and why you're interested in that specific role and organisation. A generic cover letter is often obvious and can hurt your chances; showing genuine effort and interest can set you apart.
- Finally, proofread everything multiple times (and perhaps have someone else review for you) – as mentioned, typos or sloppy formatting can derail an otherwise strong application.

> **By treating your CV as a living document that tells a clear story of your professional journey, you make it easy for others to understand your background and envision you in the role.**

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LinkedIn vs CV – align and complement

It's important to recognise that your LinkedIn profile and your CV serve different (but related) purposes in your personal branding. They should align closely in content but not be identical clones. Think of them as two versions of your professional story: one is a public, dynamic profile and the other is a private, targeted document.

Here's how they compare on key elements:

1 **Headline**

- On LinkedIn, your headline is essentially your personal brand tagline (as discussed, it can be more expressive and value-oriented).
- On a CV, you might simply have a job title or a brief objective statement. For example, LinkedIn might read "Data Analyst | Healthcare Innovator | Passion for Evidence-Based Policy," whereas a CV might just say "Data Analyst – Department of Health, 2018–Present."
- It's okay for LinkedIn to be a bit more attention-grabbing.

2 **Experience Descriptions**

- LinkedIn allows a broader scope. You might include more roles (including volunteer work, side projects) and use a narrative tone with first person to describe your accomplishments. Keywords are important on LinkedIn for search optimisation.
- In contrast, a CV's experience section is succinct and achievement-focused, tailored to the job you're applying for.
- Nonetheless, the factual details (titles, dates, key achievements) should be **consistent between both**. For instance, don't list a job on LinkedIn that isn't on your CV or vice versa, unless there's a good reason. Inconsistency can confuse employers.

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Here's how they compare on key elements:

3 ### Tone

- LinkedIn is professional but often more conversational. It's acceptable (even encouraged) to write parts of your profile in first person ("I led a team…"), which can convey personality.
- Your CV, on the other hand, is formal and typically written in third person implied (no personal pronouns, just statements like "Led a team…"). The tone difference is subtle but important. LinkedIn lets you inject a bit more of you, showcasing your enthusiasm or values (e.g., mentioning your mission or what drives you in your summary). The CV should stick to the facts in a polished way.

4 ### Format and Depth

- Your LinkedIn is public and can be multimedia – you can attach portfolio items, link to projects, have people endorse skills or write recommendations. It's also dynamic; you update it continually and it grows with your career.
- Your CV is a static snapshot meant for a particular use (a job application, a promotion file, etc.). It's usually a PDF or printout that you tailor for that context. Because of these differences, LinkedIn might contain more breadth (you might list all 15 of your skills, whereas a CV might highlight the top 5 relevant skills for a job). LinkedIn might mention every job or education.
- Despite this, they must **complement each other** – someone cross-checking should see a coherent overall picture.

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In practice, ensure that LinkedIn and your CV align but don't simply copy-paste each other. One good habit is to review and update both at least annually (end of the year is a great time to reflect on your achievements, add new projects, and clean up descriptions).

Regular updates keep you "match-fit" – ready to seize new opportunities without scrambling to overhaul an outdated profile or resume.

Remember, recruiters often compare your LinkedIn and CV to verify consistency. When they match up well, it reinforces your credibility. When they differ significantly, it raises questions. So maintain them as two sides of the same coin, adjusted for their medium, but telling one story – your story.

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Using language that connects

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Using language that connects

The words and tone you use in your professional communications have a powerful effect on how others perceive you. To connect with your audience (be it colleagues, hiring managers or the general public), strive to use language that is clear, engaging and inclusive.

1

Be clear, not overly "corporate"

- Avoid heavy jargon, bureaucratic clichés, or overly complex sentences in your LinkedIn profile, emails, and cover letters. While you should use appropriate technical terms for your field, you also want a layperson to understand your value. Clarity is key.
- For example, instead of *"Leveraging synergies to facilitate stakeholder-centric outcomes,"* say *"Collaborating with teams to deliver results that stakeholders value."* Clear language shows clear thinking.

2

Use an active and inclusive voice

- Favour active voice ("I developed a new process…" rather than "A new process was developed…"). Active voice makes your statements stronger and more direct. Also, choose words that are inclusive and positive. For instance, in team descriptions, words like "collaborated," "partnered" or "led" sound better than "managed subordinates."
- Show that you value teamwork and diversity. If you have leadership values like collaboration, integrity or service, echo them in your language. (E.g., "I value integrity and transparency and I bring these values to my project leadership style.")

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3

Reflect your values

- As noted, weave in terms that reflect what matters to you professionally. If you pride yourself on public service, say so plainly. If continuous learning or innovation is important in your work, mention those concepts.
- This not only humanises your profile or bio but also attracts like-minded people.

4

Write to your audience, not at them

- When composing anything – a LinkedIn post, a networking email or a bio – imagine the reader and consider what they care about. Aim for a conversational yet professional tone, as if you're speaking to them respectfully in person.
- Avoid coming across as too stiff or, on the flip side, too colloquial. Reading your text out loud can help judge the tone. Does it sound like you talking to a respected colleague? That's a good measure.

Your tone ultimately shapes your personal brand's warmth and confidence. Particularly in fields like the public sector, you want to exude confidence and approachability. Show that you can communicate complex ideas in straightforward language. By doing so, you'll come across as someone who is both competent and easy to work with – a powerful combination.

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Building confidence and influence online

Having a polished profile is great, but building a personal brand also involves actively engaging with your professional community. Confidence and influence online grow when you participate thoughtfully. You don't need to post every day or become a social media celebrity; rather, focus on meaningful interactions and contributions in your areas of interest.

Consider these steps to increase your visibility and influence:

Engage with content that reflects your interests

- Follow pages, organisations and influencers in your field on LinkedIn. When they post updates or articles that resonate with you, interact. This could mean clicking "Like," but ideally also commenting with your perspective or a follow-up question.
- Thoughtful comments (even just a few sentences) can showcase your knowledge and get you noticed by the author and others reading.
- For example, if you're in environmental policy and someone shares a new climate report, you might comment on how it relates to a project you worked on, or ask a question about an insight in the report. This kind of engagement signals that you're passionate and informed.

Share what you learn

- One form of low-effort thought leadership is to share articles, books or experiences that taught you something, along with a brief note on your takeaway.
- For instance, you could post on LinkedIn, "*Just finished a project management course – my biggest takeaway was the importance of stakeholder communication. It reinforced that checking in regularly can prevent so many issues.* [Maybe tag the course or relevant people]."
- Such posts provide value to your network and also demonstrate your commitment to growth. Importantly, they're not bragging – they're sharing insights, which is the heart of thought leadership.

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Consider these steps to increase your visibility and influence:

Contribute and collaborate in groups

- Join LinkedIn Groups or professional communities (including any young professional networks or agency-specific groups relevant to you).
- Participate in discussions by answering questions or sharing resources. Collaboration in these forums builds your reputation as a helpful and knowledgeable professional.
- Plus, engaging with peers can lead to networking opportunities and friendships.

Be consistent but strategic with your activity

- Being active online doesn't mean you have to spend hours every day. It's better to contribute once a week with something thoughtful than to post noise every day. Interestingly, there's a lot of room to stand out: **only about 1% of LinkedIn's users post content weekly**, meaning a small minority create content and yet they generate billions of impressions.
- By simply being a bit more active than the average person – say, commenting on a few posts a week and sharing your own post once or twice a month – you're already distinguishing yourself.

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Remember, **quality trumps quantity**. You're building a personal brand, not chasing likes. A few well-placed, genuine contributions will gradually increase your visibility.

Over time, people may begin to recognise your name and associate you with insightful commentary in your field. That's the goal – to be known for the value you add.

And as your confidence grows, you might take bigger steps, like writing a longer LinkedIn article or speaking in a webinar. But start small and stay authentic.

You'll find that consistent meaningful engagement is a powerful way to enhance your online presence beyond just having a static profile.

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Managing risk and authenticity

While cultivating an online brand, it's crucial to balance authenticity with professionalism and be mindful of potential risks. **Being authentic** means being genuine and honest in what you share – people appreciate real stories and personal voice. However, authentic does not mean unfiltered or oversharing.

Here are some guidelines to stay on the right side of that line:

Keep content professional

- As mentioned before, treat LinkedIn as a workplace environment. That doesn't mean you can't be friendly or show personality, but it does mean avoiding posts that are too personal or off-color.
- Steer clear of heated political or religious debates on your professional channels, unless that's part of your role or personal mission and you're prepared for the ramifications. It's fine to share your values and support causes, just do so in a respectful and work-appropriate manner.
- If in doubt, imagine your boss or a potential future employer reading your post – would it be a positive or at least neutral reflection on you? If not, reconsider posting it.

Know your employer's social media policy

- Especially in public sector or corporate roles, there are often clear guidelines about what is acceptable to post online regarding your work. Be aware of these rules.
- For example, you may be prohibited from commenting on policy matters outside your purview, or sharing confidential information. Always ensure that your online activity doesn't violate any codes of conduct or confidentiality agreements.
- If you wouldn't say it in a crowded elevator at work, don't say it on LinkedIn or Twitter.

Avoid oversharing personal views or sensitive information

- Even if you have strong opinions, assess whether sharing them publicly is necessary or beneficial. Once something is online, it's hard to take back and you could be judged by it in the future.
- Many careers have been harmed by a single ill-judged tweet or post. In fact, studies confirm that a large percentage of hiring managers screen social media and will reject candidates due to inappropriate content.
- **85% of hiring managers say they've rejected a candidate because of something found online.** So the risk is real.
- You can have opinions but perhaps save the contentious ones for private conversations among friends.

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Here are some guidelines to stay on the right side of that line:

Use tools wisely and maintain your own voice

- It's perfectly okay to use writing tools and services (even AI tools like ChatGPT) to brainstorm ideas for your LinkedIn profile or posts. They can help overcome writer's block or suggest phrasing.
- However, always personalise and edit the output to ensure it sounds like you and meets your authenticity and tone standards. Automated, generic-sounding content can come across as insincere.
- Plus, AI might not get nuances of your work right. Use such tools as assistants, but you be the final editor.

Share personal stories with purpose

- Being authentic can include sharing a personal anecdote or challenge you overcame – but if you do, frame it professionally (what you learned, how it's relevant to your work) and don't divulge overly intimate details.
- For example, saying "*Earlier in my career, I struggled with public speaking, but I took on small speaking roles and now it's one of my strengths*" is a constructive personal share. It has a lesson and remains professional.
- On the other hand, a rant about a coworker or a deeply personal saga that isn't clearly work-related might not be suitable for your professional brand.

In summary, **protect your professional reputation** while still letting your personality shine through appropriately. When in doubt, err on the side of caution – you can be authentic without "laying everything bare."

If you make a mistake (perhaps you posted something that in hindsight wasn't ideal), it's often best to delete or clarify it and learn from the experience. Showing good judgment online is a part of your brand too.

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Common pitfalls and how to avoid them

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Common pitfalls and how to avoid them

Even with the best intentions, it's easy to slip up when managing your personal brand. Here are some common pitfalls to watch out for and tips on how to avoid them

❌ Typos and outdated information

Misspellings, grammatical errors or old job titles on your profiles/ CV can signal a lack of care. As noted, many employers won't tolerate these mistakes.

✅ Instead

- Proofread everything carefully (use tools like spell-check, Grammarly or a friend's eye).
- Also, set reminders to update your profiles every few months or whenever you change roles, so nothing stays outdated.

❌ Fancy resumes that ATS can't read

Visually complex Canva or infographic CVs may appeal to humans, but can hinder Applicant Tracking Systems and risk being unseen to employers.

✅ Instead

- Stick to simple, ATS-friendly formats.
- If you really want a designed resume for in-person networking, have a plain text version for online applications.

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Common pitfalls and how to avoid them

Even with the best intentions, it's easy to slip up when managing your personal brand. Here are some common pitfalls to watch out for and tips on how to avoid them

✖ Generic cover letters

Sending the same boilerplate cover letter everywhere (or none at all) is a missed opportunity. Recruiters can tell when you haven't bothered to customise.

✔ Instead

- Take the time to write a fresh cover letter for important applications, highlighting why that role and that organisation excite you.
- It shows effort and can push you ahead of candidates who didn't make the effort.

✖ Inconsistency across platforms

Presenting one version of yourself on LinkedIn, another on your CV and yet another on your company bio confuses your audience and erodes trust.

✔ Instead

- Maintain alignment in facts and overall message (while tailoring to medium as discussed).
- Regularly cross-check for consistency.

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Some positive practices to adopt

1

Regular updates

- Make it a habit to update your LinkedIn, CV and bio with new projects, certifications or achievements. This could be annually or after any major milestone.
- Regular maintenance keeps you ready for unexpected opportunities and ensures nothing crucial is omitted.

2

Reflection and growth

- Periodically reflect on how you've grown or what you've learned and infuse that into your personal brand.
- Maybe you realised you excel at cross-department collaboration – ensure your profiles mention that strength.
- Demonstrating a pattern of growth and learning makes your brand dynamic and future-oriented.

3

Attention to detail

- Little things count. Ensure your contact info is correct on all materials. Make sure formatting is consistent.
- These small details collectively make a big impression that you're diligent and professional.

> **As recruiters ourselves (speaking from the viewpoint of HR professionals), we notice these details. The good news is that by avoiding common mistakes and being proactive in your updates and self-review, you'll already be ahead of many peers. Consider doing a thorough review of your personal brand artifacts at least once a year – think of it like an annual check-up for your professional presence.**

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34

Key takeways

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If you do nothing else…

Feeling a bit overwhelmed by all these tips? If you want to start small, here are three practical actions you can take in the near term that will give you a solid boost.

1.

Update your LinkedIn headline and About section (this week):

Take 30 minutes to rewrite your headline to be more than just a job title – make it a slogan for your professional identity. Then edit your About summary to be concise and genuine, incorporating your key skills, passions and what you're looking to achieve. Even a short, improved summary can greatly increase profile impact.

2.

Review your CV for clarity and consistency

Print it out or view it fresh. Look for any jargon to simplify, any bullet point that doesn't start with a strong action verb or any information that might be outdated.

Check alignment with your LinkedIn (dates, titles, key achievements). Streamline the format if needed for readability. A cleaner, tighter CV will increase your confidence in applying to new roles.

3.

Write or refine your short professional bio

Draft a 3-4 sentence bio that you could use in a speaking introduction or on your company website.

Make sure it covers the basics (role, experience, passion, values) as discussed. Having this ready means you won't scramble when someone asks for "a few sentences about you."

You can also use it as the basis for your cover letter opening or LinkedIn summary.

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Each of these tasks is manageable and can be done in a brief sitting. You don't have to do everything at once – even small updates now can make a big impact later.

By dedicating a bit of time to these basics, you set yourself up for opportunities that may come when you least expect them.

good luck

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