

## Your Personal Brand

Today's candidate is more exposed than ever. A resume and a winning smile are no longer enough to get you the job, especially if the interviewer believes they already know you before you've even met. The modern interviewer upon receipt of your application has already searched for you on Facebook and LinkedIn and formed an opinion before even picking up the phone. If you have blogged, posted commentary on another's site, a quick Google search will find it, no matter how long ago it was posted. You are already smack in the spotlight, are you ready to have your Online Brand judged this way?

Your Online Brand is more powerful than presenting it via a resume. Once online, the interviewer can "click thru" and see who you have worked for, articles you have written, photos you're tagged in and often find contacts you have in common. Not having a social media profile causes the same negative reaction as having a poorly presented one. That's good enough an argument to not only have an Online Brand, but to be sure it's a very positive experience for the reader, most likely your future employer.

There are only three reasons for not having an Online Brand – the desire to protect your privacy, technology has passed you by, or you simply haven't gotten around to it.

### PRIVACY

While Facebook is perfect for sharing with friends, if you are on the job market, it can work against you. What you were doing in those photos at that party on Saturday night may be a laugh to you and your friends, but is that how you want your future employer to see you? Ensure your Facebook page is private and only those directly connected to you can see your activity and photos. Go to:

- Settings > Privacy Settings > Privacy Settings and Tools
- Edit "Your Activity", "Who can see your future posts", "Review all your posts and things you are tagged in", and "How people can find and contact you", changing all settings to Friends only / Private

A well written LinkedIn profile is something that you do want **Public**. You can however adapt your privacy settings if you want to check out your interviewer's profiles and not have them know you are doing so. If you don't have a Jobsearch profile, simply edit your most recent job title to "Open to new opportunities" as consultants and employers use this shortcut to search for their vacancies. To adjust your privacy settings for views, go to:

- Privacy and Settings and re-enter your password when prompted
- At Privacy Controls, "Select what others see when you've viewed their profile"
- Change your setting to "You will be totally anonymous" then
- Select who can see your connections" so you are not being informally referenced without your knowledge

### A TECHNOLOGY ROOKIE?

Creating a LinkedIn profile is one of the easiest things you can do and even as a very basic user, can be at no charge and done well, can yield excellent results. LinkedIn's profile creator has a step by step guide, however here are some tips on how to create a profile that will not only attract viewers, but leave them with a very positive experience.

- Do use a professional photo, a headshot is ideal. Party and family shots are best left for Facebook. Don't pose with props such as phones; if you want to look like a professional, be well suited, have a slight, warm smile and face the camera
- Do use your full name. Initials and acronyms make it harder for people to find you
- As LinkedIn is not a job board, your profile should be reflective of your resume but differentiate itself also. DO focus on how you've added value in your roles and showcase you in line with the work you are now seeking, not just what you have done
- DON'T go too far back in time like you would a resume as you want it to look clean and relevant to the work you are seeking. Focus on at least two of your most recent roles and if you have any complimentary articles you've written, projects you've worked on, upload them to the links provided for each role summary
- Do connect with people you have worked with / for / know well to get your connections up as high as possible.
- DO request recommendations from your connections to display at the bottom of your profile. Aim for at least three. This is a public reference and gives your interviewer extra confidence to move you forward in the recruitment process
- When adding the companies you have worked for, DO include website URL's
- DO join groups that are relevant to your area of experience and have the logo badges displayed at the bottom of your profile. This shows that you are actively engaged in your industry
- If you have commented in these groups, DON'T leave negative commentary up to be seen
- If you are using Twitter, DO start following relevant companies and thought leaders in your industry
- If you are new to Twitter you won't have followers and if you are still learning the ropes, retweet the commentary of others, again relevant company messages and messages from thought leaders
- DON'T have an obscure Twitter name or one that could be perceived as offensive. Use your name so that you are easily found in searches
- Everyone has an email address but DON'T use nicknames or potentially off-putting / offensive addresses when applying for roles. You'll be surprised how this simple mistake can put off a prospective consultant or employer

### HAVEN'T GOTTEN AROUND TO IT?

Well now that you've read the above, you simply have no excuse. Create your personal brand today or if you have one already, review it and benchmarked to our advice, rework it to **ensure your Personal Brand is a stand out**, for all the right reasons.