

# DEVELOPING YOUR BRAND

## DEVELOP YOUR BRAND

According to [influencermarketinghub.com](http://influencermarketinghub.com), your personal brand is how you promote yourself. It is the unique combination of skills, experience, and personality that you want the world to see in you. It is the telling of your story, and how it reflects your conduct, behavior, spoken and unspoken words and attitudes.

Consider taking inventory of who your audience will be and what traits, values, passions, strengths and goals you offer them. What impressions do you want to make on them immediately?

In the job search, your personal brand begins when an employer receives your resume and continues when they Google you, inquire about you to their network, call your references and is solidified when they meet you in person. Does the employer “meet” the same person at every place?

*There are other tip sheets to help you build a strong resume and interview skills. This resource focuses mainly on your online brand.*

## YOUR ONLINE BRAND

This is your presence on social media and networking websites. It communicates your professional (or lack thereof) potential and fit to prospective employers. The information employers find when they Google you can make or break their decision to hire you. Putting forth an effort to proactively and carefully develop your online presence and brand will benefit your job search.

### Prepare Social Profiles

Online networking sites become your virtual resume and business card. Pay attention to privacy settings and control strangers’ ability to view information. Use correct grammar and spelling to convey a level of professionalism and maturity even on purely social sites. Always interact with your career in mind.

**LinkedIn** is a professional networking site that allows you to share your virtual resume and demonstrate your expertise as you follow companies, join groups and communicate with professionals. Please see the LinkedIn Tip Sheet for additional help building your profile. *Maintain a professional presence and ask for introductions.*

**Facebook** is a social networking site that allows you to communicate your personality, interests and values. *Review pictures, postings, pages you follow/like and use correct grammar.*

**Twitter** is a professional and social networking site that allows you to follow companies and industry leaders and engage by sharing information and participating in the conversation. *Participate often and professionally. Remain relevant.*

**Pinterest, YouTube** and **blogging** outlets allow you to communicate your interests, creativity and/or skills.

## DEVELOP YOUR STRATEGY

Assess your current presence on networking websites by Googling yourself. Consider setting-up a personal Google Alert.

Decide what message you want your profiles and posts to communicate to employers and your network. Strive to strengthen and bring consistency to your profiles. Read and comment on career related blogs and articles and join professional groups.

## YOUR EMAIL

Communicating professionally through email is extremely important when building your network and job searching. Develop good habits so you don’t accidentally use “text talk” in your emails, resume and cover letters.

### Brand Extension

While a student, using your [ut.utm.edu](mailto:ut.utm.edu) email is fine. As you transition into the world of work, consider creating a professional email that contains your name: [firstname.lastname@domain.com](mailto:firstname.lastname@domain.com).

Always write in a professional tone, not conversational. Be cautious of your word choices as an email is void of body language, and a “tone” can be misunderstood. Don’t compensate attempts at sarcasm or humor with emoticons or exclamation points.

### Content

Always include a subject line, salutation and closing. Remember, emails can be quickly and easily forwarded to others. Make sure the topic is not of a private nature. Adhere to spelling/grammatical rules. Proofread before you hit send.

### Attachments

Check with the recipient to ensure that it is permissible for them to receive attachments. Ensure that the type of file you are sending can be opened by the recipient to maintain software compatibility. Keep file size as small as possible to avoid allow for efficient access.

## YOUR RIGHTS

Employers do not have the right to ask for your passwords (social media, email, etc.), but if the position includes you using the organization’s social media sites, they may ask that you log into your account to demonstrate knowledge of navigating the various social media platforms. In this case, keep in mind that your social media presence is even more relevant to your job search.

