

# LOVE YOUR CAREER



PRESENTER  
Jennifer McConnell

DATE 11/02/2021  
WORKSHOP TITLE  
My Personal Brand-Digital

# HOUSE KEEPING AND EXPECTATIONS

- Video on and mics off
- Group and individual activities - engage in the module & contribute to discussions & ask questions
- Option 1: Use chat box to engage and ask questions
- Option 2: Raise your hand and wait to be called to speak

# AIM

To provide you with an opportunity to learn about and to use a toolkit for developing a digital personal employability brand

# LEARNING OUTCOMES

**By the end of the workshop in relation to your digital personal employability brand you be able to:**

- Recognise it's importance
- Learn about the first 3 key tools to help you develop an impactful brand
- Reflect on your current brand
- Identify appropriate platforms to use
- Explore examples of effective and ineffective brand mantra techniques

**IMAGINE YOU HAVE  
AN EXCELLENT  
PRODUCT YOU  
WOULD LIKE TO  
SELL. HOW WOULD  
YOU SELL THIS  
PRODUCT?**



# YOUR PERSONAL BRAND

- Start with your CV
- Self Assessment

YOUR PERSONAL BRAND includes your:

- Education
- Work Experience
- Skills
- Personality
- Interests/Achievements
- Opportunity to show how your Personal Brand Matches an Employer OR Industry

# YOUR PERSONAL BRAND

- When you interact with people, both online and offline, they'll build up an image of who you are over time.
- You want to be in control of all of those impressions.
- Your personal brand is all about who you are and what you want to be known for!

# PERSONAL BRAND

## YOU ALREADY HAVE A PERSONAL BRAND

**94%**

of companies using  
it to locate new  
hires

>

**73%**

of 18 to 34 year-olds  
found their last job through  
a social network

>

**50%**

of employers using social  
media to screen candidates  
when they apply



# YOU CAN HAVE AN ACTIVE WEB PRESENCE WITHOUT BARING YOUR SOUL

“I’m really kind  
of a private  
person”

“I hate social  
media”

# YOUR PERSONAL BRAND TOOL KIT

## 1. ANALYSE YOUR CURRENT BRAND

- Google yourself
- Is what you've found professional? (photo, email, content)
- Would you want an employer to see this?
- Will the information support or contradict what you've put in your CV and applications?
- If you found nothing, is that really helpful to your professional reputation?





**ACTIVITY: RESEARCH YOURSELF ON GOOGLE AND TYPE  
IN THE CHAT**

**WHAT WEBSITES CAME UP?  
WAS THERE ANYTHING YOU DIDN'T WANT TO BE  
LISTED?  
IF YOU HAVEN'T FOUND MUCH, HOW WOULD YOU  
ADDRESS IT?**

# YOUR PERSONAL BRAND AUDIT

**NAME:** Are you known? By who?

**PICTURE:** What does it say about you?

**REPUTATION:** How would your colleagues describe you? How do you want to be described?

**VISIBILITY:** How are you positioned? Are you visible digitally? Do you have followers? Who do you want to add to the list?

**CREDIBILITY:** Who knows what you value? What you are passionate about?

**RELEVANCE:** What added Value can you bring to Employer/Industry/Stakeholders?

**BRAND IDENTITY:** Can your work be identified? Do you stand out? Why?

# YOUR BRAND TOOL KIT

## 2. SELECT YOUR PLATFORM



LinkedIn is the largest business-orientated global networking platform with 2,161,000 registered users in Ireland.



There are about **330 million** monthly active users on Twitter

# TWITTER



- Stay informed about your sector & build your network by following influential figures & organisations.
- Contribute your balanced insights & build your professional reputation – share interesting articles, research etc.
- Use hashtags to connect with issues but don't overuse.
- Retweet when appropriate – this can help your visibility but don't overdo it!
- Use Twitter search tools to see who is hiring.
- Ensure to have a strong bio to highlight your professional focus and goals – use appropriate imagery always.
- Keep active on the platform.

Some tips taken from: <https://www.blueskyresumes.com/blog/11-concrete-ways-to-use-twitter-for-networking/> & <https://careers.workopolis.com/advice/4-ways-twitter-can-boost-career/>

# YOUR BRAND TOOL KIT

## 3. IDENTIFY YOUR BRAND MANTRA


### Ask yourself:

- How do people benefit by working with me?
- What words do others use to describe me?
- What are the words I would use to describe my work?
- Who is my target audience?

Building influence: <https://www.linkedin.com/learning/creating-your-personal-brand/building-influence>




# LINKEDIN HEADLINE



**Lizabeth Grantham**  
Student at Resume Worded University  
Washington D.C. Metro Area

Currently seeking  
opportunities  
'11 Business Studies

**Arpita** • 2nd  
open to opportunities  
San Francisco Bay Area

 Althaf Hussain, Sunetra Ray, and 12 other shared connections

Looking for a new start for  
my career  
'12 Human Resource Manag..



• 1st

Software Engineer at Goldman Sachs

Greater New York City Area

Past: Software Engineer (Student Organization) at 1834 Software

Michael Scott, Jack Bartlett, and 97 other shared connections

• 1st

Software Engineer at Qwell

Greater New York City Area

Current: Software Engineer at Self Employed Freelance Software Engineer

Ann D. Vu, Saeed Jabbar, and 5 other shared connections

• 1st

Software Engineer at DoorDash

Greater New York City Area

Past: Software Engineer at Squarespace

Ted Li, Eric Barradas, and 24 other shared connections

• 1st

Software Engineer

Greater New York City Area

Current: Senior Software Engineer at Instagram

Kartik Mehta, Eric Barradas, and 33 other shared connections

• 1st

Software Engineer at RevTrax

Greater New York City Area

Past: Developer at Sinobest Information Technology Ltd - Project: Software Development and Management System • Developed Information...

Mel Liebergall, Laurie Bennett, and 38 other shared connections

• 1st 

Software Engineer in Data, Revenue Optimization at WeWork

Greater New York City Area

Past: Software Engineer at Vela

**Everyone  
Uses The  
Same  
Formula!**

**NOT RECOMMENDED**

# LINKEDIN HEADLINE



Kevin [redacted] · 2nd

Software Development Student | Seeking Full-Time Software Engineer Job | Java, PHP, JavaScript, C++ | 2020 Graduation

Megan [redacted] · 3rd

Selling & Sales Management Major graduating in December 2019 and looking for full time sales & marketing position

Nicola [redacted] · 3rd

Freelance writer and recent graduate with a First Class Honours (BA) Degree in English and History at University College Cork.

Steve [redacted] · 3rd

Executive experienced in strategic planning, program evaluation, cost analysis, budget management and board governance.

Tristan [redacted] · 1st

3D Animator / Environment Artist / Digital Artist - Seeking Entry-Level Opportunity!

Mikaila V. Smith · 3rd

Rhodes Scholar studying Refugee Studies and Chinese Studies

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',

# RESUME WORDS



**Noelle Duchesne**

Aspiring Java Software Developer | Seeking Entry-Level Programming Position | Experience with JavaScript and Python

San Francisco Bay Area

Connect

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



# ANY QUESTIONS?

Jennifer McConnell

Careers Advisor

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