

PERSONAL BRANDING

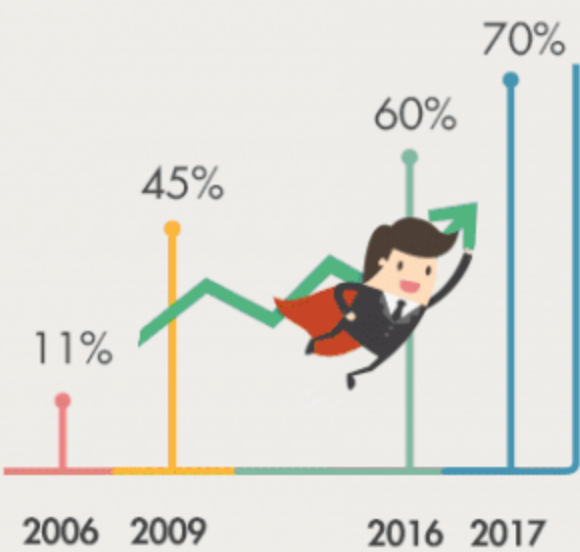
OR HOW TO MARKET YOUR STRENGTHS & UNIQUENESS TO RECRUITERS

If you are looking to improve your chances of getting hired, then you will want to learn more about personal branding.

WHY IS PERSONAL BRANDING SO IMPORTANT ?

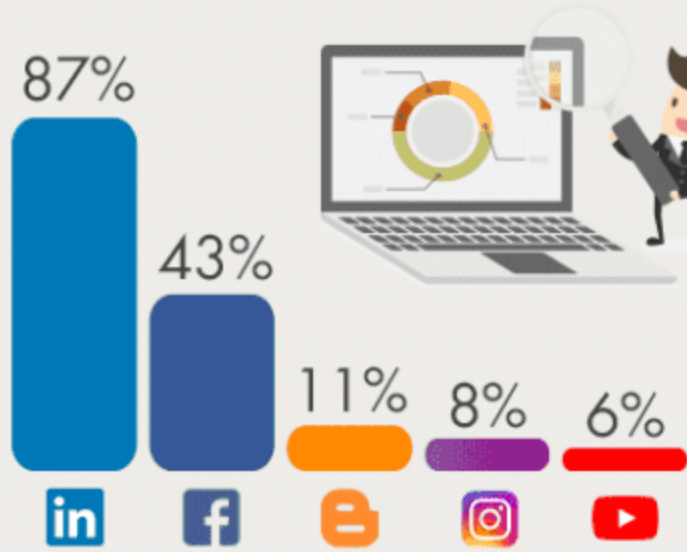
SOCIAL MEDIA SCREENING GROWTH RATE

70% OF COMPANIES USE SOCIAL MEDIA TO SEARCH FOR JOB APPLICANTS



PLATFORMS USED FOR CANDIDATES EVALUATION

87% OF THE RECRUITERS THAT LOOK YOU UP ONLINE, WILL USE LINKEDIN



PERSONAL BRANDING PITFALLS

23%

LIES ABOUT QUALIFICATION

38%

POSTS ABOUT DRINKING/DRUGS

39%

PROVOCATIVE CONTENT

27%

BAD GRAMMAR AND SPELLING

32%

DISCRIMINATORY COMMENTS

22%

UNPROFESSIONAL NAME

HOW TO BUILD A SUCCESSFUL PERSONAL BRAND ONLINE

IF DONE RIGHT, PERSONAL BRANDING CAN HELP YOU LAND YOUR DREAM JOB!



SIX IN 10 EMPLOYERS WON'T CALL YOU FOR AN INTERVIEW IF THEY DON'T FIND YOU ONLINE.



FOUR IN 10 EMPLOYERS REPORT THAT GOOD ONLINE CONTENT RESULTS IN A JOB OFFER.

WHAT INFORMATION ON YOUR SOCIAL MEDIA PROFILES CAN HELP YOU GET HIRED?



THE PERSONAL BRANDING STATEMENT

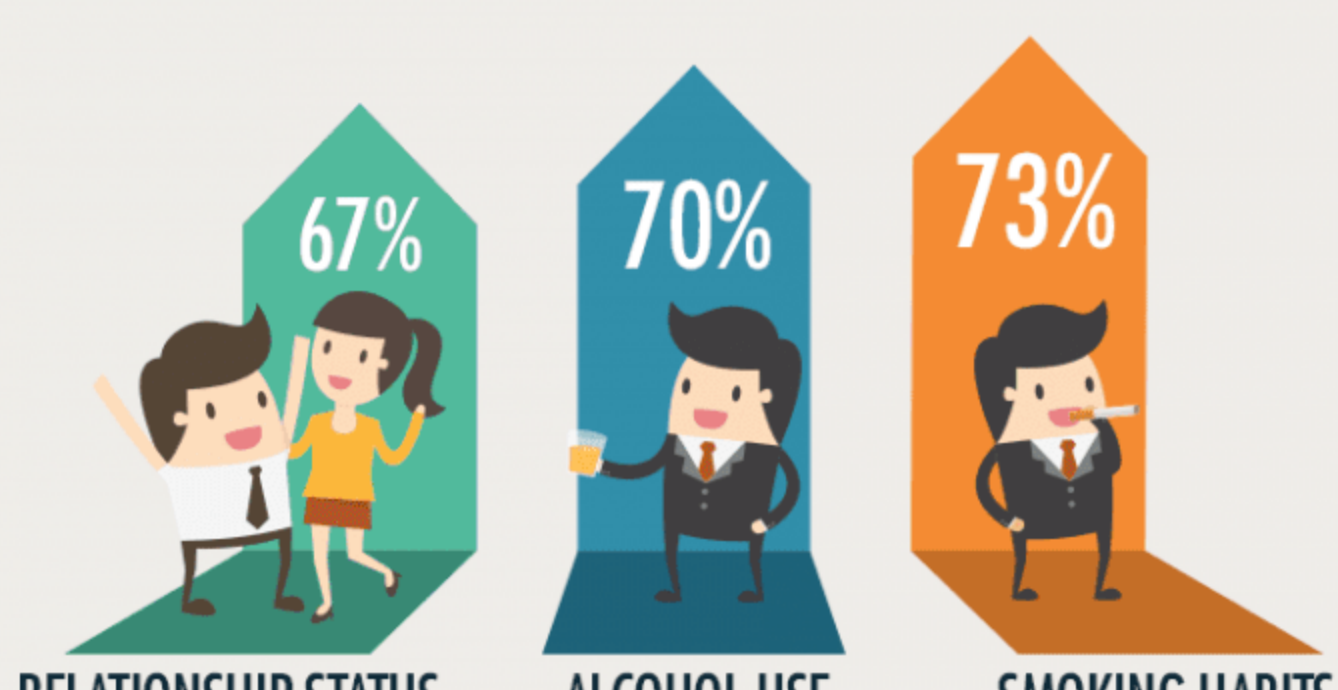
3 CRUCIAL POINTS

- VALUES
- GOALS
- EXPERIENCE

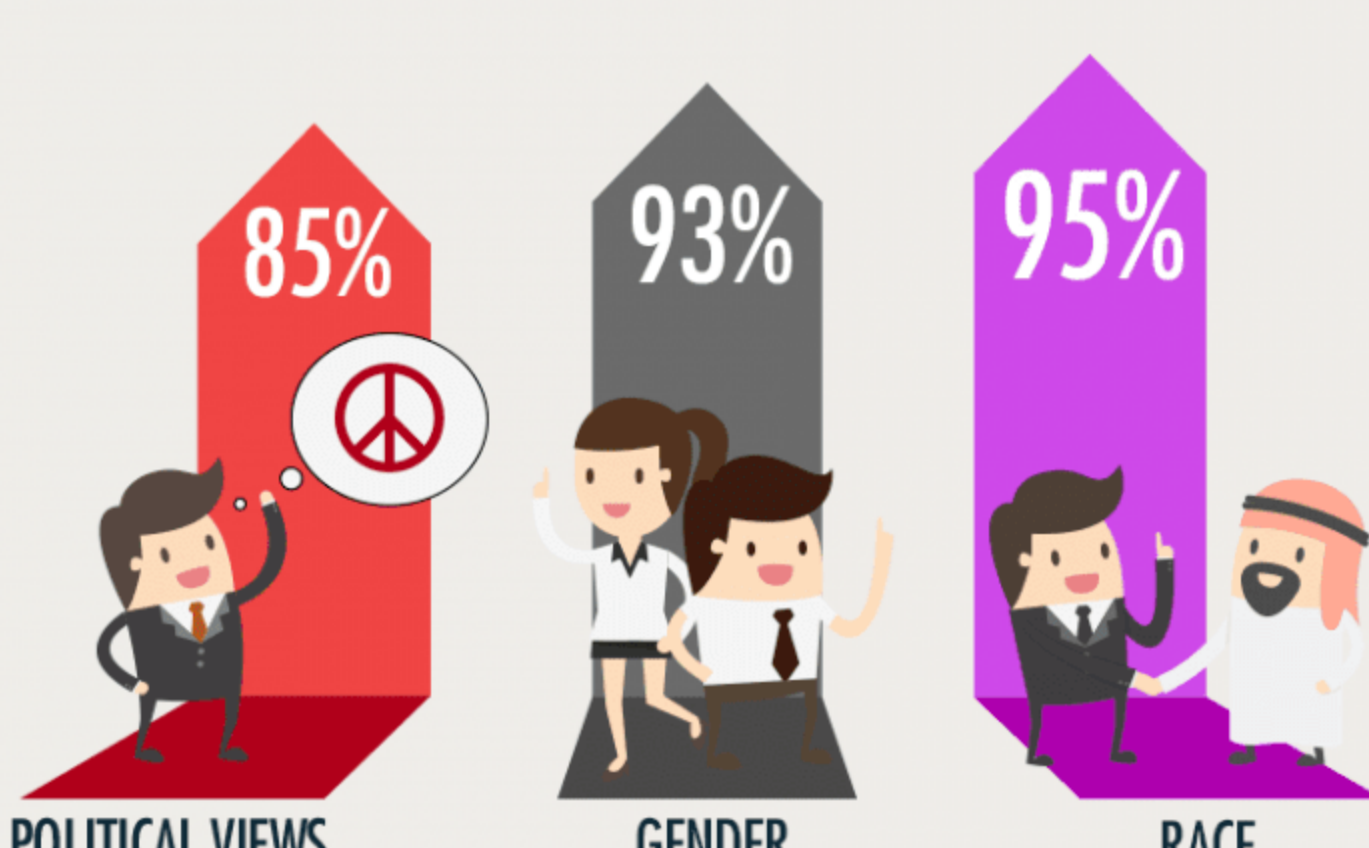
30 WORDS IN LENGTH

1-2 SENTENCES THAT SUM UP YOUR VALUES, GOALS, AND EXPERIENCE THAT MAKE YOU UNIQUE

DOUBLE CHECK THE PAGES YOU FOLLOW!



ALGORITHMS USE YOUR FACEBOOK LIKES TO PREDICT SENSITIVE INFORMATION WITH A HIGH ACCURACY %...



BE MINDFUL OF WHAT YOU LIKE!

YOUR ACTION PLAN:

1. SCREEN ALL YOUR SOCIAL MEDIA PROFILES
2. DELETE INAPPROPRIATE CONTENT
3. PICK AN APPROPRIATE PROFILE PICTURE
4. WRITE YOUR PERSONAL STATEMENT
5. UNIFY YOUR SOCIAL MEDIA BIOS