

 **BUILDING YOUR BRAND**

Your online presence is an excellent tool that enables you to build a professional image and professional brand if used properly and deliberately. It is up to **YOU** to build your brand in a way that will ensure you stand out among the rest when looked at by potential employers. Here are some of the tips and tricks we use at AccruePartners that are sure to leave a positive lasting impression:

POLISHING YOUR SOCIAL MEDIA

An easy way to determine the kind of brand you are building for yourself is to [google your name](#). Are you led to your blog, LinkedIn, or the articles you've written? Or are you led to pictures from your college spring break or the number of times you've checked in at your favorite bar? Remember that your social media presence is a part of your resume. It is critical that none of your online profiles contain anything that may lower your chances of landing a job. You can ensure this through these steps:

- 1) **Set your personal accounts to private.**
(Trick: A great tool on Facebook is the "View As" button that shows you what the public sees when they view your profile. This can give you an idea of what privacy settings you might need to change!)
- 2) **Get a professional photo taken for your profile pictures.**
(Trick: Using the same photo for all your social media platforms will help increase your recognition by prospective employers)
- 3) **Delete old posts and tweets that don't display who you are in a positive light.**
(Trick: You should even look out for posts you've liked or commented on that could jeopardize a job opportunity, even if it may not seem like negative content initially).
- 4) **Join a professional group.**
Joining a LinkedIn group or a meetup group is a great first step to meet new people, network and start to establish your brand.

LET'S TALK LINKEDIN

LinkedIn is one of the most powerful ways to build your professional brand. While you may utilize LinkedIn for networking, connecting, and job searching, companies use it for recruiting and sharing their company information to potential employees. Here's our advice on how to build the best profile and how to use it to your advantage:

- 1) **Professional Photo** – No need to splurge on a professional photo shoot, but make sure you've chosen the appropriate clothing, background, and lighting for a professional as opposed to casual picture.
- 2) **Professional Summary** – Use this box to give your best 90-second pitch about who you are – be concise but memorable.
- 3) **Professional Profile** – Be sure to fill your profile with your work experience, education, skills, and interests. Remember that your profile benefits from including keywords that search engines, recruiters, and hiring managers are looking for.
- 4) **Connections** – Connect with anyone and everyone that you know, email, speak to, or leave a voicemail with. You want connections who are relevant to your line of work or that could lead you to a job opportunity. The more connections you have, the stronger your brand becomes.
- 5) **Posting** – Sharing and liking articles relevant to your industry is a great way to show your involvement, passion, and interests.

YOUR VOICE AND IMAGE

Your online presence reflects your values, skills, and persona. The content you share, like, retweet, and write becomes your **public narrative**. This carries heavy importance in your professional life in sharing your image, mission, values, and vision. Here's what we recommend to ensure that image is the best reflection of you:

- 1) Don't be afraid to share your achievements, passions, and tidbits of your personal life. (You want to share a glimpse of who you really are without oversharing).
- 2) Keep your message and voice **positive**. Don't use your social media platforms to complain or lash out about your issues or political beliefs.
- 3) Keep your brand and image **consistent**: Your presence online should solidify that you are a memorable and trustworthy employee.