

Personal **Branding**

aka How Not To Be a Schleb

What is **personal branding**?

Effective Personal Branding

- Show your passion

“If someone were to ask someone you had just met what you’re about and what you’re like, what would you want them to say?”

- Portray yourself the way you would want them to describe you (so not necessarily “I AM PASSIONATE”, but show through what you’re involved in)
- Establish and keep consistent across all platforms
- Create some sort of narrative or theme, especially if have multiple interests

Platforms for Personal Branding

How others perceive you -- what you do and what you've done.

- Affected by social media presence (Twitter, Tumblrs, get creative)
- Affected by LinkedIn
- Affected by personal websites
- Not just an online thing; need to do things in real life that reflect what your brand is (use online to amplify it)

Twitter & Personal Branding

- Show personality (through interests) and interacting with others
- Important to follow people who are in the field you're interested in
- Great way to network with others and show your opinions on things
- What you say on social media tends to last forever; be careful how you portray yourself
- Personally, I don't use Twitter that much, but follow people relevant to your passions. You can also use Twitter to network.

Here are some people you can follow: @cassidoo, @_tessr, @triketora, @amyquispe

LinkedIn & Personal Branding

- Professional Facebook -- display your accomplishments
- Important because some recruiters scan LinkedIn to find candidates
- Can also connect with recruiters through LinkedIn
- Important what information you display here and how you display it
- Try to fill in as much as you can, but only if it is important information
- Some examples of good LinkedIn profiles (if you're stuck on what to fill in, copy how someone else filled theirs in!)

500 connections goal

LinkedIn & Personal Branding

[Example 1](#)

[Example 4](#)

[Example 7](#)

[Example 2](#)

[Example 5](#)

[Example 8](#)

[Example 3](#)

[Example 6](#)

Personal Website & Branding

- Most important thing: display everything you're about in an organized manner
- Resumes can't capture everything; your chance to expand
- Make it about what you want (think about where you'd like to see yourself) and make that thing you want into your brand
- For ex: Say you want to work at Apple. Start creating iOS apps and display them on your website as projects. Publish in the app store. Retweet news about new Apple products.

Personal Website **Demo**

Heabuh.com
Anuragbanerjee.me
Cassidoo.co
Tes.sr