



Self-Branding/Personal Branding

*“The process that takes your skills, personality and unique characteristics and packages them into a powerful identity that lifts you above the crowd of anonymous competitors.”**

Your Personal Brand = Your Personal Image?

www.metecetiner.com

* Montaya, P., & Vandehey, T. (2003), The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand

Building Your Professional Presence on the Net

Step 1: Discover Yourself

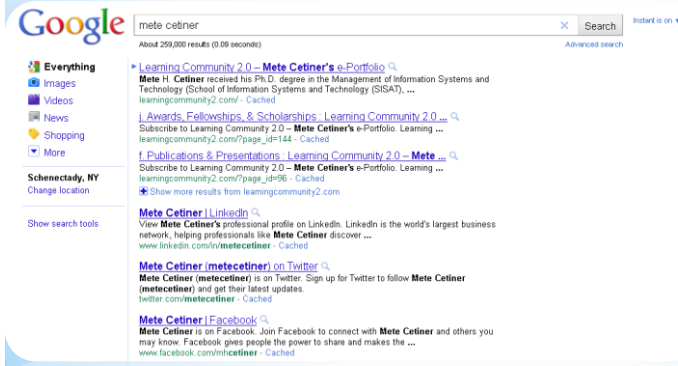
www.metecetiner.com



Building Your Professional Presence on the Net

Step 1: Discover Yourself

Step 2: Analyze Your Current Status



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Building Your Professional Presence on the Net

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Step 3: Identify Your Channels & Create Your Profiles



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Sample VisualCV profile: <http://www.visualcv.com/collegegrad>

E-portfolio

www.metacertiner.com

- * www.visualcv.com
- * www.carbonmade.com



Video Resume

www.metacertiner.com

* Sample Video Resume: <http://www.youtube.com/watch?v=ZPpPBdFVQIE>

www.metecetiner.com

* www.namechk.com

facebook

600 million users (January, 2011)

Used by 29% of employees conducting online searches/background checks*

From 300 to 400 million users

700,000
new users per day

21 million
new users per month

630 million
estimated total users by 2011 at current rate

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* CareerBulider.com survey (June 2009)

Original Facebook logo:
http://creative.ak.fbcdn.net/ads3/creative/pressroom/jpg/n_1234209334_facebook_logo.jpg
 Original infographic:
<http://royal.pingdom.com/2010/02/05/facebook-social-media-juggernaut-infographic>

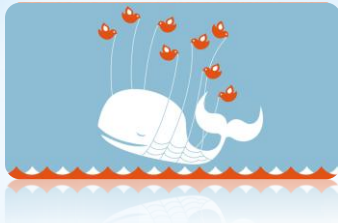
Used by **26%** of employees conducting online searches/background checks*

Sample LinkedIn profile: [Becky Folb, Nokia](#)

* CareerBulider.com survey (June 2009)



Original infographic: http://blog.hubspot.com/Portals/249/images/HubSpot_LinkedIn_Infographic-resized-600.jpg



Used by **7%** of employees conducting online searches/background checks*

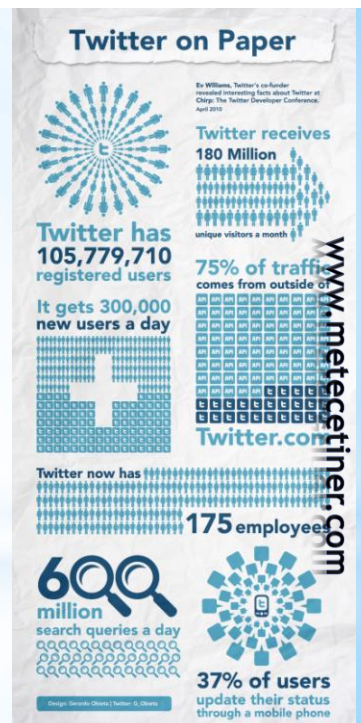
Sample Twitter profile: [Bill Gates](#)

A job search engine for Twitter:

www.twitjobsearch.com

* CareerBulider.com survey (June 2009)

The fail whale: www.twitter.com
Original infographic: <http://thenextweb.com/socialmedia/files/2010/04/86733282.jpg>



The image displays two screenshots of professional networking websites. The top screenshot is for ecademy.com, featuring a navigation menu with links like 'Join', 'About', 'Inbox', 'Invite', 'People', 'Blogs', 'Groups', 'Events', 'Upgrade', and 'More...'. It includes a login form with fields for 'Email' and a password, and a 'Join now' section with fields for 'First name', 'Last name', and 'Email'. The bottom screenshot is for viadeo.com, with the tagline 'Your network is more powerful than you think' and '35 million professionals'. It lists three categories: 'Networking' (manage network, identify contacts), 'Business' (find leads, contact experts), and 'Career' (showcase expertise, find new roles). It also has a registration form with 'New to Viadeo?' and 'Already registered?' options, including fields for 'Email' and 'Password'.

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Step 4: Promote and Manage Your Profiles

Research Your Target Industry & Companies

- Read business news
- Read investment and market research reports
- Participate in business discussion forums
- Visit companies' web and social networking sites
- Read press releases
- Read company and expert blogs
- Follow companies, executives, and experts on Twitter
- Ask questions

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Employers use social media to:

- (50%) promote their company
- (25%) connect with clients and find new business
- (21%) recruit and research potential employees
- (13%) strengthen their employment brands.*

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* CareerBulider.com survey (May 18 and June 3, 2010)

45% of employers use social networking sites to screen potential candidates*

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* CareerBuilder.com survey (June 2009)

Content encouraged employers to hire the candidate:

- **(50%)** Profile provided a good feel for the candidate's personality and fit within the organization
- **(39%)** Profile supported candidate's professional qualifications
- **(38%)** Candidate was creative
- **(35%)** Candidate showed solid communication skills
- **(33%)** Candidate was well-rounded
- **(19%)** Other people posted good references about the candidate*
- **(15%)** Candidate received awards and accolades

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* CareerBuilder.com survey (June 2009)

Content caused employers not to hire the candidate:

- (53%) Candidate posted provocative or inappropriate photographs or information
- (44%) Candidate posted content about them drinking or using drugs
- (35%) Candidate bad-mouthed their previous employer, co-workers or clients
- (29%) Candidate showed poor communication skills
- (26%) Candidate made discriminatory comments
- (24%) Candidate lied about qualifications
- (20%) Candidate shared confidential information from previous employer

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* CareerBuilder.com survey (June 2009)

Social Networking Etiquette

- Identify your boundaries
- Have a friend strategy
- Do not ignore people!
- Never forget that anyone in your network can read your status updates
- Respects others' privacy, opinions, and choices
- Do not spam!
- Do not upload photos/videos of other people without their consent!
- Remember no place on the net is 100% private

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Thank you 😊



E-portfolio: www.learningcommunity2.com
LinkedIn: www.linkedin.com/in/metecetiner
Twitter: www.twitter.com/metecetiner
YouTube Channel:
www.youtube.com/user/metecetiner