

## Building a personal brand

A personal brand is:

- How you want to be seen
- What you stand for
- What you can offer

### For example

*A reliable and honest professional, always there to support coach and mentor their team with expertise in innovative automotive design.*

Anyone can choose what they feel their personal brand is, but it is critical that words are backed up by credibility. Credibility can be demonstrated by:

### LinkedIn

- Testimonials and recommendations; co-workers, manager's customers, suppliers
- Publishing articles to showcase they are an expertise in their field – engineering, coaching, financial, business, sport
- Strong LinkedIn profile matching your CV – correct dates of employment etc

**Twitter, Instagram, Facebook** – Consistent message throughout

How many people have you heard have lost their jobs due to an old social media post popping back up?

Have a look at the following examples -

- <https://www.theguardian.com/uk/2013/apr/09/paris-brown-stands-down-twitter>
- <https://www.independent.co.uk/life-style/gadgets-and-tech/news/nasa-intern-job-loss-twitter-homer-hickam-space-council-a8503241.html>
- <https://www.glassdoor.co.uk/blog/social-media-sabotage-job-search/>