

Creating an Online Brand

Why You Need an Online Brand

- ★ 91 percent of employers use social media to screen prospective employees, and 68 percent of employers have hired someone based on what they found.

Online brands:

- Give a positive impression of a candidate's personality and organizational fit.
- Show off their professional qualifications.
- Illustrate solid communication skills.
- Show how a candidate is well-rounded.

Online Brand Enhancers

- ★ Start a blog.
- ★ Upload a video resume on YouTube.
- ★ Use a professional email account.
- ★ Create an e-portfolio.
- ★ Build a personal website.
- ★ Use Cardmunch.

Developing Your Online Brand

- ★ Use the 4 p's of traditional marketing:
 - **Product:** Be consistent and recognizable. Your audience should know exactly what they're getting when they see your online persona.
 - **Price:** Know your value. Decide what you're worth based on salary data on DEED's website, as well as glassdoor.com and salary.com.
 - **Place:** Recognize your niche. Don't spread yourself thin across social communities where your products and services aren't needed.
 - **Promotion:** Communicate your brand. Think about your intended audience and what will get them interested in you.