

Personal Branding

What is personal branding?

Personal branding is the process of marketing yourself as a brand (i.e. thinking about how you appear to others, particularly in a work context) and how you develop this. Your brand is your reputation - how other people would describe what you stand for and what makes you stand out.

Why is personal branding important for students and graduates?

1. Makes you stand out to employers
2. Shows what you are passionate about
3. Establishes your expertise
4. Makes you memorable
5. Keeps your social media/online profile employer-friendly
6. Opens up opportunities

Examine your brand

It is important to reflect on what you think you are known for and what makes you stand out. You might consider yourself highly ambitious, conscientious, supportive to others or creative and independent. For links to help you explore the areas in the image below, go to the Career Planning Quick Guide at www.worc.ac.uk/careers/a-z.html



You may find it helpful to consider the words a range of people (e.g. family, friends, colleagues and managers) might use to describe you and ask them for feedback about the above areas. If what they say doesn't match how you would like to be perceived, then you might wish to identify what could change in your behaviour!

Consider what a potential employer could find out about you if they did an online search? There are many online tools to help you monitor your online reputation such as www.onlineidcalculator.com and google alerts. Ensure you manage your privacy settings and delete any old social media accounts that you may no longer use.

Develop and maintain your personal brand

Build a professional online presence by creating accounts on sites such as LinkedIn and use social and professional media to market your brand. Participate in relevant groups/forums and create/share appropriate content.

Take opportunities to build your reputation by networking face to face with employers when they come on to campus. Research the company/role/profession beforehand, anticipate their needs then tell them your strengths and how you could add value.

Take opportunities to develop your brand by gaining new experiences such as work experience, volunteering or paid employment.

Action

1. Consider/ask people you trust how you're currently perceived
2. How do you want to be perceived – what do you want to be known for?
3. Identify the right audience for your brand (employers or people who can give you contacts and recommend you in some way)
4. Plan how you will communicate to be clear & consistent
5. Get networking and build a positive reputation in all areas of your life, not just online!

Further resources

- www.businessballs.com/johariwindowmodel.htm
- www.mindtools.com/pages/article/newTED_85.htm
- www.pwc.com/us/en/careers/campus/assets/img/programs/personal-brand-workbook.pdf
- www.quicksprout.com/the-complete-guide-to-building-your-personal-brand/
- www.linkedin.com

If you would like to book a careers appointment please visit:

<https://worchester.targetconnect.net>

myCareer

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