



## Maintaining Your Brand

### Creating your personal brand

- **Develop a focused message about who you are, what you value, and what you want in your career.** Think about what the central message of your personal branding will be. What do you want people to know about you? Note your strengths and your motivations. Consider what you seek for your career. Though this central message should be focused, know that it may evolve and change over time as your goals change. [1] [2] [3]
- **Know your audience.** Think about who you are trying to reach. It may be other recruiters, existing clients, or other industry professionals. Tailor your personal marketing to appeal to this audience. [1] [3]
- **Be sincere.** Sincerity is key. Your personal brand should be about your own story and values. Disingenuity will shine through your branding and harm your reputation. Though personal marketing adds flair, the core belief behind it should always be genuine. [2]

### Keeping Up with Your Brand: Online

- **Take inspiration from those around you.** Research experts in your desired field. Analyze their personal branding on social media—whether they emphasize blog posts, LinkedIn, Instagram, or something else—and consider doing the same. Knowing the industry standard gives you a baseline before you add a personal touch. [1] [2]
- **Build up your own social media.** Create your own profiles on popular social media platforms for those in your field. General social media guidelines include: [1] [3]
  - Use a professional headshot as your profile picture.
  - Maintain professional composure when posting on the platforms.
  - If using LinkedIn, complete your profile, add your resume, and include your key skills and accomplishments. Craft a well-developed bio about your experience and ideal career.
  - If using Twitter or Instagram, use common hashtags for those in your field.
  - Follow and connect with top leaders. Reach out for networking when possible.
  - Connect your profiles across platforms. This allows people who follow you on one platform to follow you on another. This also lets you cross-post across platforms, maximizing your reach.
- **Use a professional email.** Emails are often the first way employers and professionals reach out. Ensure your email is professional. A common format is FirstName.LastName@email.com. You may set up an alias for your existing email, or create a new one from an email provider such as Google or Microsoft. [3]

### Keeping Up with Your Brand: Offline

- **Network, network, network.** Build connections with those in your desired industry to let people know who you are and what your professional aspirations are. Attend networking events and practice your elevator pitch. Connect with people from different companies for informational interviews, to learn more about the field you want to work in. [1]
- **Be kind.** Maintain your professionalism offline just as often as online. Be kind and courteous to others around you, and develop genuine relationships when you can. [1]