

Professional Development Assignment: Personal Branding Part 1

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One who attends this Personal Branding Part 1 workshop would learn personal branding techniques such as building an online presence, using LinkedIn, utilizing personal websites/online portfolios, and networking. While one utilizes the personal website/online portfolio (it must be regularly updated), it should include one's name, picture, brief profile description, contact information (phone number, email, GitHub URL, LinkedIn URL), recent projects, skills, and resume. Having all those attributes on one's website/online portfolio will distinguish one from other potential candidates, showcase personality and best projects, and establish a digital presence (CUNY Tech Prep, n.d.).

LinkedIn is a social media platform for professionals (it is the best platform for recruiters to find candidates) and can be used to make connections with other professionals, join professional groups based on industry, connect with CUNY Alumni's at companies one wants to work for to get tips and information, display profile to captivate recruiters and prospective employers, fetch updates on following companies, prep for interviews, and find information on prospective recruiters and employers. There are five things that recruiters use to determine if they would reach out: photo, headline, summary, completion of profile, and number of connections. Therefore, a professional photo is strongly recommended, interesting headline (current occupation) & summary (who you are, things you are currently doing/have done, interest/passion/hobbies), 100% completed profile, and at least 30 connections or more. If one desires to evoke a response from a company, they would search "company name + recruiter", connect with the recruiter and add a note about why one wants to connect, when recruiter accepts the connection, respond accordingly with enthusiasm and contact information. Lastly, LinkedIn can also be used to set up in-person informational interviews with professionals in the industry. During the meeting, one can ask any professional related questions such as: how did they get their current job? What's the company culture and training for new hires? How's the interview process? What's the best way to apply? (CUNY Tech Prep, n.d.).

Twitter is another social media that is actively used by employers/recruiters to scour for potential candidates. However, Twitter is not a professional social media platform, therefore, resumes should not be posted on one's Twitter profile. Portfolios, personal websites, and LinkedIn URL is encouraged to be shared. One's Twitter profile should also include a professional headshot photo, real name, and interesting brief twitter description. Posting articles related to one's interested field of study, voicing one's passion, sharing pictures of attended events and connecting with presenters, connecting with companies and organizations, and being on the lookout for employment opportunities are recommended (CUNY Tech Prep, n.d.).

I would use the Personal Branding Part 1 workshop advice in internship class and my career by improving my current LinkedIn profile by using the techniques such as searching for recruiters at companies I want to work for to get responses and increase exposure over other potential candidates. Also, I will try to set up in-person meetings with professionals in the industries that I want to work for and conduct informational interviews. My Twitter profile is not complete, and I did not know that recruiters are also on Twitter, therefore, I will complete my Twitter profile to attract recruiters.

The best advice I would give to someone from the Personal Branding Part 1 workshop would be to complete both their LinkedIn and Twitter profiles professionally because they are very powerful social media platforms that can lead to employment opportunities.

References

CUNY Tech Prep. (n.d.). *CUNY Tech Prep: Summer 2020 – Spring 2021* [Slides].

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