Personal Branding

"Under the Influence", is a show about marketing on CBC Radio.

This week's episode on Personal Branding was on Personal Branding.

***A couple of excerpts from this episode:***

These days, everyone is a brand. Don't be offended by that – here's what is meant:

You are unique, you have a skill set to offer the world, friends and employers have an opinion about you.

That is the general definition of a brand.

But smart brands know exactly who they are.

Start with your email address. Do not have a cutesy email address. Studies show that resumes with nonprofessional addresses are rated lower or not even considered.

In this day and age, NOT having a Facebook page or any kind of social media account could be interpreted as:

You are not tech savvy. Meaning you're inept or so far behind the times that you are a liability.

You have nothing to offer. You are two-dimensional or lazy.

Three – you've just done a panic dump. Why have you disappeared off social media? Was your Facebook page a scrapbook of bad decisions? What are you hiding?

As we said, over 90% of recruiters screen applicants online. 34% of employers admit to checking their own employees social media profiles – and that's just the percentage who admit it.

The reality is – if a recruiter has seen your resume, they've also Googled you. And if you don't exist online, it begs more questions than it answers.

Overload google with a long tale of good stuff and always act like you are on Candid Camera, because you are.

You could listen to the episode here: <http://www.cbc.ca/radio/undertheinfluence/selling-yourself-the-art-of-personal-branding-1.3106068>