

GET THE JOB

Polishing Up Your Brand

It's smart to do a deep dive into your own brand before entering the job market.

You want to be sure that all available online resources showcase the unique skills and professional accomplishments that will help you land that next great position. Here's a handy checklist.

SOCIAL MEDIA

First impressions aren't made with cover letters and resumes anymore. Prospective employees are now often pre-screened through their social media presence. Expect employers and hiring managers to check your Facebook, X, Instagram and TikTok accounts before the first callback, just to get an early idea of who you are and how you present yourself. Most companies try to foster a noncontroversial culture, so delete posts with inappropriate photos or potentially offensive memes.

Make sure professional sites like LinkedIn feature the very latest accomplishments, at work and in your community. You may want to reorder certain elements in order to better position your candidacy for the new position. Try reaching out to a new professional resource daily so that you can bulk up your contact



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list — and gain critical new knowledge. Follow related pages in your field, then contribute where appropriate. Create your own original posts with content focused on your field, or the one you'd like to join. All of this underscores the idea that you are an engaged, forward-thinking person who'd make a great new hire.

GOOGLE YOURSELF

Unfortunately, there are elements of our online presence that we can't control, beginning with internet search results. Working on your brand includes making yourself aware of how you appear when hiring managers conduct their own searches. You may find information about your previous jobs, as well as certain

details of your private knowledge. Knowing what's out there will help you better prepare for questions that come up during your interview.

MISSION STATEMENT

Finally, hold a brand conversation with yourself. Craft your own mission statement to frame your career goals — both for yourself and for

potential employers. Outlining where you'd like to be in a year, and then five and 10 years helps put what needs to be done today in better perspective. Conversations with hiring managers will become more detailed and self-assured. If done right, this mission statement can work as a road map for your own personal success.