

I want to build my online brand

Google yourself: what did you find?

Which ways have you thought of to enhance the positive information that is available about you online?

If there is less favourable information available about you, which ways could you use to remove this information?

Have you joined LinkedIn? In which ways are you using this network to enhance your professional development?

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Have you created an online space for you to showcase your skills and accomplishments (for example Skillspages)? If so, in which ways do you think you are doing this effectively?

Are you updating a blog regularly? How do you think blogging could help you develop your career?

Are you on Facebook? Have you considered how your interactions on Facebook could be interpreted by potential employers?

Are you active on Twitter? How do you think Twitter could help you in terms of your career?

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Have you thought of ways to keep your online private and professional lives separate (for example, by using privacy settings)

Are you linking your studies to your online activities?

What next?

- + I need to explore resources related to building my brand on *LinkedIn*: <http://bit.ly/2h1wydO>

Talk to us

- + E-mail: counselling@unisa.ac.za
- + Ask a counsellor: <http://bit.ly/2fN7VBE>