

SHOWCASING YOUR
SKILLS ONLINE

BUILDING YOUR PERSONAL BRAND **ONLINE**

Your personal branding
is what will help you
stand out from other
professionals -
including your skills,
experience and values.



GETTING STARTED

It's vital to ensure your social networks reflect the best of both your personal and professional brands. Your social networking activity can play a huge part in getting noticed by recruiters and potential employers.

Here is a guide to help you boost your personal brand online; whether you already have a social account or are thinking about using one.



WHAT TO CONSIDER

There are some important considerations you should take into account when showcasing your profile online:

- Any social media profiles you have should be considered a part of your personal or professional brand.
- Keep in mind that potential employers are likely to look at these to get a reflection of you.
- Be cautious about what you post or share, and make sure you're always presenting your best side.
- Your professional brand is how employers and peers see you, and is no longer only about your CV.



IDENTIFY POTENTIAL PLATFORMS

In order to showcase your profile and talents to the right people, you must choose the right platform.

There are various social media platforms that you can use to create a platform and showcase your work; including LinkedIn.

Facebook, Twitter and Instagram are all effective platforms, however, LinkedIn is the 'go-to' for candidates when setting up a professional profile.

Knowing how to utilise each platform, will help you post relevant content.

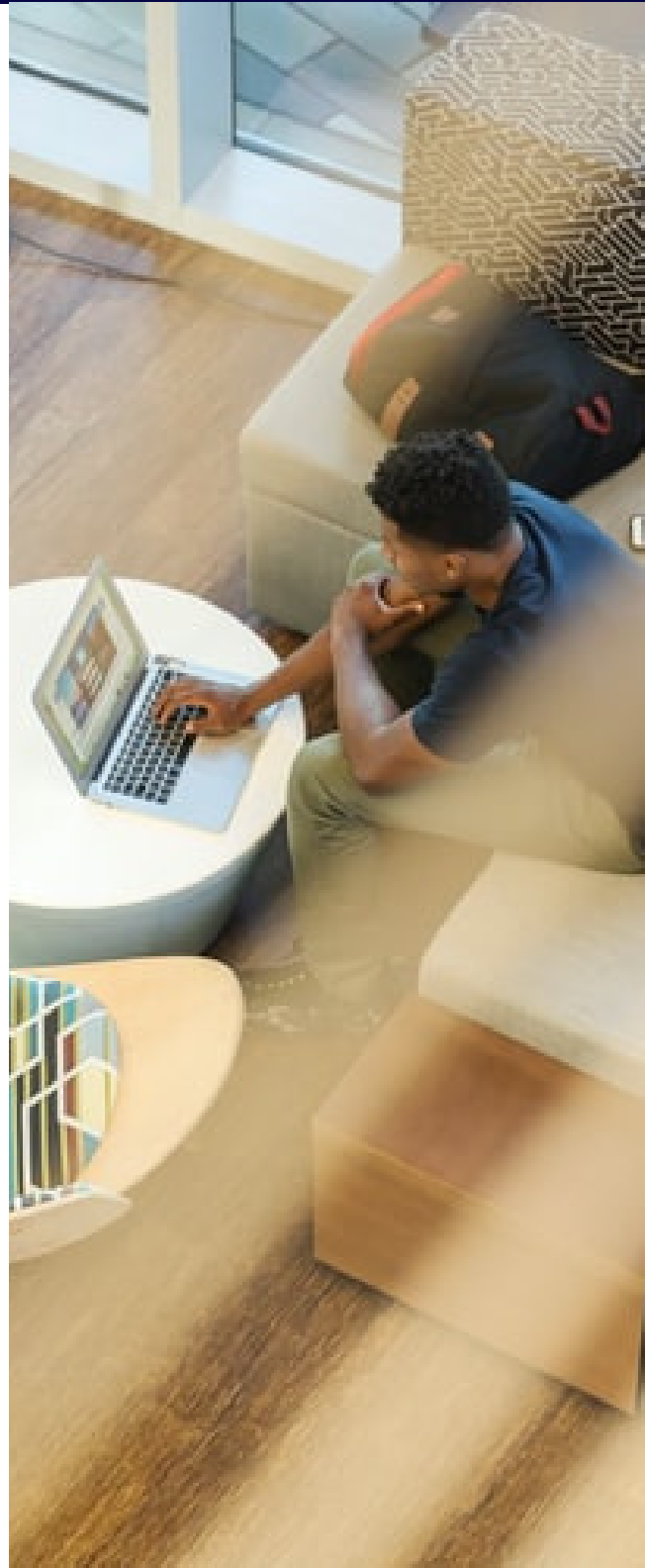


YOUR LINKEDIN PROFILE

Setting up your account and building your LinkedIn profile isn't enough. You must be an active user and remain engaged with your chosen sector.

LinkedIn makes it very easy for you to connect with professionals around the world, including former colleagues and employers. You can also find industry related groups to join and exchange knowledge.

Set up your profile today:
www.linkedin.com

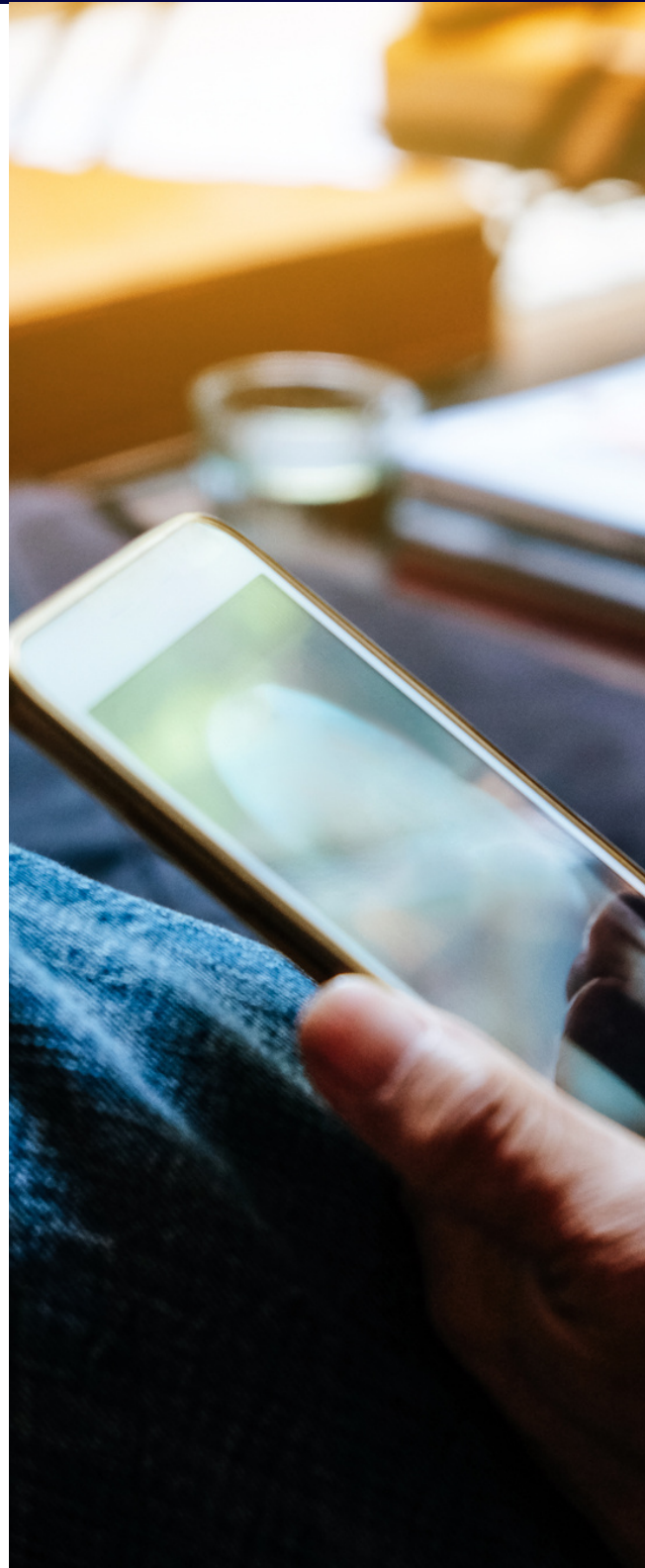


POST REGULARLY

By posting regularly to your network, you will be demonstrating your passion as well as your knowledge of your chosen industry. However, don't just post for the sake of it - post with value.

Post and share articles and content that are relevant to your industry. It's also a perfect opportunity to post your own work. If you have a portfolio, share it with your network.

By posting regularly, you maintain a strong presence online.



BUILD CONNECTIONS

One of the great aspects of building an online profile is making connections. One of the most important aspects of LinkedIn is the ability to make connections with ease.

Although you can connect with anyone around the world, it may be a better idea to connect with those who are relevant to you, such as those who work in the same industry. The bigger your connections, the more people you have to showcase to.

Be sure to follow the Blu Digital LinkedIn page!



JOIN GROUPS

LinkedIn also provides the option for you to join various groups and make further connections.

Join a group relevant to your industry and ask questions to other group members. This way, you and other members will be actively keeping up with the latest industry news.

By posting work to your group, this opens up for feedback and potentially, opportunities arising. If you're organising a group, ensure that it is engaging and fun in order to retain and attract new members.

