

Personal Branding Checklist

- Determine your “value statement.”** What is unique and special about you and the skills you have that people compliment you on the most?
 - Join LinkedIn** and upload a clear professional photo of yourself for the profile pic. A suit or any professional photo is fine. Avoid blurry images or incompletely cropped photos where another person is visible.
 - Determine your profile summary** using your value statement for the first line. The second two lines of the summary should be on what kind of job you want or what company you want to work for.
 - Before anyone meets you in person they usually meet you online**, so remember to be authentic. Authenticity does not equal oversharing—no political or religious posts unless you are (or plan to be) working exclusively in politics, advocacy, or religious organizations. Authenticity means being true to your style and personality.
 - The only thing worse than having embarrassing content online is having no content.** Be visible and authentic. Post your thoughts on articles, follow, like, and leave comments on industry leaders’ blogs and pages as well as those from organizations in which you want to work.
 - Keep it short.** Be as succinct as possible on your LinkedIn profile, posts or blogs, and your resume. Do not include work you did 20 years ago unless it was absolutely award winning.
 - Network as much as possible.** Join LinkedIn groups, community and charity groups, and of course professional organizations (like ATD!).
 - You don’t have to start a blog**, but if you like writing, it doesn’t hurt to post about the positions and fields within which you are working or hope to work. You can target specific companies by blogging about them with well-thought-out insights supported by data and observations. Remember, a picture is worth a thousand words, so use compelling graphics in your posts when you can.
- Some blogging platforms:**
- Blogger
 - WordPress
 - Medium
 - LinkedIn
- Free Photo Sites:**
- Pixabay
 - Flickr*
 - Unsplash
 - Pexels
- * Check the photo has a Creative Commons license to reuse.
- Frequency matters.** Make sure you are regularly posting updates on your profiles and your blogs. Reach out to your networks weekly. Don’t become lost in the flurry of content and SMEs out there!