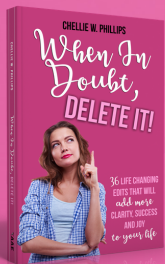




**What's
My Personal
Online
Brand?**

**Your guide
to
completing
a personal
brand audit.**



**From the author of:
When In Doubt,
Delete It!
Chellie W. Phillips**

What is a brand?

A BRAND is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers". Initially, Branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot iron stamp, and was subsequently used in business, marketing and advertising. A brand is often the most valuable asset of a Corporation.

(Source: Wikipedia)




Your Personal Brand

WHY DOES IT MATTER?

Almost everyone is using social media to check out whether someone is who they say they are or not. Employers are checking out potential candidates. Schools and organizations are checking out potential scholarship recipients. And admit it, when you meet someone, you probably do a quick search to see if their Facebook profile matches your first impression.

According to a 2018 CareerBuilder survey, 70 percent of employers use social media to screen candidates during the hiring process.

A close-up, slightly blurred photograph of a person's hands typing on a laptop keyboard. The person is wearing a colorful, patterned sleeve. The laptop screen is visible in the upper right corner, showing a webpage with various icons and text. The overall tone is professional and focused on digital communication.

Good or bad, there's information out there. So why wouldn't someone look? A few clicks is all it takes for someone to decide if you get an interview.

Here's the big question....

What would someone find if they Google your name right now?

What did you find?

Make a list of what you found.

This is your personal brand. What you found can have a positive or negative impact on the perception of others. Times are competitive and you need to use every opportunity to make you shine brighter than the next gal.





**It's time
for an
Audit!**

au·dit

/ˈɑːdɪt/

noun

1. an official inspection of an individual's or organization's accounts, typically by an independent body.

synonyms: inspect, examine, survey, look over, go over, go through, scrutinize, probe, vet, investigate, look into, inquire into, check, check into, assess, appraise, evaluate, review, analyze, study, pore over, peruse, sift, dissect, go over with a fine-tooth comb, delve into, dig into.

On the digital side, a personal brand audit is a close inspection of your online assets. It helps you see if your online persona matches the one you want to portray to potential (and current) employers, schools or volunteer organizations.

Everytime you share, like, or comment on something, you reveal something about yourself.

Let's get started...

1

You've already partially taken this step.

Google

Google yourself. When you search your name, make sure you also look at the images and videos tab and see what shows up there too. I recommend you do this at least three times a year.

Don't just focus on the negative, look for the positive things as well. These make great additions to your resume and LinkedIn Profiles.

- **Search your first and last name.**
- **Search your name + city, town**
- **Search your name + previous cities**
- **Search maiden and married name**
- **Search name + employer**
- **Search name + organizations you're involved**

Make sure you enter your first and last name and any variation of that name you use. For example, if your name is Elizabeth Smith, but you go by Beth Smith on Facebook, you need to search that name format as well.

If several pages of information show up, make sure you check at least the first 10 pages.

I also recommend you have a trusted friend Google you as well. Google customizes results based on the user. So make sure there isn't anything hidden from your view.



Before moving on...

Find all of your existing social media profiles.

Before you can perform a true online audit, you need to make sure you've included all of the profiles you've created. Yes, even those from years ago you have long since forgotten (and have no idea what the username or passwords on the accounts are).

Do you have a MySpace account you've forgotten about? What about a secret Tumblr account? Maybe you started a YouTube channel when you were in college?

There are tools you can use to make sure you find them all. Check out **Namechk** and **Knowem** to help you find existing social media platforms.

If you have any entrepreneurial thoughts, these program can also help you find ones you need to claim in case you want to use them in the future.

2

Audit your social media

For each of the social media platforms you use, review each of the following categories and mark the items you need to fix or remove. Look at them with the critical eye of a future employer who's looking for any reason not to offer you the job.

PICTURES

FACEBOOK

TWITTER

INSTAGRAM

LINKEDIN

OTHER

COMMENTS

FACEBOOK

TWITTER

INSTAGRAM

LINKEDIN

OTHER



Make sure you check all of your privacy settings. If you have accounts you don't want potential employers to access easily, I suggest you setting privacy settings as strict as possible. However, it looks strange today, not to be on any social media. That can be a red flag also. You can also utilize the privacy settings on individual posts, making them visible only to your friends.

VIDEOS

FACEBOOK

TWITTER

INSTAGRAM

LINKEDIN

OTHER

CONTACTS/FRIENDS/GROUPS

FACEBOOK

TWITTER

INSTAGRAM

LINKEDIN

OTHER

According to the Society for Human Resource Management (SHRM) employers can use social media in two ways when hiring: to recruit candidates by publicizing job openings and to conduct background checks to confirm a candidate's qualifications for a position.



www.chelliephillips.com

3

things employers look for in your social profiles?

- More than half of hiring managers (51%) say that they're looking to see if the candidate will be a good fit with the corporate culture.
- 45% are researching potential hires on social media to find out more about that candidate's qualifications.
- Almost as many, 44% of hiring managers want to see if a candidate is creative.

4 Damage Control



Most people have posted something that in hindsight they regretted. Maybe it was a suggestive photo. Maybe it was a politically charged comment. Maybe it was a negative comment loaded with profanity. Whatever it was, there are ways you can clean up your online image.

Remember, there's no guarantee your old posts won't be found and this process will require a little work on your part.

1. Delete every questionable post and video on your account individually. Ask your friends to delete any damaging posts or photos they have tagged you in.
2. Untag yourself if you've been tagged in a post you feel is controversial.
3. Set your privacy controls to the maximum strength.
4. If it's potentially problematic enough to keep you from getting the interview of your dreams, change the name on the account or close the account down. If you do this, start a new account under a different name so that you have a profile someone can find. Do not set it up with the same email address you used on the old account.



Before moving on...

Still worried about some of the content on your pages? Don't worry, I'm not judging.

Here are some programs and services you can use to help clean up your profiles.

Other Online Reputation Management Tools for Business

- 1. Talkwalker Free Social Search and Talkwalker Alerts**
- 2. GoFish Digital Complaint Search**
- 3. ReviewTrackers**
- 4. ReviewPush**

Maybe you regret some of the late night college shenanigans you posted years ago, or maybe the last election cycle set you off on a tirade - whatever the case, if you need help cleaning up your online brand, there are a few programs and services you can use to help.

These online services can get your Facebook and Twitter ready for professional viewing.

Repler- a social reputation monitoring service. You allow them access to your profiles and they will scan it and send you a warning about things you might want to delete. This app will also monitor your security and protect your profile from hackers or scammers.

Socioclean - monitors posts and deletes any poor judgement posts and inappropriate content.

5 Improve Your Online First Impression

Before you can build out a profile guaranteed to impress, you need to understand what makes potential employers shake their head and run the other way. Here's what employers say they least want to see in candidate social profiles:

83% of employers say they are turned off by references about using illegal drugs.

71% are turned off by posts of a sexual nature.

65% are turned off by use of profanity.

61% are turned off by bad spelling or grammar.

51% are turned off by references to guns, and 47% are turned off by photos of consuming alcohol.

Are you surprised to see poor grammar and spelling is more detrimental to your prospects than guns or alcohol? Make sure you spell everything correctly and use proper punctuation.

Regarding drinking, there's a difference between someone making a toast with a glass of wine versus a photo of you passed out on the floor. Use some common sense. That's what employers want to see.

We can't stop people from making quick first impressions, our brains are hardwired to do this for survival, but you can make those first impressions work in your favor.



Source:
<https://careers.workopolis.com/advice/the-three-things-that-employers-want-to-find-out-about-you-online/>



You can build a profile designed to help you stand out in the crowd.

Think about it like meeting someone at a party. What's the first thing you notice? Their face – of course. Followed closely by their name.

Then you start asking questions and getting to know more about them. The same is true when someone looks you up on social media.

There are four key areas people notice on your profile before they decide to dig deeper: Your profile pic, your name or username, your location and your bio.

First Impression Checklist

Your Profile Picture (without a picture, a lot of profiles are ignored)

- Do you have a profile picture?
- Is it current?
- Are you alone in the photo?
- Is it a close up photo highlighting your face?
- Do you have a friendly expression on your face?
- Are you dressed for the job you'd like to have?

Your Bio (It should be like a mini-skirt; long enough to cover the subject, but short enough to be interesting. PS Bios on LinkedIn are different. Check out my additional training for information on utilizing it effectively.)

- Have you written one or two sentences well crafted sentences?
- Did you share general interests?
- What are you passionate about?
- Show some personality.

**Want to
stand out
in a sea of
competition?**



A personal brand audit is just the first step to standing out in a sea of other potential employees.

Creating your digital brand will position you so your strengths are highlighted and you stand out for your unique talents and abilities.

**Through
*Successfully
Ever After*
We Will:**

- Create your specific message
- Develop a vision for your career
- Package your skills to appeal to the right audience
- Define your message
- Target the right social platforms
- Learn to utilize the power of your digital connections

Ready to hit it out of the park?



If you're already in the workforce, building your digital brand can be a great way to position yourself for a promotion, industry recognition, or even a job change in the future.

Through

*Successfully
Ever After*

We Will:

- Develop a vision for encompassing your career plans
- Define your message so it amplifies your qualifications and skills
- Target the right social platform
- Grow your digital connections
- Investigate growth potential

You're nodding
yes, right?

Then
Successfully Ever After
Is Your Next Step



Whether you're actively seeking a new career, seeking a promotion, stuck in a career you don't enjoy or just beginning to investigate what is waiting for you, I'm ready to help you find your *Successfully Ever After*.

You've taken the first step by getting your social profile in order but there's so much more you can do. Let's keep that momentum going.

It's time to spend time developing your personal brand. When you understand who you are, what your definition of success is, and the things that are uniquely you, you can create an environment you thrive in. I want you to experience work that leaves you feeling appreciated and capable.



We'll use the information you have uncovered to do some final reflections. Together, we'll build a personal digital brand you want to get noticed.

**You're
ready for
Successfully Ever After:
A 30 day personal branding
transformation to get you
ready for your ideal career.**

Successfully Ever After...

Is a 30 day program designed using the information you uncovered in your personal digital audit, along with some internal reflections, to build a personal brand so you successfully navigate career change or a total career transformation.

You'll answer:

1. Who am I? What am I doing well? What can I do to improve my online image?
2. What are my opportunities? What ways can I improve my brand? Are there people I can reach out to?
3. What do I want to become? What are my goals? Do my posts reflect that vision? Is that what people see when they look at my online brand?
4. What are my plans for achieving my goals? Think about where you want to be one week from now, one month from now and one year from now. How you can use your personal online brand to reach that goal?



Successfully Ever After

a 30 Day Personal Branding Transformation

Create a vision: We'll focus on getting you started down the success path. You'll explore how you feel about work, what you enjoy, what you want and how success looks to you. We'll talk about what you need to be excited and inspired again.

Uncovering your gifts: Once you have the vision, we'll focus on what makes you uniquely and authentically you and how to leverage that in your job search.

Belief for a bright future: Before the world will take a chance on you, you must believe you have what it takes and can offer what they need. Together, we'll grow your confidence and re-program the negative thoughts that creep into your head and holding you back. You are capable of going after and finding your big vision. We'll focus on the steps you need to take to build the confidence in yourself, so you shine. We'll knock out the fears and doubts that are holding you back. We'll create your personal marketing plan and investigate the best way to utilize your current network through a connection plan.

Your successfully ever after roadmap: Create a clear plan for you with actionable steps. Social media resume, interview tips, Discuss an exit strategy. The plan will be your guide as you move forward.



Successfully Ever After...

Hi, I'm Chellie and I want you to wake up every day excited about the work you do. I know what it's like to dread Monday. I left a 20+ year corporate career because I dreamed of a life where I woke up everyday excited about what I was doing. I was tired of being bored and disengaged. I knew there was something waiting on me where I could use my skills and talents in a way I enjoyed.

I created a digital presence showcasing my best skills and talents and you can too. Looking for a job or changing careers can be an intimidating process. But it's easier than you think to position yourself for success through personal branding.

Why work with me?

1. I've been in your shoes. You're working with someone who successfully navigated a major career change after age 45. I've gone from bored and unengaged to loving my work life again.

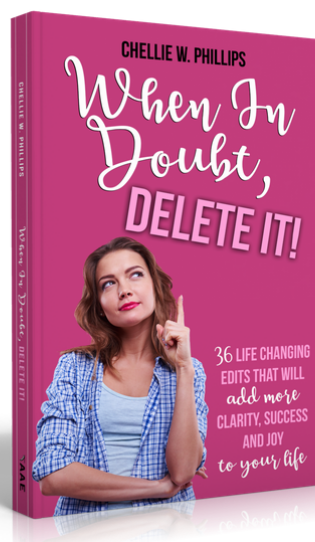
2. Working with someone who has over 20 + years of experience in marketing, public relations, coaching and mentoring.

3. Certified Life Coach

4. Hootsuite Social Marketing Certification

5. 14 years of mentoring experience.

6. Author of *When In Doubt, Delete It!*



Successfully Ever After

a 30 Day Personal Branding Transformation



Will you find a reason why now isn't the time?

Make today the day you say yes to eye opening insights and an action plan that puts you on the path to your
Successfully Ever After.