HOW TO CREATE YOUR OWN PERSONAL BRAND



If you're not using your social platforms to land your dream job, you may want to read on! The use of social media for recruitment has increased by 54% in the last 5 years! Recruiters and employers look for top talent and candidates search for their perfect role



The use of social media for recruitment has increased 54% since 2006



97% of recruiters are using LinkedIn to find top talent



37% of successful hires are found on social media according to a LinkedIn survey

5 REASONS YOU SHOULD DEVELOP YOUR PERSONAL BRAND



01. GIVES YOU FOCUS

Your personal brand is based on your values and passion. YOUR vision. It will keep you focused on your goals and career ambitions

03. THOUGHT LEADERSHIP Creating high quality content and

around your niche demonstrates your knowledge and passion

participating in conversations

05. ADVANCE YOUR CAREER

Personal branding is an excellent

strategy to advance your career. It will enable to grow your network and increase you chances of success and happiness

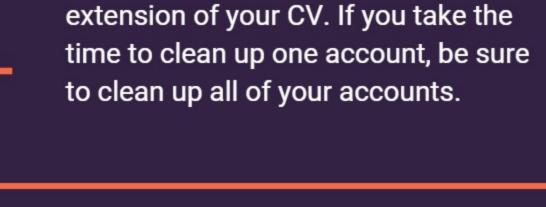
An increasing amount or recruiters and

02. STAND OUT

employers are looking for top talent on social media. Spending time developing your personal brand will set you apart

04. OPEN DOORS Your digital profiles give a recruiter or

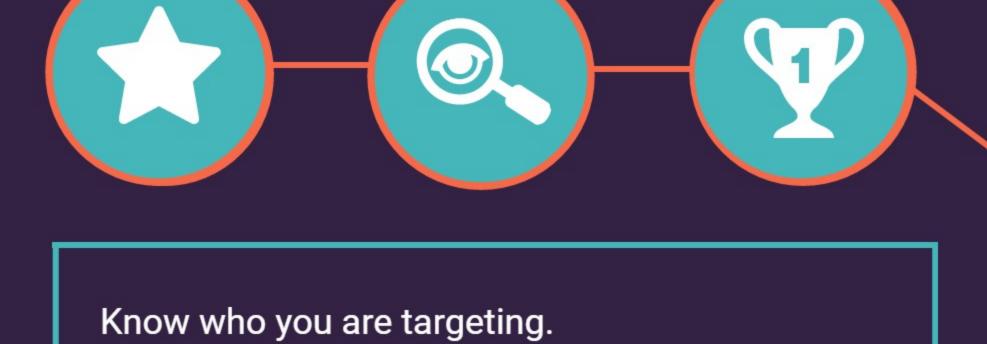
employer greater insight. Developing your online profile will attract opportunities you may have otherwise missed



Your social media accounts are an

DEFINE YOUR VALUE ADDED SKILLS YOUR VALUE PROPOSITION IS YOUR CORE MESSAGE THAT SETS YOU APART & MAKES YOU UNIQUE

DEFINE YOUR VALUE PROPOSITION



Question How can you solve their problem? Know your strength and skills.

Question What impact have you made in the past?

Know the value you can bring to a company. Question What makes you different?

QUANTIFY YOUR RESULTS



SHOWCASE YOUR ACHIEVEMENTS SHOW HOW YOU CONTRIBUTED TO THE COMPANY'S GOALS BY DEVELOPING METRICS

Increased profitability by X....



Follow the formula: What were you doing?

Increased market-share by X...



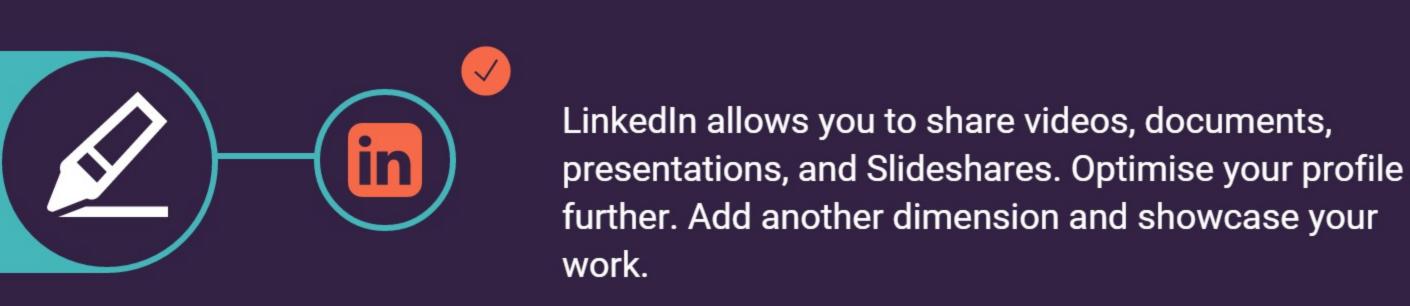
Remember to avoid cliched statements. "I'm

a team-player and I can work independently

How did you do it? What was the result?



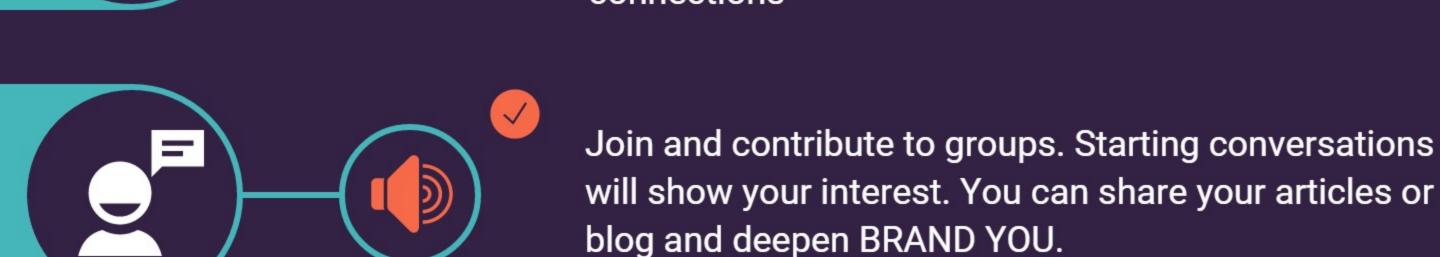
CREATE. CONNECT. ENGAGE



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Show your thoughts about your industry. Contribute to LinkedIn Pulse, update your status. This keeps you visible, encourages engagement and new



connections Join and contribute to groups. Starting conversations