

# 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

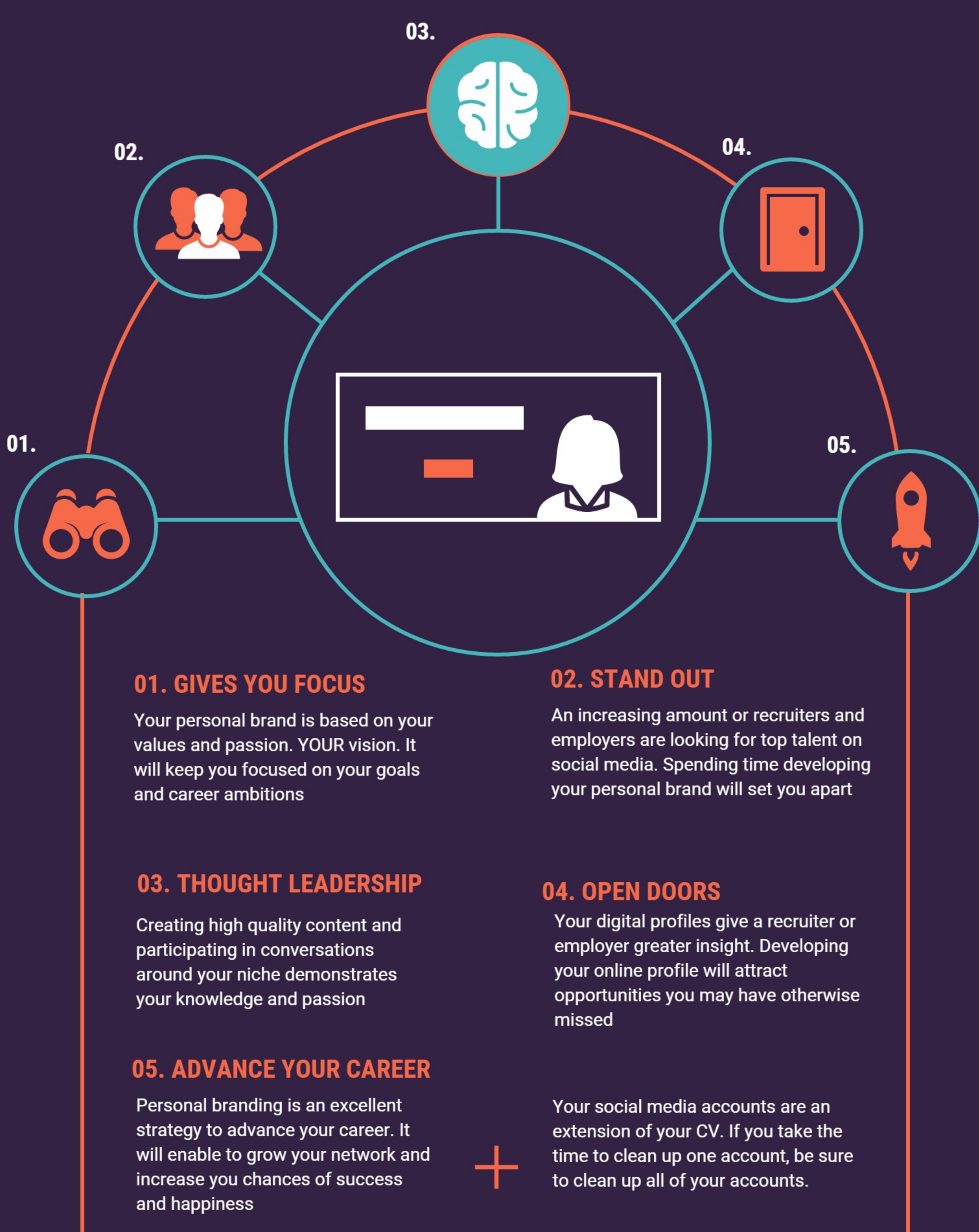


97% of recruiters are using LinkedIn to find top talent



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

## 5 REASONS YOU SHOULD DEVELOP YOUR PERSONAL BRAND



## DEFINE YOUR VALUE PROPOSITION DEFINE YOUR VALUE ADDED SKILLS

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



## QUANTIFY YOUR RESULTS SHOWCASE YOUR ACHIEVEMENTS

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

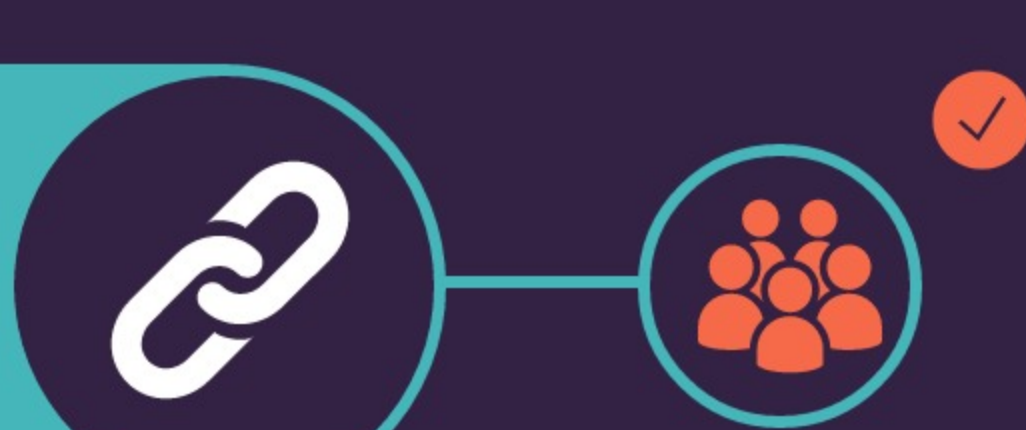
- Increased profitability by X....  
Increased market-share by X...
- Follow the formula: What were you doing?  
How did you do it? What was the result?
- Remember to avoid cliched statements. "I'm a team-player and I can work independently"



## CREATE. CONNECT. ENGAGE



LinkedIn allows you to share videos, documents, presentations, and Slideshares. Optimise your profile further. Add another dimension and showcase your work.



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 will show your interest. You can share your articles or blog and deepen BRAND YOU.