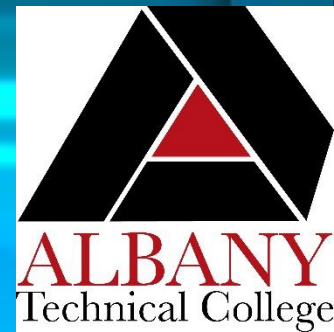


# Professionalism: Building Your Brand

## What Does Your Online Presence Say About You?

**LORI CLEYMANS**  
**ACHIEVEMENT COACH**  
**TAACCCT GRANT**

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# Contents

- What is Professional Branding?
- How do I Create my Brand?
- How do I Promote my Brand?



# What is Professional Branding?

**You already have a brand**

**Branding sets you apart from the crowd**

**Process by which we market ourselves**

**Perception is greater than reality**

# Professional Branding



# Creating Your Brand

- **“Hiring someone is scary... you’re paying them to represent your company, and your reputation affects theirs.”** Zack Grossbart, coach and author
- **Do an Internet search for yourself**
- **Clean up your digital dirt**

**Find me online**

**Lori Cleymans**

# Creating Your Brand

- Mission statement



# Promoting Your Brand

- Resume
- Business Card
- Social Media
- NETWORKING





# What is Networking?

**Reputation management is a skill. Anything that is connected to your name on the Internet can be viewed as a reflection of your character and integrity.**

**Social Media**



# Keep in Mind...

- **Building and maintain your brand is critical to success**
- **Social media has changed how we look and apply for jobs**
- **Our personal life can and will be scrutinized**

# Resources for Success

- **Career Development Center**
- **Create professional online presence as part of your Career Portfolio**
- **Attend monthly workshops**

# Social Media Experiment

[https://www.youtube.com/watch?v=5P\\_0s1TYpJU](https://www.youtube.com/watch?v=5P_0s1TYpJU)