

Personal Branding and Social Media For Job-Seekers

AGENDA

- **Overview and Examples**
- **Defining Your Personal Brand**
 - Creating an identity niche
- **Designing Your Online Footprint**
 - Set up of Wordpress site and blog
 - Set up and customization of LinkedIn profile
 - Set up and customization of Twitter profile
 - Set up and customization of Facebook profile
- **Aligning Your Online Activities**
 - **LinkedIn**
 - Making and importing initial connections
 - Updating your LinkedIn status
 - Joining LinkedIn Groups
 - Participating in LinkedIn Group discussions
 - **Blogging**
 - Posting to your blog
 - The 3 Rules Of Blogging
 - Adding Photos
 - Embedding Video from other sites
 - Discipline & Inspiration Tips
 - **Twitter**
 - Etiquette & Strategies
 - Following
 - Tweeting Links to your blog and other sites
 - Job Resources
 - **Facebook Profile**
 - Status Updates
- **Wrap-Up & Resources**