

MANAGE YOUR OWN CAREER!

10 tools to help active job searchers and engaged employees become creative, innovative and passionate workers

TOOL 4 of 10

▶ VISIT THE WORKFORCE WINDSORSESSEX WEBSITE

▶ PASS ALONG THIS INFORMATION TO A FRIEND OR CO-WORKER

Promote yourself

Tool Overview

In order to be seriously engaged in the networking process you must think about the message you send to prospective employers. Successful job searching means ensuring that you are always visible and able to communicate all the positive features you have to offer.

As an **active job searcher** you will take charge of putting yourself out there. You will make sure that prospective employers know you as a candidate with exceptional talents and desirable qualities. Most importantly you will ensure you are more than just a piece of paper that crosses an employer's desk.

Get Online

The buzz surrounding social media and online networking is huge! Social media has revolutionized the way we communicate and connect with others. It's not going to go away so the best thing you can do is embrace it and use it to your advantage to get yourself out there.

Websites such as Facebook, LinkedIn and Twitter have become increasingly popular and can greatly assist you in promoting yourself to prospective employers all day every day!

Become a fan or a follower of companies that interest you. Share content that strikes you as useful. Get involved in discussions where professionals participate. Most importantly, develop a great online presence. Be where the employers are rather than making them seek you out.

Self-Assessment Quiz

Use this quiz to identify your strengths and pinpoint areas for improvement.

YES NO SOMEWHAT N/A

1. I have developed a personal brand for the image I portray during my job search.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I connect with companies where I would like to work and introduce myself.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I have a presence on social media sites and actively manage my accounts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I frequently use social media to gain professional contacts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I use social media to follow companies that interest me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Give This a Try...

Create an **email signature** that hosts a link to your **LinkedIn Profile**. That way every time you send out a job application a potential employer can see who you are and what you do without even having to search!



BE SOCIAL MEDIA SAVVY

"All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called YOU." - Tom Peters

**EMPLOYMENT
ONTARIO**

workforce
WINDSORSESSEX
INVESTED IN A WORLD-CLASS WORKFORCE

THINK ABOUT IT!

*Companies all across the world have used branding as a way to define their place in the market and separate themselves from their competition. So, why not develop a **personal brand for yourself**? This way you will become recognized for specific qualities and ways of getting a job done.*

Points to consider when building your own brand:

- think of things that can be associated with you and you alone
- practice the skill of **self-marketing**
- gain as much visibility as possible
- send the right message
- promote the skills and experiences that make you stand out

Google this: personal branding

Quick Tips for Self-Marketing Success:

Be Consistent

Have the same professional look and feel to everything you put out, from your business cards to your LinkedIn profile.

Deflect Competition

Go the extra mile and **stand out** amongst others in your field and industry. Think of all the things that everyone else is doing and find ways to do them better!

Establish Awareness

Make sure you are **everywhere** the employers are looking. Go to networking events, have a social media presence and practice cold calling.

Let employers know . . .

- what you are **passionate** about!
- how you demonstrate **creativity**!
- how you show **inventiveness**!
- what makes you **unique**!

It's a Fact!

More than half of employers today use **Social Media** to find potential employees. Make sure you are sending the right message in **everything** you put online!

Consider This . . .

Be creative and **find original ways to get noticed**. Be sure to promote all the advantages of hiring you. Consider starting a blog or posting your career portfolio online. Show how unique you really are!



Want more? Check out this great read!

The Brand Called You by Tom Peters

View it online @ <http://www.fastcompany.com/magazine/10/brandyou.html>

training you've completed

a profile of your skills

your elevator pitch

your volunteer experience

groups that interest you

What should be on my LinkedIn profile?

your work experience

a professional profile picture

your educational achievements

recommendations from others

Key Terms

Personal Brand: a statement used to communicate your skills, personality and values; anything that tells the world who you are and what you do

Self-Marketing: promoting yourself to others in ways that show your unique skills and qualities

The Do's of Social Media

Instructions: Use this tool to help you use Facebook, LinkedIn and Twitter in the most effective way.

DO:

- ✓ **Get in on the action.** If you are serious about getting active in your job search or professional development activities you have to get online. Social Media sites are a great way to connect with potential employers and build a valuable network. Spend some time researching the various sites available and choose the ones that reflect you and what you are trying to accomplish.
- ✓ **Actively participate.** Once you've set up your online accounts you have to maintain them if they are going to benefit you. Join groups that interest you in order to share resources, gather information and take part in meaningful discussion. Follow organizations whose purpose sparks your interest. Use Social Media as an avenue to build a reputation for yourself as someone who is engaged in their professional development.
- ✓ **Be professional.** Always think twice before posting anything online. Remember that every message or image you put out there can be viewed by a potential employer. Make sure you are always using correct spelling and grammar and only posting pictures and discussion topics that would be considered workplace appropriate. As a general rule, if you wouldn't want to see it printed on the front page of the newspaper then it's not a good idea to share it online.
- ✓ **Be the face of your own brand.** Make a real effort to promote yourself as someone who is invested in their own success. Let your connections see who you are by including a profile picture on your Social Media pages. Make sure the photo you choose reflects you at your best and projects a positive image. If in doubt, a professional headshot is always a great choice.
- ✓ **Be proactive.** Build your online network before you need to. Take a hands-on approach when making Social Media connections so that if you find you require references or information regarding job openings you don't need to scramble to find them.

The Don'ts of Social Media

Instructions: Use this tool to help you use Facebook, LinkedIn and Twitter in the most effective way.

DON'T:

- ✘ **Get lost behind your computer.** Remember to connect with your network. Even in online networking situations, outreach and follow-up are important. Reach out to your contacts by customizing your requests and sending thank you letters for referrals or endorsements. Keep in mind that Social Media is also a great way to follow-up a face-to-face introduction.
- ✘ **Be everyone's friend.** There is no need to connect with every individual you come across. Be sure you are making quality connections with people you actually know or individuals that share your interests. It's not about how many people you know but rather the way you engage with your contacts that really counts.
- ✘ **Lose the authentic you.** There is no reason to be afraid to be yourself in your Social Media activities. It is important that your connections see who you are and what you do. Social media is also a great area to share your story and even put the famous elevator pitch to use. Just be sure to be consistent and professional in everything you post.
- ✘ **Forget about keeping track.** Make sure that your participation in Social Media activity is actually benefiting you. Keep track of the time you spend online, how you are engaging with others and the results that take place. Look for trends and patterns and re-assess your involvement if you are not happy with the outcome. Remember, building your own brand takes real effort and you will have to put in the work in order to achieve the results you want.
- ✘ **Get caught up in the frenzy.** Don't make your Social Media activities a huge time commitment. Trying to manage several different accounts or devoting hours each day to making and maintaining contacts will become overwhelming. Do only what is manageable for you. Remember, being a dynamic member of the Social Media community is only part of active career management. Be sure to leave yourself time and energy to engage in face-to-face interactions as well.