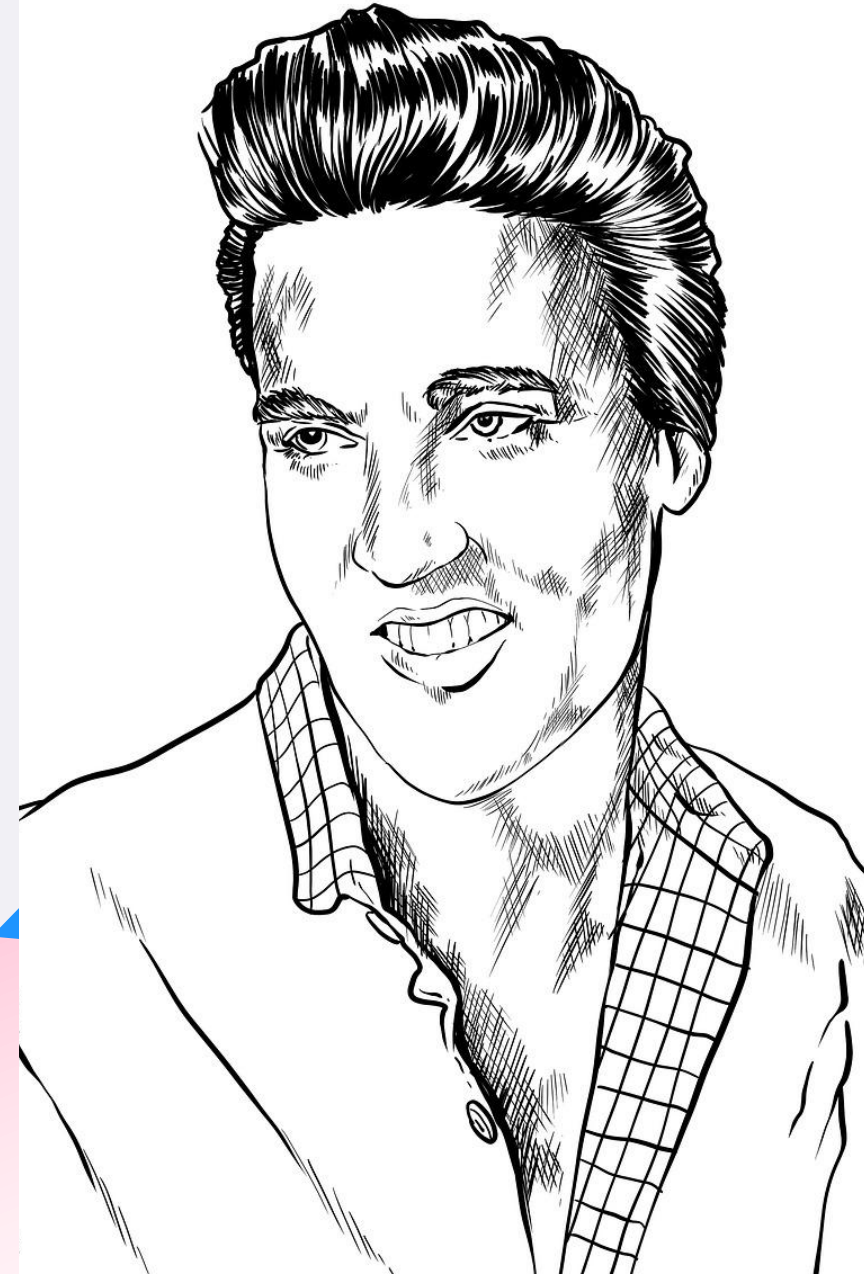


Personal Branding and Professional Identity for Career Success

Building Your Digital Presence, Networking Effectively, and Enhancing Employability in Today's Workforce



Week 4 Overview: Personal Branding & Identity



Importance of Personal Branding and Professional Identity

Explain why personal branding and professional identity matter in contemporary workplaces



Role of LinkedIn and Digital Platforms

Assess how LinkedIn and digital platforms support career development



Reflection on Digital Footprint and Networking

Reflect on your digital footprint, professional reputation, and networking approach

Learning Outcomes



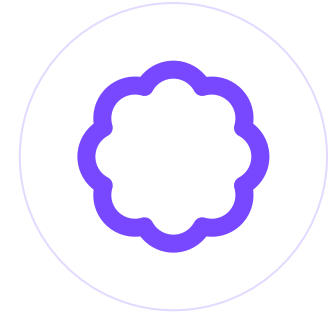
Evaluate how employers assess candidates beyond qualifications



Identify effective networking strategies for career progression



Develop a portfolio of skills, achievements, and experiences



Understand how organisations build employer brands and cultures to attract talent

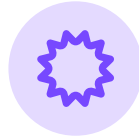
Starter Question: What Employers Learn Before Meeting You?



Social Media Profiles and Online Searches

Social media profiles and online searches shape first impressions

Employers may look at your online presence to see how you present yourself professionally.



Qualifications and Experience

Qualifications, experience, and recommendations influence perceptions

These help employers understand your skills, knowledge and suitability for the role.



Professional Behaviour

Professional behaviour signals values and credibility

The way you communicate and behave can show employers that you are reliable, respectful and professional.

Personal Branding: Your Reputation in Action



Definition of Personal Branding

Personal branding is how you present yourself and your professional reputation



Importance of Reputation

Reputation matters because employers form impressions before and during recruitment



Role of Authenticity and Values

Authenticity and values strengthen consistency between identity and messaging

Personal Identity vs Professional Identity

Personal Identity

- Includes your values, beliefs, interests and personality.
- Shaped by your experiences, background and relationships.
- Influences the choices and decisions you make.
- Helps you understand what is important to you.
- Can influence the type of career and workplace that suits you.

vs

Professional Identity

- Includes how you communicate, behave and work with others.
- Shown through your skills, knowledge and experience.
- Influenced by your career goals and professional responsibilities.
- Built through your work, achievements and reputation.
- Develops over time as you gain new experiences and skills.

First Impressions in Recruitment



Employers assess candidates beyond qualifications

They also consider your skills, experience, attitude and how you present yourself.



First impressions are shaped by visible signals and consistent behaviour

Your communication, appearance and online presence can influence how others see you.



Everyone already has a personal brand

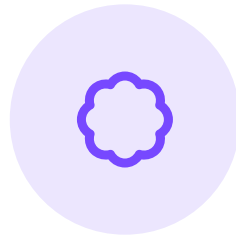
The way you behave, communicate and present yourself creates an impression of who you are.

Exercise: “My Current Brand”



Step 1: Identify Your Key Attributes

Write three strengths, three skills, and three values



Step 2: Define Your Desired Perception

Decide how you'd like employers to describe you



Step 3: Evaluate and Reflect

Discuss whether others can see these qualities and what you'd improve

LinkedIn & Digital Professional Presence



LinkedIn helps you showcase your professional profile, connect with others and find job opportunities.



A clear and professional profile helps create a positive first impression with employers.



Adding relevant skills and engaging with companies can help increase your professional visibility.

Digital Professionalism: What to Get Right



Match Online Behaviour to Professional Identity

Use appropriate online behaviour that matches your professional identity



Understand Privacy and Permanence

Review privacy settings and understand the permanence of online content



Awareness of Employer Checks

Recognise that employers may check digital footprints during recruitment

Activity: Profile Review



Step 1: Review LinkedIn Profile

Review your own LinkedIn profile or a sample profile



Step 2: Identify Key Aspects

Identify strengths, areas for improvement, and missing information



Step 3: Evaluate Presentation

Evaluate professional presentation and consider the employer impression

Networking & Purpose-Driven Careers



**Networking
includes formal and
informal
approaches**

Relationships and events
are key components of
networking.



**Leverage university
connections**

Utilise mentors and
alumni networks to
expand opportunities.



**Combine online and
in-person
networking**

Online networking can
complement in-person
relationship building.

Group Discussion Prompts



Motivations Beyond Salary

What motivates people beyond salary?



Company Size Preference

Would you prefer a large company, a small business, or starting your own business?



Important Company Values

Which company values matter most to you?

Digital Footprints: Risks and Reputation Management



Understanding Digital Footprints

- Includes things you post, share, comment on or like online.
- Can include information from social media, websites and online profiles.
- Your digital footprint can remain online for a long time.

Digital Footprints: Risks and Reputation Management



Impact of Online Behaviour

- Positive online activity can help build a professional reputation.
- Inappropriate posts or comments can create a negative impression.
- Employers may consider online information when researching potential candidates.

Digital Footprints: Risks and Reputation Management

! Risks on Social Media

- Posts can sometimes be shared beyond their intended audience.
- Controversial or inappropriate content can damage personal or professional reputation.
- Thinking carefully before posting can help you manage your online presence responsibly.

Protecting Personal Information (and Balancing Authenticity)



Protect Personal Information

Protect personal information to reduce exposure and potential misuse



Balance Authenticity and Professionalism

Balance authenticity with professionalism in what you share



Understand Employer Use of Social Media

Use real-world awareness of how employers use social media in recruitment

Case Study Exercise: What Could Happen?



Discuss Potential Scenarios

Inappropriate posts
Strong reputation building
Public criticism



Identify Risks and Handling Strategies

Identify the risks involved
Consider how the situation could be handled differently



Employers' Responses and Signals Sent

Consider how employers might respond
Analyse what signals these responses send

Building a Portfolio of Skills & Achievements



Maintain Evidence of Professional Development

Maintain evidence of professional development to support future employability



Use Various Tools and Experiences

Use CVs, portfolios, certificates, volunteering, work experience, and projects



Include Reflections and Skills Audits

Include reflections and skills audits to show growth and readiness

Practical Activity: Start Your Personal Portfolio



Use template sections for education, employment history, and key skills



Add achievements, volunteering, and professional development evidence



Set career goals and reflect on what evidence demonstrates your abilities

Entrepreneurial Focus: Employer Branding



Definition of Employer Branding

Helps a business build a positive reputation to attract and retain talented employees.



Employee Alignment

People want to work for companies that align with their needs and beliefs



Communication of Culture

Organisations communicate culture through consistent signals and opportunities

How Organisations Create Attractive Employer Brands



Flexible Working and Staff Benefits

Offering flexibility and useful benefits can help employees feel valued, supported and motivated.



Social Responsibility and Training Opportunities

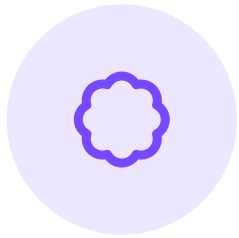
Supporting social causes and employee development can build trust while helping staff develop new skills.



Workplace Culture

A positive workplace culture can improve employee satisfaction, teamwork and the likelihood of staff staying with the business.

Mini Activity: Compare Two Organisations



Step 1: Compare how each organisation presents its identity

Compare how each organisation presents its identity



Step 2: Decide which organisation you would prefer to work for and why

Decide which organisation you would prefer to work for and why



Step 3: Identify what entrepreneurial businesses can learn from employer branding

Identify what entrepreneurial businesses can learn from employer branding

Key Takeaways

Personal Brand Foundation

Your personal brand is shaped by your values, behaviours, and visible signals

Impact of LinkedIn and Digital Professionalism

LinkedIn and digital professionalism influence how employers perceive you

Career Progression Support

A strong portfolio of evidence and purposeful networking support career progression

Next Week (Week 5)

Core Business, Leadership
and Professional Skills

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Thank You

If you have any questions, please do not hesitate to get in touch.

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